Make "who it's for" obvious in one line
Add a plain-language subhead like: "For very dry, flaky skin on hands/body/feet." Your current lead is too broad/hyperbolic.

Add "how it feels" + absorption info (biggest skincare objection)
Add a small callout above the CTA: greasy vs non-greasy, and roughly how long to absorb (only if true).
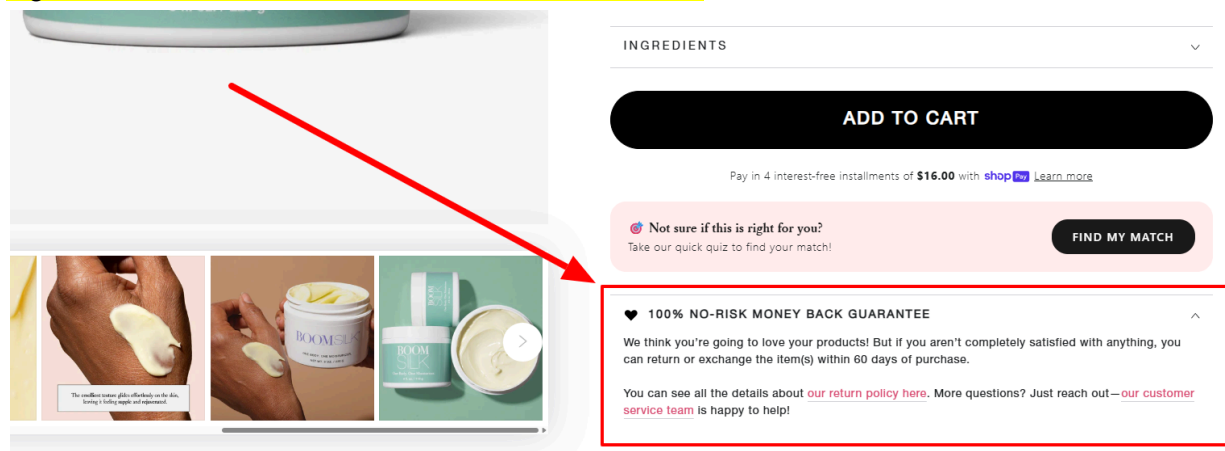
Clarify scent (added fragrance vs natural scent)
State clearly: "No added fragrance" or "natural cocoa scent," etc. This is a major purchase confidence blocker if missing.

Fix guarantee friction (remove "gotcha" vibes)
Your guarantee message conflicts with a "refund minus $15 fee." Either remove the fee or explain it transparently and link the policy right there.

But in general, it is highly recommended to remove the $15 restocking fee as it is one of the highest friction and conversion killers for eCommerce!

Pull 1–2 best review snippets directly under the buy box or above the product title (See Boom Beauty website)
You already have strong reviews—use them where decisions happen (right below CTA), not only far down the page.

"I get endless compliments on my skin! It feels
nourished and hydrated and I can use it everywhere!"

Bridget N.

Boomsilk®

★★★★★ See what 32,838 satisfied customers said about their purchase

$64 USD

ORGANIC   CRUELTY FREE   DERMATOLOGIST TESTED

SIZE

8oz   4oz   2oz

Upgrade the gallery to include "proof-of-product" visuals (not just a sales letter)
Add texture, application, finish/absorption, real-life scale. Premium skincare needs visual
evidence to justify price.

Use the ideal gallery order (conversion-optimized)
Prioritize: hero → white background → texture → in-hand size → application → finish after 2
minutes → ingredients → how-to graphic → UGC → short hero video.