

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

Supplement stores are good at proving a product is pure and tested, and weak at proving it does anything.

Stores reviewed	Ritual, Momentous, Grüns, Hiya, MaryRuth's Organics, Arrae (US storefronts)
Date	16 October 2026
Buyer lens	An early-30s first-time visitor from an Instagram or TikTok ad on mobile, sceptical of health claims and unsure about subscribing; and an early-40s returning buyer comparing doses and price per serving, sometimes buying for the family
Prepared by	Marcin Lisewski, CROSHOPS

6

Shopify supplement stores, same pages, same two buyers

6

practices (almost) every store already shares

15

good practices worth copying, with screenshots

9

common bad practices, each with the fix

Read it with your own store in mind. Section 1 is the floor: a supplement 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, shop or goal collection, one bestseller product page per buyer, cart, subscription, shipping and returns terms, help and contact pages. 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, and nothing here judges whether a supplement works: we look only at the proof each store gives its buyer.

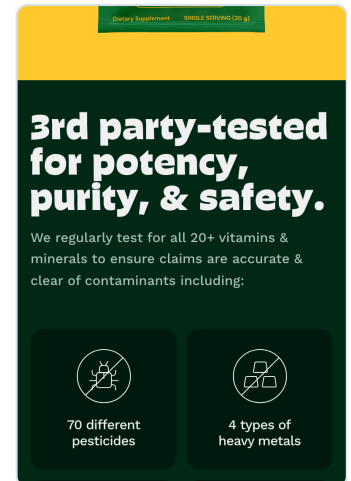
1. The niche standard: what every store already does

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

6 OF 6 STORES

Testing named, not just claimed

Every store says what it tests for, and the best put a number on it. Ritual lists the heavy metals it tests each lot for (arsenic, cadmium, lead, mercury), plus allergens and microbes. Grüns: "70 different pesticides", "4 types of heavy metals", "9 microbial contaminants". Hiya names its labs and the detection limits (lead 2.1 ppb).

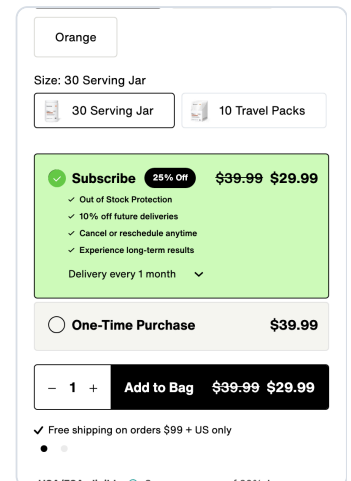


Grüns, homepage, mobile

5 OF 6 STORES

A subscription with the exit in sight

The store says how to leave a subscription before the buyer commits, at or next to the buy box. Momentous: "Cancel or reschedule anytime" inside the option. Hiya: "Free Shipping | Delivered Fresh Monthly | Cancel Anytime" under the button.

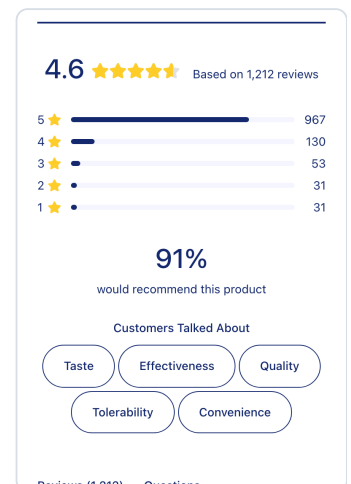


Momentous, product page, mobile

6 OF 6 STORES

Social proof in numbers

Ratings with review counts on the product page, and on the grid or homepage tiles at three stores: "4.6 (6,337)" (MaryRuth's), "4.86 of 5, 3,405 reviews" (Arrae). Ritual shows the whole spread and "91% would recommend this product".

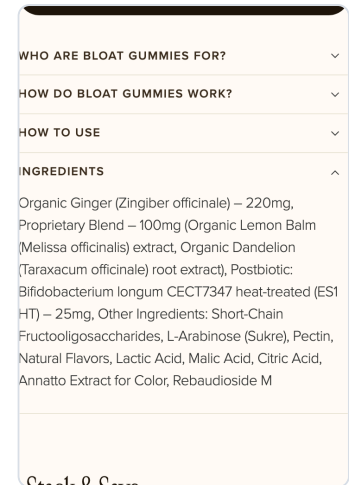


Ritual, product page, mobile

6 OF 6 STORES

Doses in numbers, not just ingredient names

Every store states amounts for its hero products: "11B CFUs" with each ingredient in mg (Ritual), "1600mg of EPA + DHA" (Momentous), "10 Billion CFUs" with three named strains (Hiya), "Organic Ginger... 220mg" (Arrae). Three still keep some doses in an image or a combined blend, which the comparing buyer cannot read.

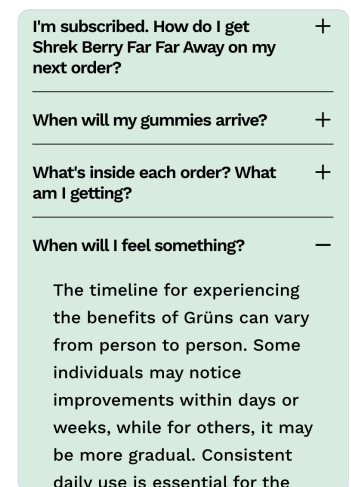


Arrae, product page, ingredients opened, mobile

5 OF 6 STORES

The buyer's doubts answered on the product page

The questions a sceptic asks before buying sit in the product page FAQ, not on a help page: "When will I feel something?" (Grüns), "Can I take Synbiotic+ if I am pregnant or nursing?" (Ritual), "Can vitamins cause any side effects?" (Hiya), "I'm not feeling a difference when taking this, why?" (MaryRuth's).

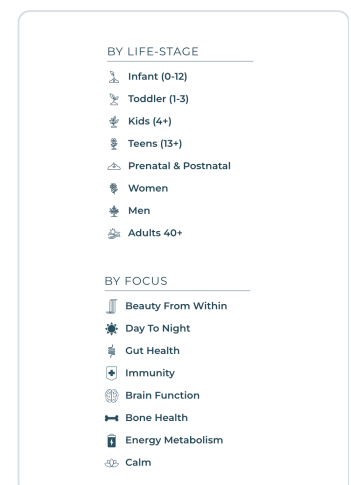


Grüns, product page FAQ opened, mobile

5 OF 6 STORES

The range sorted by goal or by who it is for

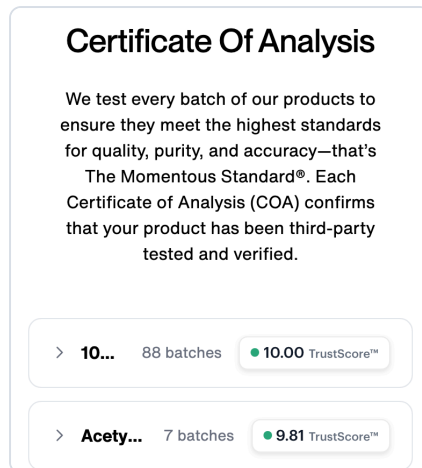
The menu lets the buyer find a product by what they want to fix or who will take it, not only by format. MaryRuth's splits its range "By Life-Stage" (Infant to Adults 40+) and "By Focus" (Gut Health, Calm, Energy Metabolism...). Arrae: "Shop by Goal", seven goals. Momentous: five goals. Ritual: Women, Men, Pregnancy, Perimenopause. Grüns: Adults or Kids.



MaryRuth's, desktop shop menu (two of its four columns)

2. What the best stores do that few others do

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

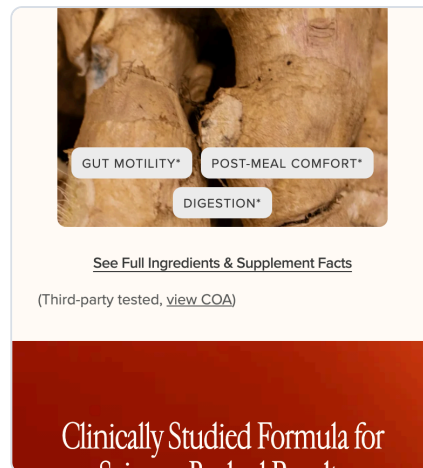


Momentous, COA library, mobile

A lab certificate per batch, in a public library

Momentous

"Certificate Of Analysis": every product, every lot, with "View COA". The sceptic checks the lab result herself instead of trusting a badge.

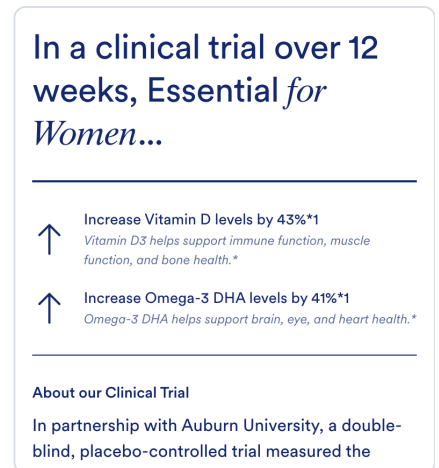


Arrae, product page, mobile

A lab certificate one click from the ingredients

Arrae

"(Third-party tested, view COA)" right under "See Full Ingredients & Supplement Facts". The proof sits where the doubt starts.

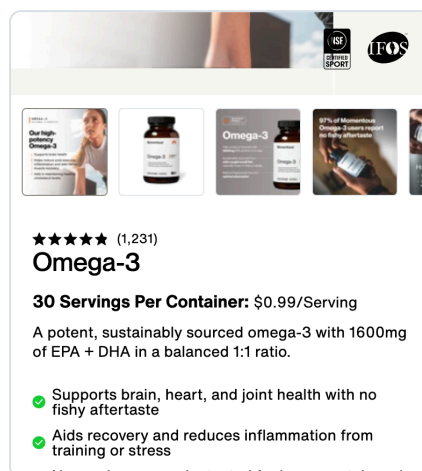


Ritual, clinical study page, mobile

A study with its size, length and design

Ritual

"94 adult women", "over 12 weeks", "double-blind, placebo-controlled", "Increase Vitamin D levels by 43%". Numbers to weigh instead of "science-backed".

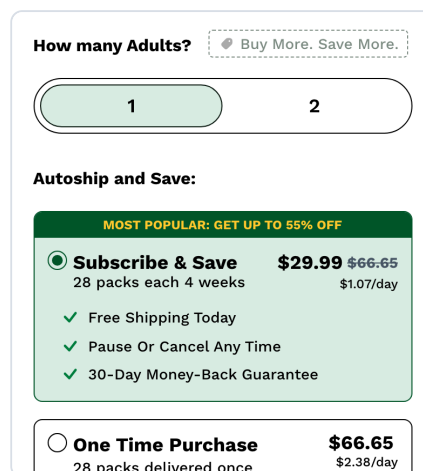


Momentous, product page, mobile

Price per serving next to the price

Momentous, Grüns, MaryRuth's

Momentous: "30 Servings Per Container: \$0.99/Serving". MaryRuth's puts "\$1.50 each" on every tile. The comparing buyer gets the unit price without a calculator.

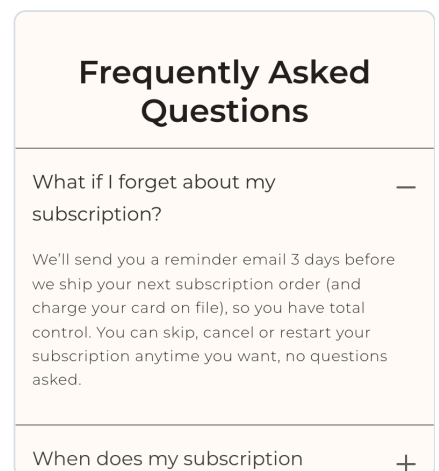


Grüns, product page, mobile

What you get and give up, per purchase option

Grüns

Subscribe: "Free Shipping Today", "Pause Or Cancel Any Time", "30-Day Money-Back Guarantee", "\$1.07/day". One-time: "\$2.38/day". The subscribe-or-not trade-off read in one glance.

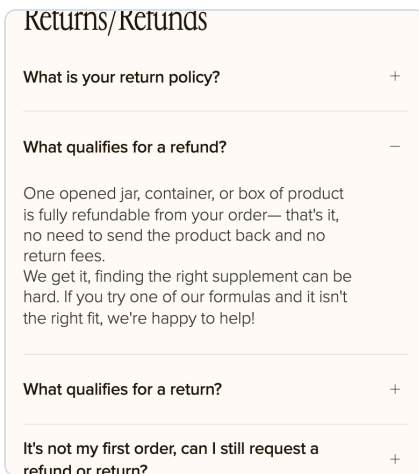


MaryRuth's, subscription FAQ, mobile

A reminder before each charge, and a no-questions exit

MaryRuth's, Grüns

"We'll send you a reminder email 3 days before we ship your next subscription order", "skip, cancel or restart... no questions asked". Grüns writes out the deadline: "by 11:59 p.m. ET on the day before your renewal date".

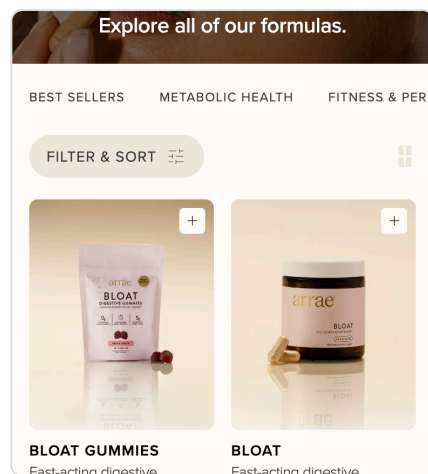


Arrae, FAQ, mobile

A refund without sending the jar back

Arrae, Grün

Arrae: "One opened jar, container, or box of product is fully refundable... no need to send the product back". Trying it costs nothing if it does not work.

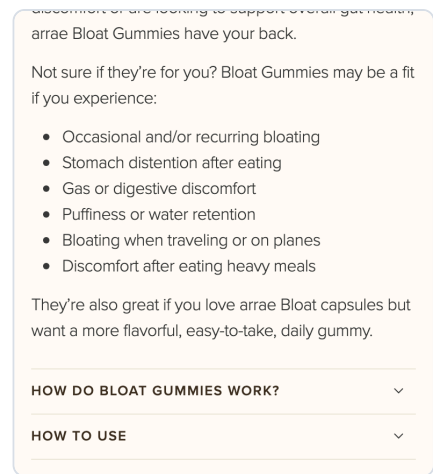


Arrae, gut health collection, mobile

Goal tabs over the grid, and the job on every tile

Arrae

Goal tabs above the products (Metabolic Health, Fitness & Performance, Gut Health...), so the buyer switches goals without the menu, and a job line under every coded name: "BLOAT", "Fast-acting digestive support capsules".

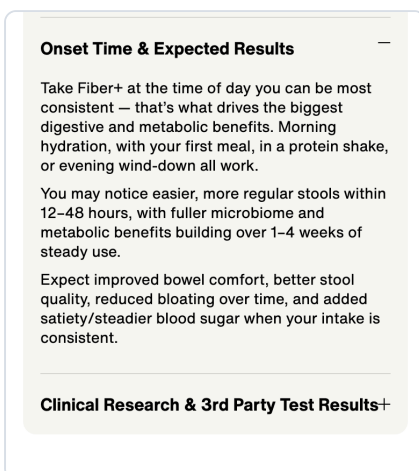


Arrae, product page, mobile

"Who is it for" on the product page

Arrae

"Bloat Gummies may be a fit if you experience": bloating, gas, "Bloating when traveling or on planes", "Discomfort after eating heavy meals". Fit confirmed in the buyer's own situation.



Momentous, product page, mobile

When to expect a result

Momentous

"You may notice easier, more regular stools within 12-48 hours", with fuller benefits "over 1-4 weeks". An expectation the buyer can test lowers the fear of buying blind.

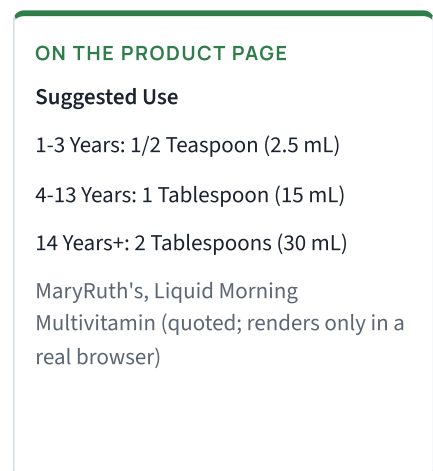


MaryRuth's, product page, mobile

Siblings compared on one screen

MaryRuth's

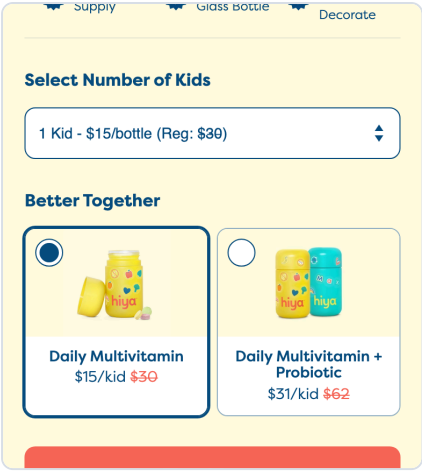
"Which Gut Health Supplement Is Right for Me?": four products side by side by when to take, focus and suggested age.



Dosing by age, for the family buyer

MaryRuth's

One bottle for the whole family, confirmed before buying.

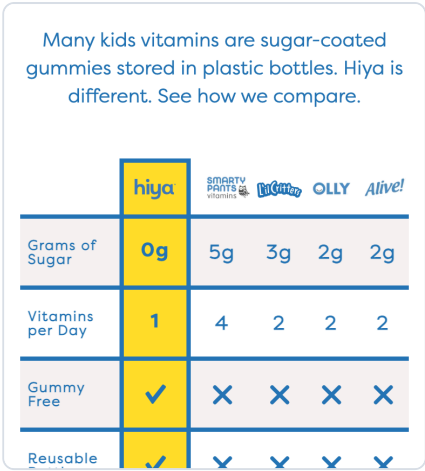


Hiya, product page, mobile

A price ladder per child

Hiya

"Select Number of Kids": from "1 Kid - \$15/bottle (Reg: \$30)" down to 5 kids at \$11.50 a bottle. The family buyer sees the per-child price fall without maths.

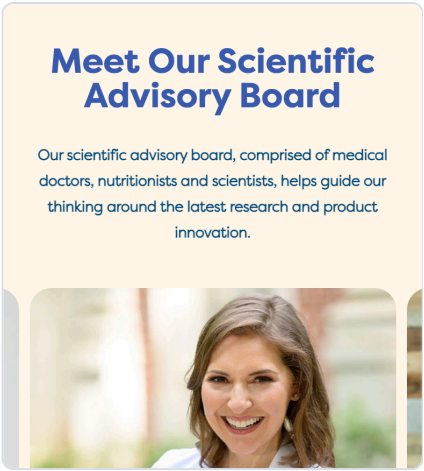


Hiya, product page, mobile

The deciding attribute compared, with sources

Hiya

Grams of sugar, vitamins per day, gummy-free and bottle type, against four named brands, with the cited sources under the table. One table instead of five label hunts.



Hiya, scientific standards page, mobile

Named experts, not "doctor formulated"

Hiya

"Meet Our Scientific Advisory Board", with names and credentials, e.g. "Board-Certified Pediatric ER Doctor". The claim becomes checkable.

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

The promise and the fine print disagree

A money-back guarantee on the product page, and a policy that refuses returns of delivered products. A promise to cancel at any time at the buy button, and a cancel that starts with "email us" in the FAQ. A guarantee that pays store credit only. Two different delivery windows on two pages.

COMMON

Add to cart

\$44

Money-back guarantee · Cancel anytime

Refund policy: delivered products cannot be returned. To cancel, email support.

BETTER: ONE SOURCE FOR EVERY PROMISE; THE PRODUCT PAGE LINKS TO THE EXACT TERMS

Add to cart

\$44

✓ 30-day money-back guarantee, even if opened [See terms](#)

✓ Cancel in your account in 2 clicks

Refund policy: the same words, the same 30 days.

COMMON BAD PRACTICE · 6 OF 6 STORES

Effect claims with no study the buyer can check

"clinically studied" with no study shown, bloating relief promised with no trial, statistics with no source. Two stores have study numbers, but on a separate page; none puts sample size and duration next to the claim.

COMMON

Clinically studied formula.

Reduces bloating*

*These statements have not been evaluated...

BETTER: WHO WAS STUDIED, HOW MANY, HOW LONG, AGAINST WHAT, UNDER THE CLAIM

Less bloating in 7 of 10 people

Study: 60 adults, 8 weeks, placebo-controlled (example) · [Read the study](#)

No study for this product yet? Say what the claim rests on.

COMMON BAD PRACTICE · 5 OF 6 STORES

The discount is the default price

A crossed-out price on every tile, half price "today" on every bestseller with the real recurring price in a footnote, a product page that opens on a three-month total, four different discount figures for one offer. The sceptical buyer stops believing any price.

COMMON

50% OFF

Gut Daily

~~\$60.00~~ \$30.00

...renews at full price (footnote)

20% OFF

Sleep

~~\$50.00~~ \$40.00

50% OFF

Greens

~~\$70.00~~ \$35.00

BETTER: ONE CLEAR PRICE PER OPTION; A DISCOUNT SAYS WHEN IT ENDS AND WHAT IT RENEWS AT

Gut Daily

\$43 / month

Sleep

\$38 / month

Greens

\$49 / month

✓ First order 50% off, then \$43 / month. Cancel anytime.

COMMON BAD PRACTICE · 5 OF 6 STORES

Hard to ask a question

A "Contact Us" link that goes nowhere, a contact page with no contact method, email only with no reply time, or help only in the footer.

COMMON

Add to cart \$44

... footer: Contact Us (no link) · hello@ (no reply time)

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

Add to cart \$44

Not sure which one is for you? Ask us, we reply within 2 hours on weekdays.

COMMON BAD PRACTICE · 4 OF 6 STORES

The hero sells a sale, not the brand

A seasonal sale headline, a coupon code with no headline, "up to 30% off", where the first-time visitor from an ad asks "is this for my problem?".

COMMON

BIG AUTUMN SALE

Use code SAVE20

Shop now

BETTER: THE HERO SAYS WHO THE BRAND IS FOR; THE OFFER GOES SECOND

Daily gut support for people who bloat after meals

Gut

Energy

Sleep

COMMON BAD PRACTICE · 4 OF 6 STORES

Copy and label errors

A misspelled nutrient in the supplement facts, a stock message with a missing space, an offer for an unrelated product on a probiotic page, the same FAQ question answered twice. In a category that sells precision, a typo on the label reads as a quality problem.

COMMON

Supplement Facts: Vitamn B6 (as pyridoxl)...

Get your first Shampoo order free when you subscribe!

Going fast.Back soon.

BETTER: A MONTHLY READ-THROUGH OF PRODUCT PAGES, FACTS PANELS AND OFFERS

- ✓ Facts panel proofread against the label
- ✓ Offers checked against the product
- ✓ Monthly read-through, one owner

COMMON BAD PRACTICE · 3 OF 6 STORES

No price per serving where the buyer decides

The price per serving is missing from the product page, or shown on the tile but not on the page.

COMMON

60 capsules · \$44.95

120 capsules · \$79.95

BETTER: THE PRICE PER SERVING NEXT TO EVERY OPTION

60 capsules · \$44.95
\$1.50 / serving

120 capsules · \$79.95
\$1.33 / serving · best value

COMMON BAD PRACTICE · 3 OF 6 STORES

Similar products with no comparison

Capsules and gummies of the same product, or three strengths of one formula, side by side with no "which one" guidance.

COMMON

Gut Capsules
\$44

Gut Gummies
\$36

Gut Powder
\$40

Which one is for me? Open all three.

BETTER: A SHORT TABLE: WHO IT IS FOR, DOSE, FORMAT, PRICE PER SERVING

	CAPSULES	GUMMIES	POWDER
For	Daily	Travel	Meals
Dose	2 / day	2 / day	1 scoop
Per serving	\$1.47	\$1.20	\$1.33

An anonymous brand

No About page, or a founder story with no names. A buyer about to swallow the product wants to know who makes it.

COMMON

Our story

We believe in better supplements. So we decided to make them.

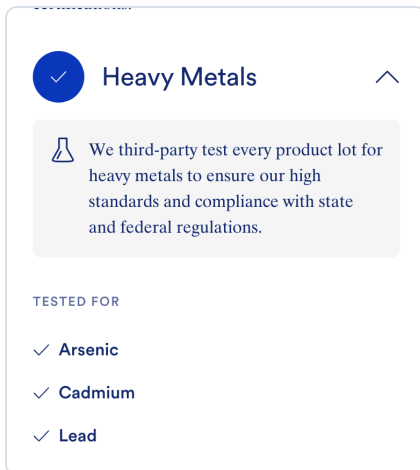
BETTER: NAMES, WHERE IT IS MADE, A WAY TO REACH A PERSON

Our story

- ✓ Founded by A. Example and B. Example, 2019
- ✓ Made in a GMP facility in Utah, USA
- ✓ Questions? hello@... · reply within 24 h

4. What the leader teaches: Ritual

Five things that set it apart.



Ritual, product page

1 The test panel, spelled out

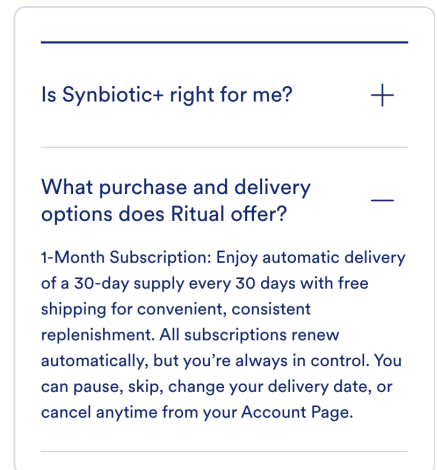
The product page names what each lot is tested for: arsenic, cadmium, lead, mercury, plus allergens and microbes.



Ritual, clinical study page

2 A study with its terms

94 adult women, over 12 weeks, double-blind and placebo-controlled: "Increase Vitamin D levels by 43%".



Ritual, product page FAQ

3 The exit before the click

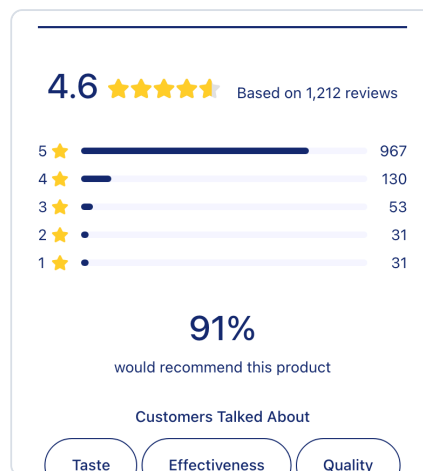
"You can pause, skip, change your delivery date, or cancel anytime from your Account Page", answered on the product page.



Ritual, product page

4 Risk and cost under the button

"30-day money-back guarantee. Free shipping."



Ritual, product page

5 Reviews you can believe

The full star spread and "91% would recommend this product".

5. Self-check: score your store

One point per yes.

- 1** Does the product page say what each batch is tested for, with a lab certificate one click away?
Like Arrae: "(Third-party tested, view COA)" next to the ingredients. Or like Momentous: a library with "View COA" for every lot.
- 2** Does every effect claim carry who was studied, how many and for how long?
Like Ritual: "94 adult women", "over 12 weeks", "double-blind, placebo-controlled".
- 3** Is the price per serving or per day shown next to every price option?
Like Grüns: "\$1.07/day" on the subscription and "\$2.38/day" on the one-time option.
- 4** Does the subscribe option say what it costs after the first order, and how and by when to cancel?
Like Grüns: "cancel, skip, or update... at any time from your account page", "by 11:59 p.m. ET on the day before your renewal date".
- 5** Do your product page, FAQ and policy pages give the same guarantee, returns and delivery terms?
A "no" looks like: a money-back guarantee on the product page and a policy that refuses returns of delivered products.
- 6** Can a buyer get a refund on an opened product without sending it back?
Like Arrae: "One opened jar... is fully refundable." Or like Grüns: "You do not need to send the product back to us."
- 7** Can a visitor shop by goal or problem from the main menu?
Like Arrae: "Shop by Goal" > "Gut Health", "Sleep & Mood", "Metabolic Health".
- 8** Does every product tile say what the product is for?
Like Arrae: "Fast-acting digestive support capsules" under the name "Bloat".
- 9** Can a buyer compare similar products on one screen?
Like MaryRuth's: "Which Gut Health Supplement Is Right for Me?", four products by when to take, focus and age.
- 10** Is the price on the tile the price the buyer pays, with no discount as the default?
A "no" looks like: a crossed-out price on every tile, or "half price today" with the real monthly price in a footnote.
- 11** Is there a way to ask a question next to the buy button, with a reply time?
For example: "Not sure which one fits you? Ask us, we reply within 2 hours on weekdays." None of the six does this yet.
- 12** Does your hero say who the brand is for, before any sale or code?
For example: "Daily gut support for people who bloat after meals", with the offer in the second slot, not a seasonal sale.

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 2, 5 and 10: they decide whether a sceptical buyer believes anything else on the page.

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 16 October 2026 on US storefronts in USD; stores and prices 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. Health claims are quoted, not assessed.