

Skincare on Shopify: what the best stores do, and what most still miss

Skincare stores are very good at proving a product works, and weak at making it safe to try.

Stores reviewed Glow Recipe, KraveBeauty, cocokind, Kinship, Topicals, Herbivore Botanicals (US storefronts)

Date 26 September 2026

Buyer lens A late-20s first-time visitor with sensitive, breakout-prone skin, arriving on mobile from an Instagram ad; and an early-40s returning buyer comparing ingredients and price for dark spots

Prepared by Marcin Lisewski, CROSHOPS

6

Shopify skincare stores, same pages, same two buyers

3

practices every store already shares

14

good practices worth copying, with screenshots

11

common bad practices, each with the fix

Read it with your own store in mind. Section 1 is the floor: a skincare buyer expects it. Section 2 is where you can stand out today. Section 3 shows what most of the niche still gets wrong, without naming anyone. Section 5 lets you score your own store in ten minutes.

How we looked

Every visitor asks the same seven questions on the way from the first page to the moment after purchase. The 7E model (André Morys, konversionsKRAFT) turns them into seven levels. We walked each store as the two buyers above would: homepage, concern collection, one bestseller product page, cart, help and policy pages, contact. Checkout was not entered.

1 Relevance
Is this the right page for me?

2 Trust
Can I trust this company?

3 Orientation
How do I find the right product?

4 Stimulation
Why should I buy here?

5 Security
Is it safe to do that here?

6 Convenience
How easy will everything be?

7 Confirmation
Did I do the right thing?

Good practices are credited to the store that does them. Bad practices are counted across the six and shown as recreated mockups with a placeholder brand. No scores or rankings are published: this report is about practices, not about stores.

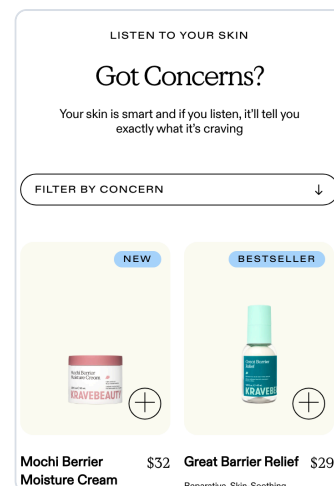
1. The niche standard: what every store already does

If your store misses one of these, a skincare buyer notices.

6 OF 6 STORES

Shop by skin concern

Every store lets the buyer start from their problem, not from a product type they do not know yet. Glow Recipe puts seven concern doors in the main menu ("Breakouts & Acne", "Dark Spots", "Redness & Sensitivity"). Herbivore calls it "By Solution". KraveBeauty asks "Got Concerns?" on the homepage.

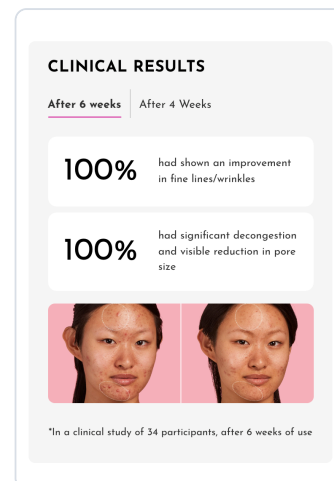


KraveBeauty, homepage, mobile

6 OF 6 STORES

Results with numbers, and the study behind them

A number and a sample size replace "effective". Glow Recipe: "100% had significant decongestion and visible reduction in pore size", in a clinical study of 34 participants over 6 weeks. Topicals: "92.31% saw a reduction in dark spot visibility". Herbivore: "Clinically proven to brighten skin in just 7 days", footnoted "Based on a consumer study of 59 women and men". Five of the six stores state the study size.



Glow Recipe, product page, mobile

6 OF 6 STORES

The fear answered on the product page

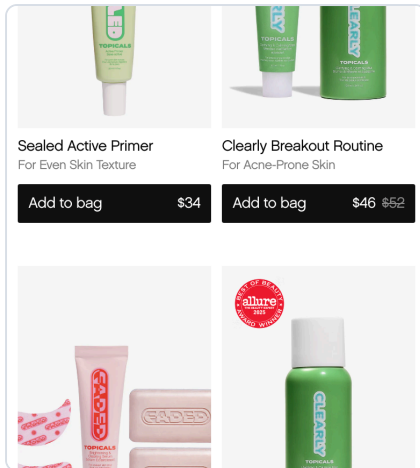
Every store answers the sensitive-skin questions where the buyer decides: patch testing, pregnancy, mixing with other actives. Topicals: "Are these products safe to use together with acne treatments like Accutane or tretinoin?". Glow Recipe: "This formula pairs great with most ingredients, except benzoyl peroxide."



Topicals, product page, mobile

2. What the best stores do that few others do

Each practice is used by one to four of the six stores. This is where a store can stand out today.

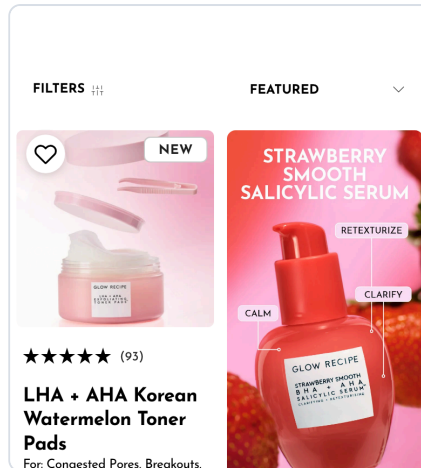


Topicals, collection, mobile

Concern or benefit on every product tile

Glow Recipe, Topicals, KraveBeauty, Herbivore

"Is this for me?" is answered on the grid, before the buyer opens a page. Topicals writes "For Acne-Prone Skin" under the name.

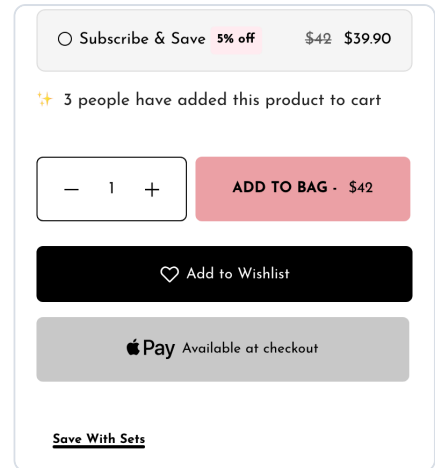


Glow Recipe, acne collection, mobile

The same, on the leader

Glow Recipe

Concern tags ("For: Congested Pores, Breakouts, Uneven Texture") on 16 of 17 tiles in the acne collection.

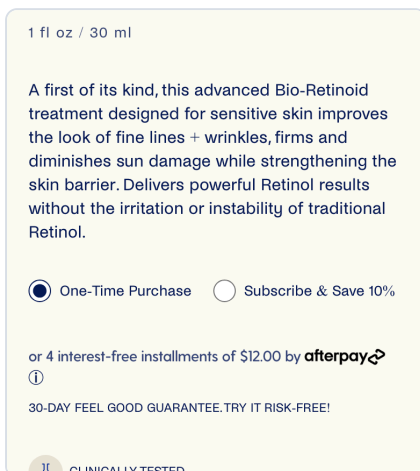


Glow Recipe, product page, mobile

Price inside the add-to-cart button

Glow Recipe, Kinship

"Add To Bag - \$42". The price is confirmed at the moment of the click, with no scroll back up.

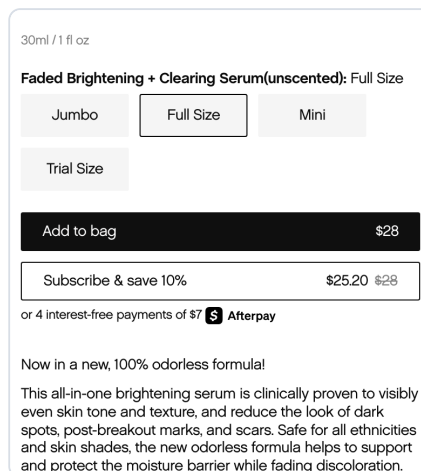


Kinship, product page, mobile

A risk-free guarantee at the buy button

Kinship

"30-day Feel Good Guarantee. Try it risk-free!" on every product page, repeated in the cart. It answers the fear of paying for a product that irritates.

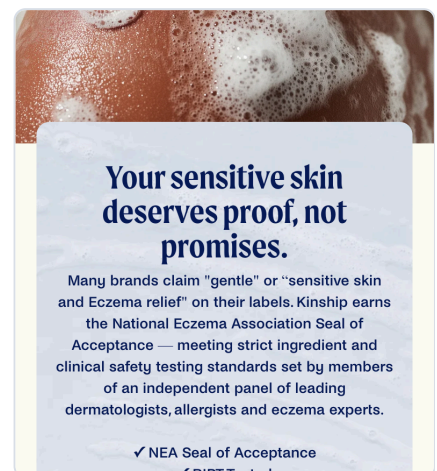


Topicals, product page, mobile

A trial size in the size selector

Topicals

"Trial Size" next to Mini, Full Size and Jumbo. A cheap first try instead of a full-price gamble.

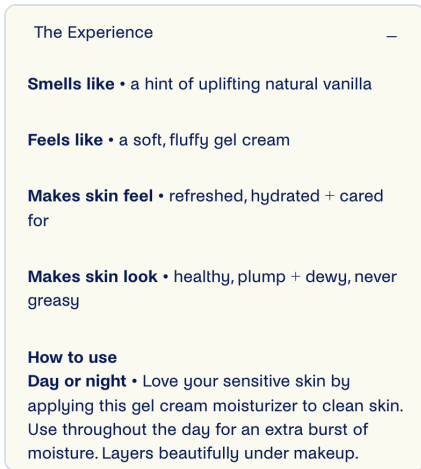


Kinship, homepage, mobile

A certification explained, not just shown

Kinship

"Your sensitive skin deserves proof, not promises." The National Eczema Association seal comes with what it means.

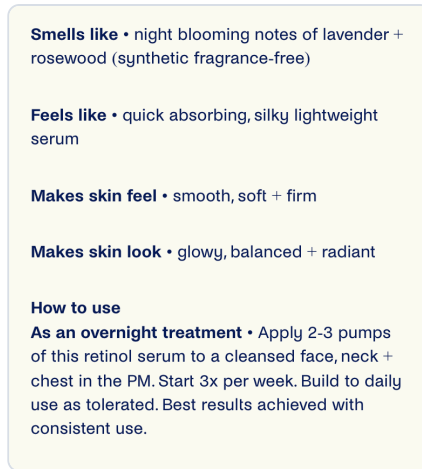


Kinship, product page, mobile

How it smells and feels

Kinship

"Smells like", "Feels like", "Makes skin feel", "Makes skin look". Answers what cannot be tested online.

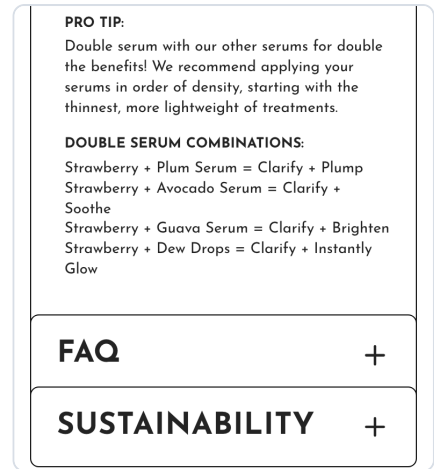


Kinship, retinoid serum page, mobile

Ramp-up instructions for actives

Kinship

"Start 3x per week. Build to daily use as tolerated." How to start without irritation, answered before buying.

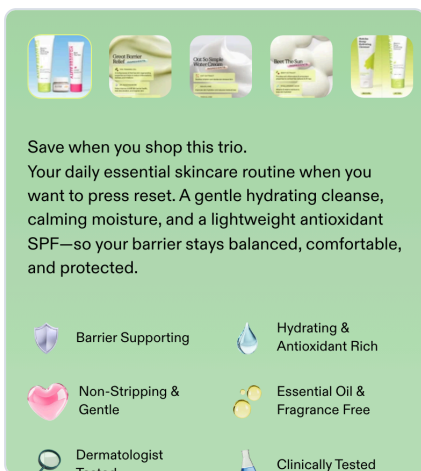


Glow Recipe, product page, "How to use" opened

Pairings labelled by outcome

Glow Recipe

"Strawberry + Avocado Serum = Clarify + Soothe". A two-step routine without researching layering. On the page it sits inside "How to use"; it deserves a visible spot.

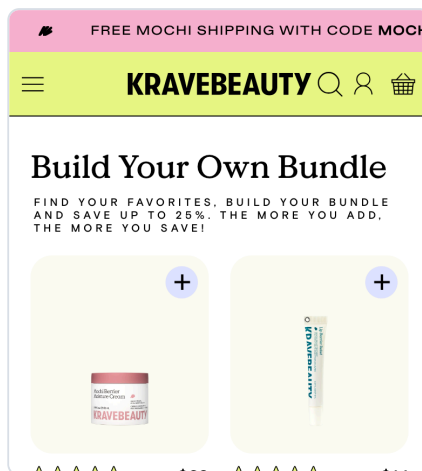


KraveBeauty, kit page, mobile

A complete routine in one click, under \$60

KraveBeauty, Topicals

KraveBeauty: a 3-step kit at \$36. Topicals: "Clearly Breakout Routine" at \$46. A first-time buyer does not assemble a routine.

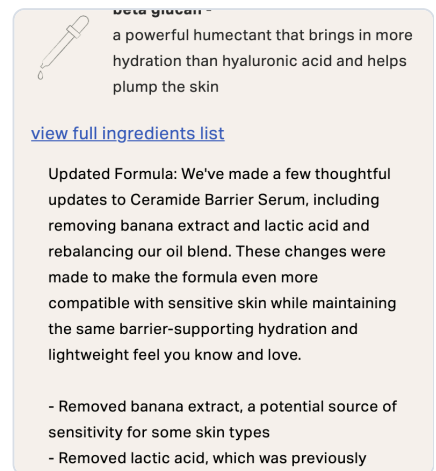


KraveBeauty, bundle builder, mobile

Savings shown as the bundle grows

KraveBeauty, cocokind

"Build Your Own Bundle": 0% to 25%, with live "Total Savings". cocokind puts the saving on the button: "Add to Cart & Save 10%".

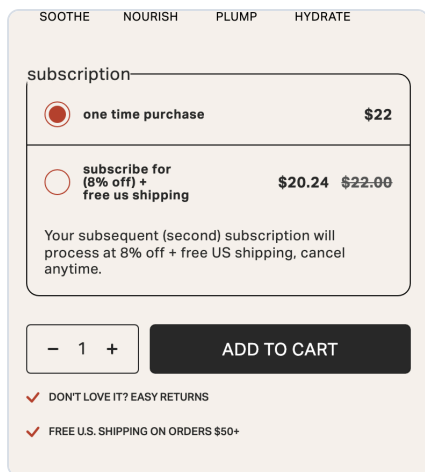


cocokind, product page, mobile

Formula changes disclosed

cocokind

"Updated Formula:" with what was removed and why. A returning buyer knows what changed before reordering.

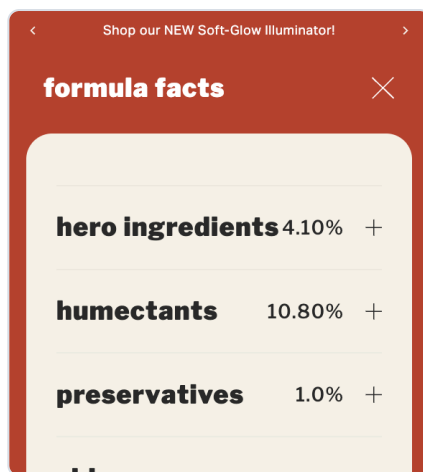


cocokind, product page, mobile

Subscription terms at the choice

cocokind

"subscribe for (8% off) + free us shipping", "cancel anytime". Discount, shipping and exit are clear before committing.



cocokind, Ceramide Barrier Serum, "formula facts" panel

The formula, explained and measured

cocokind

On the Ceramide Barrier Serum page, a "formula facts" panel gives each ingredient group's share of the formula (hero ingredients 4.10%, humectants 10.80%, carriers 82.20%) and the pH (4.0 to 5.0), and the ingredients tab says what each key ingredient does ("blend of five ceramides" that "reduce moisture loss"). The ingredient-comparer sees what is in it, how much, and why, without emailing.

3. Common bad practices, and the fix

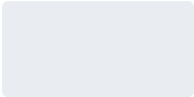
Counts are out of six stores. The mockups are recreated with a placeholder brand; none shows a real store.

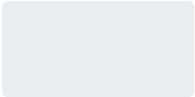
COMMON BAD PRACTICE · 6 OF 6 STORES

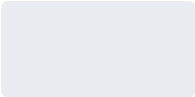
No way to compare similar products

Three serums sit side by side with no table. The buyer opens each page and compares from memory.

COMMON







Calm Serum
\$38

Clear Serum
\$42

Glow Serum
\$45

Which one is for me? Open all three.

BETTER: A THREE-COLUMN TABLE ON THE COLLECTION OR PRODUCT PAGE: FOR WHICH SKIN, KEY ACTIVE AND %, TEXTURE, SIZE, PRICE.

	CALM	CLEAR	GLOW
For	Redness	Breakouts	Dullness
Active	Centella 2%	BHA 2%	Vit C 10%
Texture	Gel	Water	Serum
Price	\$38	\$42	\$45

COMMON BAD PRACTICE · 6 OF 6 STORES

No price per ml

Sizes are listed without a unit price, so the ingredient-comparing buyer does the maths.

COMMON

45 ml · \$29

100 ml · \$50

BETTER: THE UNIT PRICE UNDER EACH SIZE OPTION.

45 ml · \$29
\$0.64 / ml

100 ml · \$50
\$0.50 / ml · best value

COMMON BAD PRACTICE · 6 OF 6 STORES, IN SOME FORM

Delivery and returns not stated on the product page

Shipping cost, delivery window or return terms live only in the FAQ or a policy page.

COMMON

Add to cart

\$38

Shipping and taxes calculated at checkout.

BETTER: ONE SHORT BLOCK UNDER THE BUTTON, IN PLAIN WORDS.

Add to cart

\$38

- ✓ Ships in 1 to 2 business days
- ✓ Free shipping over \$50, otherwise \$6
- ✓ 30-day returns

COMMON BAD PRACTICE · 5 OF 6 STORES

No help next to the buy button

Support is a footer link, email or a form, often with a multi-day reply. The buyer with a question at the moment of decision leaves.

COMMON

Add to cart

\$38

... footer: Contact · reply in 5 to 7 business days

BETTER: AN ASK-US LINE NEXT TO THE BUTTON, WITH A STATED REPLY TIME.

Add to cart

\$38

Not sure it suits your skin? Ask us, we reply within 2 hours on weekdays.

COMMON BAD PRACTICE · 4 OF 6 STORES

Returns that put the risk on the buyer

Opened products refused, return shipping paid by the customer, a minimum amount left in the jar. In a category where the fear is "what if it irritates my skin", this leaves the fear unanswered. A fifth store makes sets final sale.

COMMON

Returns: unopened products only. Customer pays return shipping.
One refund per product.

BETTER: A SKIN-REACTION GUARANTEE, OR AT LEAST A TRIAL SIZE (SEE SECTION 2).

Skin didn't like it? Full refund within 30 days, even if opened.

Trial size · \$12

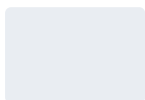
COMMON BAD PRACTICE · 5 OF 6 STORES

No filters on the collection

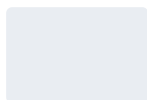
Sort only, or filters without skin type and concern.

COMMON

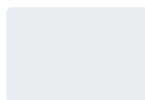
Sort: Featured ▾



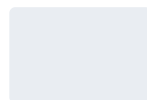
Product



Product



Product



Product

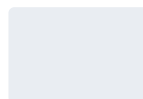
BETTER: FILTERS FOR SKIN TYPE, CONCERN AND PRICE AT THE TOP OF THE GRID.

Skin type ▾

Concern ▾

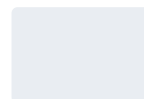
Price ▾

Sort ▾



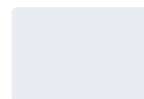
Product

For oily skin



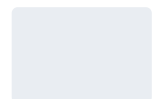
Product

For oily skin



Product

For oily skin



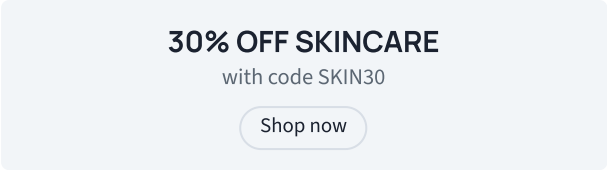
Product

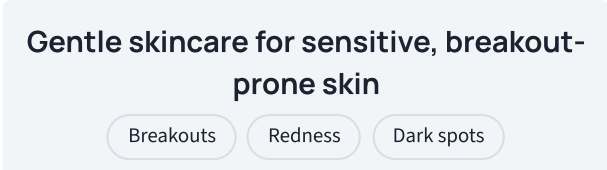
For oily skin

COMMON BAD PRACTICE · 5 OF 6 STORES

The homepage hero sells a launch or a code, not the promise

A new lip balm or "30% OFF" where the first-time visitor is asking "is this brand for my skin?".

COMMON


BETTER: THE HERO SAYS WHO THE BRAND IS FOR AND OPENS THE CONCERN DOORS; THE LAUNCH GOES SECOND.


COMMON BAD PRACTICE · 4 OF 6 STORES

The store contradicts itself

Returns within 45 days on one page and 30 on another; a code for free shipping in the hero next to "free shipping on orders \$50+" in the bar; two different discounts running at once; review counts that differ between the tile and the product page.

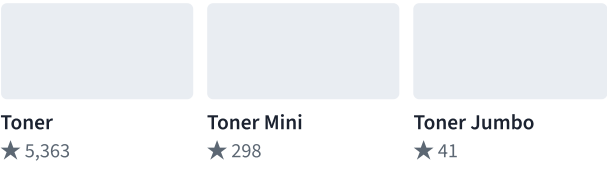
COMMON
Bar: Free shipping on orders \$50+
Hero: Free shipping with code SHIP
FAQ: returns within 30 days
Guarantee: 45 days

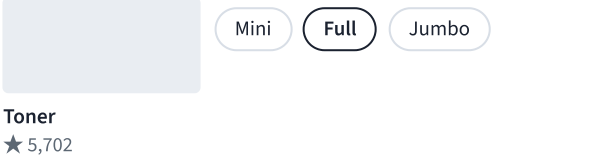
BETTER: ONE SOURCE FOR POLICIES AND OFFERS, CHECKED MONTHLY.
✓ Free shipping on orders \$50+ (everywhere)
✓ Returns within 30 days (everywhere)
✓ One offer at a time

COMMON BAD PRACTICE · 4 OF 6 STORES

Sizes, minis or scents as separate product tiles

The same product appears two or three times, and its reviews split: in one store, 5,363 on the full size and 298 on the mini.

COMMON


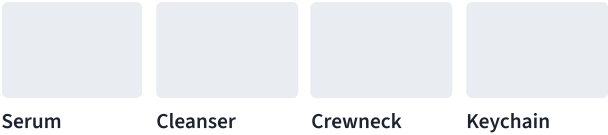
BETTER: ONE TILE, SIZES IN THE SELECTOR, REVIEWS COMBINED.


COMMON BAD PRACTICE · 4 OF 6 STORES

Off-topic products in skincare collections

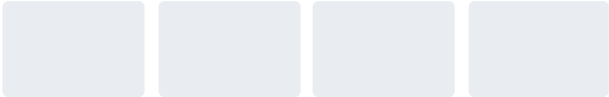
Body wash in a face collection; a tee or a keychain in the main grid.

COMMON



Serum Cleanser Crewneck Keychain

BETTER: MERCH AND BODY CARE IN THEIR OWN COLLECTIONS.



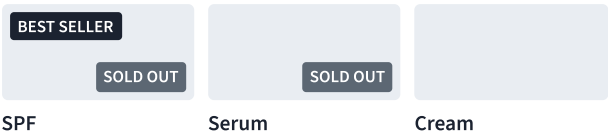
Serum Cleanser Moisturiser SPF

COMMON BAD PRACTICE · 3 OF 6 STORES

Sold-out bestsellers up front

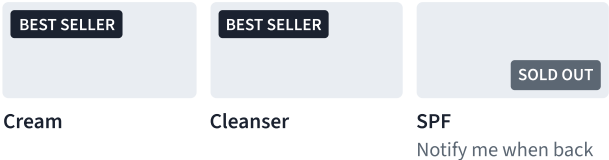
A "BEST SELLER" badge on a sold-out product, or the top bestseller sold out in the homepage row.

COMMON



SPF Serum Cream

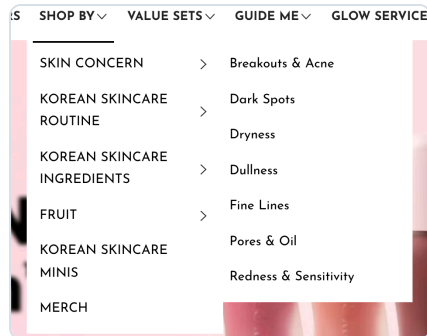
BETTER: SOLD-OUT ITEMS MOVE TO THE END OF THE GRID; BESTSELLER ROWS SHOW ONLY WHAT CAN BE BOUGHT.



Cream Cleanser SPF
Notify me when back

4. What the leader teaches: Glow Recipe

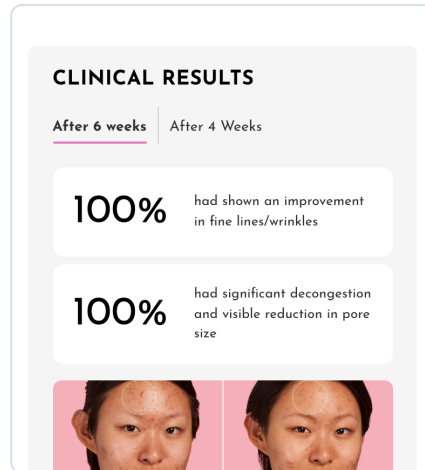
Five things that set it apart.



Glow Recipe, desktop menu

1 Concern in two places

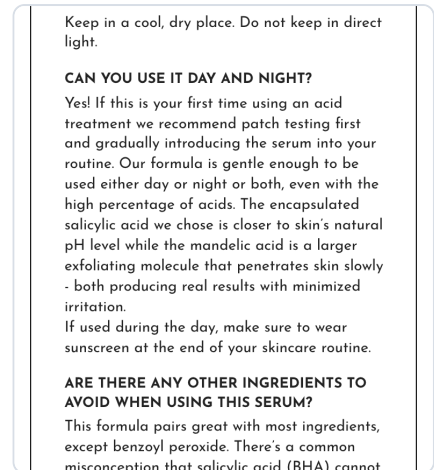
In the menu ("Shop by" > "Skin concern") and as tags on 16 of 17 tiles in the acne collection, so the buyer never leaves "my problem" mode.



Glow Recipe, product page

2 Proof with its terms

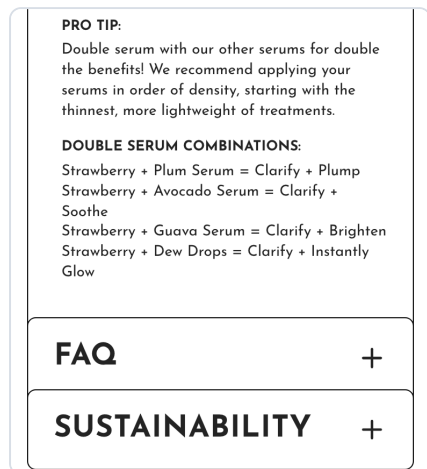
The clinical claim carries the sample size and the duration: 34 participants, 6 weeks.



Glow Recipe, product page FAQ

3 Safety where the fear is

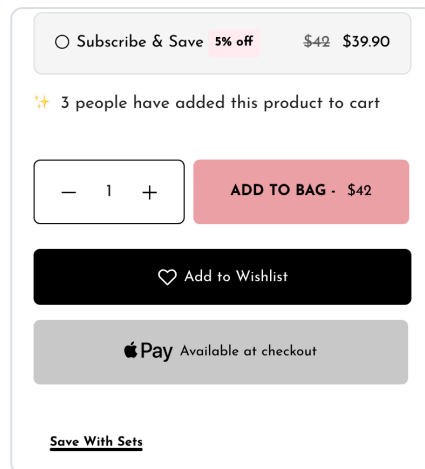
In the product page FAQ: "we recommend patch testing first", and what not to combine: "except benzoyl peroxide".



Glow Recipe, "How to use"

4 A routine, not a product

Pairings labelled by the outcome: "Clarify + Soothe", "Clarify + Brighten".



Glow Recipe, product page

5 The price in the button

"Add To Bag - \$42".

5. Self-check: score your store

One point per yes.

- 1** Can a visitor shop by skin concern from the main menu?
Like Glow Recipe: "Shop by" > "Skin concern" > "Breakouts & Acne", "Dark Spots", "Redness & Sensitivity".
- 2** Does every product tile say which skin or concern it is for?
Like Topicals: "For Acne-Prone Skin" right under the product name.
- 3** Does every result claim carry a number, a duration and a study size?
Like Glow Recipe: "In a clinical study of 34 participants, after 6 weeks of use".
- 4** Does the product page answer patch testing, pregnancy and mixing with actives?
Like Glow Recipe's FAQ: "we recommend patch testing first", "pairs great with most ingredients, except benzoyl peroxide".
- 5** Is there a price per ml under each size?
For example: "45 ml · \$29" with "\$0.64 / ml" beneath it, next to "100 ml · \$50 · \$0.50 / ml". None of the six stores does this yet.
- 6** Can a buyer compare similar products side by side?
For example: one table for three serums with rows for skin concern, key active and %, texture and price. None of the six does this yet.
- 7** Are delivery time, shipping cost and returns stated under the buy button?
For example: "Ships in 1 to 2 business days · Free shipping over \$50, otherwise \$6 · 30-day returns".
- 8** Is there a way to ask a question next to the buy button, with a reply time?
For example: "Not sure it suits your skin? Ask us, we reply within 2 hours on weekdays."
- 9** Is there a guarantee or a trial size for a buyer afraid of a reaction?
Like Kinship: "30-day Feel Good Guarantee. Try it risk-free!" Or like Topicals: "Trial Size" in the size selector.
- 10** Does your hero say who the brand is for, before any launch or code?
For example: "Gentle skincare for sensitive, breakout-prone skin", with the new launch in the second slot, not "30% OFF".
- 11** Do your policy pages, FAQ and banners state the same numbers?
A "no" looks like: returns within 30 days in the FAQ and 45 days on the guarantee page.
- 12** Does each product appear once, with sizes in the selector?
For example: one "Toner" tile with Mini, Full and Jumbo in the selector, instead of three tiles whose reviews are split.

10 to 12

You are ahead of most of the niche.

6 to 9

The fixes in section 3 are your next steps.

0 to 5

Start with questions 7, 8 and 9: they answer the fear that stops a skincare buyer.

Next step: a Gap Audit of your store

The same walk, on your store, against your own competitors: what you already do well, what to fix first, and how we will measure it. You only pay for proven work; we only claim what the data shows.

Marcin Lisewski · CROSHOPS · croshops.com

Method notes: pages observed on 26 September 2026 on US storefronts in USD; stores change often. Screenshots taken on a 390 px mobile viewport with popups hidden, used for commentary and credited to each brand. Counts come from the same fixed page list on every store. Mobile-only elements and checkout were not scored.