WEB STYLE GUIDE

in Health & Beauty industry

By KAHUNAM
www.kahunam.com

We want to share...

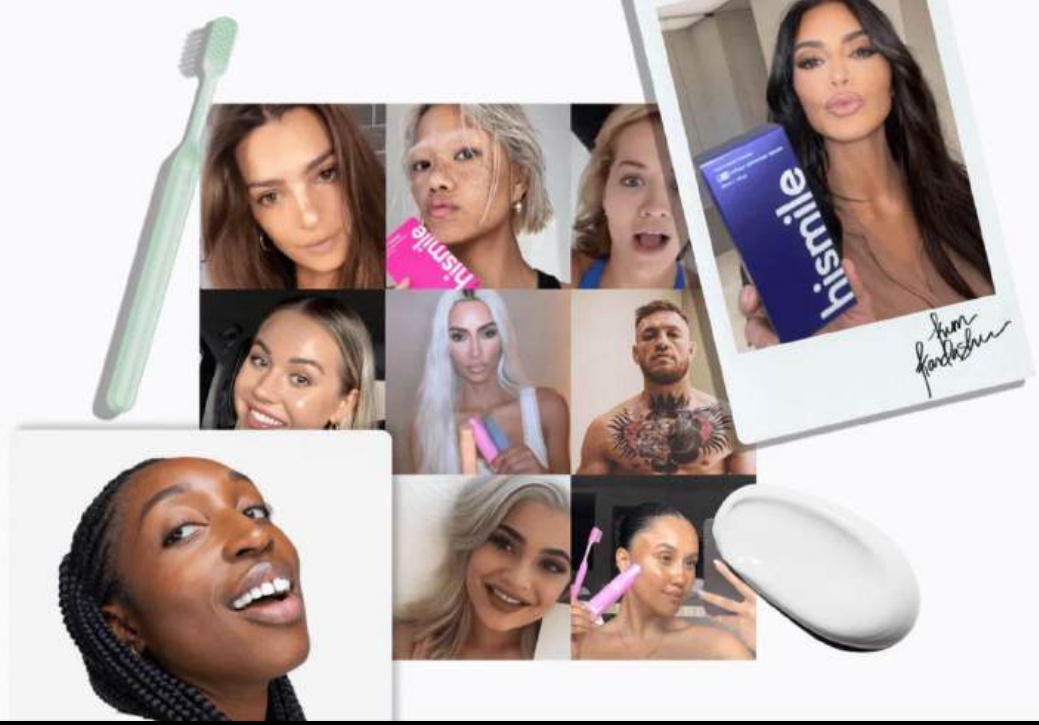
The health and beauty industry is super competitive and keeps changing with new trends and what people want. In this tough market, having a well-designed website is a must for boosting sales and growing your business.

Kahunam is here here to give you ideas and tips by showing you some of the best websites from top health and beauty brands. Jump in and see what makes these companies stand out, and learn how you can use these ideas to improve your own website.

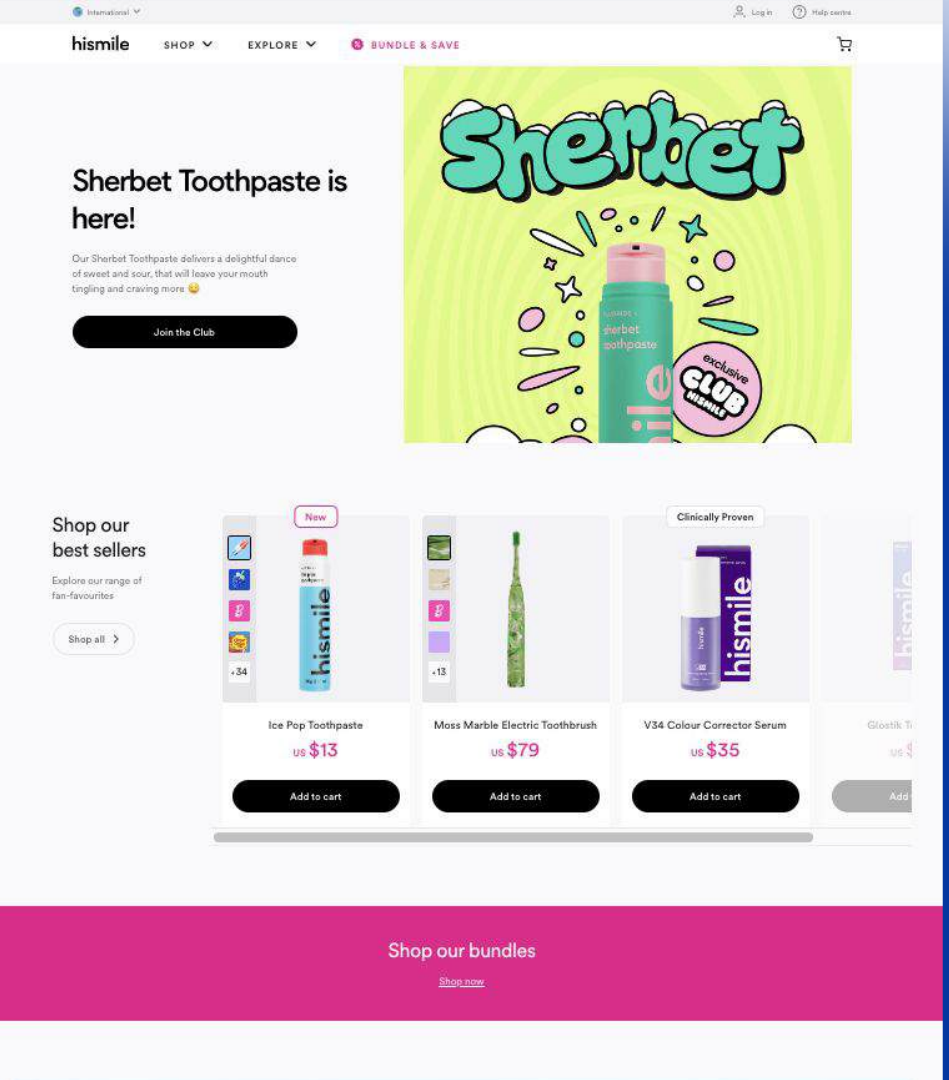
hismile

Everyone’s favourite smilecare brand

Hismile is bringing their celebrity-loved range of products to dental professionals. With the Hismile Professional range, get access to the next-level in Professional whitening, exclusively available through dentists.



01. HiSmile



The Sale Techniques

The website design boosts sales by offering bundle deals that encourage customers to buy more and save money. It builds trust with customer reviews and expert opinions, making visitors feel confident in their purchase.

The simple and easy-to-use checkout process helps prevent abandoned carts. The vibrant and mobile-friendly design keeps users engaged, while clear call-to-action buttons guide them smoothly through the buying process.

Overall, the site combines smart offers and a user-friendly experience to increase sales.

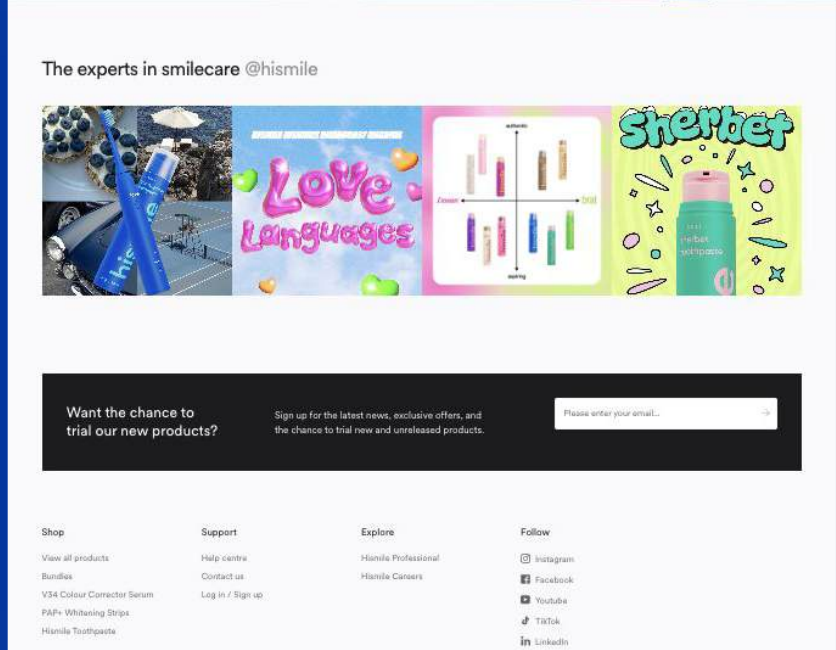
Web Inspiration - HiSmile - 01

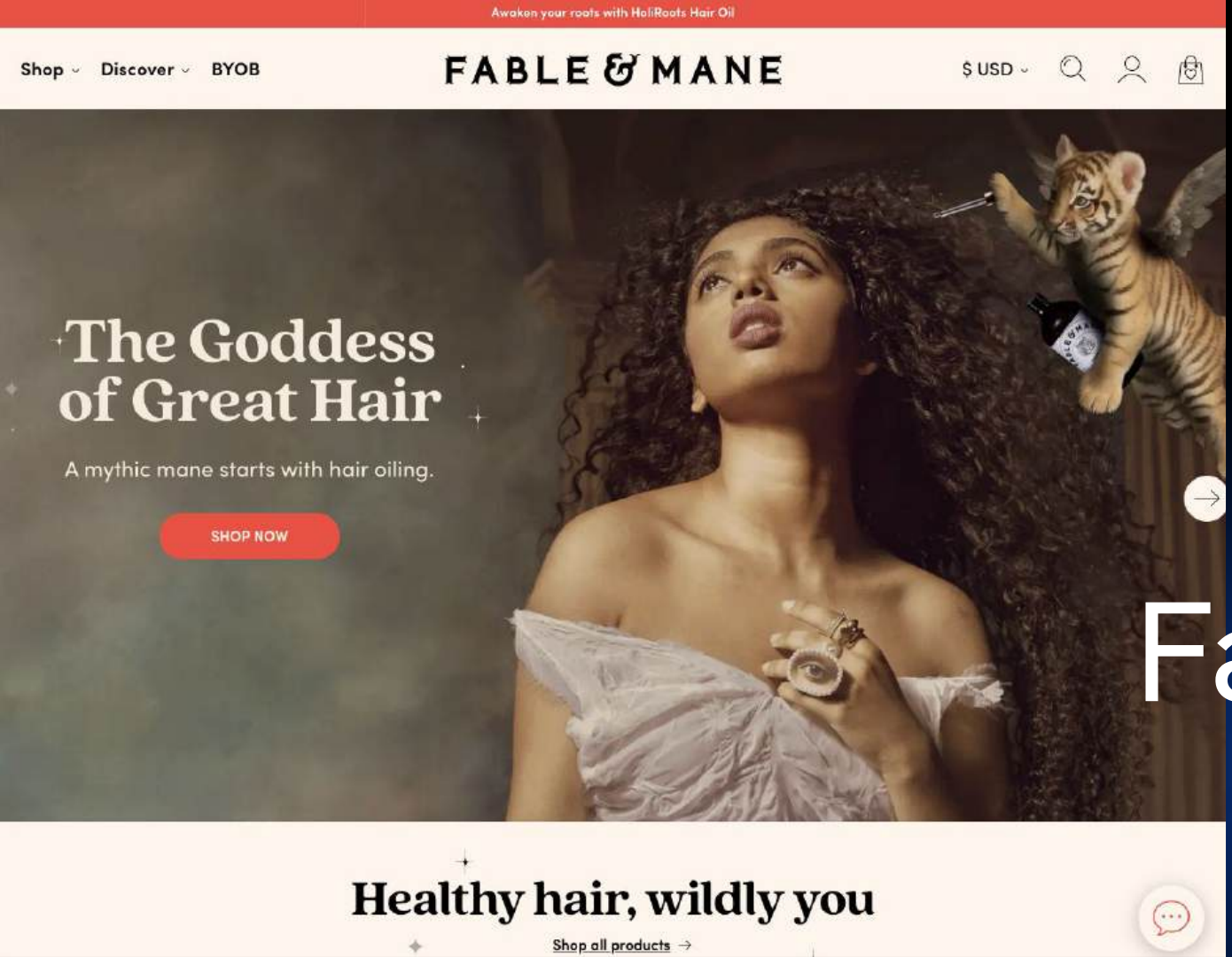
UX

- Easy-to-use navigation with dropdown menus
- Multiple payment options, including instalment plans
- Product customisation features (e.g., colour selection)
- Social proof elements (customer reviews, "As Seen In" media logos)
- Expert testimonials and partnerships to build credibility
- Streamlined, single-page checkout process

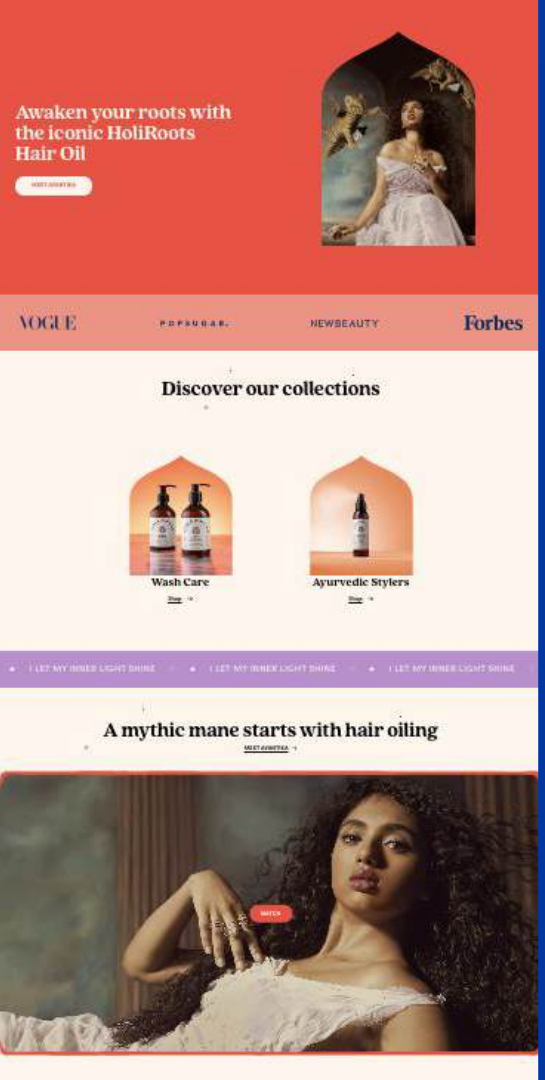
UI

- Clean, minimalist design with ample white space
- Vibrant colour scheme (pink, purple, blue) aligned with product branding
- High-quality product and lifestyle images
- Consistent typography with sans-serif fonts for readability
- Clear, contrasting call-to-action buttons
- Mobile-responsive layout
- Use of icons to highlight key features or benefits





02. Fable & Mane

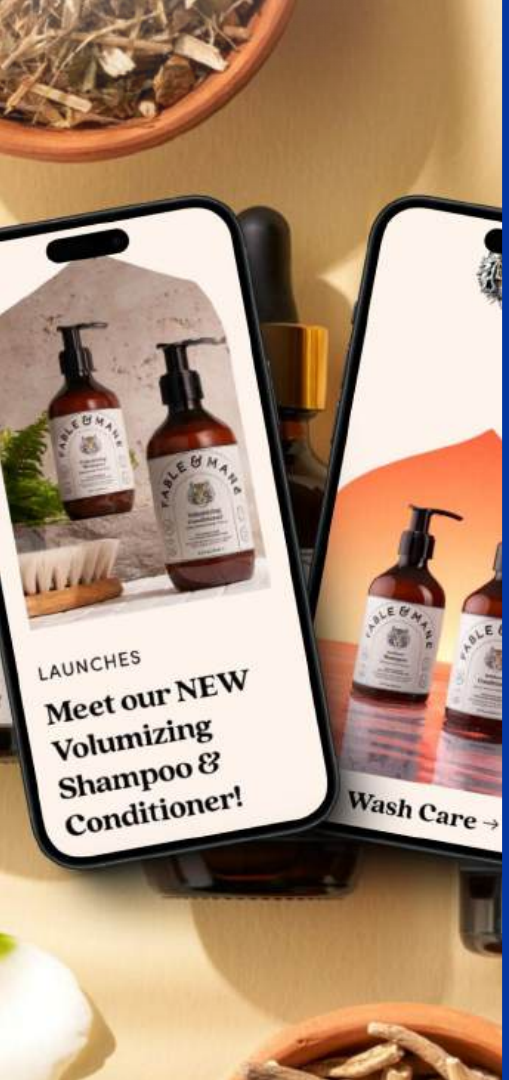


The Sale Techniques

Fable & Mane's website excels in creating a clean and visually appealing experience by using neutral and light shades of purple, coral-red, and beige. The site effectively showcases large, clear product photos, blending them with lifestyle images to tell the brand's story.

They integrate social proof by featuring real photos and reviews from social media, adding authenticity. Interactive elements like quizzes help users find the right products, and blog posts mix product information with general hair care tips to provide value.

Simple animations, like sparkling stars and moving stamps, add a touch of interest, while a sticky rewards button encourages visitors to sign up and stay engaged.

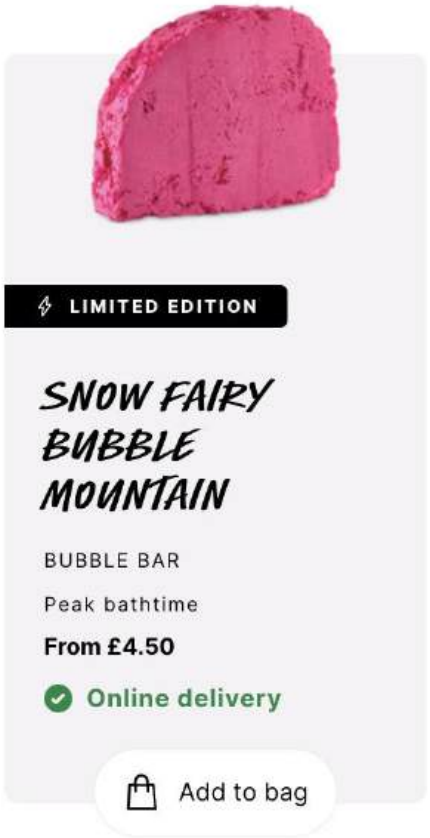


UX/UI

- The site does not feel uncluttered when scrolling.
- They sticks to the neutral/light shades of few main colours (purple, coral-red, and beige)
- Uses big, clear product photos . Mixes in lifestyle images to tell a story about the brand
- Shows photos and reviews from actual posts from social media
- Has quizzes to help you find the right products
- Blog posts mix product info with general hair care tips .
- Have simple animation (sparkling start, circle moving of stamp, to make the site a bit interesting
- Stick the rewards button to encourage visitors sign-up

03. Lush Web

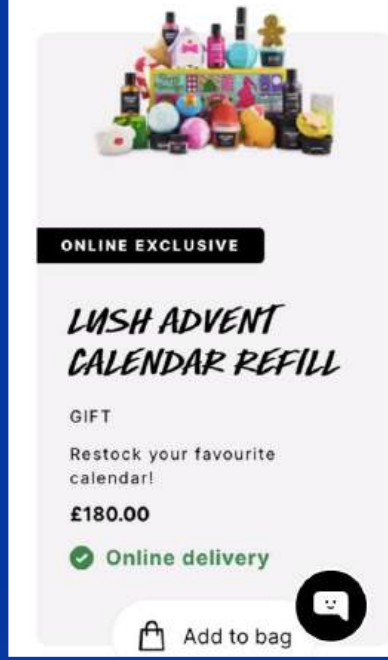
SUPER MILK
CONDITIONING HAIR PRIMER
LUSH
BODY LOTION
VANILLABY
LUSH
STICKY
GEL
GOURMAND
Sticky Dates



The Sale Techniques

LUSH's website stands out by using a vibrant and colourful design, which makes the pages visually appealing and full of energy. The site is thoughtfully put together with minimal white space, giving it a cohesive and recognisable look. Product names are presented in a fun, handwriting-style font, adding a playful touch.

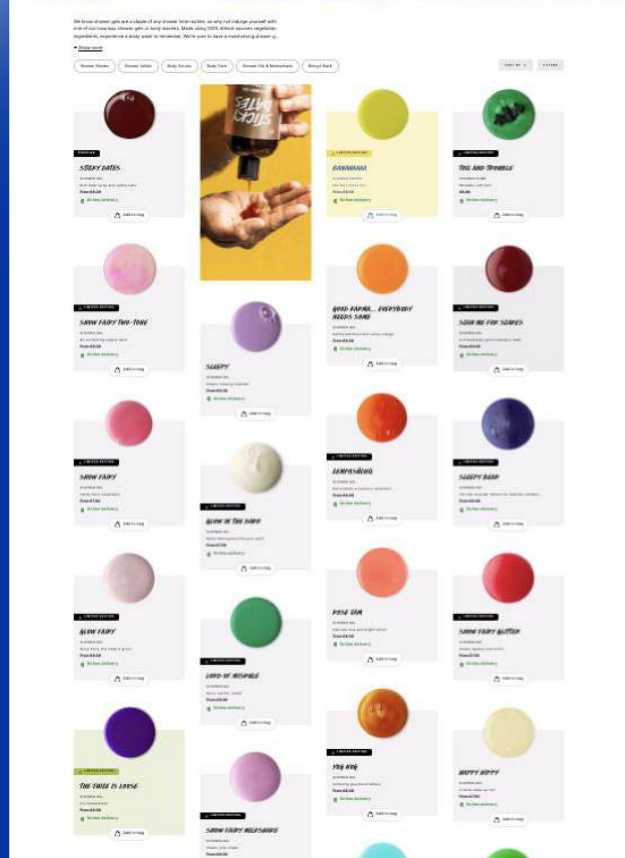
Instead of traditional dropdown menus, LUSH uses a unique side-scrolling menu with rounded, pill-shaped buttons that extend beyond the screen, adding a creative twist.



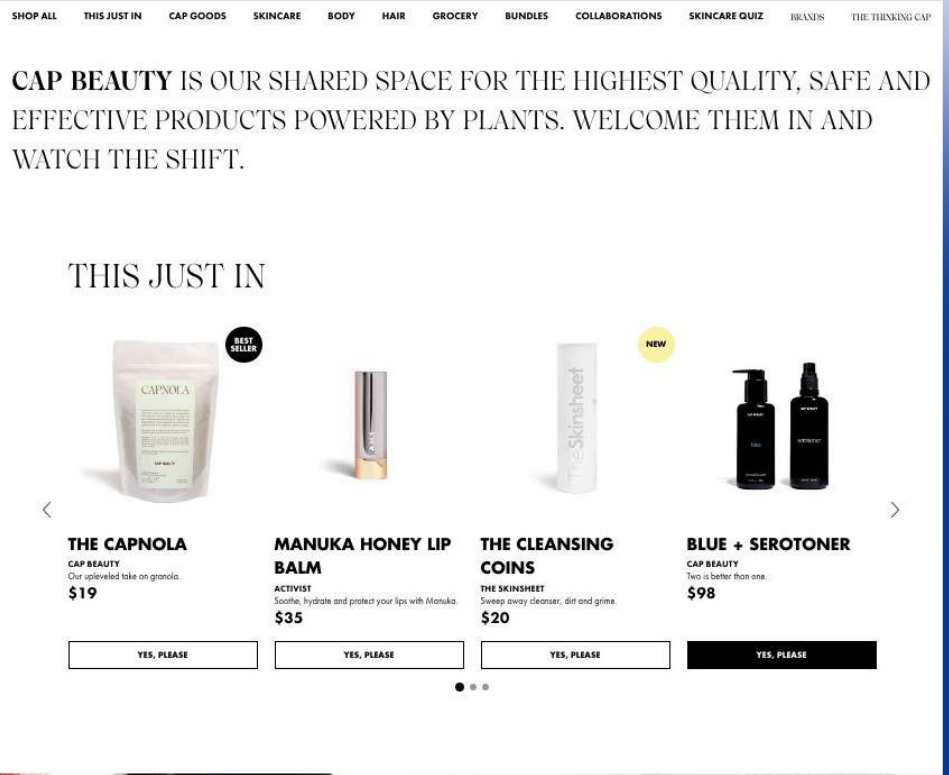
Web Inspiration - LUSH - 03

UX/UI

- Not much white space, which makes the site look put-together and recognisable
- Uses easy-to-read text for product details
- Makes product names look fun with handwriting-style fonts
- Unlike traditional dropdown menus, LUSH uses a side-scrolling menu with rounded, pill-shaped buttons that extend beyond the visible screen width
- LUSH websites are colorful, bringing a vibrant vibe to users and making the pages look attractive
- They are very detailed with the product pages, providing all the necessary information like product description, how to use, ingredients, etc.
- They even have an ingredient finder which is really helpful and puts effort into making clients trust the product



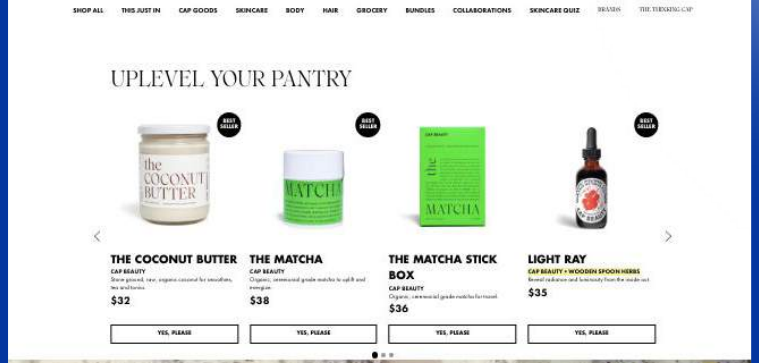
04. Cap Beauty



The Sale Techniques

The website effectively uses short-video backgrounds instead of static images, adding dynamic visual appeal. A white background with plenty of space gives the site a clean and modern feel, while custom fonts add a touch of uniqueness. Easy navigation is ensured with a sticky menu, and social media feeds on product pages boost engagement. The blog page stands out with customised featured images and cross-sell opportunities, while relevant articles help explain products and build customer trust. Engaging call-to-action text like "yes, please" and the option for customers to leave reviews directly on product pages further enhance the user experience.

UX & UI



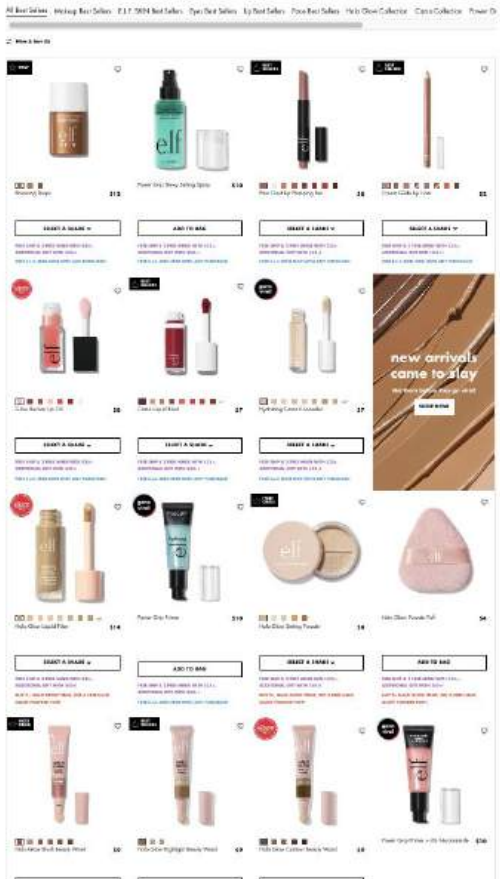
- Uses short-video background, moving beyond static images
- Employs a white background with ample space, creating a clean and modern look
- Incorporates custom fonts for certain text elements, adding visual interest
- Implements a sticky menu for easy navigation throughout the site
- Integrates social media feeds on product pages, increasing engagement
- Features an impressive blog page with customised featured images
- Includes cross-sell opportunities on blog pages
- Utilizes relevant articles to explain products, building trust with customers
- Uses engaging call-to-action (CTA) text like "yes, please"
- Allows customers to leave reviews directly on product pages

05. E.L.F Cosmetics

Web Inspiration - E.L.F Cosmetics - 05

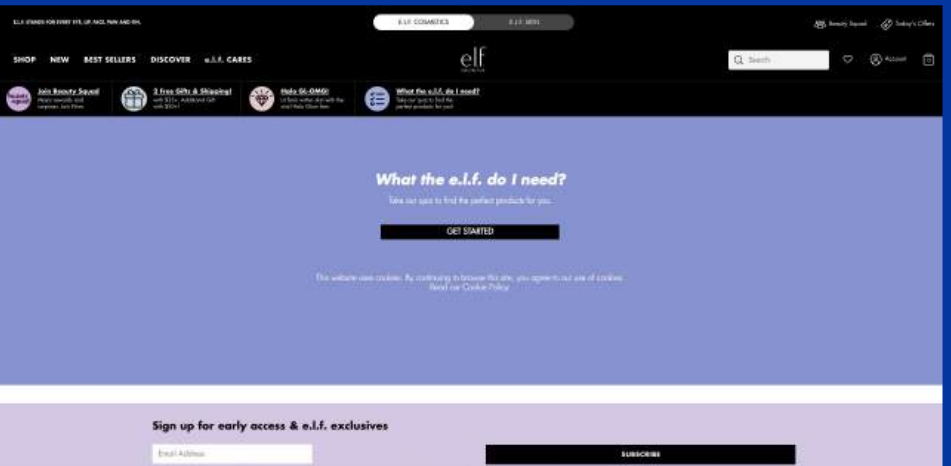
The Sale Techniques

E.L.F. Cosmetics does a great job of organising their website with a drop-down menu in the header, fitting in options like gifts and rewards without creating clutter. They enhance product pages with video adverts that show how products work, and they have a special section for customers to share photos of themselves using the products, adding a personal touch. The site features clever buttons that allow you to select and add products to your basket without leaving the page, making shopping quick and easy. The collection page is kept neat with a four-column layout, and a FAQ section addresses common customer concerns directly on the page. With a sleek black-and-white colour scheme and seamless block transitions, the site feels modern and smooth as you scroll.



UI & UX

- Uses a drop down menu to fit more options like gifts and rewards in the header
- Puts video ads on product pages to show how stuff works
- Has a special spot for customers to share pictures of them using the products
- Uses clever buttons that let you pick the type of product and add it to your cart without going to another page
- Keeps their collection page neat with four columns of products
- Adds a FAQ section on the collection page that answers common customer worries
- Sticks to black and white colours to look modern and sleek
- No spaces between block creating seamless experience while scrolling



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