

Health & Wellness owned by Dylan Marrandino

Beauty, Makeup & Skincare · Personal Health Care Products · Vitamins & Supplements · Nutraceuticals · Herbal & Plant Medicines

Sold on regimen, shade and texture — attributes a product grid was never designed to carry, and that an AI shopping agent now has to interpret unaided.

■ **BigCommerce builds** our BigCommerce clients in this vertical



Design Essentials

Professional haircare, a McBride Research brand. BigCommerce build 2016, full redesign 2018 — two engagements three years apart, our longest BigCommerce client relationship.

ALSO IN THIS SECTOR — DELIVERED ON OTHER PLATFORMS, NOT BIGCOMMERCE



Nuelle

Sainthood USA

1Hour Break

PLATFORM FIT AT A GLANCE

Native subscription

B2B Edition

Supplement policy

Regimen merchandising

Claims-safe content

WHAT WE DO HERE

- Regimen and shade-level merchandising a machine can parse, not just a shopper.
- Subscription and replenishment on native checkout — where the margin in consumables sits.
- Professional and stylist B2B pricing running alongside D2C on one catalog.
- Claims-sensitive categories where compliance constrains what a page may say.
- Ingredient and formulation data structured for search and for agents.

WHAT A FIRST ENGAGEMENT LOOKS LIKE

Catalog and regimen modelling, subscription mechanics, then the professional channel if it exists. Design Essentials came back for a full redesign three years after the original build.

WHY BIGCOMMERCE WINS THIS VERTICAL

- Subscription and recurring billing without a fragile third-party stack.
- B2B Edition serves the professional channel from the same catalog as D2C.
- Policy tolerance for supplements and nutraceuticals that other platforms restrict.

QUALIFY IT IN FOUR QUESTIONS

- 1 What share of revenue is repeat or subscription today?
- 2 Do you sell to professionals or stockists as well as consumers?
- 3 Which claims are you restricted from making, and who reviews them?
- 4 How do customers choose between variants — shade, strength, formulation?

THE OFFER

Implementation included under the BigCommerce partner programme — up to the \$20M cap, extendable with an approved partner incentive. We scope, migrate and build; the platform investment is covered within that envelope.

