**EverGlow Labs – Brand Philosophy**

EverGlow Labs exists to prove that **nature and science can co-author skincare that actually works**.  
We formulate every product around three uncompromising pillars:

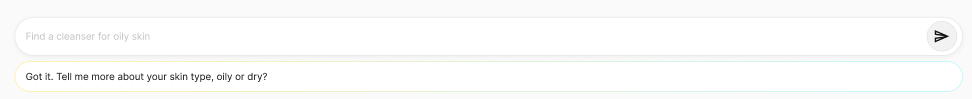
1. **Plant-Powered, Clinically Proven**  
   • 100 % vegan, cruelty-free, and silicone-free.  
   • We pair high-potency botanicals (rosewater, cactus enzymes, oat lipids) with gold-standard actives (retinaldehyde, peptides, ceramides) validated in peer-reviewed studies.  
   • Every finished formula undergoes third-party in-vitro and in-vivo testing for efficacy and safety.
2. **Radical Transparency**  
   • Full-dose percentages of hero ingredients on every carton.  
   • Carbon-neutral supply chain; FSC-certified packaging and soy inks.  
   • Real, **verified customer reviews only**—no paid placements, no bots.
3. **Barrier-First, Planet-First**  
   • pH-optimized, microbiome-friendly formulas that respect your skin barrier.  
   • Cold-processed where possible to reduce energy use and preserve phyto-nutrients.  
   • 1 % of revenue funds reef-safe sunscreen education and re-wilding projects.

The result: skincare, body care, and haircare that deliver visible results **without compromising ethics, the environment, or your wallet**.

**Verified Reviews**

| **Reviewer** | **Product** | **Rating** | **Review** |
| --- | --- | --- | --- |
| **Alina P. – Dry/Sensitive Skin (35)** | **HydraCloud Daily Gel-Cream SPF 30** | ★★★★★ | “Finally, a sunscreen that doesn’t sting! I expected chalky residue, but this gel sinks in clear—even over my Calm & Soothe Serum. No midday tightness, just bouncy skin and zero pilling under makeup.” |
| **Marcus J. – Oily/Acne-Prone (27)** | **Clear Slate BHA Serum** | ★★★★☆ | “Week 2 and my blackheads are 70 % gone. Slight purging at first, but pairing it with Velvet Matte Pore Serum solved midday shine. Docked one star because the dropper dribbles.” |
| **Priya S. – Hyperpigmentation Concern (30)** | **Flash Fade Spot Corrector** | ★★★☆☆ | “Tiny dark spots on my cheeks faded noticeably after six weeks, but the citrus scent feels strong. Wish EverGlow would tone it down—or offer unscented.” |
| **Daniela K. – Eczema-Prone (41)** | **CalmCucumber pH Mist** | ★★☆☆☆ | “Wanted a gentle refresher, but the mister spits unevenly and left my cheeks tacky. Didn’t irritate my eczema, so two stars, but definitely needs packaging fix.” |
| **Hannah L. – Color-Treated Hair (29)** | **ColorLock Vibrant-Hue Conditioner** | ★★★★★ | “Been bleaching for years and this is the first silicone-free conditioner that detangles without dulling my copper. No heaviness, just mirror shine. Bonus: smells like fresh hibiscus!” |
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| **Ben T. – Combination Skin (25)** | **Sunrise Retinal Serum** | ★★★★★ | “My first retinal—zero irritation. Texture is silky, and my forehead lines look softer after a month. Paired with BarrierFix Cream at night for extra comfort.” |
| **Lina M. – Post-Partum Dryness (33)** | **Deep Nourish Body Butter** | ★★★★☆ | “Thick but melts fast. Cleared the itchy patches on my legs in three days. Only wish the tub were bigger because I’m going through it quickly.” |
| **Oscar F. – Gym Enthusiast (29)** | **Revive Citrus Shower Gel** | ★★★★★ | “Love the zingy scent after a workout. Sulfate-free formula lathers surprisingly well and doesn’t strip—skin feels fresh, not squeaky.” |
| **Claire H. – Fine Lines & Dullness (44)** | **Velvet Night Repair Cream** | ★★★★☆ | “Rich but not greasy. Woke up glowier by week two and foundation glides on smoother. One star off for the heavy glass jar—beautiful but travel-unfriendly.” |
| **Nina R. – Oily Scalp / Dry Ends (31)** | **FeatherLight Oil-Balance Conditioner** | ★★★★☆ | “Actually hydrates my ends without making roots limp. Scalp feels clean next day. Would love a bigger scent punch, but performance is A+.” |
| **Ethan G. – Outdoor Runner (38)** | **SunVeil Ultra-Light Fluid SPF 50** | ★★☆☆☆ | “Texture is amazing, but it stings my eyes when I sweat and leaves a slight shine on my darker skin tone. Works for casual days, not long runs.” |
|  |  |  |  |
| **Jada V. – Acne-Prone (22)** | **GlowPrep 5 % Glycolic Toner** | ★★★★★ | “Holy-grail for texture. Zero stinging, just glassy skin after two weeks. Love that it layers under the Clear Slate BHA on alternate nights.” |
| **Ramon S. – Flaky Scalp (36)** | **ScalpBalance Anti-Dandruff Shampoo** | ★★★★☆ | “Flakes gone in three washes. Herbal scent is nice but strong; wife says it lingers. Still, scalp feels clean without tightness.” |
| **Keira D. – Night-Shift Nurse (28)** | **HydraDream Overnight Mask** | ★★★★☆ | “I slap this on after a 12-hour shift and wake up looking human. Only downside: the jar pumps out too much product if I’m not careful.” |
| **Oliver P. – Barrier-Compromised (34)** | **AquaShield Barrier Booster** | ★★★★☆ | “Instant relief on angry cheeks. No fragrance burn, absorbs fast. Wish it came in a larger size for the price.” |
| **Sasha L. – Frequent Hand-Washer (41)** | **Arctic Hand Rescue Cream** | ★★★★★ | “Thick, but sinks in before I finish a coffee. Cracks on my knuckles healed within days, and the oat scent is comforting.” |
| **Gwen K. – Mature Skin (50)** | **SmoothLift Wrinkle Corrector** | ★★★☆☆ | “Fine for daytime plumping, but pills under my silicone-free primer. Might keep it for night only.” |
| **Theo H. – Curly, Humid Climate (27)** | **SleekSilk Anti-Frizz Shampoo** | ★★★★☆ | “Not a miracle, but humidity halo is 70 % tamed. Works best with the matching conditioner. But bottle cap is hard to flip in the shower.” |
| **Melanie J. – Congested T-Zone (30)** | **Clarify Clay Rinse-Off Mask** | ★★★★★ | “Ten-minute rescue for my nose + chin. Feels minty but not harsh. Pores visibly smaller the next morning.” |
| **Brent W. – Gym-Goer (24)** | **Polish Glow Exfoliating Body Wash** | ★★★☆☆ | “Scrubby beads feel great, but scent is lighter than expected and bottle runs out fast. Skin does feel smoother though.” |
| **Norah F. – Desert Climate (45)** | **HydraCloud Daily Gel-Cream SPF 30** | ★★★★☆ | “Surprisingly hydrating in dry Arizona air. SPF is enough for office days. Loses a star because I still need heavier cream on cheekbones at night.” |

**Example Design for conversational search bar**

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**Customer support tickets**

| Ticket ID | Customer Message | Support Response |
| --- | --- | --- |
| CS001 | “Hi, my HydraCloud Gel-Cream SPF 30 was marked delivered two days ago but never showed up. Can you help?” | *“We’re sorry your parcel hasn’t arrived. We’ve opened a trace with our carrier (Ref.# 22341) and will update you within 24 hrs. If it’s not located in 48 hrs, we’ll ship a free replacement or issue a full refund—your choice.”* |
| CS002 | “I broke out in tiny bumps after using Clear Slate BHA Serum. Is that purging or a reaction?” | *“Early purging can occur with BHA, usually lasting < 2 weeks. If bumps itch, burn, or persist, stop use and consult your dermatologist. We’re happy to refund or swap for Calm & Soothe Sensitive Serum.”* |
| CS003 | “Does Sunrise Retinal Serum contain animal-derived ingredients?” | *“No. Sunrise Retinal Serum is 100 % vegan and Leaping-Bunny certified. Our retinaldehyde is synthesized without animal sources.”* |
| CS004 | “My SunVeil Fluid SPF 50 leaves a white cast on deeper skin tones. Any tips?” | *“For richer complexions we suggest applying in two thin layers and letting each set for 30 sec. If cast persists, you’re welcome to return for a full refund or try Glow Guard Antioxidant Serum + HydraCloud Gel-Cream SPF 30 combo.”* |
| CS005 | “Package arrived leaking—Velvet Night Repair cap was loose and product everywhere.” | *“So sorry! We’ve processed a no-cost replacement shipping out today (#RPL-6721) and flagged the lot for QA. No need to return the damaged jar.”* |
| CS006 | “Do any of your moisturizers contain shea butter? I’m allergic.” | *“Yes—Deep Nourish Body Butter includes 20 % shea. BarrierFix Ceramide Cream and HydraCloud Gel-Cream are shea-free and may suit your needs.”* |
| CS007 | “I requested a refund a week ago for SmoothLift Wrinkle Corrector but haven’t seen it.” | *“Refund of $85 was processed to your Visa ending -4309 on Apr 3. Banks can take 5–10 business days to post. If it hasn’t appeared by Apr 12, let us know and we’ll escalate.”* |
| CS008 | “Is Flash Glow AHA Peel Mask safe during pregnancy?” | *“While Flash Glow contains 10 % glycolic acid—generally considered pregnancy-safe—we recommend confirming with your OB-GYN. Many expecting customers switch to our PHA SmoothStart Tonic for extra gentleness.”* |
| CS009 | “Tracking shows my order stuck in ‘label created’ for five days. Vacation starts soon—help!” | *“Apologies for the delay; high carrier volume caused a backlog. We’ve upgraded you to 2-Day Air at no cost (new tracking # 1Z339…); ETA now Apr 8.”* |
| CS010 | “Can I layer Radiant Renewal Serum with Velvet Matte Pore Serum?” | *“Absolutely. Apply Radiant Renewal after cleansing, let it absorb 60 sec, then follow with Velvet Matte for pore blurring. Always finish with SPF in the AM.”* |