

## New Section for Facial Product Page (website/Amazon, etc.):

### Don't Doubt Your Glow. Real Results FAQ

**Purpose/Goal:** Address hesitancy head-on, particularly in regards to commitment, safety, and expectations. This part combines clarity, expert assurance, and social evidence into a well-organized, aesthetically pleasing collection of UX elements.

#### 1. Sticky Mini-FAQ Bar (at the top section)

- **Design:** A horizontal bar featuring four revolving blurbs that change every five seconds and can be dragged by the user:
  1. In under 10 minutes, turn your oats-in-the-morning energy into clinic-grade skincare.
  2. 91% of our users saw less wrinkles, without the need for pricey in-office visits.
  3. Shower-ready, worry free and safe for IPX-6 waterproof routines.
  4. You can return it within 30 days, no questions asked.

*(each links to deep-dive items below)*

#### 2. Trust + Data Cards (3 Columns)

- **Card A:** Clinical Confidence
  - **Header:** 91% of users experienced wrinkle reduction
  - **Body:** Using regular red-LED therapy, 91% of participants in our 137-person RCT reported fewer wrinkles and fine lines.
  - **Visual:** A basic gauge icon filling up to 91%
- **Card B:** Any Skin, Any Flaw
  - **Header:** Multi-LED success: illuminate, shape, and clear
  - **Body:** In just 7 minutes, blue treats acne, green fades spots and depuffs, and red smooths lines.
  - **Visual:** Trio icon with red/green/blue LEDs
- **Card C:** Test Us Out, Risk-Free
  - **Header:** We offer a 30-day, money back guarantee
  - **Body:** Try it out. Don't like it? Return it without any fuss or hassle.
  - **Visual:** A seal icon labeled "30-Day Guarantee"

#### 3. Carousel for Overcoming Objectives (interactive)

- **Layout:** Carousel of cards (swipe left or right). A typical objection, a brief response, and a small "Learn more" link to further facts with testimonies or professional quotes are included on each card.
- **Examples:**
  - How long until I see results?
    - *Answer:* Most commonly in 2-4 weeks with daily use.
    - *Mini-testimonial:* "After a few uses, I saw less puffiness in my face." —Lerri

- Is your product safe to use with other skincare?
  - *Answer:* Yes, use after cleansing, and avoid acids before you use it.
  - *Visual:* Collagen jelly + device icon How long until I see results?
- Is this just another beauty fad?
  - *Answer:* Our product is built on proven Korean LED technology and trusted by aestheticians.
  - *Quote:* “Go-tool for busy clients” —Licensed Aesthetician

#### 4. Visual Routine Demo

- **Design:** A three-step graphic flow.
  - 1. Cleanse and Apply Jelly—Icon of cleanser & splash
  - 2. Choose Light and Glide—Multi-LED wand icon
  - 3. Results: Glowing Skin—Before/After silhouette or split-face image/art
- **Caption:** “Only 5-10 minutes a day gets you glowing skin. At home. In the shower, or by the mirror.”

#### 5. Secondary CTA (sticky)

- When scrolling past above section, user activates sticky footer bar with:
  - **Button** Get Your 30-Day Trial
  - **Mini-text:** If you’re not happy, get your money back. We guarantee it.

#### Developer Instructions

- **Implementation of each section should be separate “conversion zones”** right above reviews.
- **Use interactive JS components:**
  - **Mini-FAQ bar:** should automatically cycle, but with user control
  - **Objections carousel:** horizontal swipe with expandable overlays.
- **Responsive design:** Ensure the Trust Cards are stacked in mobile view.
- **Visual assets:** Use clean-line icons/images and high-contrast illustrations.
- **Typography and color:** Follow brand colors, and ensure emphasis in headers and use brand fonts.
- **Analytics:** Clicks are trackable on “Learn More” and sticky CTA