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PRODUCT PAGE CASE STUDY

# Medik8

## Crystal Retinal — Retinal Serum

This document presents findings from a Clinical Conversion Audit of the Crystal Retinal hero product page. It covers hero clarity, claim architecture, mechanism explanation, trust signal placement, page flow, and revenue impact. A full engagement audit extends across all conversion touchpoints.

### Central Finding

Medik8's single most powerful competitive argument — that retinal converts to retinoic acid 11x faster than retinol, with significantly less irritation — is absent from the product page and lives on a separate educational page most buyers never reach. The page asks visitors to buy before showing them why.

Estimated annual revenue opportunity — Crystal Retinal product page only:

# £345,600

Conservative +0.4% conversion lift · no additional traffic required

### TOP 3 RECOMMENDATIONS

- 1 Insert a 4-sentence mechanism block between the hero and the strength selector so every buyer sees why retinal outperforms retinol before making any product decision.
- 2 Name the top 3–5 awards in the hero badge rather than displaying only the count — CEW, Allure, and Cosmopolitan are recognisable; '45+' is not.
- 3 Place a named dermatologist quote adjacent to the price and CTA — Medik8 has an advisory board; deploying it here converts buyers comparing this to a prescription.

## BRAND SNAPSHOT

FOUNDED

**2009**

HERO PRODUCT PRICE

**£47–£54 / 30ml**

PRICE TIER

**Mid-clinical**

DISTRIBUTION

**DTC + Sephora + Clinics**

Medik8 sells professional-grade skincare DTC, built around the CSA Philosophy: Vitamin C, Sunscreen, and Vitamin A. The hero product is Crystal Retinal — a retinaldehyde serum in six strengths (1, 3, 6, 10, 20, 24). The mechanism: retinal converts to retinoic acid in one step versus retinol's two, delivering results 11x faster with significantly less irritation.

Target customer: women aged 28–55 who have moved beyond basic skincare and want the most efficacious retinoid without the irritation or prescription barrier of tretinoin. She is ingredient-literate, often clinic-referred, and comparing Crystal Retinal to SkinCeuticals or low-dose tretinoin — not to The Ordinary.

Price tier: mid-clinical. At £47–54, Crystal Retinal sits below Allies of Skin (£176) and Augustinus Bader (£195+) but above Geek and Gorgeous (£12). The price-to-performance argument is the brand's most important strategic asset — clinic-grade retinal in patented stable delivery at a price that beats repeated dermatologist visits for tretinoin access.

**CENTRAL TENSION**

The brand's most powerful competitive argument is treated as background reading on a separate page rather than the central purchase argument on the page that converts.

CUSTOMER INTELLIGENCE — VERBATIM LANGUAGE

WHAT THEY LOVE

*"my skin has never looked better"*

*"gentle yet effective — no purging at all"*

*"way better than every other retinol I have tried"*

*"silky and easily absorbed into skin"*

*"I have seen a big difference in texture and tone"*

WHAT THEY HESITATE ON

*"I am really scared to spend \$120 on a skincare product"*

*"confused by the wide range — which strength do I need?"*

*"is it actually better than just using tretinoin?"*

*"the high ratings seem almost too good to be true"*

LANGUAGE GAP — HOW THE BRAND SPEAKS VS HOW THE CUSTOMER SPEAKS

BRAND LANGUAGE

*"Next-generation retinaldehyde delivered via crystal encapsulation — world-first patented technology, No.1 Retinal Serum Worldwide."*

CUSTOMER LANGUAGE

*"smoother skin, no irritation, actually works, gentle yet effective, big difference in texture, way better than retinol"*

KEY INSIGHT

Customers describe Crystal Retinal in outcome and sensory language — smoother, no irritation, gentle, effective. The brand leads with technology and market position. Closing this language gap is the copy opportunity: customer voice needs to anchor the product page so that scientifically described results feel personally relevant.

**No.1 Retinal Serum Worldwide\***

8/10

**SPECIFICITY**

Specific — market position with cited source (Kline & Co.)

**MECHANISM**

No — market leadership stated, not explained

**PROOF**

Strong — asterisk footnote to independent research firm

**Winner of 45+ Global Awards**

5/10

**SPECIFICITY**

Specific in number — vague in substance

**MECHANISM**

No — awards referenced but none named in hero

**PROOF**

Moderate — awards page exists but not linked from hero

**World First Patented Technology**

6/10

**SPECIFICITY**

Specific category — 'world first' and 'patented' both stated

**MECHANISM**

No — what the patent covers is unexplained in hero

**PROOF**

Moderate — patents verifiable but explanation missing

**Retinal works 11x faster than retinol**

9/10

**SPECIFICITY**

Highly specific — quantified comparison with study type

**MECHANISM**

Yes — retinal-to-retinoic-acid pathway explained on edu page

**PROOF**

Strong — consumer clinical trial attribution. CRITICAL: absent from product page hero

**89% see fewer fine lines in 4 weeks**

8/10

**SPECIFICITY**

Specific — percentage, outcome, and timeframe all named

**MECHANISM**

Partially — mechanism explained elsewhere, not adjacent

**PROOF**

Strong — timeframe is realistic, percentage is high but credible

**WEAKEST CLAIM AND WHY**

'Winner of 45+ Global Awards' — the number is accurate but without naming the awards it reads as generic prize-collecting. CEW, Allure, and Cosmopolitan are recognisable authorities. Not naming them makes 45+ sound defensive rather than authoritative.

PAGE FLOW ANALYSIS — CURRENT SEQUENCE VS IDEAL

IDEAL FLOW FOR A SCIENCE-BACKED BRAND:



CURRENT MEDIK8 PAGE SEQUENCE

<p><b>01 Announcement bar</b> No.1 Retinal Serum Worldwide rotating banner</p>	Neutral
<p><b>02 Hero section</b> Product + award badges + No.1 headline</p>	Strong
<p><b>03 Strength selector</b> 1/3/6/10/20/24 + Find Your Strength quiz</p>	Premature — no proof yet
<p><b>04 Price + Add to Bag</b> £47-54 + Bundle &amp; Save 15%</p>	CTA too early
<p><b>05 Key benefits strip</b> Fine lines, cell renewal, sensitive skin, clinically tested</p>	Generic — no mechanism
<p><b>06 Mechanism accordion</b> Retinal explanation hidden behind a click</p>	Strong content, wrong place
<p><b>07 How to use</b> Instructions with retinoid cautions</p>	Correct placement
<p><b>08 Clinical trial data</b> 89% fewer fine lines / 11x faster — FIRST quantified proof</p>	Critical — appears too late
<p><b>09 Dermatologist content</b> Crystal Retinal editorial</p>	Buried — should be near CTA
<p><b>10 Customer reviews</b> Star-rated, paginated</p>	Well placed
<p><b>11 Cross-sell</b> Complete Your Routine</p>	Correct — post-conviction

**No.1 Worldwide / Market leadership**

Kline &amp; Company attribution elevates above self-declaration

Strong

**45+ Global Awards**

Award count without names reads as generic prize-collecting

Too low — unnamed

**Clinical trial data (89% / 11x faster)**

Most important proof asset buried after the purchase opportunity

Too low — below CTA

**Named dermatologist advisory board**

Exists on site — never deployed on Crystal Retinal page

Missing from product page

**B Corp certification badge**

Meaningful third-party ethical signal — invisible at point of purchase

Missing from product page

**30-day free returns**

Addresses retinoid-risk concern — well placed in header

Strong

**Customer reviews**

Substantive, star-rated, well placed

Strong

**CRITICAL GAP**

No trust signals are placed where doubt is highest. The buyer is asked to spend £47–54 before the proof that justifies that spend has been shown. Current sequence: claim, credential badges, Add to Bag — then mechanism and evidence.

**THE PROBLEM — WHAT THE BUYER CURRENTLY EXPERIENCES**

The hero awards badges end and the strength selector (1/3/6/10/20/24) begins immediately. A first-time retinal buyer must choose a clinically meaningful strength — without any explanation of what retinal is, why it differs from retinol, or why the strength numbers matter. Most choose the lowest out of caution and get a weaker result. Many abandon.

**CURRENT PAGE — WHAT THE BUYER SEES**

"No.1 Retinal Serum Worldwide\*"

WINNER OF 45+ GLOBAL AWARDS | WORLD FIRST PATENTED TECHNOLOGY

[ Strength selector: 1 — 3 — 6 — 10 — 20 — 24 ]

Add to Bag | £47–£54

**PROPOSED INSERTION — BETWEEN HERO AND SELECTOR****WHY CRYSTAL RETINAL OUTPERFORMS RETINOL**

Your skin uses retinoic acid to stimulate collagen, accelerate cell renewal, and reduce expression lines.

Retinol requires two conversion steps to get there. Crystal Retinal requires one.

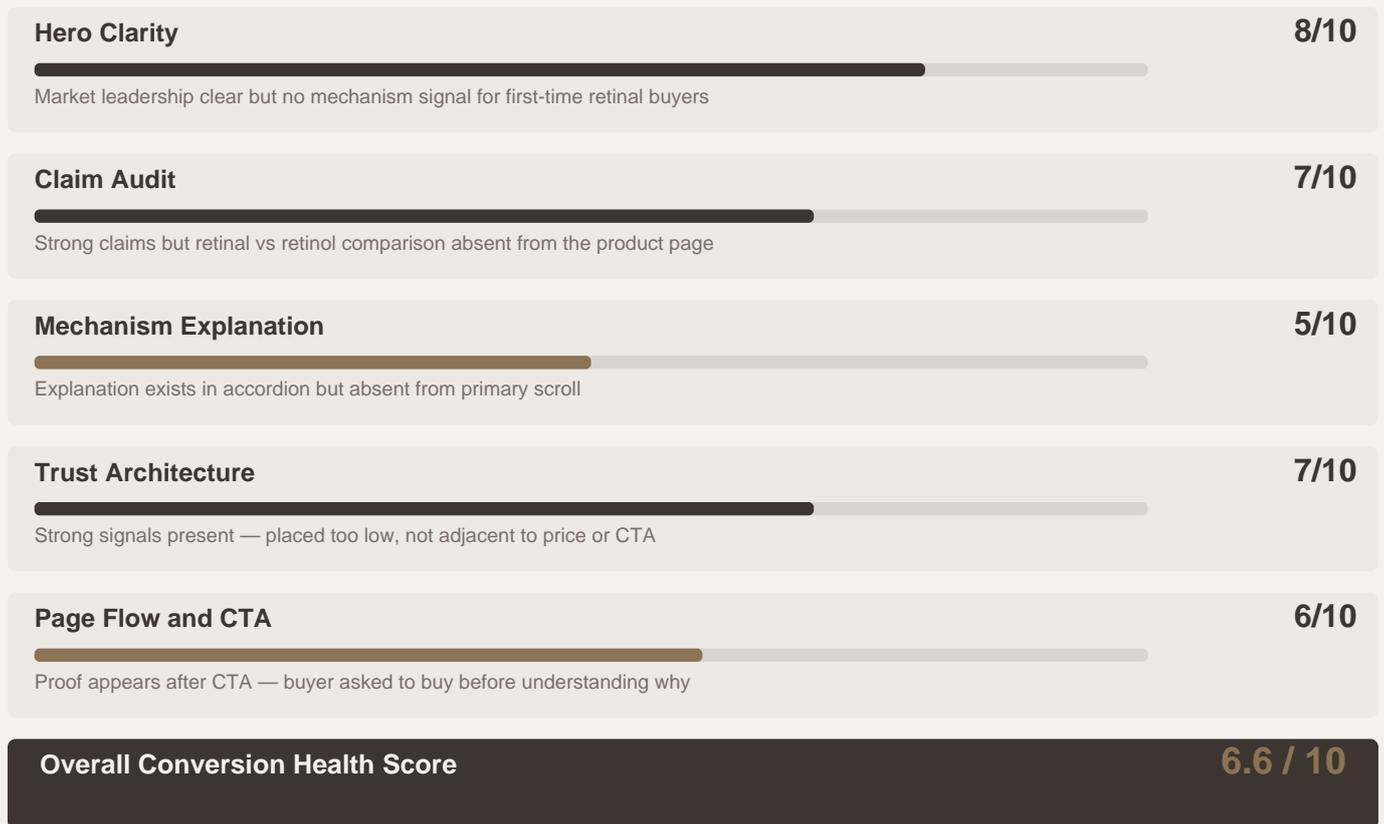
In clinical testing: 11x faster results than retinol. 89% of users saw fewer fine lines in 4 weeks.

Choose your strength below to begin.

**WHY THIS CONVERTS BETTER — STRATEGIC REASONING**

- The original sequence asks the buyer to make a clinically meaningful strength decision before she understands what retinal is. Decision paralysis causes abandonment — not price resistance.
- The rewrite answers 'why is this better than my current retinol?' before asking for any decision. The 11x figure and 89%/4-week data transform the strength selector from a source of confusion into a precision clinical tool.
- This is a single content block insertion — no redesign required. Every buyer passes through this exact point on the page. It is the highest-leverage insertion in the audit.

SCORECARD AND STRATEGIC DIAGNOSIS



**THE #1 BIGGEST OPPORTUNITY**

The 'Find Your Strength' quiz and six-strength architecture is the only example across this audit set where a brand has built a conversion-optimising tool directly into the purchase flow. The opportunity is to apply the same intelligent buyer-journey thinking to the mechanism gap: bring the retinal vs retinol explanation into the product page as a visible content block rather than a separate page. Every buyer then sees the mechanism before making any decision.

Estimated annual revenue opportunity from three structural changes to one product page

# £345,600

conservative +0.4% conversion lift · no additional traffic

MONTHLY VISITORS

**~900,000**

CURRENT CONV. RATE

**2.0%**

AVG ORDER VALUE

**£80**

Scenario	Monthly uplift	Annual uplift
+0.3% lift	£21,600 / month	£259,200 / year
<b>+0.4% lift</b>	<b>£28,800 / month</b>	<b>£345,600 / year</b>

Based on ~900,000 monthly visitors and 10% estimated reach of the Crystal Retinal product page. A conservative +0.4% lift from three structural changes — mechanism block insertion, named awards, and a dermatologist quote adjacent to the CTA — represents £28,800 in additional monthly revenue without any increase in traffic. The conversion gap here is not a trust gap. It is an explanation gap. Buyers who understand why retinal outperforms retinol are the buyers who convert and retain.

**This case study covers one product page.**

This case study covers the Crystal Retinal hero product page only. A full Cemre Consulting engagement audits your entire conversion architecture — every touchpoint from first click to repeat purchase — with the same depth of analysis applied here, and a revenue impact hypothesis for each.

**A FULL ENGAGEMENT AUDIT COVERS EVERY CONVERSION TOUCHPOINT**

**Homepage**

Hero clarity, above-fold trust signals, navigation conversion architecture

**Hero product page**

5-second test, claim audit, mechanism explanation, trust architecture, page flow

**Collection pages**

Sort logic, filter UX, thumbnail copy, social proof placement

**Email welcome sequence**

Onboarding copy, mechanism education, first-purchase activation

**Paid ad landing pages**

Message match, claim consistency, CTA alignment with ad creative

**Checkout and post-purchase**

Abandonment triggers, upsell logic, retention and reorder copy

**Subscription flows**

Consent clarity, value communication, cancellation friction audit

**Every section. Every finding. Every recommendation in revenue terms.**

One engagement. One clear picture of exactly where conversion is leaking and why.

# Science → Trust → Conversion

Cemre Consulting is a clinical conversion consultancy specialising in premium skincare and MedTech brands. I help brands at the intersection of science and commerce identify exactly where their websites are leaking revenue — and produce the specific, prioritised changes that close that gap.

The Clinical Conversion Audit is a structured methodology covering hero clarity, claim architecture, mechanism explanation, trust signal placement, page flow, and revenue impact. Every finding is framed in commercial terms. Every recommendation is specific enough to act on the day you receive it.

Clients receive a designed PDF report, a delivery call presenting findings and recommendations in priority order, rewrite examples for the highest-leverage elements, and a revenue impact hypothesis showing what the changes are worth annually — without additional traffic.

**If you would like to know what I would find on your product page — let's talk.**

[cemre-consulting.com](https://cemre-consulting.com)

A 20-minute call is enough to show you what I found on yours.