PRODUCT PAGE · ANNOTATIONS

WHAT CHANGES AND WHY

Nektyr® is the worked example. Beast Bears™, Massage Oil™ and GRÜVY™ use the same system with their own options, proof and label content.

Graphics: final product renders, lifestyle photos and label artwork come from your team. These layouts only show where each one goes; the section structure, hierarchy and build are our work and don't depend on the final graphics.

TJ point answered | In development scope | Asset / approval from TJ | Scope flag

1 ONE BUY BLOCK, NOTHING BETWEEN

Gallery left, decisions right: name, rating link, three approved points, Format then Pack. No copy blocks between the title and the price. The 12 Pack stays visible as Coming soon with no price.

Hierarchy near the buy box | Layout, option cards, gallery

Label image for gallery slot 4

2 SUBSCRIBE & SAVE AS ONE DECISION

Each option is one card: price, struck price, per-packet price, saving, frequency (monthly, the only plan) and reassurance. Subscription is selected by default and the button repeats the price and the frequency. One-time stays one tap away.

Subscribe & Save presentation | Restyle the Seal app box within its settings

Approved skip/change and cancel wording

Default-to-subscription needs your yes

3 REASSURANCE UNDER THE BUTTON

Three short facts only. Secure checkout is true today. The shipping and returns lines show only once you approve the wording.

Component | Approved shipping and returns lines

4 EDUCATION IN ACCORDIONS UNDER THE BUY BOX

What it is, What's inside with a View label button (opens the package-back image), How to use (your approved directions, open by default), Warnings & storage, and Shipping & returns. Nothing is written that isn't on the package or approved by you.

Label access and accordions near the buy box | Accordions, label viewer

Package-back artwork (all 4 products)

5 ONE FORMAT SECTION, NOT TWO

"What you get and how to use it" and the compare table are merged into this one section: one image per format and rows for opening, size, 3 Pack price and 12 Pack status. Directions now live only in accordion 4.

Remove redundancy | Rebuild section

6 A DESIGNED PROOF SECTION

Rating and full distribution, 3–6 featured quotes from real Judge.me reviews (first name, initial, Verified badge where verified), then topic tabs that filter real reviews by buying question: Effect, Format & taste, Delivery, Value & subscription. A video row if you supply footage, and the full review feed below. Negative reviews stay visible.

How it's built: a custom theme section fed by Judge.me. Featured quotes and topic tabs use real reviews we hand-pick and you approve (Judge.me has no topic filter, so tabs are curated). The rating breakdown and full feed are the existing Judge.me widget restyled. Videos use Judge.me's free Videos Carousel or files you upload. No paid Judge.me plan needed.

Customer-proof section | Section on Judge.me data

OK to feature quotes (first name + initial); videos with written permission

Sourcing or filming videos is outside scope

7 SHORT FAQ

Only questions the page above doesn't answer: format choice, 12 Pack timing, subscription changes, checkout.

Trim existing FAQ | Answer wording for 12 Pack timing

8 CLOSE WITH THE SELECTION

The closing block repeats the current selection and price and scrolls back to the buy box. On mobile a sticky bar (S) does the same once the main button is off screen.

Component, existing sticky bar restyled

! NOT IN THIS PROPOSAL

Flagged before any work: sourcing, filming or editing customer videos; new product copy beyond facts you supply; a competitor comparison table (not recommended without substantiated claims); product-specific Klaviyo lists (S1).

Scope flag

Prices, ratings and quotes taken from the staging store and Judge.me on 28 Nov 2026. Yellow boxes are placeholders, not proposed wording.

SUBSCRIBE MONTHLY · SAVE 10% · SECURE SHOPIFY CHECKOUT

1









Label
(back of pack)

Lifestyle photo, in hand / on the go
From your approved image set

PREMIUM HONEY · 15G & 22G

NEKTYR®

★★★★★ 4.95 122 reviews

- Premium honey with selected herbal ingredients
- Individually packed: 15G Stick Pack or 22G Twist Top
- Directions and full label one tap below

2

1 · FORMAT

15G STICK PACK — Tear and squeeze

22G TWIST TOP — Twist-top pouch

2 · PACK

3 Pack — 3 packets

12 Pack — Coming soon

3 · HOW DO YOU WANT IT?

3

SUBSCRIBE & SAVE — 10% OFF

$17.96 ~~$19.95~~ You save $1.99

Delivered every month · $5.99 per packet · [Skip / cancel terms]

ONE-TIME — $19.95 ($6.65 per packet)

− 1 +

SUBSCRIBE · $17.96 / MONTH

Secure Shopify checkout · [Approved shipping line] · [Approved returns line]

4

WHAT IT IS +

WHAT'S INSIDE VIEW LABEL +

HOW TO USE −

01 Begin with 1/2 packet approximately 60 minutes before use.

02 As needed, increase to 1 full packet.

03 Do not exceed 2 packets within a 48-hour period.

04 Ensure adequate hydration before and during use.

WARNINGS & STORAGE FROM PACKAGE ARTWORK +

SHIPPING & RETURNS +

PREMIUM HONEY ✦ INDIVIDUALLY PACKED ✦ 15G STICK PACK ✦ 22G TWIST

5

CHOOSE YOUR FORMAT

15G *or* 22G?

Same premium honey. Pick the packet that suits how you carry it.



15G STICK PACK

Opens by	Tearing the stick
3 Pack	$19.95 · $6.65 per packet
12 Pack	Coming soon · Notify me

CHOOSE 15G



22G TWIST TOP

Opens by	Twisting the top
3 Pack	$23.95 · $7.98 per packet
12 Pack	Coming soon · Notify me

CHOOSE 22G

6

CUSTOMER REVIEWS

IN THEIR *own words.*

4.95

★★★★★

122 reviews

5★	119
4★	2
3★	0
2★	0
1★	1

★★★★★

"Works exactly as it says. Subscription a must."

Sean B. · VERIFIED BUYER

★★★★★

"The packing is super easy to open and small to hide away."

Araily G.

★★★★★

"They have a great customer service and offer great quality products. Highly recommend."

Alex H. · VERIFIED BUYER

REVIEWS ABOUT **EFFECT** | FORMAT & TASTE | DELIVERY | VALUE & SUBSCRIPTION

Read all 122 reviews

★★★★★

"...I only have to take half a dose at a time. A whole dose is too much for me."

Roger W.

★★★★☆

"Nektyr consistently gives good results!!!"

Smiley · Verified buyer

Customer video
Vertical 9:16 · written permission

Customer video
Vertical 9:16 · written permission

Customer video
Vertical 9:16 · written permission

Customer video
Row hides if none supplied

FULL REVIEW FEED · ALL 122 REVIEWS
Existing Judge.me widget, restyled to match. Filter by stars; negative reviews stay visible.

JUDGE.ME

7 QUESTIONS

GOOD TO *know.*

- WHICH FORMAT SHOULD I CHOOSE? +
- WHEN IS THE 12 PACK AVAILABLE? +
- HOW DO I CHANGE MY SUBSCRIPTION? +
- IS CHECKOUT SECURE? +

8

READY WHEN *you* ARE.

Your pick: 15G Stick Pack · 3 Pack · Monthly



SUBSCRIBE · $17.96 / MO

GRANDEJOHNSON®

Footer unchanged

SUBSCRIBE MONTHLY · SAVE 10%

☰ GRANDEJOHNSON® CART 0

1



PREMIUM HONEY · 15G & 22G

NEKTYR®

★★★★★ 4.95 122 reviews

✓ Premium honey with selected herbal ingredients

✓ Individually packed: 15G Stick Pack or 22G Twist Top

1 · FORMAT

15G STICK PACK | 22G TWIST TOP

2 · PACK

3 Pack | 12 Pack Soon

2 HOW DO YOU WANT IT?

10% OFF

◉ SUBSCRIBE & SAVE

$17.96 ~~$19.95~~

Every month | $5.99 per packet | Save $1.99

[Skip / cancel terms]

○ ONE-TIME **$19.95**

$6.65 per packet

SUBSCRIBE · $17.96 / MO

3 Secure checkout [Shipping line] [Returns line]

4 **WHAT IT IS** +

WHAT'S INSIDE VIEW LABEL

HOW TO USE –

01 Begin with 1/2 packet approximately 60 minutes before use.

02 As needed, increase to 1 full packet.

03 Do not exceed 2 packets within a 48-hour period.

04 Ensure adequate hydration before and during use.

WARNINGS & STORAGE +

SHIPPING & RETURNS +

PREMIUM HONEY ✦ INDIVIDUAL

5

CHOOSE YOUR FORMAT

15G *or* 22G?



15G STICK PACK

Opens by	Tearing
3 Pack	$19.95 · $6.65/packet
12 Pack	Coming soon



22G TWIST TOP

Opens by	Twisting
3 Pack	$23.95 · $7.98/packet
12 Pack	Coming soon

6

IN THEIR *own words.*

4.95

★★★★★

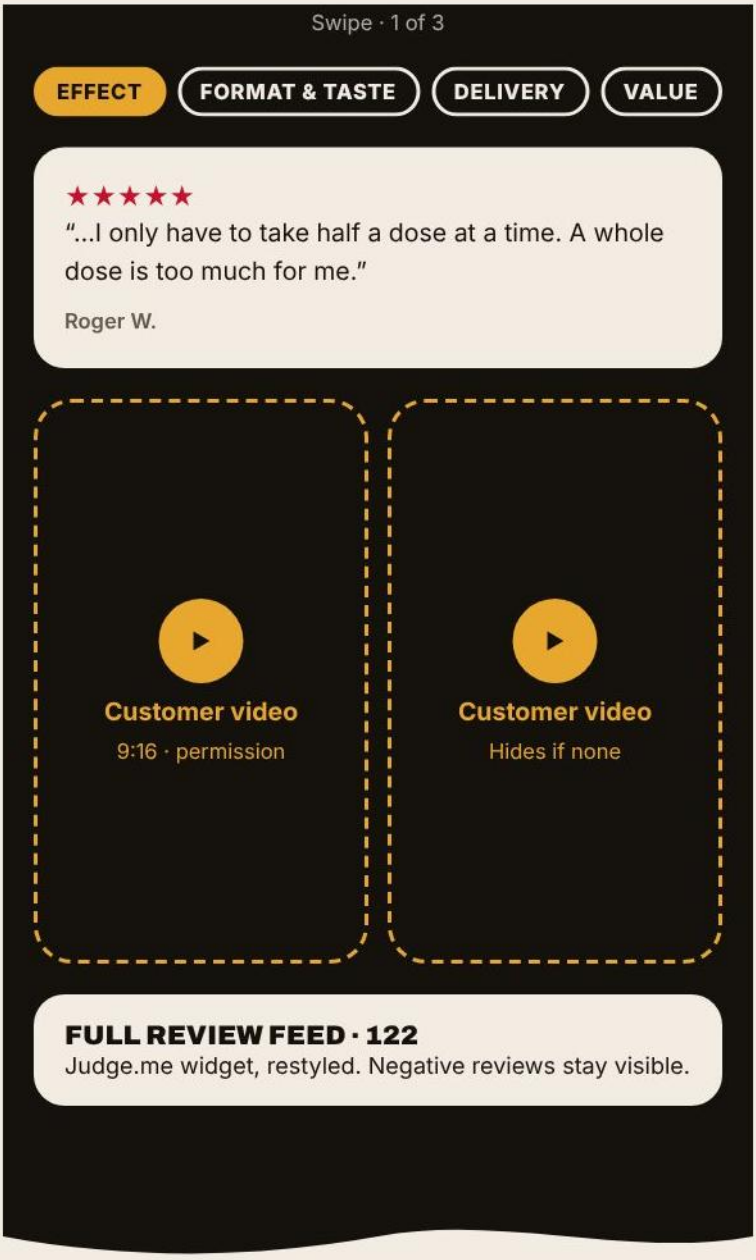
122 reviews

5★		119
4★		2
1★		1

★★★★★

"Works exactly as it says. Subscription a must."

Sean B. · Verified buyer



7

GOOD TO *know.*

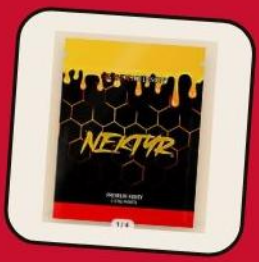
WHICH FORMAT SHOULD I CHOOSE? +

WHEN IS THE 12 PACK AVAILABLE? +

HOW DO I CHANGE MY SUBSCRIPTION? +

IS CHECKOUT SECURE? +

8



READY WHEN *you* ARE.

15G Stick Pack · 3 Pack · Monthly

SUBSCRIBE · $17.96 / MO

GRANDEJOHNSON®

Footer unchanged

Nektyr® product page · phone · 7/7

S



NEKTYR® 15G · 3 PACK

Monthly · $17.96

SUBSCRIBE

HOMEPAGE · ANNOTATIONS

SIX SECTIONS, ONE JOB EACH

Today the homepage stacks more sections with overlapping jobs. The proposal cuts it to six, in buying order: what this is, what to buy, buy the best seller, why trust it, standards, close.

Graphics: final renders and lifestyle photos come from your team; the layouts show where they go. Headlines shown are layout placeholders for your approval.

TJ point answered | In development scope | Asset / approval from TJ | Scope flag

1 A HERO THAT SAYS WHAT THIS IS

Dark panel, line-up, one headline, one primary action and the combined review total (4.9 average from 229 reviews across Nektyr®, Beast Bears™ and Massage Oil™). Line-up image on the right, preloaded.

Composition and hierarchy | Rebuild hero | One approved supporting line

2 ONE PRODUCT CARD FOR EVERY PRODUCT

Same image ratio, background, rating, one line, lowest price and one button for all four. GRÜVY™ shows Coming soon with Notify me and no price.

Consistency across products | Card component

Approved one-liners for Beast Bears™, Massage Oil™, GRÜVY™

3 BUY THE BEST SELLER FROM THE HOMEPAGE

Nektyr® with format, monthly subscription and one-time choices, using the same buy-box parts as the product page so both stay in step.

Subscribe & Save presentation | Reuse product-page buy box

4 PROOF ACROSS THE LINE

The same proof design as the product pages, across all products: one verified quote per product, the same topic tabs, the combined total, and a video row that hides until videos with written permission are supplied.

Customer-proof section | Section on Judge.me data | Quote approval, videos

Video sourcing outside scope

5 STANDARDS, FACTUAL ONLY

Three statements we can already back up: individual packing, full label on every product page, monthly subscription. No health or performance claims.

Strip component | Approved subscription terms line

6 CLOSE

Brand line and a single button to the collection, then the existing footer.

Restyle

× REMOVED OR MERGED

The four long product chapters are replaced by the product row (2) and one featured buy block (3). Fewer sections, one transition style (the wave edge into the proof band) and one type scale across the page. Nothing is deleted from the live store; this all happens on the staging theme.

Build: 5 working days after you approve these layouts in writing. Publishing still needs your separate written go-ahead.

SUBSCRIBE MONTHLY · SAVE 10% · SECURE SHOPIFY CHECKOUT

SHOP OUR STORY REVIEWS

GRANDEJOHNSON®

FAQ CART · 0

1 GRANDE JOHNSON® WELLNESS

OPERATE AT YOUR *best.*

Nektyr®, Beast Bears™ and Enhancing Massage Oil™. [One approved line]

SHOP THE COLLECTION

4.9 ★★★★★ 229 REVIEWS



Final line-up render from your team

INDIVIDUALLY PACKED ✦ SUBSCRIBE & SAVE 10% ✦ 229 REVIEWS ✦ SE

2 PICK YOUR *ritual.*

VIEW ALL PRODUCTS →



BEST SELLER ★ 4.95 (122)

NEKTYR®

Premium honey · 15G or 22G

$19.95 or $17.96 monthly

CHOOSE OPTIONS



★ 4.89 (80)

BEAST BEARS™

[Approved one-liner]

From [price]

CHOOSE OPTIONS



★ 4.96 (27)

MASSAGE OIL™

[Approved one-liner]

From [price]

CHOOSE OPTIONS



COMING SOON

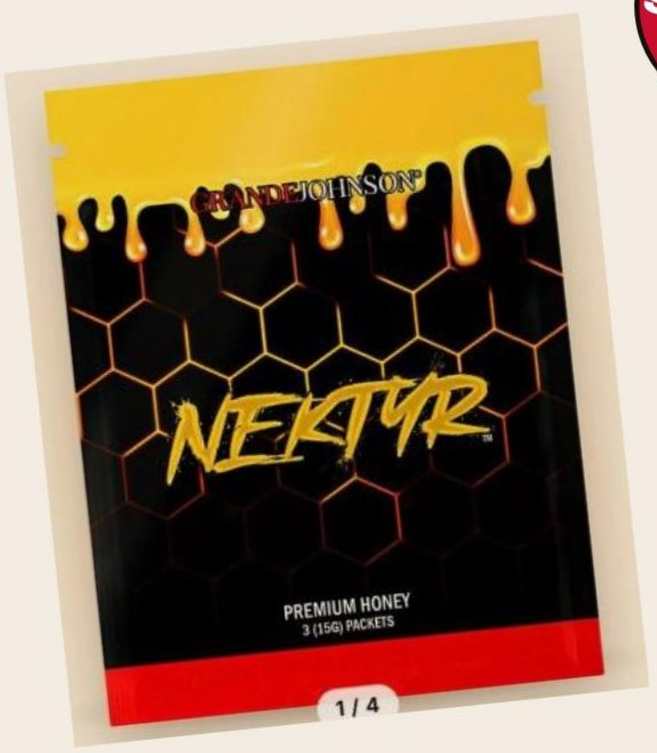
GRÜVY™ STRIPS

[Approved one-liner]

Price at launch

NOTIFY ME

3



BEST SELLER

NEKTYR®

★★★★★ 4.95 · 122 reviews

15G STICK PACK | 22G TWIST TOP

◉ SUBSCRIBE & SAVE 10% ~~$19.95~~ **$17.96**

○ ONE-TIME $19.95

SUBSCRIBE · $17.96 / MONTH

See full details, label and directions

4

229 REVIEWS.

4.9 average.

VERIFIED REVIEWS · JUDGE.ME

★★★★★

"Works exactly as it says. Subscription a must."

Sean B. · Verified · NEKTYR®

★★★★★

"These Bears consistently do what they are advertised to do!"

Smiley · Verified · BEAST BEARS™

★★★★★

"Feels nice and clean. No oily residue."

Verified buyer · MASSAGE OIL™

REVIEWS ABOUT **EFFECT** | FORMAT & TASTE | DELIVERY | VALUE & SUBSCRIPTION

Read all 229 reviews

Customer video
9:16 · written permission

Customer video
9:16 · written permission

Customer video
Row hides if none supplied

Lifestyle photo
From your approved image set

5

01

INDIVIDUALLY PACKED

Stick packs, twist tops and sealed packs you can carry.

02

FULL LABEL, ONE TAP

Every product page shows the package label and directions.

03

SUBSCRIBE & SAVE

Monthly delivery at a lower price. **[Approved terms]**

6

PREMIUM WELLNESS. BUILT FOR *real life.*

SHOP THE COLLECTION

SUBSCRIBE MONTHLY · SAVE 10%

GRANDEJOHNSON®

CART 0

1

OPERATE AT YOUR *best.*

4.9 ★★★★★ 229 REVIEWS

SHOP THE COLLECTION



Final line-up render from your team

INDIVIDUALLY PACKED ✦ SAVE

2

PICK YOUR *ritual.*



BEST SELLER

★ 4.95 (122)

NEKTYR®

$19.95 or $17.96/mo

CHOOSE OPTIONS



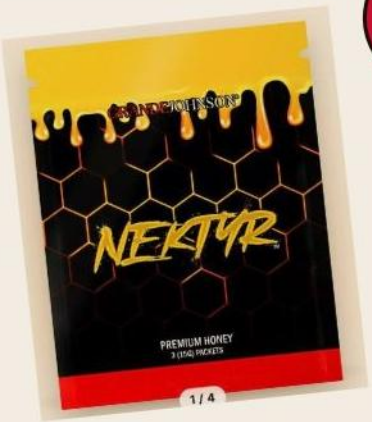
BEAST

From [pri

Swipe · 4 products, same card

3

BEST SELLER



NEKTYR®

15G STICK PACK | 22G TWIST TOP

◉ SUBSCRIBE · SAVE 10% $17.96

○ ONE-TIME $19.95

SUBSCRIBE · $17.96 / MO

Full details, label and directions

4

229 REVIEWS.

4.9 average.

★★★★★

"Works exactly as it says. Subscription a must."

Sean B. · Verified · Nektyr®

Swipe · 1 of 3 (Beast Bears™, Massage Oil™ next)

Customer video

9:16 · permission

Lifestyle photo

Approved image set

5

01 **INDIVIDUALLY PACKED**
Stick packs, twist tops and sealed packs.

02 **FULL LABEL, ONE TAP**
Label and directions on every product page.

03 **SUBSCRIBE & SAVE**
Monthly delivery at a lower price.

6

PREMIUM WELLNESS. BUILT FOR *real life.*

SHOP THE COLLECTION

GRANDEJOHNSON®

Footer unchanged

Homepage · phone · 6/6

