

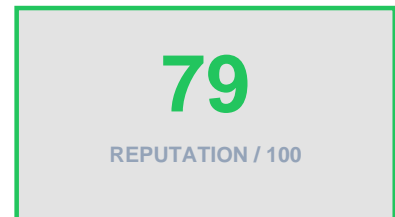
# AI Reputation Analysis and Signal Evaluation - Black Girl Sunscreen

## BRAND AI REPUTATION

### Beauty, Cosmetics & Personal Care Reputation: Black Girl Sunscreen (blackgirlsunscreen.com)

<https://blackgirlsunscreen.com>

Industry: Beauty, Cosmetics & Personal Care



## BEAUTY, COSMETICS & PERSONAL CARE

### 54.6 Avg Reputation

Based on 1453 businesses audited.

REPUTATION LEVEL

#### HIGHER REPUTATION THAN AVERAGE

Black Girl Sunscreen has 24.4 points more reputation than the average for Beauty, Cosmetics & Personal Care.

## EXPERT VERDICT

A high-substance, low-fluff site that solves a specific market problem with technical transparency. It swaps generic industry jargon for specific ingredient benefits and verifiable retail footprint data.

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## INFO DENSITY

Power-words vs. Substance ratio.

24

80% Reputation

The site exhibits high information density with functional headings such as Active Ingredients and How To Use. Substance is provided through detailed INCI-compliant ingredient lists and specific active ingredient percentages, such as Avobenzone 3% and Homosalate 10-15%. Fluff is largely restricted to the repetition of the no white cast claim across all product pages, which functions more as a brand anchor than empty marketing noise.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

18

90% Reputation

There is virtually no semantic drift between the homepage promise and sub-page delivery. The homepage H2 BGS IS WORLDWIDE is supported by the specific claim of availability in more than 18,000 stores. Product pages for SPF 30 and Kids SPF 50 deliver the technical specifics (water resistance times and moisturizing oils like Jojoba and Avocado) that substantiate the primary melanin-rich skin protection signal.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

16

80% Reputation

### DIAGNOSIS: TRUST THEATRE

Trust signals are generally high-substance; review\_count metrics (ranging from 37 to 56 per page) are modest and lack the typical inflated markers of trust theatre. The radio show Shamelessly Shontay includes a specific broadcasting schedule (e.g., WMIB THE BEAT at 6 AM PST), which serves as a verifiable external proof path. A minor gap exists in the award-winning claim, which is mentioned in metadata and headings without citing a specific awarding body or year.

### EVIDENCE: PROOF DENSITY

The ratio of verifiable evidence to fluff is high due to the presence of full ingredient lists and drug facts on every product page. The site provides 8+ instances of specific technical evidence across the crawled pages, including ingredient percentages and water resistance duration. Proof density is further bolstered by the founder's verified radio broadcast schedule.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

10

67% Reputation

The brand uses a standard D2C template (Shop Now, Our Story, Best Sellers), but the core value proposition is highly differentiated. It addresses a specific technical failure in the sunscreen industry (UV protection without residue on darker skin) rather than relying on generic clichés like beauty from within. Cliché density is low, with terms like science-backed or revolutionary formula notably absent in favor of utility-focused language.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

11

73% Reputation

### DIAGNOSIS: AUTHORITY GAPS

Authority is established through the founder's media presence and detailed product specifications. Structured data is robust, featuring Organization schema with sameAs links to five social platforms. The primary authority gap is the absence of a named lead dermatologist or formulator in the schema or text, which is a standard proof expectation for brands claiming to be formulated for specific skin sensitivities.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The site avoids hyperbolic performance claims, focusing on regulated SPF outcomes and functional benefits like non-comedogenic and oxybenzone-free. The claim of being worldwide is grounded by the specific figure of 18,000 stores, and delivery times are quantified as less than 4 days. This alignment between marketing signal and logistical substance is high.

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## INDUSTRY MATCH & SCORE SUMMARY

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**Beauty, Cosmetics & Personal Care Reputation: Black Girl Sunscreen  
(blackgirlsunscreenscreen.com)**

**Reputation: 79 / 100**

### INDUSTRY CLASSIFICATION

The website perfectly aligns with the Beauty, Cosmetics & Personal Care industry. The content is strictly focused on SPF product formulation, dermatological concerns for specific skin types, and skincare education.

*"The score of 79 indicates minimal bullshit. The rating was primarily driven by the absence of a named medical authority and the use of the generic award-winning label without immediate citation, balanced against extremely high technical substance in product descriptions."*

### ANALYSIS DISCLOSURE & SOURCE ATTRIBUTION

This analysis is part of a non-adversarial audit conducted by 1 Euro SEO. The results are intended as professional feedback to help improve any website's machine-readability and authority signals. The evaluation is free, and any company can request a fresh audit at any time.

Any company can use the insights for free and improve its voice. When a company has updated its content, it can always submit a new audit request, which will be reflected in a new current score.

You are encouraged to visit the live site at <https://blackgirlsunscreenscreen.com> to view the most current version of its content and see directly what this company is about and what it offers.

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Verified Analysis Date: May 26, 2026

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