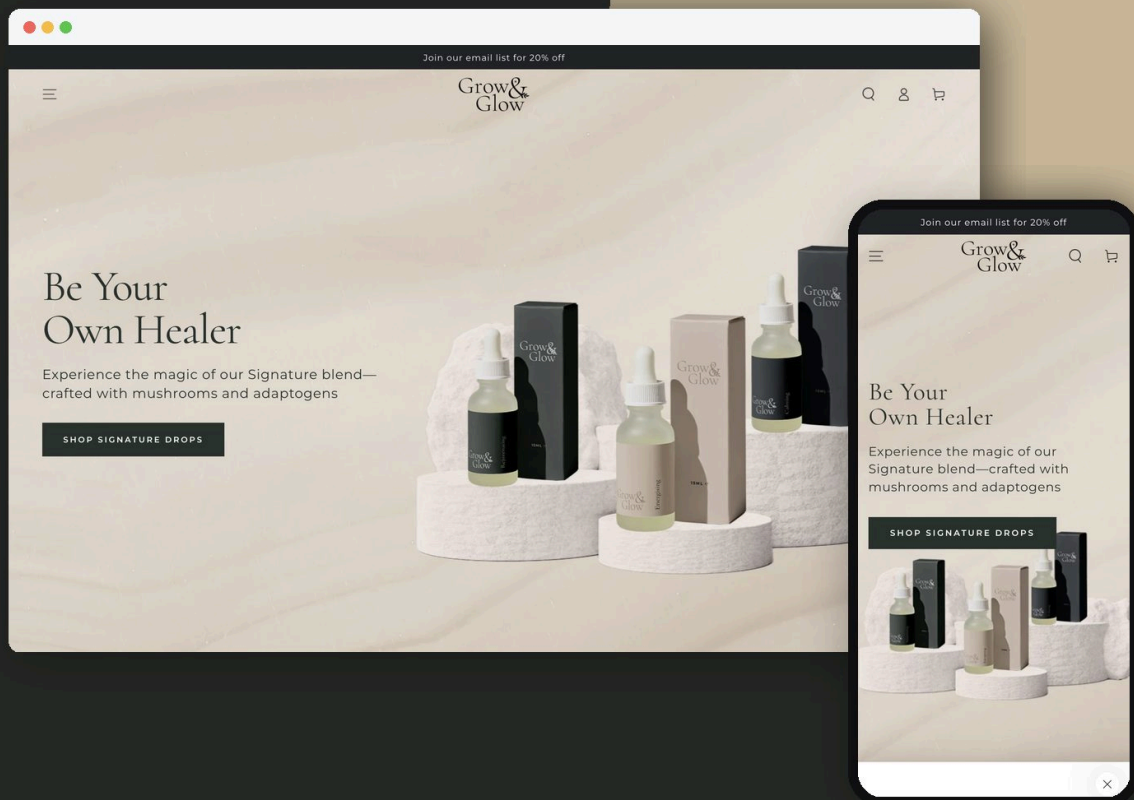


CASE STUDY · HEALTH AND WELLNESS

A calm, editorial Shopify store for plant and mushroom adaptogens

Plant and mushroom adaptogen drops for everyday wellbeing, sold from a calm, editorial online store.



CLIENT

Grow & Glow

INDUSTRY

Health and wellness

LOCATION

United Kingdom

ENGAGEMENT

Shopify store design and build

BUILT WITH

Shopify

Overview

Grow & Glow makes plant and mushroom adaptogen blends - its Signature Drops - for people who want to bring natural self-care into their daily routines. Ecomsy designed and built its Shopify store.

Business challenges

- **A trust-led purchase.** Wellness buyers decide on feel and credibility, not price alone.
- **An unfamiliar ingredient.** Adaptogens and functional mushrooms need a gentle, clear explanation.
- **Building a returning audience.** The brand needs a way to stay in touch after the first visit.

The scope

A calm, photography-led store that explains the products simply and grows an email audience.

Key priorities

- Lead with photography and soft colour
- Explain each formula plainly
- Offer a first-order incentive
- Keep checkout simple

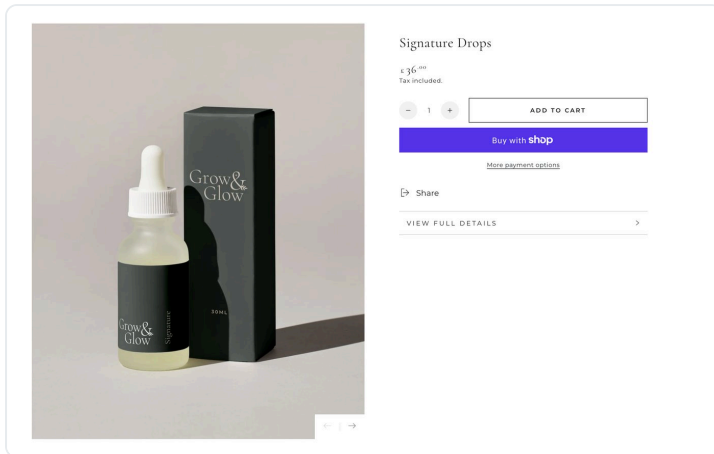
Solution

We let the product photography and plain language do the selling, with nothing loud on the page.

- **Editorial product pages.** Large photography and short, clear descriptions.
- **Formula stories.** Each blend explained as a daily ritual.
- **Email with a reason to join.** A first-order offer that builds the brand's own audience.

The result. A store that feels as considered as the products it sells.

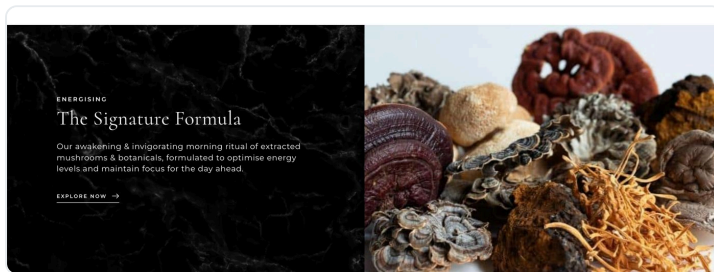
Key features



01

Signature Drops

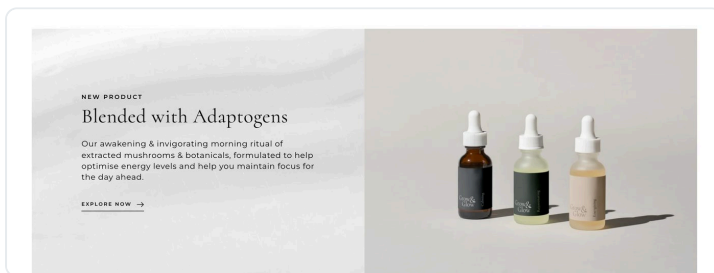
A clean product page: photography, price, quantity and checkout.



02

The Signature Formula

An energising morning ritual of extracted mushrooms and botanicals.



03

Blended with adaptogens

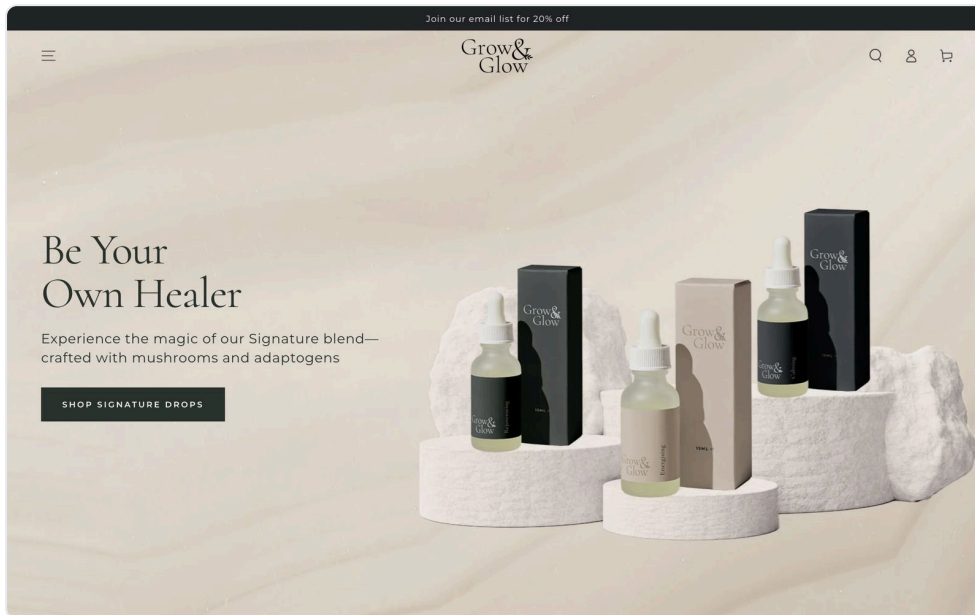
New products introduced with the same calm, editorial treatment.

Tech stack

- **Shopify.** Commerce platform
- **Klaviyo.** Email marketing
- **Shopify theme customisation.** Brand-specific layouts

The live product

growandglow.uk



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.

ecomsy.com.pk · info@ecomsy.com.pk · +92 349 5573280