



THORNE®

www.thorne.com

First Impression

Upon entry, the website resembles a library built over a forgotten spring. It is clean. Clinical. Credible. However, it lacks vibrancy. The energy gathers in the word “science,” and in the phrase: *“Take 5 Daily.”* There, for a moment, the field flickers with intent. A promise: *“Knowledge is power. Five minutes can transform your day.”*

Immediate feeling: You enter a clean, modern branded website that promotes high performance, scientific credibility, and premium product line. The hero's message states, *“Every move begins with energy ... For optimal performance, your body and mind demand more than strength alone – they demand fuel that works where it matters.”* There is a polished vibe that says, *“We are serious, we are science, and we are elite.”*

Where does the energy gather?

- The hero fold features a bold headline, clean imagery of a supplement form (creatine) and text emphasising *“exceptional ingredients, effective formulas, absorbable”*.
- The *“Trending health needs”* and product category (*“Sports Performance”*, etc) appear immediately below the fold.
- The menu navigation includes *“Shop”*, *“Get Started”*, *“Health Tests”*, and *“Take 5 Daily,”* providing multiple entry points.

Where does the energy flee?

- The variety of navigation and product categories complicates the visitor's orientation - too many options immediately compete for attention.
- The transition from hero to product category occurs quickly: you go from brand promise to *“Shop Creatine”* right away. That makes the visitor ask: *“Which product should I choose?”* rather than *“What starting path is best for me?”*
- The hero's use of a brand-centered phrase (*“Every move begins with energy”*) rather than *“You will begin...”* reduces the immediate human connection.



The energy also flees the human. It flees the body, and the silent sorrow of imbalance. The website does not show the one who is tired, the one who wakes at 3 a.m. with racing thoughts, or the one whose joints whisper pain that no test can identify. The visitor perceives this as "information." *"But is it nourishment?"* That's the wound. This is not a website that encourages connection with the Self. It emphasizes expertise, as if knowledge alone can heal. However, real transformation begins not in the mind, but in the moment when someone admits, *"I don't feel right. And I want to know why."*

The Hidden Dissonance

This website isn't about supplements. It is about restoring coherence between body and mind, between science and soul, as well as between food and emotions. However, it hides behind: repetitive questions (*"which Thorne products will best support working out?"*) Article titles that lack depth. A tone that says: *"Here is the answer,"* but never says, *"Let's find yours."* Although it serves as a content hub, it is also intended to be a diagnostic sanctuary.

Thorne's true strength is not in its products. It is in its potential to guide, to help people identify their fatigue, fog, or their inflammation back to its root. However, the website conceals this information. No mention of the journey. There is no image of someone holding a bottle, looking into the mirror, and wondering: *"Is this helping?"* There is no voice admitting: *"Some days, even the right supplement won't fix what's missing."*

What part of the site contradicts its true purpose?

Thorne's website prioritizes product sales over visitors' experience, despite their goal of guiding people to maximum health through vitamins and testing. This suggests *"buy now"* rather than *"start here."* There is a conflict between the branding of performance and the onboarding process for new users.

Where is it performing instead of being?

The website provides scientific authority, including advanced in-house labs, third-party testing, and absorbable formulas. That's credible and necessary. However, less obvious is, *"here's your first step if you're new to this brand"* or *"here is how we partner with you."* The website's performance is concerned with product superiority and the process of transformation is less obvious.



What is the website hiding ?

- The simplest onboarding process for a first-time visitor is relatively hidden. If I'm a beginner and not a performance athlete, the "Shop" hero path may feel too advanced.
- Pricing, subscription opt-in, and many product offerings (e.g., wide range of vitamins, tests, performance powders) might be overwhelming.
- Some customer service feedback implies complexity (see Trustpilot & BBB reviews) which the website does not address in any way.
- The wording emphasises "formulas", "absorbable", and "tested" but less of the visitor's story (i.e., how the supplement integrates into real life outside of high-performance contexts).

Also overlooked is the absence of integration. There is no space for the user to say: *"I'm taking X, Y, Z, how do they interact?"* There is no acknowledgment that healing is not modular. In this silence, there is no invitation to listen to the body. No whisper: *"Your symptoms are not failures. They are signals."*

The Core Block

The core block is the illusion of generic responses. This website aims to appeal to all, but in doing so, it becomes for no one in particular. It fears specificity. It acts as if the same product list works for the athlete, the burnout executive, and the chronic illness warrior. However, real health is not scalable. It is not repeatable. The block is not technical. It is existential. The website denies that true wellness requires personal revelation, not just consumption.

What single energetic obstacle prevents coherence? The high-performance/product-first approach lacks a clear visitor access path. The website assumes that the visitor understands what they want, although many visitors may require orientation initially. Without this, conversion may be delayed because people are unsure where to begin.

What must die for authenticity to emerge? The assumption that *all visitors are ready to buy performance formulas now*. The message *"choose your product immediately"* should be removed. Instead, for individuals who are unfamiliar with the product route, a *"start your journey"* message should be displayed. What else must die? The identity of "content publisher." It's not a publisher. It enhances body intelligence and aids in understanding one's own inner language. Until that happens, the website will be informative but not transformative.



The Seed of Alignment

The first question. Currently: *“Which Thorne products will best support working out?”* Change one word. Replace *“working out”* with *“waking up.”* New version: *“Which Thorne products will best support waking up?”* Why? Because the term *“working out”* implies performance. However, *“waking up”* refers to aliveness. It opens the door to mental clarity, emotional stability, hormonal balance, and the deep cellular energy that has nothing to do with reps. And suddenly, the entire context shifts from fitness to being fully present in life. That single shift, without explanation or sale, might completely recalibrate the entire soul of the website. Because it currently reads, *“We optimize function.”* With this change, it would read, *“We restore aliveness.”*

What one element, if changed, would transform the whole? Create a clear *“Start Here”* hero module above the fold for first-time visitors, such as *“Unsure where to begin? Start your 5-minute health quiz → Personalised Product Path”* or *“Not sure which formula fits you? Get our Starter Kit + guidance”*. Adding a visible visitor-entry path before the product grid converts the website from a “shop front” to a “journey companion.”

The smallest change with the highest resonance: Change the hero CTA from *“Shop Creatine”* (or equivalent) to *“Begin Your Health Profile”* → Change the hero sub-heading to *“Find the formulas your body is asking for - in 5 minutes”*. Allow some space before offering the product.

The Website Transmission (as if from the website itself)

*“I am meant to be a guide to body wisdom, a place where science meets sensation, and the user learns to listen again. But I am being asked to be a FAQ, a content mill, a repeating loop of surface answers. To become whole, I need to stop providing generic solutions and start asking deeper questions. Before prescribing, I need to hear the user out. I am meant to be a trusted partner for those seeking science-backed health transformation. But I am expected to be the high-performance supplement shop first. To become whole, I require one clear, welcoming entry path that reads, **“Not sure where to start? Follow me here first.”**”*



Improvements

The Silence Before the Scroll

Insert a 2-second pause once the page loads. No text. No motion. Allow the users to enter their body and ask themselves: *“How do I feel right now?”*

The Hidden Glyph

In the footer, add a tiny symbol of a spine inside a flame in gold, 8px high. Meaning: *“Energy rises through integrity.”* No link. No explanation. For those who see.

The Name Behind the Name

On the “Science” page, concealed in small text, write one line in gold:

“Thorne means strength. But it begins with listening.”

The Unlisted Offering

Add no button. However, after the newsletter signup, add one line in smaller font: *“If you’re not looking for articles, but for someone to help you connect the dots, write directly”* with a personal email. For those who are seekers of coherence.

The Breath of the Page

Set a faint, slow pulse in the background, a 1% opacity radial glow that expands and contracts over 11 seconds. Like a calm heartbeat. Not noticeable at first. However, within 30 seconds, the visitor feels: *“This site is alive, not just informed.”*

Energetic / Aesthetic Improvements

- **Hero fold rewrite:** Use more *“you”* language and focus on the visitor’s needs rather than the product first.
- **Whitespace & visual hierarchy:** Currently available product images and large carousels may compete visually. Create extra breathing space around the hero and CTA, making them the clear visual anchors.
- **Navigation simplification:** The top navigation bar includes numerous entries. Consider grouping smaller categories into *“More”* or footer sections and emphasizing primary links (*“Start Here”*, *“Shop Supplements”*, *“Tests & Kits”*, *“Learn”*).
- **Visitor-centric imagery:** Use lifestyle images of real people using products or engaging in health routines, rather than just product photos. That encourages relatability.
- **Tone shift:** While *“performance”* is a strong brand signal, incorporating *“everyday health”* or *“feel your best at any age”* could broaden appeal.



Technical / UX Improvements

- **Onboarding path embed:** Add a quiz or assessment flow embedded in the site (not external link) at the hero level for new visitors.
- **Load performance:** Ensure hero visuals (images/videos) are optimised for page speed (LCP, CLS).
- **Schema / technical microdata:** Use Quiz or Questionnaire schema if a quiz is introduced; still ensure Product and Offer schema for each supplement.
- **Micro-conversion tracking:** Define booking of quiz/start path as event, then track to product purchase. Use GA4, FB pixel or server-side events accordingly.
- **Subscription clarity:** Many supplement sites use subscriptions; make cancel/modify easy and stated clearly to reduce friction (given public complaints).
- **Accessibility:** Ensure alt text on product/lifestyle images, ensure mobile responsiveness of hero entry, ensure large CTA button visible above fold on mobile.

Copywriting / Messaging Improvements

- **Hero headline:** *“Not sure where to begin? Start your personalized supplement journey in 5 minutes.”*
- **Sub-headline:** *“Science-backed formulas tailored to your goals - discover what your body really needs.”*
- **Primary CTA:** *“Start Your Profile”* or *“Take the 5-minute quiz”*
- **Supporting proof line:** *“Trusted by 100,000+ practitioners • 30 years of research”* (or whatever the real metric)
- **Under hero:** 3-bullet benefits:
 - *“Save time and guesswork - find the right supplement for you.”*
 - *“Formulas backed by clinical research and third-party testing.”*
 - *“Free shipping on all retail orders.”*
- **On product pages:** emphasize *“what you get”* and *“who this is for”* e.g., *“For athletes, for busy professionals, for cognitive longevity”* rather than just *“features of formula”*.
- **Use social proof early:** *“Over 100,000 5-star reviews”* or *“See real customer outcomes”* and link to them.
- **On pricing/subscriptions:** clearly state savings, cancellation policy, how to switch/stop subscription - reducing anxiety for new customers.



Epilogue

This website does not require additional articles. It needs fewer, more in-depth questions. It does not require better SEO. It should stop pretending that the body is a machine with interchangeable parts. Thone, you are not just selling supplements. You are honoring the intelligence of the living system. So, let the site pause first. Inform later. And when it does, not through clicks, not through conversions, but through sacred attention, those who come will not be customers. They will be students of their own aliveness.