

## ACNEAGENT HOMEPAGE — FINAL OUTLINE

### Brand Core

Tone: Calm, intelligent, empathetic, clinically credible.

Primary Value: Personalized acne-safe routines that actually work.

Proof Layer: Ingredient Integrity — every product screened for acne-safety.

Mission: End the confusion and frustration of acne care by giving users data-driven routines that deliver clear, lasting results.

Visual Aesthetic: Minimal, white and muted teal palette, rounded edges, soft glow accents.

Emotional Goal: Feel like a scientific ally, not a sales page.

### HOMEPAGE STRUCTURE & CONTENT FLOW

#### 1 Hero — The Emotional Hook + Core Promise

Visuals:

- Left: confident, compassionate headline + CTA
- Right: visual of a routine card (“AM / PM Routine”) or skin-analysis interface

Hero Headline:

We understand acne — so you can finally stop guessing.

Subheadline:

AcneAgent builds your personalized acne-safe routine using clinical acne logic and Ingredient Integrity — no gimmicks, no guesswork, just results.

CTA:

Generate my free routine →

Microcopy: No login required. Takes under 2 minutes.

Badges:

- “Clinically inspired”
- “Ingredient verified”
- “Built for real skin”

Emotional impact: Empathy first, then credibility, then action.

#### 2 Trust / Proof Strip — Science, Not Hype

Background: Muted gray or off-white

Headline:

Built on clinical expertise. Verified by Ingredient Integrity.

Four compact proof points with icons:

- 400+ pore-clogging ingredients screened

- Dermatology-inspired treatment structure
- Personalized for tone, type, and barrier
- Budget-first recommendations

CTA: Learn how it works →

### ③ How It Works — Simple Process Visualization

Layout: 3-step horizontal cards or numbered vertical flow

Headline:

How AcneAgent helps you clear your skin — safely.

Step 1: Tell us about your skin. Quick quiz — no photos. We assess acne type, tone, and barrier.

Step 2: We build your plan. AI maps clinical acne treatment logic to acne-safe products.

Step 3: Start seeing results. Follow your plan knowing every product is verified for safety.

CTA below steps: Start my free plan →

Microcopy: Personalized, evidence-based guidance — not medical advice.

### ④ Why It Works — Clinical Logic + Ingredient Integrity

Layout: Two-column section — left text, right visual (comparison or infographic).

Headline:

Real results come from what's inside the formula.

Body:

Most “acne-safe” products still contain pore-clogging ingredients like Laureth-4.

AcneAgent screens every formula for over 400 known triggers — so your routine truly supports your skin's healing process.

Visual:

- Comparison card “Flagged vs Approved”
- Ingredient molecule / “Integrity Verified” badge

CTA: See how we screen ingredients →

Small note:

Ingredient screening and routine generation are for educational purposes only.

AcneAgent does not diagnose, treat, or cure medical conditions.

### ⑤ Free Plan Value — Give First, Build Trust

Background: Light neutral tone

Headline:

Everything you need to start — free.

Body copy:

Get your personalized acne-safe AM + PM routine instantly. We recommend clinically effective products within your budget, verified for Ingredient Integrity.

Bullets:

- Personalized routine
- Vetted acne-safe products
- Clear daily structure
- Free to start, no account needed

CTA: Generate my free routine →

#### 6 Premium Tier — Upgrade for Guidance & Control

Layout: Two-column or comparison card (Free vs Premium)

Headline:

Upgrade your routine — and your results.

Body:

Premium gives you control and insight into every step of your clear-skin journey.

Features grid:

- Ingredient Checker — scan any product for acne triggers
- Routine Coach — track progress & adjust over time
- Product Alternatives — budget to luxury, all vetted
- Barrier Sensitivity Adjustments — customize for your skin type

Pricing:

Founding rate \$2.99/mo → Standard \$5.99/mo

CTA: Unlock Premium →

Microcopy: Keep using free if it's working. No pressure.

#### 7 Premium+ Teaser — Future Vision

Background: subtle gradient or darker tint

Headline:

Coming soon: Premium+ — your skin's personal agent.

Body:

AI-driven ingredient interaction tracking, seasonal adjustments, and dermatologist-style

insights — all in one system built for long-term clarity.

CTA: Join the waitlist →

#### 8 One-Time Upgrades — Flexible Access

Headline:

One-time upgrades, lifetime value.

Cards (with icons):

1. Routine PDF Download — your plan, formatted for daily use
2. Product Alternatives Access — unlock all product options for one routine
3. Ingredient Checker Day Pass — one-time product scan

CTA: Explore upgrades →

#### 9 Educational / Ingredient Science Section

Headline:

The science behind every recommendation.

Body copy:

AcneAgent uses proven actives balanced with barrier-supporting ingredients — because true clarity requires both science and safety.

Grid of ingredient cards (illustrative, friendly visuals):

- Benzoyl Peroxide — clears acne bacteria
- Salicylic Acid — unclogs pores
- Mandelic Acid — gentle exfoliation
- Niacinamide — calms and balances
- Retinal — refines texture
- Zinc PCA — regulates oil

CTA: Learn more about ingredients →

#### 10 Final CTA — Conversion Close

Headline:

Ready to see your personalized acne-safe routine?

Subline:

It's free, instant, and clinically guided — powered by Ingredient Integrity.

CTA: Generate my routine →

Microcopy: Educational guidance only. No login required.

Footer — Compliance + Brand Anchor

Tagline:

AcneAgent — personalized acne care built on science and integrity.

Links: [About](#) • [How It Works](#) • [Ingredient Screening](#) • [Premium](#) • [Contact](#)

Legal: Educational skincare guidance, not medical treatment.

 Narrative Arc Summary

Hero → Proof → How It Works → Why It Works → Free → Premium → Premium+ →  
One-Time → Education → Final CTA → Footer