# AcneAgent Homepage – Final Outline (Replit Prompt)

🧬 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  
  
1️⃣ 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.  
  
2️⃣ 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 →  
  
3️⃣ 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.  
  
4️⃣ 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.  
  
5️⃣ 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 →  
  
6️⃣ 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.  
  
7️⃣ 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 →  
  
8️⃣ 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 →  
  
9️⃣ 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 →  
  
🔟 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