

Feature/Focus	Chelle	Avatara	Glow Recipe	The Ordinary
Personalized Skin Quiz	Yes	No	Yes	Yes
Ingredient Education	Extensive but simplified	Moderate	Moderate	Extensive
Beginner Friendly	High	Moderate	High	Low
Clinical Credibility	High	Moderate	Moderate	High
Product Discovery	Strong	Moderate	Strong	Moderate
Inclusive Brand Messaging	High	Moderate	Moderate	Moderate
Simplified Routine Guidance	High	Limited	Moderate	Low
Warm/Approachable Visual Design	High	High	High	Low
Clear Checkout Experience	High	High	High	Moderate