

SHOPIFY CASE STUDY

Nedura

Natural wellness, built on Shopify.

A premium Shopify storefront for a German natural supplements brand: a calm, photo-led homepage and a product page built to earn trust in a category full of doubt.

CLIENT

Nedura, Germany

PLATFORM

Shopify

DEVICES

Desktop + mobile

INDUSTRY

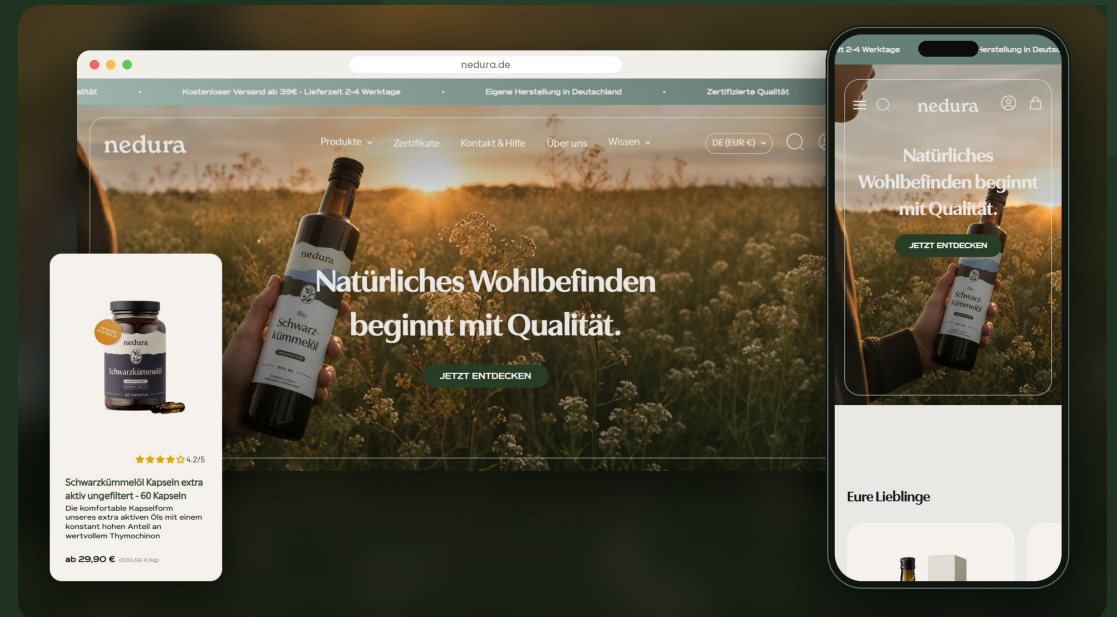
Natural supplements

SCOPE

Homepage + product page

MY ROLE

Design & development



Faisal Rehman

Shopify Developer · 5 years building custom Shopify stores

The brief, the problem, and the plan

The brief

Nedura makes natural supplements in its own facility in Germany, led by its extra-active, unfiltered black seed oil. The store needed to feel as considered as the products: calm, natural and premium.

The challenge

Supplement shoppers are cautious. They want to know where ingredients come from, who makes them and whether quality claims hold up. The store had to answer those questions without turning into a wall of text.

The approach

I built the homepage as a brand story (product, need, people, process) and the product page as a clear buying decision backed by lab testing, transparency and reviews. Both were designed for desktop and rebuilt for mobile.

What the store is made of

● Photo-led hero

Full-width image, framed nav, one clear CTA

● Bestseller cards

Ratings, short benefit copy, unit pricing

● Shop by need

Six health categories as icon tiles

● Brand values

Rating, quality promise, seasonal promo

● Founder video

The team introduces itself on camera

● Our story

Origin of the name and quality approach

● Community videos

Customer and creator clips in a carousel

● Production & transparency

Sourcing, German production, lab testing

● Product buy box

Size, multi-buy discounts, stock, delivery

● Trust band

Origin, lab testing, quality standards

● Filtered vs unfiltered

Education that explains the difference

● Reviews & FAQ

Verified reviews and common questions

● Homepage

● Product page



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Hero & bestsellers

The homepage opens with mood, not a sales pitch: a golden field, a bottle in hand, and one line about natural wellness starting with quality.

One message, one action

A short serif headline and a single "Jetzt entdecken" button keep the first screen calm.

Trust bar on top

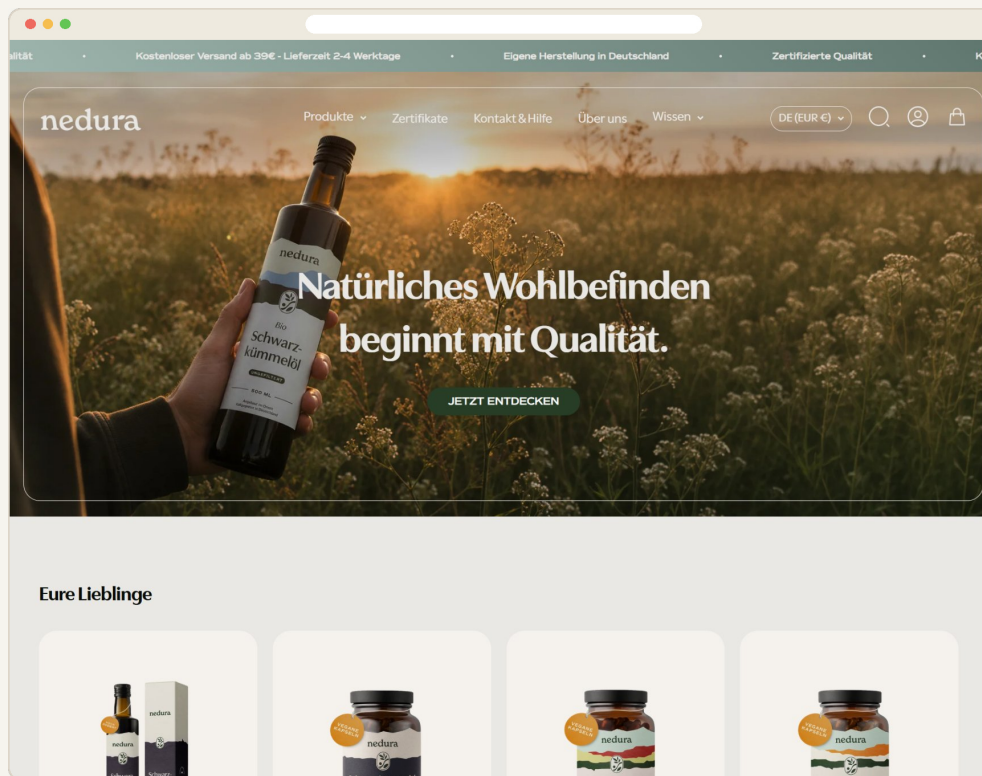
Free shipping from 39€, German production and certified quality scroll across the top.

Framed navigation

The menu sits inside a thin rounded frame over the photo, so the image stays the hero.

Bestsellers right below

Product cards show rating, size, short benefit copy and unit price for quick comparison.



Desktop



Mobile

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Shop by need & brand values

Not every visitor knows which supplement they want. Many know what they want to feel better about, so the store lets them start there.

Six need-based tiles

Heart, skin & hair, energy, digestion, immune system, liver: each with its own color.

Values with proof

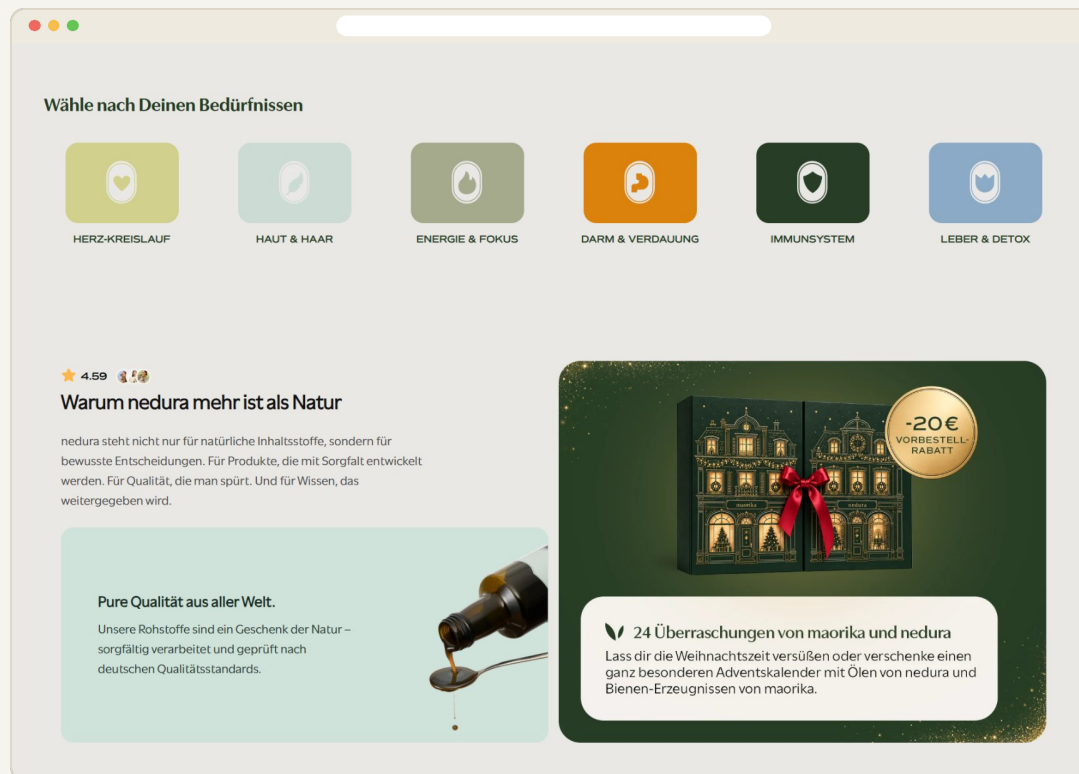
"Why nedura is more than nature" is paired with the store rating and a pure-quality promise.

Seasonal promo block

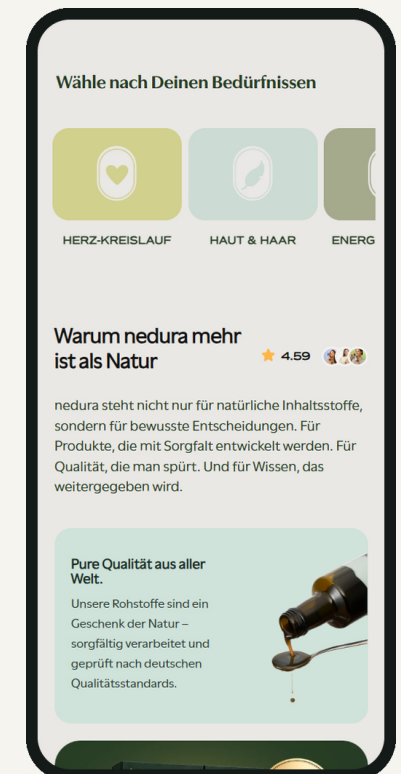
An advent calendar collaboration with a pre-order discount badge, styled to match the brand.

Swipe on mobile

Category tiles become a horizontal scroll so all six stay one thumb away.



Desktop



Mobile



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The people behind the brand

Trust in supplements is trust in people. The homepage introduces the team on video and tells the story behind the name.

Founder video

A full-width "Wir stellen uns vor" video lets the team speak for itself.

Real team photo

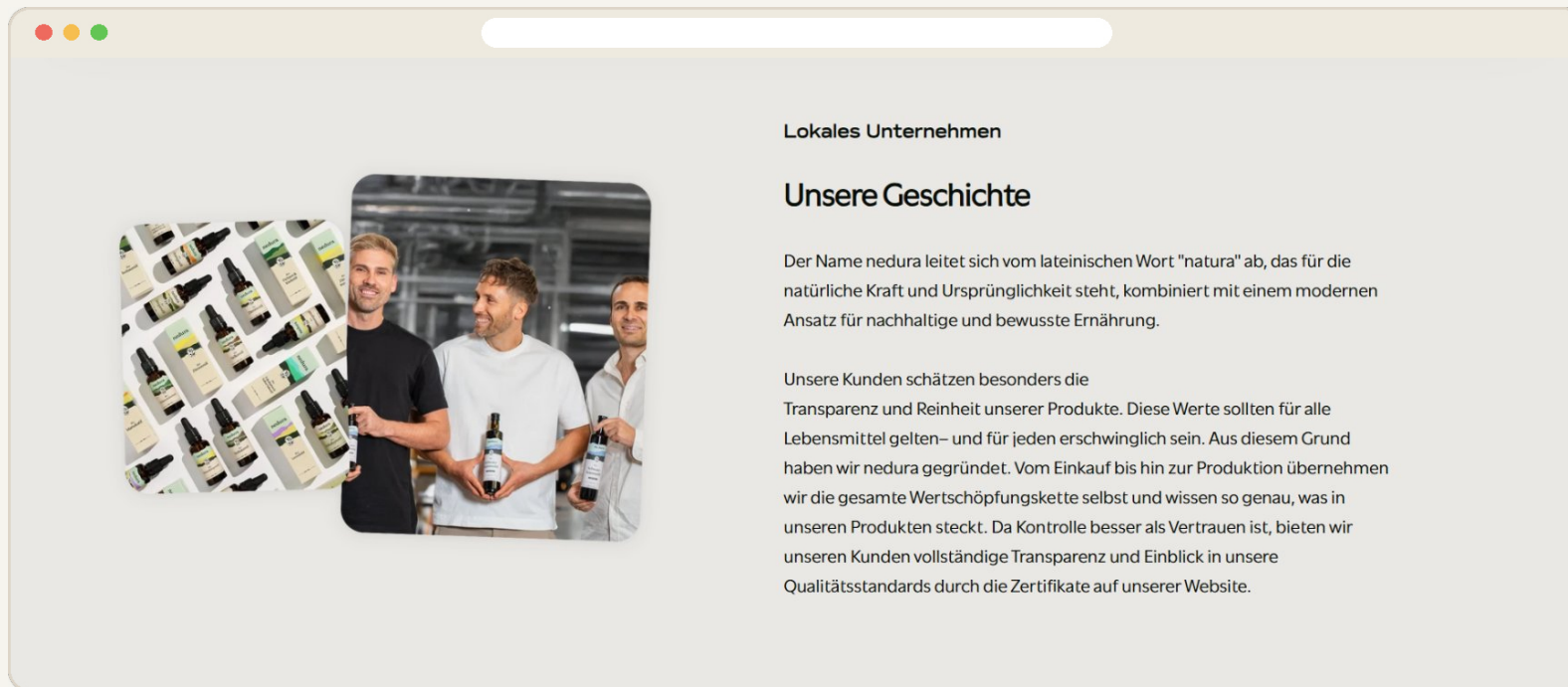
The founders appear with the product range, not stock imagery.

Our story

The name comes from the Latin "natura"; the copy explains how that shapes the products.

Centered on mobile

The story section switches to a centered, single-column layout with the photo on top.



Desktop



Mobile



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Community voices

Customer and creator videos show the products in real kitchens and real routines, which says more than any claim on a label.

Video testimonials

Four vertical clips with native controls, so they play right on the page.

Familiar format

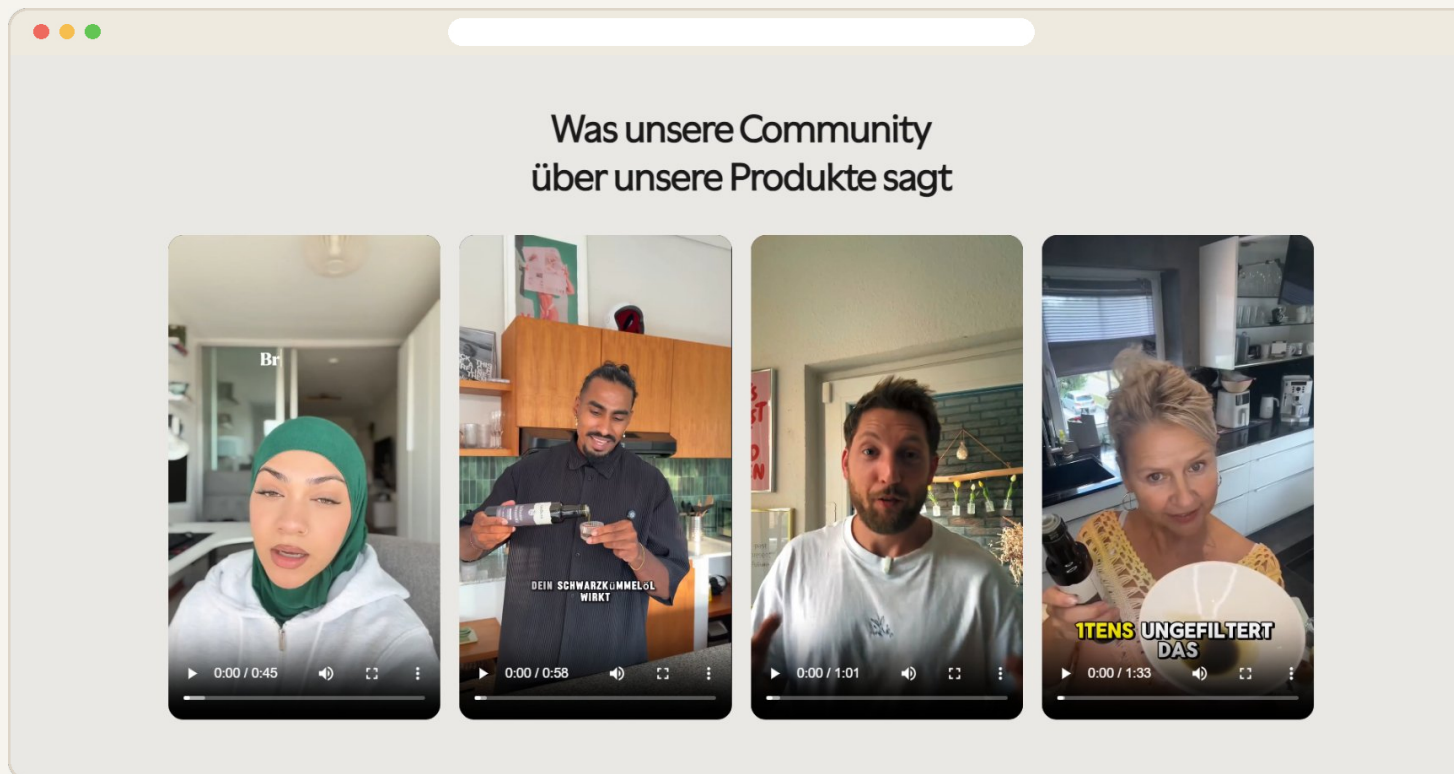
Portrait videos match what shoppers already watch on social media.

Carousel on mobile

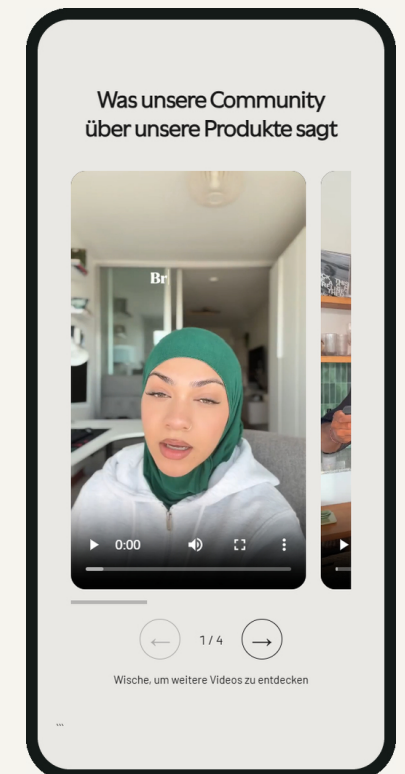
One video at a time with a 1/4 counter and arrow buttons.

Swipe hint

A short line under the carousel tells mobile users there are more videos to discover.



Desktop



Mobile



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Production & transparency

The last homepage section answers the question every careful buyer has: how is this actually made?

Four-step story

Selected raw materials, production in Germany, tested quality and a clear declaration.

Real production photos

Images from the facility show lab coats, bottling and testing.

Short, factual copy

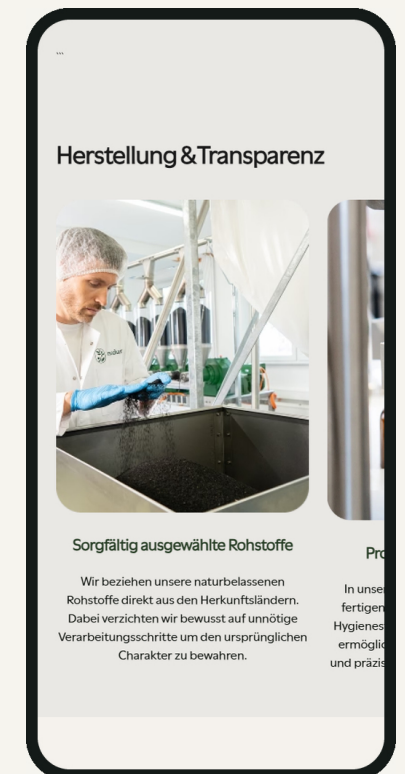
Each step gets two or three lines, enough to reassure without overwhelming.

Swipeable on mobile

The four steps become a horizontal card slider.



Desktop



Mobile



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A clear buying decision

The product page puts everything needed to decide in one view: what the oil is, which size, how many, what it costs and when it arrives.

Key facts as bullets

High thymoquinone content, Ethiopian seeds, cold pressed, made in Germany.

Stock and delivery

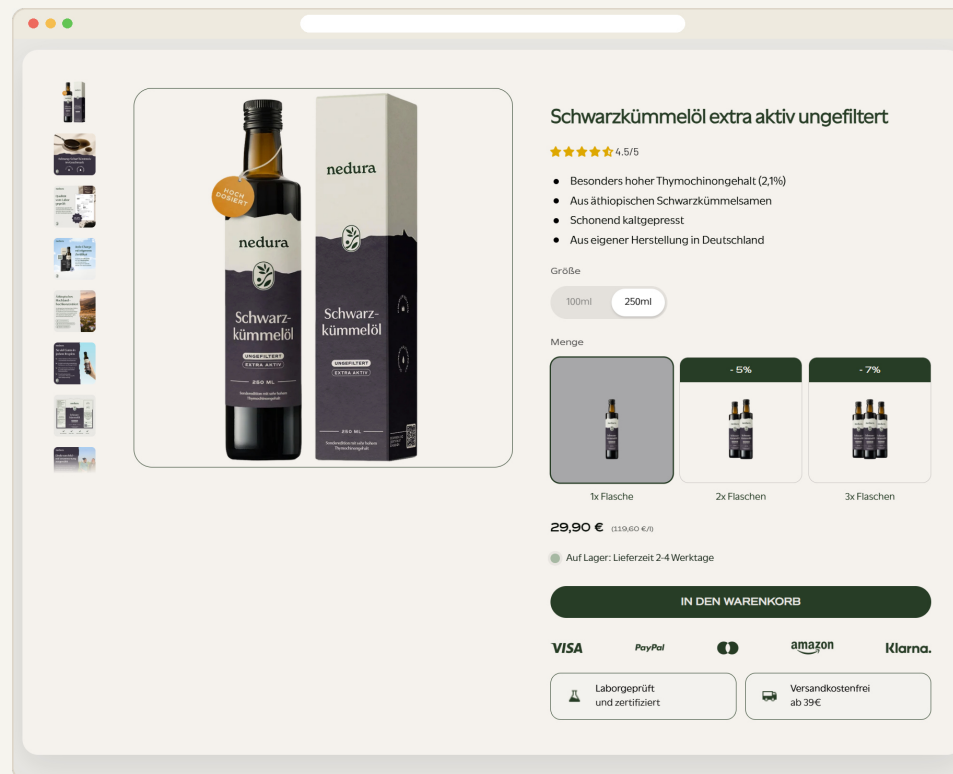
In-stock indicator with 2-4 day delivery right above the add-to-cart button.

Size and multi-buy

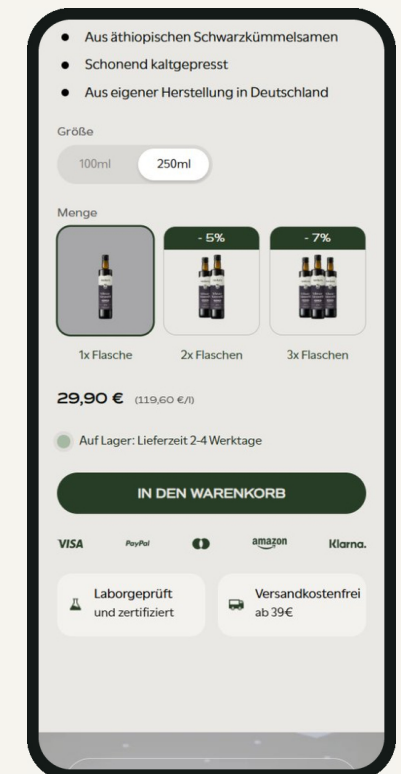
100 ml or 250 ml, plus 1, 2 (-5%) or 3 bottles (-7%) as visual tiles.

Reassurance under the button

Payment logos, a lab-tested badge and free shipping from 39 EUR.



Desktop



Mobile



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Trust, education & reviews

Below the buy box, the page answers the remaining doubts in order: where it comes from, why unfiltered, and what other buyers say.

Trust band

Direct from origin, lab-tested in Germany and strict quality standards on a dark, torn-edge band.

Filtered vs unfiltered

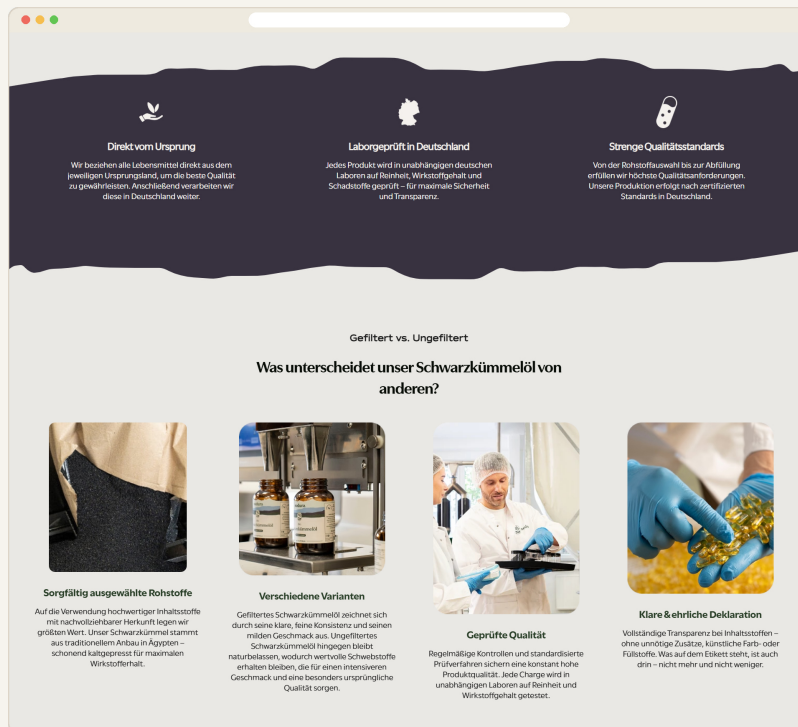
A four-step comparison explains why the unfiltered oil is the stronger choice.

FAQ accordion

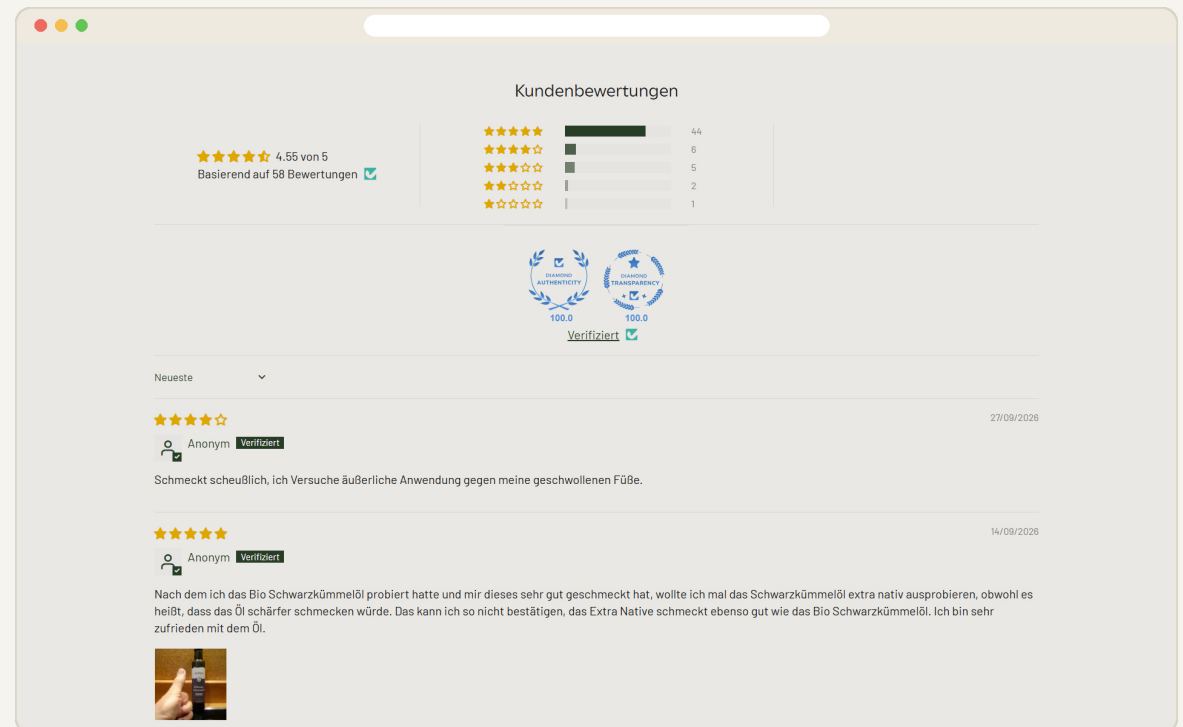
Five product questions, from seed origin to daily dosage, collapsed by default.

Verified reviews

4.55 out of 5 from 58 reviews, with a rating breakdown and verified-buyer tags.



Trust band & comparison



Customer reviews



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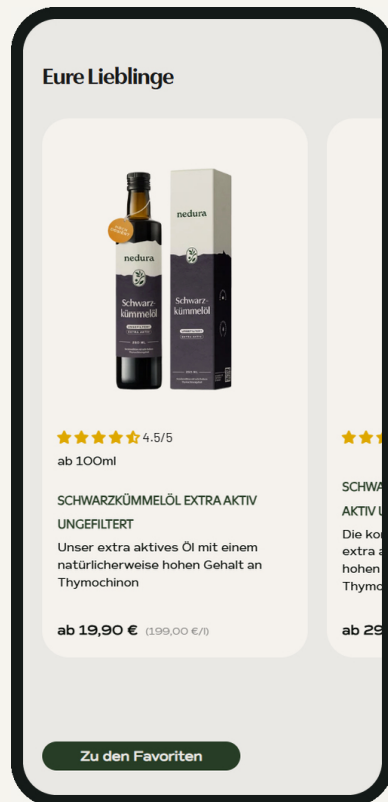
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Built for the phone in every hand

Every section was rebuilt for small screens: sliders instead of grids, tiles instead of tables, and the buy button always close.

What I delivered

- Photo-led homepage hero
- Bestseller product cards
- Shop-by-need category tiles
- Brand story & founder video
- Community video carousel
- Production & transparency section
- Product page with multi-buy tiles
- Trust band, FAQ & verified reviews



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