

gleamin.

Gleamin uses potent superfoods to enhance natural beauty and empower life. Their clean products are carefully formulated to invigorate a global community with a new-found sense of freedom.



Real. Natural. Results.

A global community. Gleamin together.



Going beyond beauty

At Gleamin, we're all about empowering people. While that starts with skincare, we see no reason to stop there. Now, more than ever, we recognize our responsibility to go beyond superfood beauty, and so, we want to help people and organizations that need support to live life on their own terms.



Mentions




Products this good, it's no surprise we've got people talking. Influencers, bloggers, and celebrities are all head over heels for our simple superfood-powered skincare range.

3000+


5-STAR REVIEWS

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Shop Subscribe Results About Us Rewards



Achieve an instant bare-faced glow!




Nourish your skin the way it deserves, with natural, rejuvenating superfoods. All skin types. All together. Feel radiant - from the inside, out.

[Shop Mask](#)




[Contact](#) [FAQ](#) [Blog](#)

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Trusted ingredients. Proven results.

Discover the secrets behind our potent, clean formulas.

50 Points	100 Points
On a one-off purchase or any subscription.	On a one-off purchase or any subscription.
\$15	\$20
150 Points	200 Points
On a one-off purchase or any subscription.	On a one-off purchase or any subscription.



The Objective.

Gleamin's primary objective was to find a digital agency partner that could help them improve the visual consistency of their store, provide measurable improvements for sales, and allow them to have better content management control throughout their store

Unique Problems to Solve.

Balancing Aesthetics & Conversions.

Prior to engaging with Gleamin for this redesign, our Grow team helped them achieve an average conversion rate >5%. It was critical that we didn't sacrifice these gains while re-imagining their website's interface and user experience.

Improving Subscription Product Rates.

While conversion rates for traditional purchases were high, conversions for subscriptions were lower than the site average. We needed to figure out a way to make this process more attractive to the customer.

Skills Applied

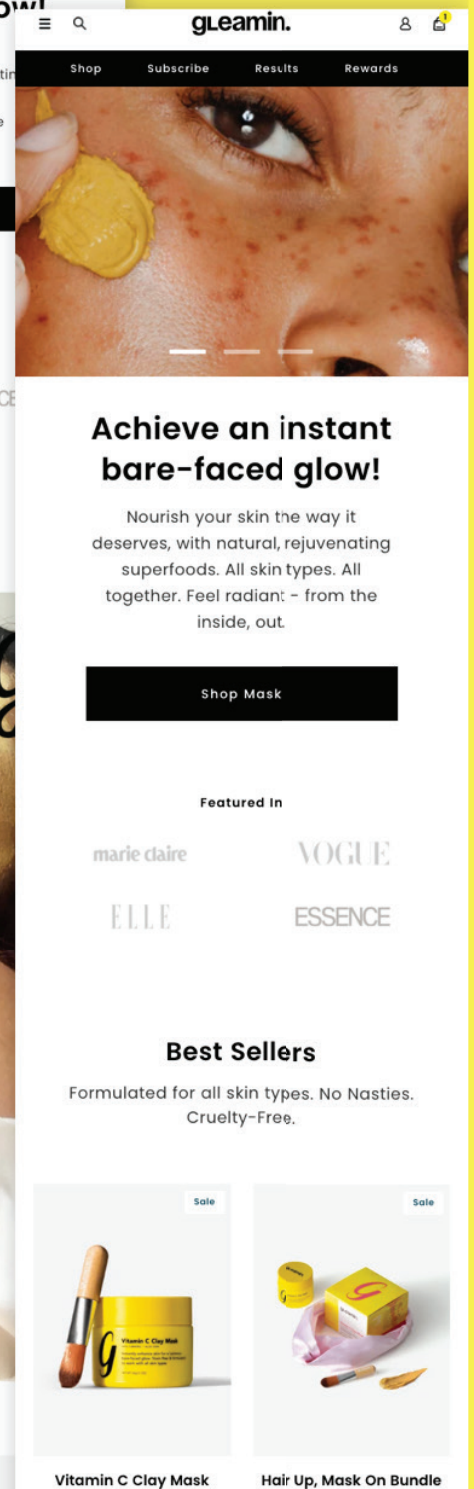
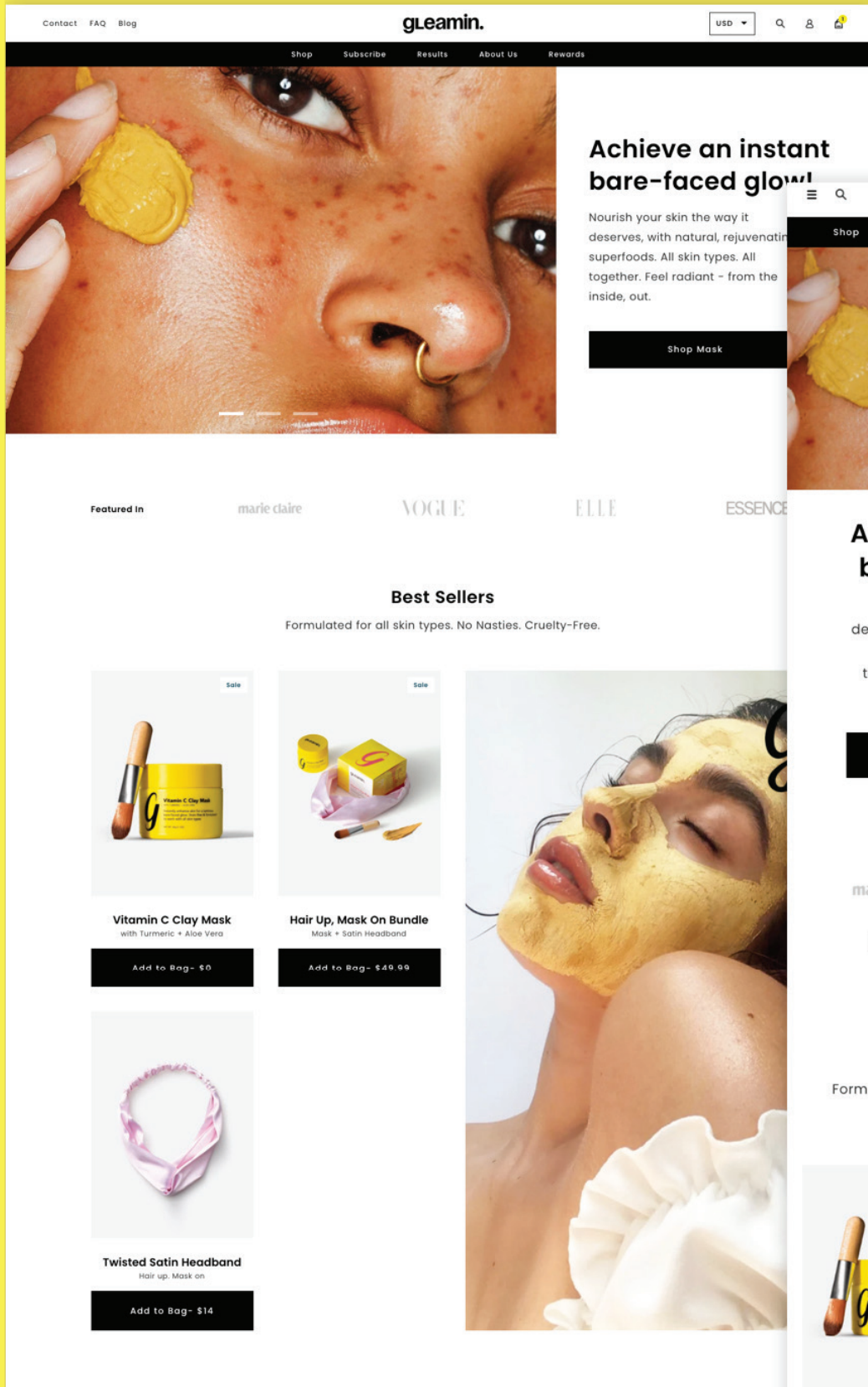
Digital Strategy, UI/UX Design, Full-stack Development, Copy Writing, Custom Quiz

Platform

Shopify Plus

Homepage.

Gleamin has rapidly grown in popularity for one reason above all - it works. It We focused on highlighting the real world before/after of their customers and key influencer endorsements to help build a stronger connection with their customers.



Product Page

Similar to the idea with the homepage, the goal here is to quickly present social proof through reviews. The reviews badge at top gives you a glimpse of how people feel about it (3,000+ 5 star reviews is hard to ignore). We also have the actual reviews easy to access. If you're not convinced by that, we provide info on the natural ingredients they use as well as more customer transformations.


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HOME | VITAMIN C CLAY MASK



Vitamin C Clay Mask

"This mask has my skin clear, soft & glowing." – Arianna E

★★★★★ [3504 Reviews](#)

What is it?
A 100% natural Vitamin C Clay Mask, featuring the powerful glow-duo Turmeric & Aloe Vera.

Why is it special?

- Enhances skin for a luminous bare-faced glow.
- Leaves your skin utterly radiant in just 10 minutes.
- Improves texture, fades dark spots and gives you a visibly even skin tone, naturally.
- Reduces acne and scarring.
- Safe for skin types, no nasties, cruelty-free.

- 1 +

Add to Cart - \$39.99

or 4 interest-free installments of \$10.00 by [afterpay](#)

[Subscribe & Save](#)

REVIEWS

Most Upvoted Reviews

★★★★★

Love, Love, Love!

I love this mask. Before I found out about it I even attempted to make my own mask. I use it 3 times per week. I just finished my 2nd one - about to order again. I personally saw results in 2 weeks. I have discoloration, dark spots, and hormone acne-prone skin. My skin has improved dramatically in color. I see it more clear and definitely even. This is the holy grail. Thanks for making products that really work!

Yahayra M.

235 People found this helpful

★★★★★

Nothing less than great

I have been using the mask about 3 weeks about 2 to 3 times a week. I am definitely starting to see the brightening effects on my dark marks. My experience has been nothing less than great. I would definitely recommend this if you have acne blemishes and want to help even your tone and also that glow that it gives doesn't hurt either!

Renita H.

119 People found this helpful

★★★★★

Amazing!

Baaaay baaaay! When I say THE TRUTH I've used this face mask twice! I was so skeptical and like eh this probably won't work. I watched YouTube reviews, and read so many reviews on Gleamin's website, and saw so many beautiful women that had the same blemishes as me and discoloration as me! I took a leap of faith and bought it (recommended a friend so I got 5 dollars off my order) and I've used it twice and my dark spots are fading! It really does excite me to see what the results will be when the jar is gone! I will be ordering again (of course).

Ashley H.

371 People found this helpful




Read All Reviews

INGREDIENTS LIST

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Vitamin C Clay Mask

"This mask has my skin clear, soft & glowing." – Arianna E

★★★★★ [3624 Reviews](#)

- 1 +

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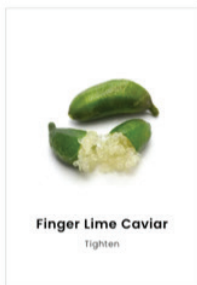
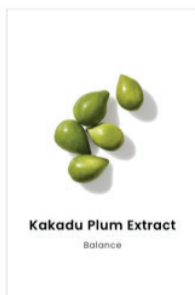
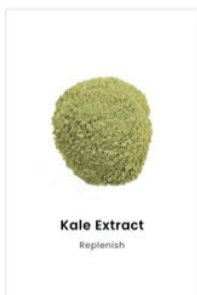
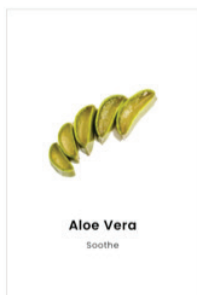
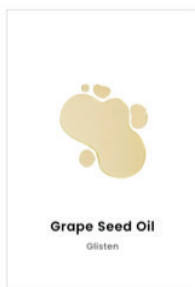
Ingredients Page

Gleamin is all about natural ingredients to create natural beauty. It was important that we gave them a place on their site where they can highlight their natural ingredients, the benefits of those ingredients.



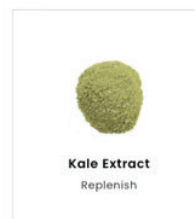
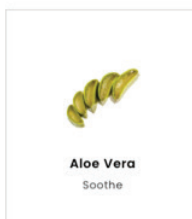
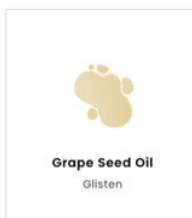
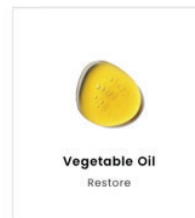
**Trusted
ingredients,
proven results.**

Discover the secrets behind our
potent, clean formulas.



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Keeping it clean.

Our formulas are vegan, hypoallergenic, and safe for all skin types. It doesn't matter how good it smells - if it doesn't have a positive impact on your skin, it's gone! What's left are clean & effective ingredients you can trust.

About Page

Gleamin's about page goes a few steps further than just laying out a mission statement. We encouraged them to divulge more about the people behind the brand to improve their transparency with their customers.



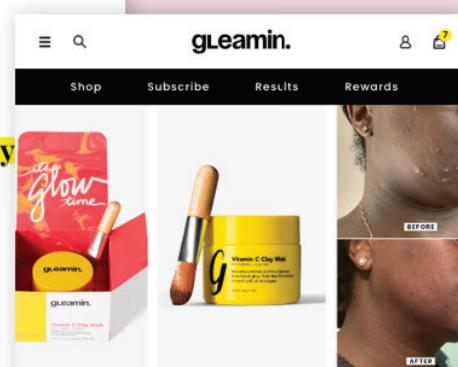
Superfood beauty
empowering life

At Gleamin, we use potent superfoods to enhance natural beauty and empower life. Our clean products are carefully formulated to invigorate our global community with a new-found sense of freedom.



Meet Jordan Smyth, our founder.

Born in Christchurch, New Zealand, Gen Z, Libra.
Constantly brainstorming innovative natural skincare formulas, improving productivity in all aspects of life, and debating the top Sushi spots in town.



Vitamin C Clay Mask

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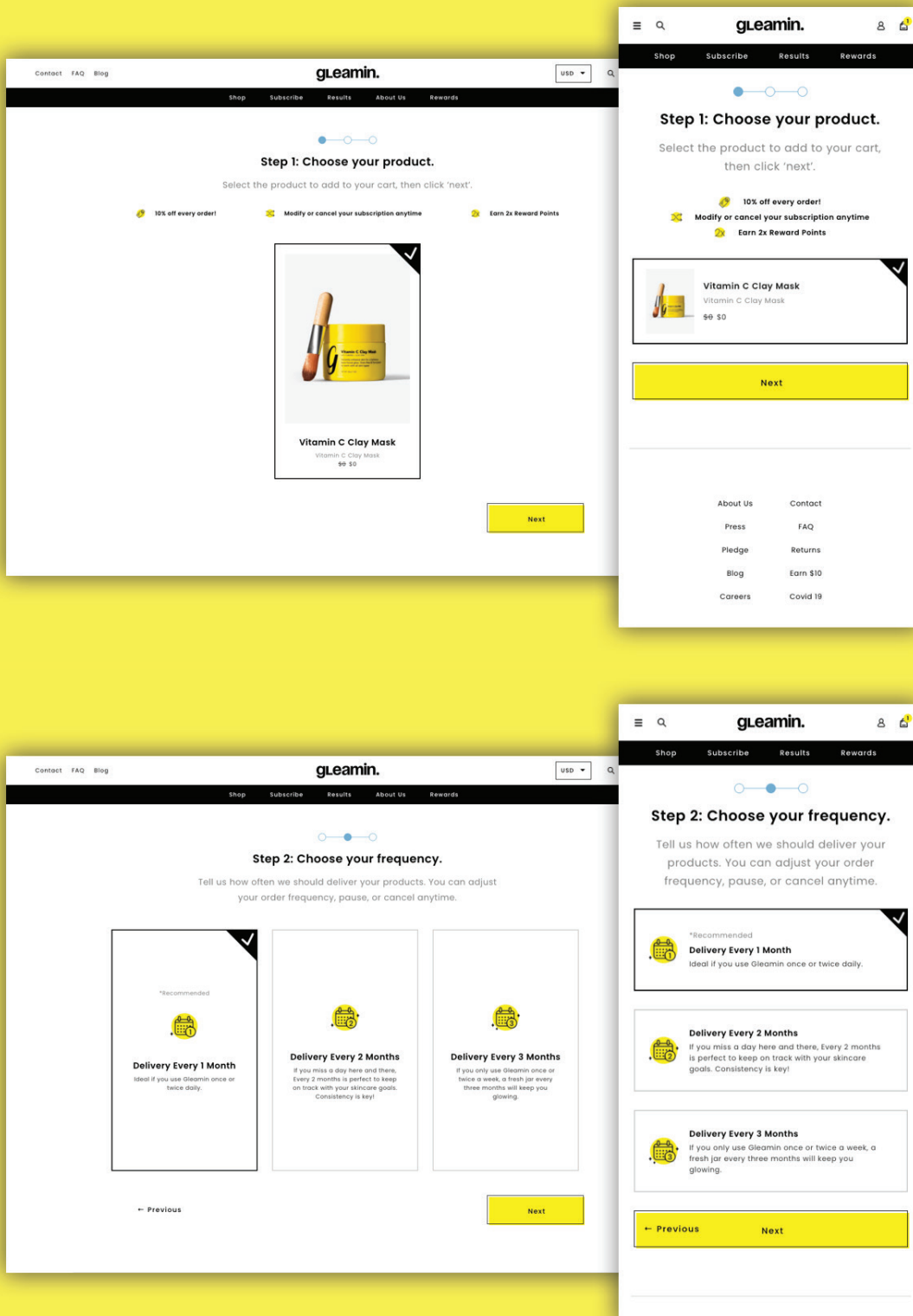
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Subscription Process

Previously, their subscription process was just a footnote in their single product flow. In the new iteration of the website we decided to break out the subscription into its own dedicated page to improve it's visibility. The 1-2-3 step process makes it super clear what the benefits here are (10% discount + convenient, monthly delivery).





Make it Memorable

✉ sayhi@huemor.rocks ☎ 631-393-6116