# I AM JOY Successfully Changes Hands In An eCommerce Website Sale Brokered by Website Closers

*With this successful change of hands, I AM JOY is expected to reach new heights and traverse uncharted territories.*




TAMPA, FL, UNITED STATES, October 26, 2026 /EINPresswire.com/ -- I AM JOY, a niche brand known for its mineral-based supplements, has been acquired by Joy Nutra LLC group. The transaction was successfully handled by Justin Harris and Paul Vartanian of Website Closers, the world's largest Tech & Internet business brokerage.

The company was sold by founder Griffin Black to a buyer group led by Joy Nutra, LLC, who will take over the business that has developed a loyal following across Shopify, Amazon, and TikTok Shop.

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>
> *Paul Vartanian, business broker at Website Closers*

For I AM JOY, this sale marks the next stage in a story that began in an unconventional corner of the wellness market. Today, I AM JOY has grown into a recognizable direct-to-consumer brand with a loyal following, making it a great example of how niche brands can still find success in the current market.

The Advantage of Building The Brand Around A Unique Niche

I AM JOY, established in 2018, found early market success by incorporating mineral supplements, colloidal gold and ORMUS, into its product line. In a marketplace that was outside the traditional supplement mainstream, this proved to be difficult and challenging.

Its early identity centered heavily on ORMUS and colloidal gold, categories that appeal to consumers interested in alternative wellness, biohacking, mineral supplementation, and holistic lifestyles.

Over time, the company expanded into products including Shilajit syrup, Haritaki and pine pollen blends, mushroom capsules, methylene blue capsules, protein powders, topical products, and other specialty supplements.

Rather than presenting itself strictly through conventional supplement marketing, I AM JOY developed a voice built around niche supplements, vitality, consciousness, and personal well-being. That positioning helped the brand stand apart in a crowded market and gave it a clear connection with consumers looking for products beyond the standard health and nutrition aisle.

From a Niche Product Line to a Multi-Channel Business

What began with a concentrated product focus eventually became a broader eCommerce operation.

I AM JOY built distribution across Shopify, Amazon, and TikTok Shop, giving the company several ways to reach customers rather than depending on a single marketplace. Its direct-to-consumer storefront also supports subscriptions, bundles, loyalty rewards, affiliate opportunities, and other promotional programs.

This unique mix of direct sales and marketplace exposure gave the business a foundation that attracted buyers looking for more than a single product or sales channel.

“I AM JOY had a clear identity, and that mattered throughout the sale process,” said Justin Harris, the experienced broker at Website Closers who worked on the sell-side of the transaction. “This was not a generic supplement brand. It had developed a recognizable position in a specific part of the wellness market, with established channels, a loyal customer base, and products that buyers could understand and build upon.”

Finding the Right Buyer for a Specialized Wellness Brand

Selling a niche business requires more than just posting financials and waiting for offers. Part of the challenge is presenting the company in a way that gives serious buyers a clear picture of what has been built, where the value sits, and what opportunities remain after closing.

Website Closers worked closely with the seller through the process of bringing I AM JOY to market, communicating its strengths to qualified buyers, and helping move the transaction from initial interest through negotiation and closing.

“The story behind the business is just as important as the numbers,” said seller Griffin Black. “I AM JOY had its own audience, voice, and operating model, and I wanted the potential buyers to understand that before making a decision. Website Closers helped present the business

properly and kept the process moving until we reached an agreement that made sense."

A New Chapter Under New Ownership

For buyer group Joy Nutra, LLC, the acquisition provides an established platform in a unique wellness category that already has an existing infrastructure and multiple markets.

"What interested us was the foundation already in place," Joy Nutra, LLC said. "The brand has a distinct position, an existing customer base, and a product mix that gives us room to grow exponentially. We see an opportunity to build on what Griffin created while preserving the character that made I AM JOY different."

With a business that already spans direct-to-consumer sales and major online marketplaces, this change-of-hands offer several possible paths for future product development and customer growth for the new owners.

Why the Broker Matters

For owners considering the sale of an online business, I AM JOY also illustrates why choosing a broker with experience in digital companies can make a material difference.

Online businesses often have value spread across areas that are not obvious from a conventional balance sheet. Marketplace accounts, repeat customers, brand equity, subscriptions, intellectual property, supplier relationships, digital marketing history, and operating systems all influence how a buyer sees the opportunity.

Website Closers specializes in understanding those components and presenting them in a way that makes sense to qualified acquirers.

"A seller has usually spent years building something before they ever speak with us," said Paul Vartanian, the buy-side broker who helped bridge the gap to close this deal. "Our job is to understand what they created, position it accurately, get it in front of capable buyers, and help both sides work through the issues that naturally come up before a deal closes. A successful transaction is rarely about one conversation. It is about managing the process well from beginning to end."

For founders of niche companies, that process can be important. Especially when the business operates in a market where the right buyer may not be immediately obvious. Website Closers understood this and made sure that I AM JOY was introduced to the right people who could take it to the next level.

How The Next Chapter Looks Like

For seller Griffin Black, the sale closes one chapter of I AM JOY's story. For its new owners, it opens another one full of potential and hope.
The brand enters a new chapter with an established identity, multiple sales channels, and a loyal but specialized customer base.

Just as importantly, the transaction gave another founder a complete exit and demonstrates what can happen when a specialized online business is carefully positioned, professionally represented, and placed in front of the right buyers.

Website Closers, known for its expertise in brokering e-commerce businesses, once again played a key role in ensuring a smooth and successful transition for both buyer and seller.

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Broker Contacts:

Justin Harris
https://www.websiteclosers.com/broker/justin-harris/
205-222-7099
https://www.linkedin.com/in/justin-henry-harris/

Paul Vartanian
https://www.websiteclosers.com/broker/paul-vartanian/
401-529-8899
https://www.linkedin.com/in/paul-vartanian-05284a80/

About Website Closers

As the world’s largest Full Service Tech & Internet Mergers & Acquisitions Brokerage, Website Closers is dedicated to providing M&A Services to a wide range of private companies from as small as $1 Million to as large as $1 Billion across the globe, including Technology, Software, Internet, eCommerce, Amazon, and other Digital companies. We help owners sell eCommerce companies, SaaS businesses, digital agencies, online service companies, manufacturers, and other technology enabled businesses.

Our brokers work with sellers from the earliest stages of valuation and market preparation through buyer qualification, negotiation, due diligence, and closing. By focusing specifically on businesses with a strong digital component, Website Closers helps owners present the full value of what they have built and connect with buyers capable of carrying those businesses forward.

Jason Guerrettaz
Website Closers

+1 800-251-1559
jguerrettaz@websiteclosers.com
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