

AI Reputation Analysis and Signal Evaluation - NEOSTRATA®

BRAND AI REPUTATION

Beauty, Cosmetics & Personal Care Reputation: NEOSTRATA® (neostrata.com)

https://neostrata.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

NEOSTRATA® has 9.4 points more reputation than the average for Beauty, Cosmetics & Personal Care.

EXPERT VERDICT

NEOSTRATA operates with high substance for a retail skincare brand, backing its marketing with technical ingredient concentrations and INCI transparency. It falls short of a 'Minimal BS' score only because it relies on the 'Dermatologist' label without naming specific practitioners and uses subjective consumer surveys as its primary evidence of efficacy. It is a product-heavy site that largely avoids the most egregious forms of marketing hot air.

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INFO DENSITY

Power-words vs. Substance ratio.

21

70% Reputation

The site exhibits high substance through specific ingredient concentrations, such as 12% Polyhydroxy Acid and 0.4% MicroDiPeptide229, found in product body text. Headings like 2% Renewing PHAs provide technical clarity, though they are surrounded by repetitive fluff headings like Shop What's Trending and NEW. The ratio of marketing language to technical specs is better than industry averages, with full INCI ingredient lists provided for every product analyzed. Substantial text blocks describe the molecular size and delivery technology (2.5x smaller than other peptides), elevating it above generic skin cream marketing.

SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

17

85% Reputation

There is minimal semantic drift between the homepage promise of Dermatologist-Grade Antiaging and the sub-page deliverables. The homepage hero section focuses on renewing moisture barriers, which is directly supported by the PHA Barrier Recovery Cream page's clinical recovery claims. No contradictions were found in pricing or target audience; the site maintains a premium clinical positioning across all four pages. The only minor drift is the lack of actual dermatologist names to support the 'Dermatologist-Grade' meta title.

TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

11

55% Reputation

DIAGNOSIS: TRUST THEATRE

The site uses internal review counts (e.g., 72 reviews on the Barrier Recovery Cream) without linking to third-party verification platforms, a common trust theatre tactic. Performance claims like 97% said fine lines and wrinkles are softer rely on consumer perception surveys rather than independent biometric lab data. While these percentages are specific, they are based on participant 'agreement' rather than verified external clinical proof links, earning points in this pillar.

EVIDENCE: PROOF DENSITY

Proof density is relatively high due to the granular disclosure of ingredient percentages (8% PHA, 0.5% Aminofil) and the use of 'Real Results' sections with before-and-after imagery. However, the ratio of verifiable biometric evidence to subjective 'consumer agreement' stats is low. There are 2 proof_links_count per page, but these generally point to internal glossaries rather than external scientific validation.

COMMODITY FINGERPRINT

Detection of industry cliches/templates.

7

47% Reputation

The brand uses several industry-specific clichés such as science-backed formulas, active ingredients, and visible results. While it attempts to differentiate with the MicroDiPeptide229 trademark, the overall value proposition follows a standard template seen in competitors like SkinCeuticals or Obagi. Template sections like You May Also Like and How To Apply contain standard boilerplate content that lacks unique brand voice.

IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

8

53% Reputation

DIAGNOSIS: AUTHORITY GAPS

A significant authority gap exists because the site claims to be Dermatologist-Grade in the meta title, yet the schema_json lacks any Person schema or sameAs links for specific doctors or formulators. The brand identity is linked to Organization schema but fails to name the scientific authorities responsible for the 'patented technology.' This technical gap between claiming professional expertise and proving the individuals behind it increases the score in Step 5.

EVIDENCE: PERFORMANCE VS. CLAIMS

The site makes bold performance claims, such as target neck lines in just 2 weeks, which are qualified with asterisks to small-sample consumer studies. While the INCI lists prove the presence of actives, the site does not provide a direct proof path to the actual clinical study methodology or a third-party lab source. The marketing tone remains high-confidence while the 'evidence' remains restricted to internal survey data.

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INDUSTRY MATCH & SCORE SUMMARY

**Beauty, Cosmetics & Personal Care Reputation: NEOSTRATA®
(neostrata.com)**

Reputation: 64 / 100

INDUSTRY CLASSIFICATION

The website perfectly aligns with the Beauty, Cosmetics & Personal Care industry, specifically targeting the 'cosmeceutical' or clinical skincare niche. Content focuses on active ingredients, application regimens, and anti-aging results consistent with this category.

"The score of 64 was primarily driven by Trust Theatre (Step 3) and Authority Gaps (Step 5). While the Information Density is high (Pillar 1), the lack of verifiable named experts and the reliance on subjective survey data prevent a lower score. The site is semantically coherent and technically sound, keeping it well within the 'Low BS' range."

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://neostrata.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 30, 2026

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