

Purity Woods Test Project

Eye Cream Product Page

Revised Version

Headline

Option 1. Age-Defying Eye Cream

Header

Option 1. Turn back the hands of time with USDA Certified Organic botanicals proven to restore and refresh your eyes!

Option 2. Reclaim skin vitality and erase signs of skin aging with the leading USDA Certified Organic eye cream on the market!

Option 3. Premium blend of USDA Certified Organic botanical extracts that soothe, hydrate and restore a youthful look to your eyes!

Verified Reviews with 5-star image

Price (including discounts where applicable)

Pricing Options

CTA [button:> Add to Cart]

Certification logos

Testimonial and Ingredient Image Copy

Ingredients Image Copy:

(Organic) Canadian Maple Leaf Extract – This “plant-based botox” stops aging in its tracks while promoting firmer, brighter, smoother looking skin.

(Organic) Turkey Tail Mushroom Extract – Powerful antioxidants that protect skin from the inside out, revealing a tighter, more radiant appearance.

(Organic) Rosehip Seed Oil – Provides instant hydration while encouraging collagen production to reveal a healthy, glowing, more youthful look.

Testimonial Image Copy: *“I’ve been using my Purity Woods products for about a week, and I have to say WOW, this is what I’ve been looking for! I’m not exaggerating when I say I noticed a difference overnight ...nothing has made a difference around my eyes – until now! I’m super excited to see what happens using these products long-term. Thank you, thank you, thank you for creating this wonderful product line.”*

– Miranda H.

Details

Finally, you can achieve a naturally youthful look without injections or expensive procedures. Say hello to more radiant, younger-looking skin with this potent blend of USDA Certified Organic botanical extracts — designed to effectively nourish, repair and protect the delicate skin around your eyes*:

Organic Canadian Maple Leaf Extract – This exclusive blend provides a “botox-like” effect that quickly firms and tightens loose skin*.

Organic Smartweed Extract – This hydrating extract refreshes and brightens dry-looking eyes while smoothing out wrinkles*.

Organic Sumac Berry Extract – This exotic fruit extract promotes collagen production, reduces dark circles and revives tired-looking skin*.

Organic Babchi Oil With Bakuchiol – A natural retinol alternative, this deeply hydrating oil firms and plumps skin around your eyes while erasing premature signs of aging*.

Organic Turkey Tail Mushroom Extract – Containing the unique antioxidant quercetin - this extract encourages healthy inflammation while reducing age spots and under-eye bags*.

This premium formula also includes deeply nourishing moisturizers that complement these antioxidant superstars. The result? Soft, smooth, younger-looking skin*.

Read more **here** [hyperlink to sales page]

Ingredients

100% Organically produced and responsibly sourced ingredients:

Aloe Barbadensis Leaf Juice, Mangifera Indica (Mango) Seed Butter, Glycerin, Potassium Sunflowerseedate, Rosa Canina Seed Oil, Chamomilla Recutita (Matricaria) Flower Extract, Hamamelis Virginiana (Witch Hazel) Extract, Trametes Versicolor Mushroom Extract, Oenothera Biennis (Evening Primrose) Oil, Acer Saccharum (Sugar Maple), Leaf Extract, Acer Rubrum (Red Maple) Leaf Extract, Acer Pensylvanicum (Striped Maple) Leaf Extract, Polygonum, Hydropiper (Smartweed) Extract, Rhus Glabra (Sumac) Berry Extract, Tremella Fuciformis Extract, Solidago Virgaurea (Goldenrod) Extract, Oenothera Biennis (Evening Primrose) Flower Extract, Rosa Canina Fruit Extract, Tapioca Starch, Copernicia Cerifera (Carnauba) Wax, Lecithin, Tocopherol, Psorealea Corylifolia (Babchi), Seed Oil, Xanthan Gum, Lavandula Angustifolia (Lavender) Oil, Cedrus Atlantica (Cedar) Wood Oil, Cinnamomum, Zeylanicum (Cinnamon) Bark Oil, Pelargonium Graveolens (Geranium) Flower Oil, Pogostemon Cabin (Patchouli) Oil.

Made **without** synthetic additives, fragrances, dyes, pesticides, chemical fertilizers, palm oils and GMO ingredients.

Read more **here** [hyperlink to sales page].

Benefits

Gone are the days when looking younger was expensive, painful, or had harmful health effects...

Wrinkles, eye bags, age spots, and other signs of skin aging fade away naturally and effortlessly with this eye cream that is unparalleled in the market.

Purity Woods' Age-Defying Eye Cream contains an exclusive blend of USDA Certified Organic ingredients that effectively restore youth and radiance by combating the biggest culprits of aging skin:

- Loss of collagen (the protein that firms, plumps and smooths skin)
- Decreased elastin (the protein that helps skin stretch and bounce back)
- Low moisture levels leave your skin vulnerable to environmental stressors

Formulated with eye-nourishing botanical extracts, this lightweight cream visibly renews skin radiance in as little as 30 seconds a day...

Giving your skin the smoother, younger, and more radiant look you desire*.

Shop confidently knowing our products are free of impurities, toxins, and empty promises.

Read more **here** [hyperlink to sales page]

Verified Reviews

[Images of testimonials]

One Tree Planted Section

[Image]

Money-Back Guarantee

[Image]

CTA [button:> Get Age-Defying Eye Cream Limited Time: Save Up to **71%!]**

Brand imaging

FDA Disclaimer

Warning

Original Version

Headline

Option 1. Age-Defying Eye Cream

Option 2. Time-Erasing Eye Cream, Youth-Restoring Eye Cream

Header

Option 1. USDA Certified Organic Extracts to help soften and hydrate delicate skin around the eyes and renew a radiance like never before!

Option 2. Premium blend of USDA Certified Organic botanical extracts that soothe and restore a youthful/your most youthful look to your eyes!

Verified Reviews with 5-star image

Price (including discounts where applicable)

Pricing Options

CTA [button:> Add to Cart]

Certification logos

Testimonial and Ingredient Image Copy

Ingredients Image Copy:

(Organic) Canadian Maple Leaf Extract – A revolutionary breakthrough in organic anti-aging skincare, this “plant-based botox” rejuvenates tired, old-looking eyes, prevents wrinkles, lightens age spots and protects vital skin proteins.

(Organic) Turkey Tail Mushroom Extract – An impressive blend of antioxidants that fend off free radical damage that makes skin look loose and dull, brightens, tightens, and may reduce puffiness under the eyes.

(Organic) Rosehip Seed Oil – Locks in moisture, encourages collagen production, and protects against signs of premature aging. Rich in vitamins A, C, and E, your skin instantly feels hydrated, smoother, and brighter.

Testimonial Image Copy: *“I’ve been using my Purity Woods products for about a week, and I have to say WOW, this is what I’ve been looking for! I’m not exaggerating when I say I noticed a difference overnight ...nothing has made a difference around my eyes – until now! I’m super excited to see what happens using these products long-term. Thank you, thank you, thank you for creating this wonderful product line.”*

– Miranda H.

Details

Say hello to more radiant, younger-looking eyes with this potent blend of organic botanical extracts designed to effectively repair and protect the delicate skin around your eyes*:

Organic Canadian Maple Leaf Extract – a powerful triage that effectively fights against free radical damage, smoothing skin and slowing down the breakdown of elastin*.

Organic Smartweed Extract – High in antioxidants such as resveratrol, this extract works at the cellular level to protect skin from premature signs of aging. Its hydrating nature refreshes and brightens dry-looking eyes while smoothing out wrinkles and eye bags*.

Organic Sumac Berry Extract – A stabilized form of vitamin C, this exotic fruit extract works to promote collagen synthesis, giving saggy skin a firmer, tightened-up appearance. It also brightens skin appearance, reducing dark circles and dull, tired-looking skin*.

Organic Babchi Oil With Bakuchiol – This plant compound is considered the “natural retinol alternative”, helping to firm and plump skin around your eyes. Deeply hydrating dry-looking skin, this oil erases the look of fine lines and wrinkles without the harsh side effects of typical retinol*.

Organic Turkey Tail Mushroom Extract – A hidden superfood, the antioxidants found in this mushroom work to reduce puffiness under the eyes, lighten age spots, rejuvenate the appearance of “old-looking” eye, and fend off collagen and elastin-reducing free radicals that can make skin look tired, dull, and loose*.

Plus deeply nourishing moisturizers to complement these antioxidant superstars, leaving your skin soft and silky-smooth*.

Read more **here** [hyperlink to sales page]

Ingredients

100% Organically produced and responsibly sourced ingredients:

Aloe Barbadensis Leaf Juice, Mangifera Indica (Mango) Seed Butter, Glycerin, Potassium Sunflowerseedate, Rosa Canina Seed Oil, Chamomilla Recutita (Matricaria) Flower Extract, Hamamelis Virginiana (Witch Hazel) Extract, Trametes Versicolor Mushroom Extract, Oenothera Biennis (Evening Primrose) Oil, Acer Saccharum (Sugar Maple), Leaf Extract, Acer Rubrum (Red Maple) Leaf Extract, Acer Pensylvanicum (Striped Maple) Leaf Extract, Polygonum, Hydropiper (Smartweed) Extract, Rhus Glabra (Sumac) Berry Extract, Tremella Fuciformis Extract, Solidago Virgaurea (Goldenrod) Extract, Oenothera Biennis (Evening Primrose) Flower Extract, Rosa Canina Fruit Extract, Tapioca Starch, Copernicia Cerifera (Carnauba) Wax, Lecithin, Tocopherol, Psorealea Corylifolia (Babchi), Seed Oil, Xanthan Gum, Lavandula Angustifolia (Lavender) Oil, Cedrus Atlantica (Cedar) Wood Oil, Cinnamomum, Zeylanicum (Cinnamon) Bark Oil, Pelargonium Graveolens (Geranium) Flower Oil, Pogostemon Cabin (Patchouli) Oil.

Made **without** synthetic additives, fragrances, dyes, pesticides, chemical fertilizers, palm oils and GMO ingredients.

Read more **here** [hyperlink to sales page].

Benefits

If you noticed a few unpleasant changes around the eyes the last time you looked in the mirror...

The dark circles, crow's feet, those dreaded eye bags...

Then it's time you started using a high-quality eye cream.

After all, as you age you begin to lose vital skin proteins like collagen and elastin begin at about 1% each year. As you move through your 40s, your skin becomes thinner, fragile, and show more pronounced signs of aging.

But not all eye creams are created equal. In fact, many products on the market actually FUEL premature aging.

You need to feed your skin the nourishment it needs using premier ingredients for the youngest-looking skin possible.

Purity Woods' Age-Defying Eye Cream contains an exclusive blend of organic ingredients that combat the three biggest challenges of aging skin:

- Lower collagen levels (the protein that firms, plumps and smooths skin)
- Decreased elastin (the protein that helps skin stretch and bounce back)
- Loss of moisture that leaves your skin vulnerable to environmental stressors and other skin-drying factors

Formulated with the *correct/optimal* balance of eye-nourishing botanical extracts, the Age-Defying Eye Cream gives your skin exactly what it needs to look smoother, younger, and more radiant*.

This lightweight, long-lasting formula fights against signs of skin aging by visibly reducing the appearance of wrinkles, fine lines, puffiness, and more while helping improve skin firmness, brightness, and smoothness*.

Because you want to look as youthful as you feel.

Read more **here** [hyperlink to sales page]

Verified Reviews

[Images of testimonials]

One Tree Planted Section

[Image]

Money-Back Guarantee

[Image]

CTA [button:> Get Age-Defying Eye Cream Limited Time: Save Up to **71%!**]

Brand imaging

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Age-Defying Eye Cream Sales Page Breakdown

Here are the steps I gathered while studying your Age-Defying Eye cream sales page:

1. Headline that grabs the reader's attention (Big promise)
2. Hook that keeps readers interested
3. Bonus promise/USP/Element of intrigue
4. Address pain points
5. Educate reader
6. Show empathy
7. Solution teaser

8. False hopes from other companies
9. In-depth diagnosis/education on industry problems
10. First CTA (for those who don't like to read and are convinced this is what they need)
11. Educate on additional problems in the skincare industry
12. Educate on organic industry problems
13. Lead up to the solution
14. Present the solution!!
15. Second CTA
16. In-depth education on product ingredients
17. Third CTA (inside step #16)
18. Social proof
19. Fourth CTA
20. Big promise + paints picture of transformation
21. Product Directions (how to apply)
22. Guarantee (to mitigate risk or hesitation)
23. Empathy
24. Reiterate guarantee
25. Recap to solidify information in reader's mind
26. Value positioning (this this for _% off)
27. Scarcity elements
28. Reiterate guarantee
29. Scarcity elements
30. Social proof
31. Act of goodwill/feel-good partnership (One Tree Planted)

32. FAQ section