

# AI Reputation Analysis and Signal Evaluation - SKIN1004

## BRAND AI REPUTATION

### Beauty, Cosmetics & Personal Care Reputation: SKIN1004 (skin1004.com)

https://skin1004.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

SKIN1004 has 14.4 points more reputation than the average for Beauty, Cosmetics & Personal Care.

## EXPERT VERDICT

SKIN1004 is a substantive product-led brand that occasionally hides its technical merits behind a layer of generic eco-spiritual fluff. While the lack of named scientific leadership is a weakness, the transparency regarding ingredient concentrations and product volumes provides enough substance to avoid a high BS classification. It is a functionally transparent site that needs more external validation to reach elite credibility.

[See how to improve >](#)

## INFO DENSITY

Power-words vs. Substance ratio.

20

67% Reputation

The site displays a high ratio of substance in its product descriptions, using specific percentages for active ingredients like Matrixyl 10%, Niacinamide 10%, and Retinol 0.2%. While the H2 headings like Find Serenity in the Embrace of Untouched Nature are pure marketing fluff, the body text delivers technical specifications including exact volumes (30ml, 55ml, 100ml) and targeted skin concerns. This specificity in the product grid offsets the generic nature of the hero section's power words. The use of Centella spicule as a signature component adds a unique technical noun to otherwise standard product claims.

## SEMANTIC COHERENCE

Homepage promise vs. Sub-page reality.

18

90% Reputation

There is minimal semantic drift between the homepage signal and the sub-page evidence. The homepage promises Clean Beauty in Balance and Nature, and the sub-pages consistently deliver products categorized by natural key ingredients like Centella, Hyalu-Cica, and Tea-Trica. The transition from the high-level brand philosophy to the granular product filtering (Skin Type: Combination, Dry, Oily, Sensitive) is logical and supportive. No major disconnects were found between the perceived value and the actual inventory.

## TRUST & PROOF

Verifiable evidence vs. Trust Theatre.

11

55% Reputation

### DIAGNOSIS: TRUST THEATRE

Trust theatre is present but subtle; the site reports review counts (up to 65 on some pages) but does not provide direct proof links to third-party verification platforms or raw study data. The claim that Every ingredient is carefully chosen for purity, safety, and proven performance remains an unsubstantiated assertion without a linked methodology or lab report. While the trust\_theatre\_flag is false, the absence of external validation links for the sustainability and cruelty-free claims creates a reliance on consumer blind trust.

### EVIDENCE: PROOF DENSITY

Proof density is moderate; for every three vague assertions about nature and serenity, there is one concrete technical specification like pH level (Centella Ampoule Foam) or specific ingredient purity (Centella TECA). The presence of multiple product sizes and clear pricing acts as a primary BS-reducer. However, the ratio of marketing adjectives to verifiable third-party certifications (e.g., ECOCERT, Leaping Bunny) remains unbalanced in favor of the marketing department.

## COMMODITY FINGERPRINT

Detection of industry cliches/templates.

8

53% Reputation

The brand's value proposition of Kindness Begins Here and In Harmony With the Earth is highly representative of the clean beauty commodity fingerprint. Many of the value prop cliches, such as natural beauty, elevated, are interchangeable with dozens of other botanical skincare brands. However, the consistent branding around Madagascar Centella provides a slight differentiation that prevents a maximum penalty in this category. The template fingerprints like Best Sellers and Shop Now are functional and expected, rather than distracting.

## IDENTITY & AUTHORITY

Expert verifiability & Schema depth.

12

80% Reputation

### DIAGNOSIS: AUTHORITY GAPS

A significant authority gap exists within the Lab in Nature concept; while the site references a lab and proven performance, it fails to name any specific dermatologists, formulators, or scientific advisors. The Organization schema is technically sound and includes multiple sameAs links to social media, but there is no Person schema to anchor the brand's expertise in a human authority. This lack of a named digital footprint for the science side of the business prevents the site from achieving a minimal BS score.

### EVIDENCE: PERFORMANCE VS. CLAIMS

Marketing claims such as visibly plumps skin from within and supports skin's resilience are typical for the industry but lack linked clinical trial citations to move from marketing to proof. The site relies on the naming of active ingredients (Matrixyl, Niacinamide) to imply efficacy rather than demonstrating it through documented case studies. The disconnect is moderate, as the ingredient percentages provide some baseline for performance expectations.

[See how to improve >](#)

## INDUSTRY MATCH & SCORE SUMMARY

Beauty, Cosmetics & Personal Care Reputation: SKIN1004 (skin1004.com)

Reputation: 69 / 100

### INDUSTRY CLASSIFICATION

The site strongly aligns with the Beauty and Cosmetics industry, focusing on K-Beauty standards with a specific emphasis on Centella-based formulas and multi-step skincare routines. The terminology, such as ampoule, serum, and low pH cleanser, is highly characteristic of current category expectations.

*"The score of 69 reflects a site that is mostly substance-based with minor marketing inflation. The score was primarily driven by the lack of named experts (Identity and Authority) and the reliance on unverified reviews (Trust and Proof). The Information Density and Semantic Coherence pillars performed exceptionally well due to specific ingredient disclosures and consistent brand messaging across all 4 analyzed pages."*

### 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://skin1004.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: June 19, 2026

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