



BEST SELLERS

Bundles

Singles

Tiki Effect

Handmade Herbal Hair Care

A handmade haircare brand out of Atlanta, rebuilt as a storefront that sells a routine instead of a bottle, and answers every objection before the visitor has to ask it.

STOREFRONT

MERCHANDISING

CONVERSION

REVIEWS & UGC

MARKETS & SHIPPING



The Serious Growth Kit
\$228.13



The Build-up Remo
From \$82.68

What's *inside*

Every page pairs a screen with the decision behind it. In DTC, the work isn't making the shop look good. It's removing the six reasons a first-time buyer talks herself out of the cart.

CLIENT	TIKIEFFECT LLC
SECTOR	DTC haircare · Shopify
BASED	Atlanta, Georgia
OUR ROLE	Shopify build & optimisation
PLATFORM	Shopify · Shopify Markets · Shop Pay
LIVE	tikieffect.com

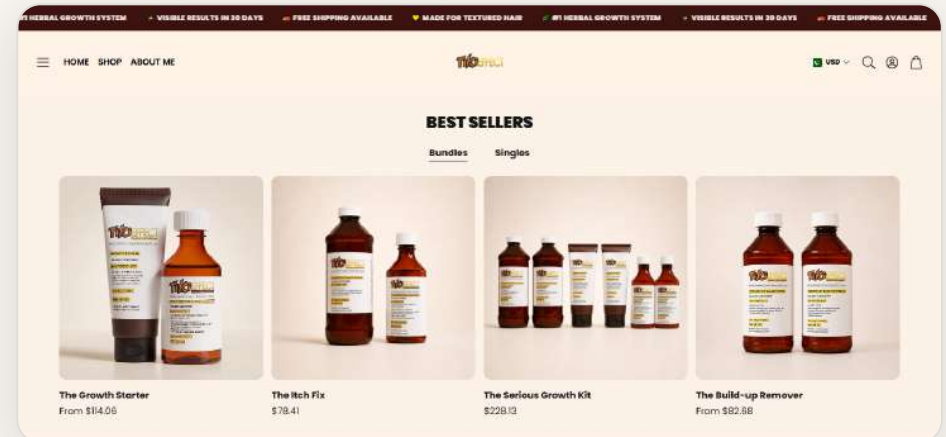
01	The brief A handmade brand with a trust problem	03
02	First screen Four objections answered before the scroll	04
03	Merchandising Selling the system, not the bottle	05
04	Proof Customer video doing the selling	06
05	The ritual Teaching the routine, then showing the result	07
06	The product page Buying without leaving the home scroll	08
07	Trust machinery Reviews, verification, and the FAQ	09
08	The close A time decision, not a money decision	10
09	Design system Palette, type, and the rules that hold	11
10	Build & stack Shopify, Markets, and the margin trap	12
11	Work with us What we build for founder-led brands	13

Handmade is a selling point and a *trust problem*

Tiki Effect is made by hand in small batches in Atlanta. That story is the brand's biggest asset, and online it is also its biggest liability: small-batch means the colour and consistency vary bottle to bottle, the claims sit in a regulated category, and the buyer has usually already wasted money on three products that did nothing.

THREE THINGS THE STORE HAD TO DO

- 1 Make a \$160 kit make sense**
 Next to a \$55 single bottle, a bundle only works if the buyer understands why four products belong together.
- 2 Prove it works, without overclaiming**
 Hair growth is a category full of promises. Proof has to come from customers and photographs, not adjectives.
- 3 Sell to a scroller**
 The traffic is social. It arrives on a phone, mid-scroll, with no patience and no intention to read.



The storefront opens on product, price and a bundle toggle. Nothing above the fold asks the visitor to read.

Four objections, answered before the *first scroll*

The marquee across the top is not decoration. Each of its four claims kills the exact question a first-time buyer asks, in the order she asks it.

#1 Herbal Growth System

Visible Results In 30 Days

Free Shipping Available

Made For Textured Hair

Does it work / how fast / what does it cost me / is it for my hair

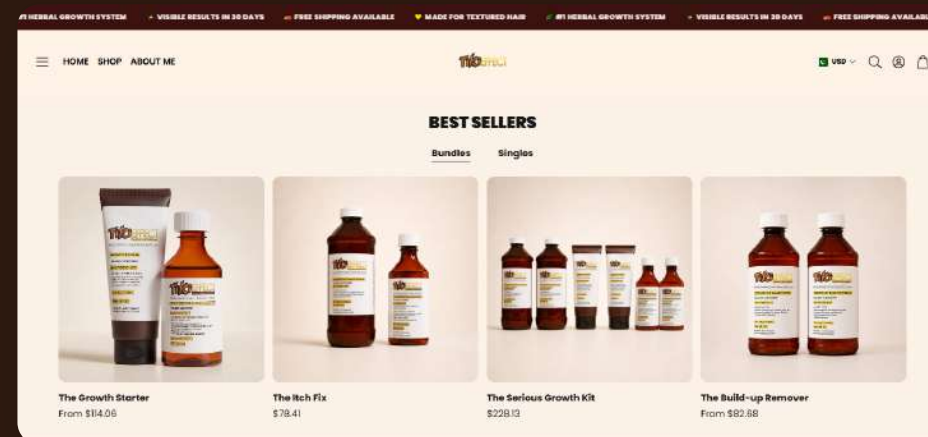
Four claims, four objections, in buying order. A visitor who reads only the top strip has already been sold to.

A countdown, not a permanent sale

The promotional bar carries a real expiry. A discount that never ends stops being a discount and starts being the price.

Nav cut to three

Home, Shop, About Me. Everything else lives in the footer, so the header never competes with the product grid.

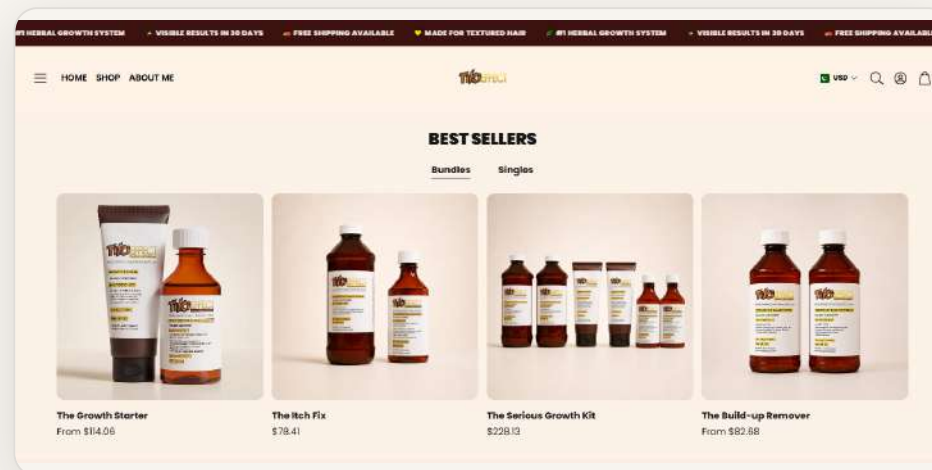


Bundles are the default. Singles are a choice

The Best Sellers grid opens on **Bundles**, with Singles as the second tab. Most stores do the reverse and then wonder why average order value sits at one bottle. Making the bundle the default view means the buyer has to actively opt *down* in price.

Named outcomes, not product types

The Growth Starter, The Itch Fix, The Serious Growth Kit, The Build-up Remover. Every name is a problem the buyer already knows she has, so the grid works as a diagnosis rather than a catalogue.



1 Price-from on variants

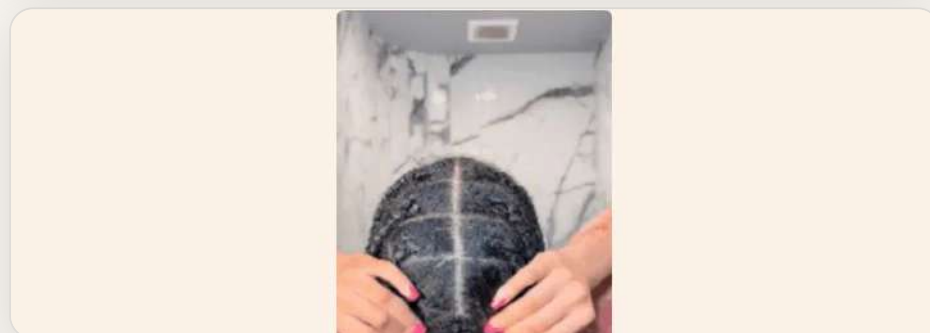
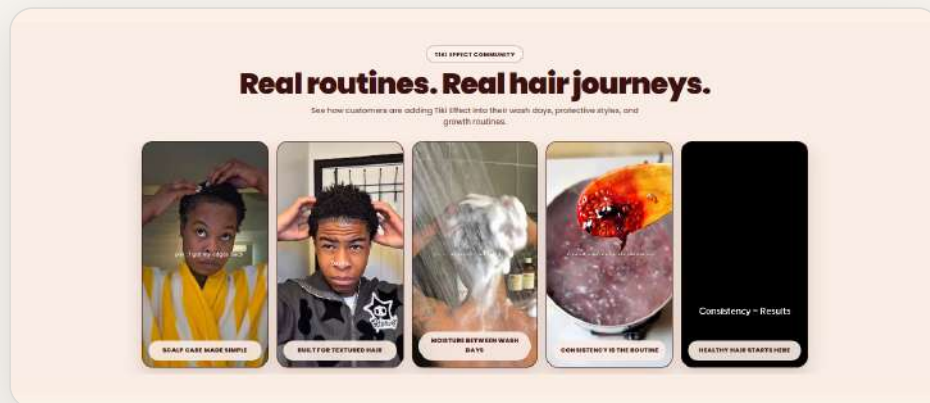
Products with 30 and 60 day options show "From" pricing, so the entry price leads and the upsell happens on the product page instead of scaring the visitor off the grid.

2 Four tiles, one row

No carousel, no pagination. Everything the brand wants sold is visible without a single interaction.

3 A ladder, not a list

The grid runs from entry kit to the full system, so the row itself is the upsell path.



The captions do the selling, not the *videos*

Five vertical customer clips, each with a fixed caption underneath: scalp care made simple, built for textured hair, moisture between wash days, consistency is the routine, healthy hair starts here. Sound is off and nobody presses play, so the caption has to carry the message on its own.

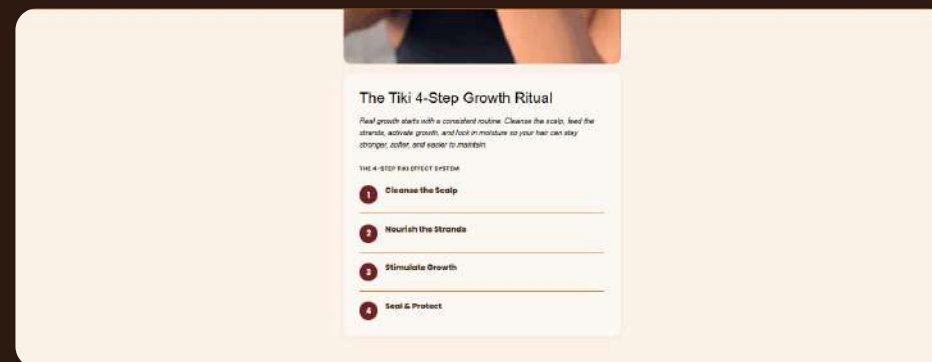
- **Native video, not embedded TikTok**
The clips are hosted on the store. An embed would slow the page and hand the visitor a one-tap exit into someone else's app.
- **Vertical, because the traffic is**
Portrait tiles match the format the visitor just came from, so the section reads as a continuation of the feed rather than an ad.
- **Real customers, visible imperfection**
Bathroom mirrors and phone cameras. Polished studio footage here would read as advertising and undo the proof.

Four products become one *system*

Cleanse the scalp. Nourish the strands. Stimulate growth. Seal and protect. Numbering the steps is the single move that turns a shelf of separate SKUs into a regimen, and it is what makes the full kit feel like the sensible purchase rather than the expensive one.

Method before merchandise

The steps are explained before any of them is attached to a price, so the buyer is agreeing with a method rather than evaluating an offer.



Then the *evidence*

A before and after slider sits immediately after the four steps. The order matters: the reader has just learned the method, so the result reads as the method working rather than as a stock photo.

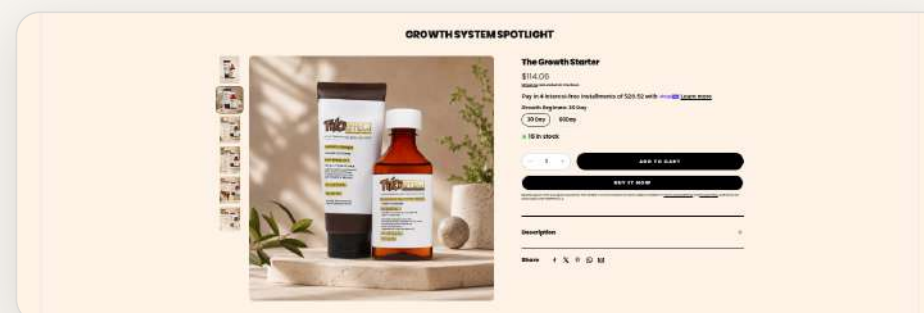
Careful language around claims

Help soothe, support, keep moisture locked in. Every verb is hedged, which is what keeps a growth brand out of trouble while still selling.

A full checkout, without leaving the *homepage*

The spotlight section embeds a complete product page into the home scroll: gallery, variant selector, live stock count, instalments, Add to cart and Buy it now. A visitor who arrives from a link in a bio can buy without ever loading a second page.

- 1 **30 day or 60 day, not small or large**
The variant is framed as a length of commitment. It quietly tells the buyer this is something you do for a month, which sets up the repeat purchase.
- 2 **Real stock numbers**
A live inventory count is honest scarcity. It moves people without the credibility cost of a fake timer.
- 3 **Instalments shown at the price**
Four payments displayed next to the total reframes a three-figure kit as a two-figure decision, at the exact moment the number lands.
- 4 **Description collapsed**
The full ingredient list and usage notes sit behind an accordion. Present for the researcher, invisible to the impulse buyer.





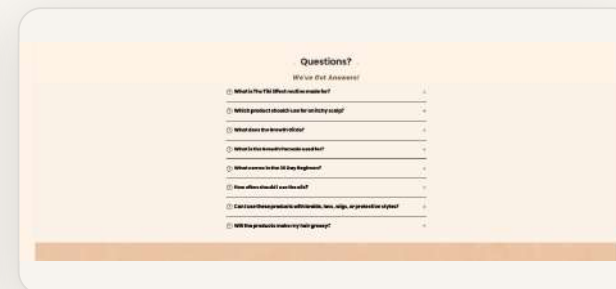
1 4.35, not 5.0

Twenty reviews, and the three one-star ratings are left visible in the distribution bars. That imperfect average is the reason the rest of the page is believable. A flawless score reads as bought.



2 Verified badges and customer photos

Buyer verification and a photo gallery turn text reviews into evidence. In a category this crowded, an unverified review is worth roughly nothing.



3 The FAQ is a product finder

Which product for an itchy scalp. What the oil does. Whether it works with braids, locs and wigs. Most answers route the reader to a specific SKU, so the section sells while it reassures.

“Will the products make my hair *greasy*?”

Eight questions, and almost every one is a reason not to buy written in the customer's own words. Greasiness, frequency of use, compatibility with protective styles. Answering them on the page is cheaper than answering them one at a time in the DMs, and it is the difference between a store that scales and a founder who is still doing support at midnight.

LAST THING

A time decision, not a money *decision*

The final block reframes the purchase entirely. Ninety days from today you will either wish you had started, or be glad you did. Nothing about price, nothing about ingredients. It asks the reader to imagine a version of herself three months out, which is the only argument that beats hesitation in a category where results take time.

- Price on the button

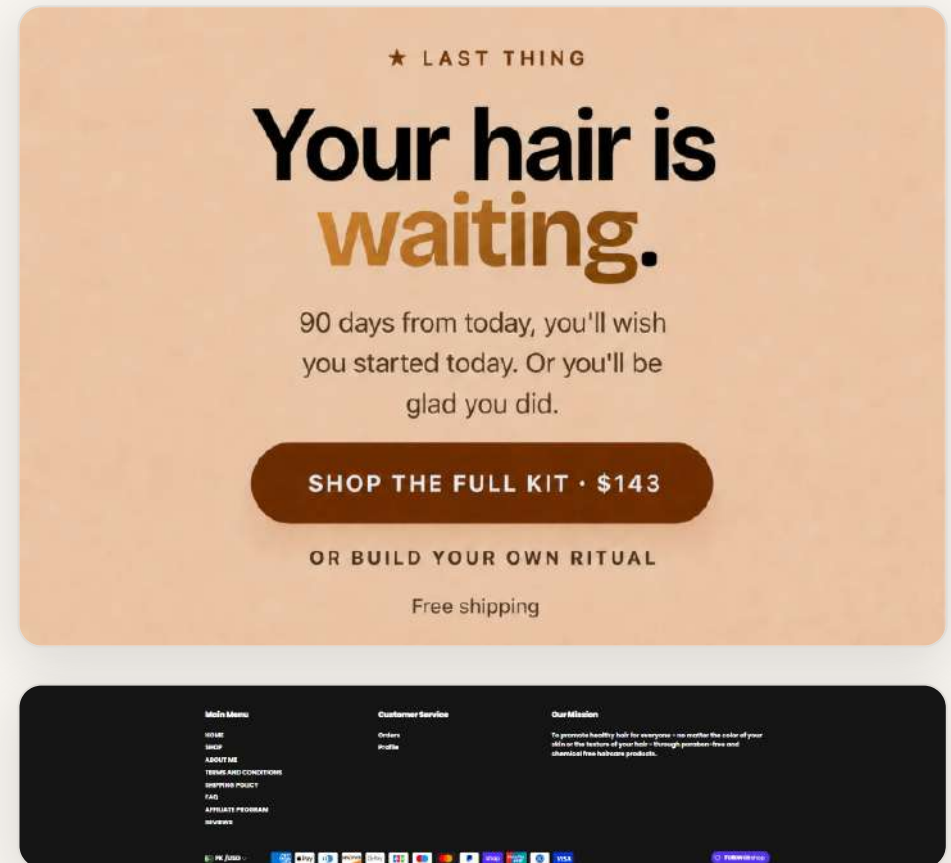
The kit total sits inside the call to action. No surprise at the cart, and the click is a confirmation rather than a question.

- **One primary, one escape hatch**

Buy the full kit, or build your own ritual. The second option catches the buyer who is not ready for the bundle instead of losing her.

- **The footer carries the mission**

Healthy hair for everyone, whatever the skin or texture. Placed last, where it reads as belief rather than positioning.



The rules that hold it *together*

TYPOGRAPHY

Real routines. Real hair journeys.

Heavy geometric sans, tight tracking, set large. No serif anywhere on the site. The voice is warm and direct rather than luxury, and the type carries that before a word is read.

Growth starts when your scalp feels clean, calm, and nourished.

Body copy stays short and centred under each heading. Nothing on the page runs longer than three lines, because the buyer is on a phone and moving.

RHYTHM

Every section is a centred, capitalised label followed by one heading and one action. Repeated ten times down the page, that predictability is what lets someone skim the whole store in fifteen seconds.

PALETTE



CACAO
#2E1A10

GOLD
#B5762A

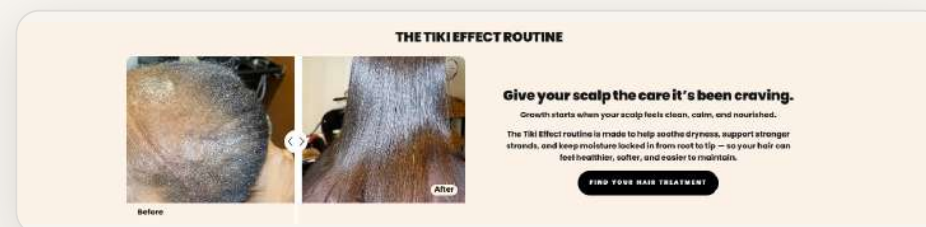
PEACH
#F0D3B6

CREAM
#FDF1E7

One warm cream carries almost the whole store. Cacao does the headings and the bars, gold marks the single word that matters in a headline, and peach separates the closing section so the last screen feels different without introducing a new colour.

LAYOUT RULES

- **Centred, always**
Every section label, heading and button sits on the centre line. On a phone that becomes a single readable column with no reflow surprises.
- **Product photography on cream**
Every shot uses the same warm backdrop, so a grid of four separate products reads as one family rather than four suppliers.
- **One action per section**
Ten sections, ten single buttons, all leading to the same place.



Where DTC margin quietly *disappears*

The store sells into well over a hundred countries with currency shown at the visitor's local rate. That reach is worth having, and it is also where the money leaks: a sitewide promotion written for domestic customers will happily apply itself to an international order and swallow the shipping cost whole.

Discounts get scoped by market, shipping stays out of any stacking rule, and third-party discount apps get audited alongside the native ones, because two systems both applying to one order is how a sale becomes a loss.

CONFIGURED

Theme & sections · product and variant structure · bundle merchandising · Markets and currency · shipping zones · discount scoping · reviews · affiliate program · checkout and wallets

CUSTOM

Announcement marquee · bundle and single tabs · video wall · 4-step ritual block · before and after slider · embedded product spotlight · FAQ accordion · closing CTA

PLATFORM

Shopify

Client-editable storefront. She adds products and swaps promotions without touching a developer.

Shopify *Markets*

Local currency and international selling, with pricing and shipping rules scoped per market.

13

PAYMENT METHODS

Wallets, cards and instalments, so the checkout never loses on payment preference.

1

PAGE TO BUY FROM

Browse, decide and check out inside a single home scroll.

If your product is good and the store isn't *selling it*

Most founder-led brands do not have a traffic problem. They have a store that makes a first-time buyer do too much work: figure out which product is for her, decide whether to believe it, and guess what she should buy together. We fix that order.

01 Storefront build

Structure, design and build on Shopify. Set up so you can run it yourself afterwards.

02 Merchandising

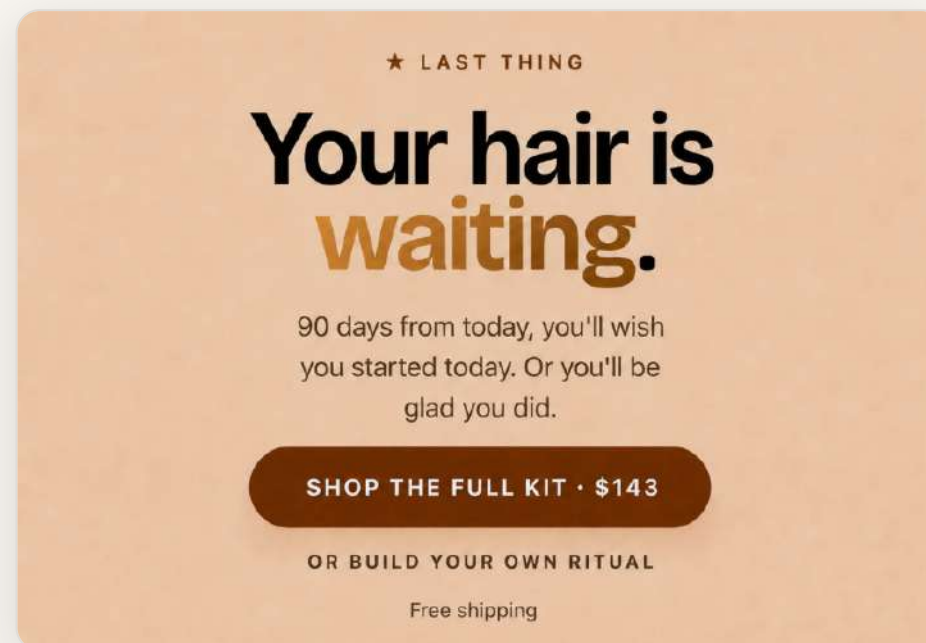
Bundles, naming, and the order products appear in. Usually the cheapest way to move average order value.

03 Conversion audit

Reviews, objections, checkout friction, and the discount and shipping rules that quietly cost you margin.

04 International setup

Markets, currency and shipping scoped properly, so selling abroad adds revenue instead of subtracting it.



HOW IT STARTS

Send us your store link. We will come back with the three things costing you orders and why, before anyone talks about a number.

hello@farvueglobal.com

@farvueglobal