

# AI Reputation Analysis and Signal Evaluation - Bodywise Ltd.

## BRAND AI REPUTATION

### Beauty, Cosmetics & Personal Care Reputation: Bodywise Ltd. (liquidsilk.com)

https://liquidsilk.com

Industry: Beauty, Cosmetics & Personal Care



REPUTATION LEVEL

## BEAUTY, COSMETICS & PERSONAL CARE

### 54.6 Avg Reputation

Based on 1453 businesses audited.

#### LOWER REPUTATION THAN AVERAGE

Bodywise Ltd. has 15.6 points less reputation than the average for Beauty, Cosmetics & Personal Care.

## EXPERT VERDICT

The site operates as a generic digital storefront with a high 'trust theatre' profile, masking its lack of technical substance behind a 'renowned manufacturer' persona. It provides almost no forensic proof for its cosmetic claims, relying instead on internal review counters and vague marketing cliches.

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## INFO DENSITY

Power-words vs. Substance ratio.

15

50% Reputation

The heading fluff saturation is low because headings like [H2] 50ml Bottles of Liquid Silk are purely descriptive of products. However, the body substance ratio is poor; the text relies on vague descriptors such as 'best ingredients,' 'tried and tested formula,' and 'silky-smooth experience' without defining what those ingredients or tests are. Specificity is nearly zero, with no ingredient list (INCI), technical specifications, or manufacturing standards mentioned across 1,000+ characters of text. The site repeats the 'water-based hybrid' value proposition three times across the homepage and shop pages without providing additional technical context.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

13

65% Reputation

There is a notable disconnect between the manufacturer's claim of being a 'renowned brand' and the actual digital footprint provided. The homepage promises 'Liquid Silk and associated products,' yet the shop exclusively offers three different sizes of a single product, suggesting limited range despite the 'Manufacturer' positioning. The Wholesale page H1 'Trade Account Application for Bodywise Ltd.' leads to a generic promise of 'commitment to excellence' without any business-to-business evidence or distributor metrics. The hierarchy is also fragmented, with the wholesale page skipping H2 tags entirely to use an H3 'Company Information,' which creates a disjointed user journey.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

3

15% Reputation

### DIAGNOSIS: TRUST THEATRE

The site exhibits high trust theatre; the homepage displays a review\_count of 11, and the shop shows 12, yet the proof\_links\_count is 0 across all pages. This indicates reviews are internally managed and lack third-party verification via platforms like Trustpilot or Stamped.io. Claims such as 'proven to be reliable and very popular' are entirely unsubstantiated by external data, sales numbers, or clinical proof paths.

### EVIDENCE: PROOF DENSITY

The proof-to-assertion ratio is extremely low; for every functional claim made (non-tacky, moisturizing, non-fragranced), there is zero verifiable evidence provided. There are no outbound links to safety data sheets (SDS), ISO certifications for manufacturing, or third-party laboratory results. The only hard data provided on the site are the price ranges and bottle sizes, which confirm a transaction exists but not that the product claims are valid.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

5

33% Reputation

The value proposition is highly commoditized, using industry-standard phrases like 'luxurious experience' and 'high-quality production' that could be applied to any competitor in the lubricant space. The template language is evident in sections like 'Trade Enquires / Customers' and 'Wholesale,' which contain boilerplate text with zero unique company history or facility location. Matches with industry jargon like 'tried and tested' and 'high-quality' without technical follow-through further trigger the commodity penalty.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

3

20% Reputation

### DIAGNOSIS: AUTHORITY GAPS

Bodywise Ltd. is identified as the manufacturer, yet there is zero Schema.org Organization or Person data to link the brand to real-world entities or experts. No founders, chemists, or company executives are named, creating an 'expert-less' authority gap for a product that is applied to the body. Technical implementation is weak, with no meta descriptions on the homepage or shop pages and a missing H1 on the homepage, which contradicts the 'commitment to excellence' claim.

### EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes bold functional claims including 'moisturising properties' and a 'formula designed to reduce friction' without citing a single clinical study or skin-sensitivity test. The claim of being a 'renowned brand' within the pleasure industry is not supported by any 'As Seen In' mentions or industry award logos. Marketing assertions like 'leaves a soft feel if used on skin' are purely anecdotal and lack the dermatological evidence typically expected in this category.

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## INDUSTRY MATCH & SCORE SUMMARY

**Beauty, Cosmetics & Personal Care Reputation: Bodywise Ltd. (liquidsilk.com)**

**Reputation: 39 / 100**

### INDUSTRY CLASSIFICATION

The site fits the Beauty, Cosmetics & Personal Care category as a manufacturer of personal lubricants. However, it lacks the technical depth and ingredient transparency usually required for modern personal care compliance and consumer trust.

*"The score of 39 is primarily driven by the 'Trust and Proof' and 'Identity and Authority' pillars. The complete absence of verified proof links (0 across all pages) combined with a lack of technical schema and expert identifiers creates a significant gap between the site's claims and its verified substance. While the site avoids high-power 'fluff' in its headings, the body text fails to provide any measurable data, leading to a high BS score for a personal care brand."*

### 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://liquidsilk.com> to view the most current version of its content and see directly what this company is about and what it offers.

Verified Analysis Date: May 25, 2026

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