

# Profit & Loss Statement (USD)

Category	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	2025 Total	TTM Total
<b>REVENUE</b>													
Gross Sales	72,487	123,973	81,056	157,407	291,995	346,415	286,923	210,053	198,865	294,307	598,732	2,662,213	2,749,518
Shipping Income	6,174	12,147	7,208	13,784	21,536	25,705	20,129	15,969	16,636	25,194	39,659	204,140	212,970
Discounts	(6,932)	(13,825)	(9,565)	(19,579)	(37,113)	(47,016)	(53,229)	(32,956)	(26,523)	(38,933)	(143,321)	(428,993)	(437,815)
Refunds	(7,186)	(2,616)	(1,724)	(2,751)	(23,793)	(48,328)	(46,411)	(12,632)	(8,592)	(11,944)	(19,983)	(185,958)	(187,390)
<b>TOTAL REVENUE</b>	<b>64,543</b>	<b>119,679</b>	<b>76,975</b>	<b>148,861</b>	<b>252,624</b>	<b>276,777</b>	<b>207,412</b>	<b>180,434</b>	<b>180,386</b>	<b>268,624</b>	<b>475,087</b>	<b>2,251,402</b>	<b>2,337,282</b>
<b>COST OF SALES</b>													
Google Ads						71	1,358	1,651	9,067	7,582	12,884	32,612	32,612
Facebook Ads											5,998	25,233	31,231
Other Paid Ads													143
Cost of Goods Sold	9,640	16,865	11,004	21,388	41,605	23,612	38,361	27,495	26,630	40,373	85,200	342,172	354,105
Processing Fees	3,801	5,204	4,919	5,365	8,693	15,250	11,617	11,735	9,887	10,876	17,239	104,585	109,189
Shipping & Fulfillment	11,819	19,277	12,586	24,449	47,477	79,186	52,131	34,537	31,659	56,731	84,369	454,221	467,670
Total Cost of Sales	25,260	41,346	28,509	51,202	97,774	118,119	103,467	75,418	77,243	121,560	224,924	964,822	994,951
<b>GROSS PROFIT</b>	<b>39,283</b>	<b>78,334</b>	<b>48,466</b>	<b>97,659</b>	<b>154,850</b>	<b>158,658</b>	<b>103,945</b>	<b>105,016</b>	<b>103,143</b>	<b>147,064</b>	<b>250,163</b>	<b>1,286,580</b>	<b>1,342,331</b>
<b>OPERATING EXPENSES</b>													
Chargebacks	820	99	118	99	1,547	1,252	6,151	1,899	106	1,092	812	13,996	14,118
Affiliate / Creator Payouts	18,683	28,631	24,300	36,894	52,543	53,569	50,351	46,150	38,076	57,446	76,095	482,740	520,991
Contractors				735	620	920	2,900	3,664	3,208	3,730	6,988	22,765	20,540
Software	3,292	3,889	3,349	3,235	7,794	8,658	12,341	11,260	10,503	11,460	11,203	86,984	88,496
Marketing Agencies	237	945	2,000	346	14,580	7,000	18,520	7,000	2,500	9,443	15,453	78,024	78,024
Accounting	2,100	969	969	319	969	3,768	3,118	3,285	2,595	3,285	559	21,938	21,938
Other Expenses	118	6,359	958	2,282	6,297	15,675	20,825	7,091	5,259	3,351	3,988	72,202	74,587
Total Operating Expenses	25,250	40,891	31,695	43,910	84,350	90,843	114,207	80,350	62,247	89,807	115,097	778,648	818,695
<b>TOTAL EXPENSES</b>	<b>50,510</b>	<b>82,237</b>	<b>60,204</b>	<b>95,112</b>	<b>182,125</b>	<b>208,962</b>	<b>217,673</b>	<b>155,768</b>	<b>139,490</b>	<b>211,367</b>	<b>340,022</b>	<b>1,743,470</b>	<b>1,813,646</b>
<b>ADD BACKS</b>													
Total Add Backs	504	7,424	2,852	1,993	15,716	38,726	36,859	9,407	5,059	5,605	12,268	136,412	136,412
<b>EXPENSES AFTER ADD BACKS</b>	<b>50,005</b>	<b>74,813</b>	<b>57,352</b>	<b>93,119</b>	<b>166,409</b>	<b>170,236</b>	<b>180,815</b>	<b>146,361</b>	<b>134,432</b>	<b>205,762</b>	<b>327,754</b>	<b>1,607,057</b>	<b>1,677,233</b>

Category	Jan-25	Feb-25	Mar-25	Apr-25	May-25	Jun-25	Jul-25	Aug-25	Sep-25	Oct-25	Nov-25	2025 Total	TTM Total
NET INCOME	14,538	44,866	19,624	55,742	86,216	106,541	26,597	34,073	45,955	62,862	147,333	644,345	660,049