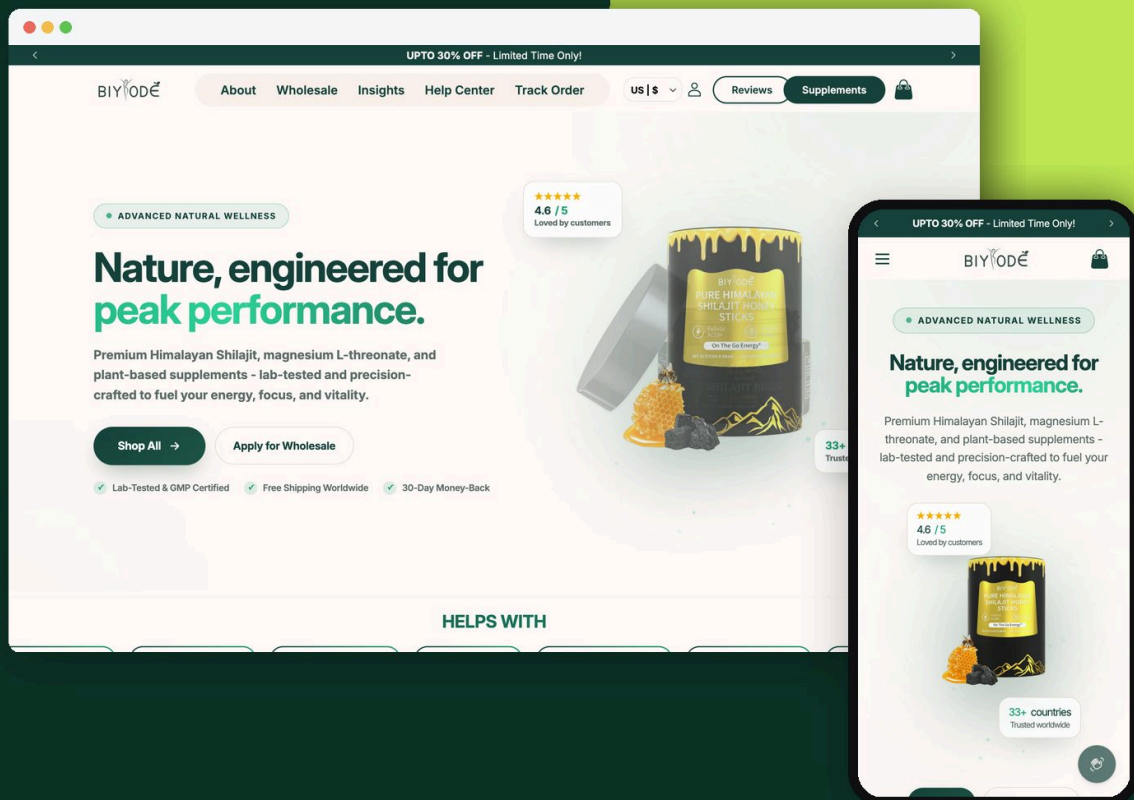


CASE STUDY · HEALTH AND WELLNESS

A Shopify store for natural supplements, built on proof and repeat purchases

Natural wellness supplements - Himalayan Shilajit, mushroom gummies and magnesium drops - shipped worldwide.



CLIENT

Biyode

INDUSTRY

Health and wellness

LOCATION

International (ships to 30+ countries)

ENGAGEMENT

Shopify store design and build

BUILT WITH

Shopify

Overview

Biyode sells natural, plant-based supplements: pure Himalayan Shilajit, Shilajit gummies, magnesium drops and more, lab-tested and shipped to customers in over thirty countries. Ecomsy designed and built its Shopify store.

Business challenges

- **A market full of imitations.** Shoppers cannot easily tell genuine Shilajit from mass-market copies.
- **Proof that is easy to read.** Lab results are only persuasive if a customer can find and understand them.
- **Repeat customers.** Supplements are bought again and again, so the store must reward coming back.

The scope

A store that puts the evidence next to the product and makes subscribing and bundling the natural choice.

Key priorities

- Publish lab results on the store
- Explain the difference from imitations
- Subscriptions and bundle discounts
- A wholesale route for businesses

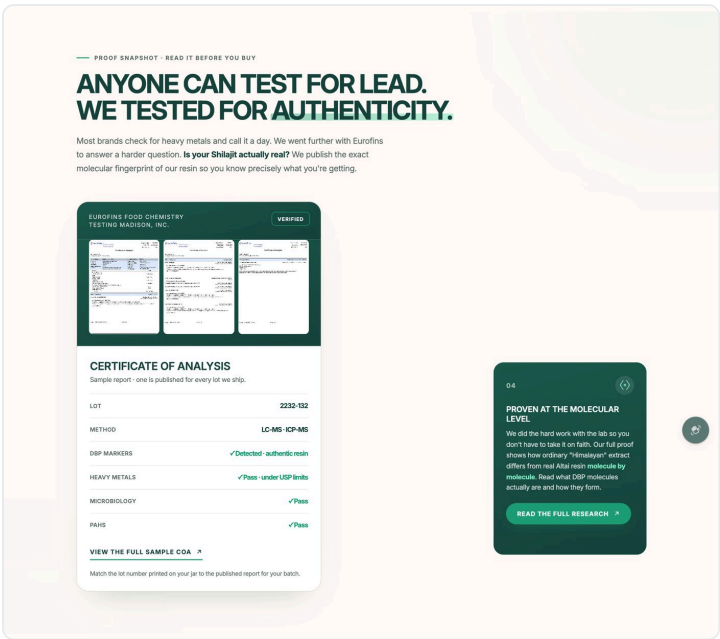
Solution

We made the proof part of the shopping experience, not a PDF hidden in the footer.

- **Lab results, up front.** Certificates of analysis shown beside the products.
- **Better together.** Bundles that pair Shilajit with functional mushrooms, at a discount.
- **The difference, explained.** A side-by-side comparison with low-quality alternatives.

The result. A store that earns trust before asking for the sale, and rewards customers for coming back.

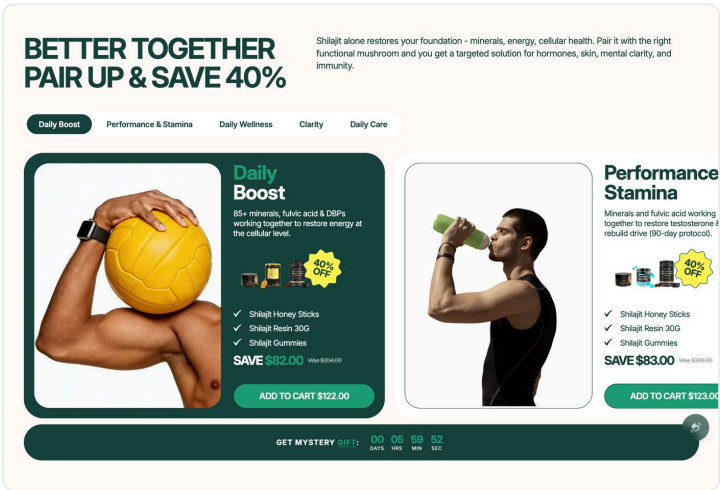
Key features



01

Tested for authenticity

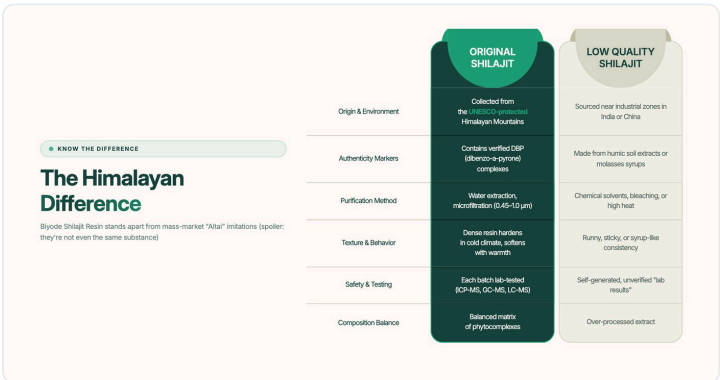
Certificates of analysis from an independent lab, published on the store.



02

Better together

Bundles pairing Shilajit with functional mushrooms, with up to 40% off.



03

The Himalayan difference

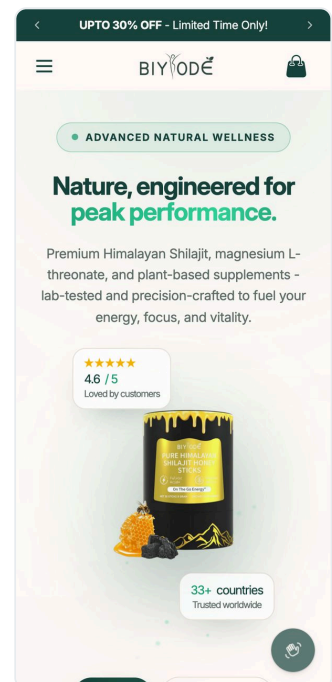
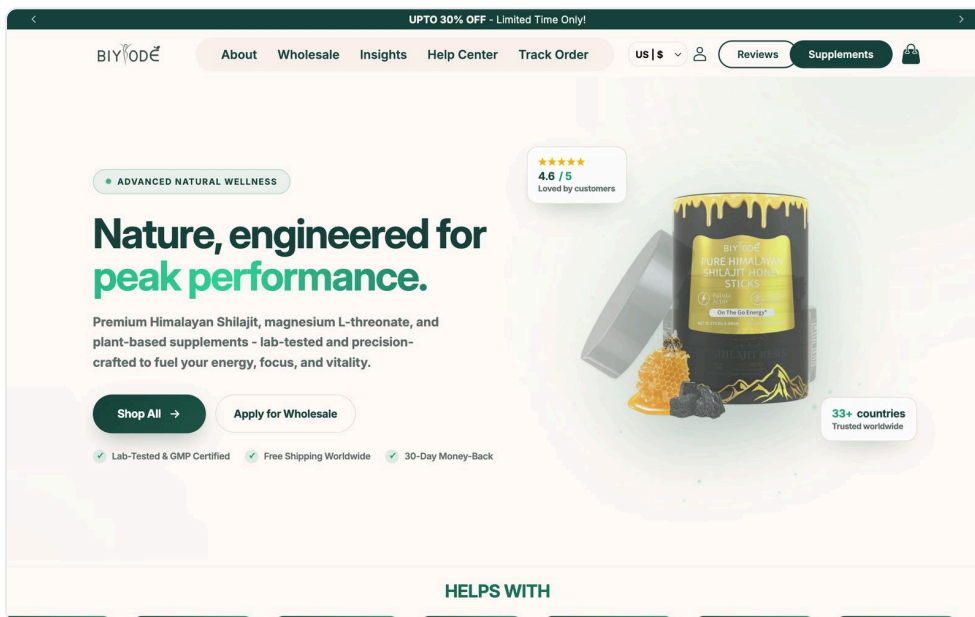
A clear comparison of genuine Himalayan Shilajit against imitations.

Tech stack

- **Shopify.** Commerce platform
- **Recharge.** Subscriptions
- **Judge.me.** Product reviews
- **Klaviyo.** Email marketing

The live product

biyode.co



About Ecomsy

Ecomsy (SMC-Private) Limited designs and builds websites, Shopify stores, web apps and mobile apps for businesses in Pakistan and around the world. We work in small senior teams, from first design to launch and beyond.

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