

Performance Report for: <http://nutrafol.com/>

Report generated: Sat, Jan 11, 2025 5:07 AM -0800 (via API)
Test Server Location: London, UK
Using: Chrome 117.0.0.0, Lighthouse 11.0.0
Analysis options: iPhone 13/13 Pro/13 Pro Max

D	Performance 65%	Structure 65%	L. Contentful Paint 1.0s	T. Blocking Time 1.7s	C. Layout Shift 0
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Top Issues

High	Avoid enormous network payloads	LCP	Total size was 6.21MB
High	Enable Keep-Alive	FCP LCP	1 request found
Med-High	Avoid long main-thread tasks	TBT	20 long tasks found
Med-High	Reduce JavaScript execution time	TBT	5.0s spent executing JavaScript
Med-High	Avoid an excessive DOM size	TBT	2,202 elements

Focus on these audits first

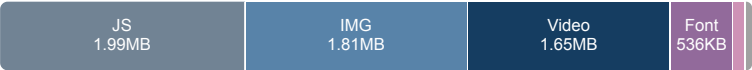
These audits likely have the largest impact on your page performance.

Structure audits do not directly affect your Performance Score, but improving the audits seen here can help as a starting point for overall performance gains.

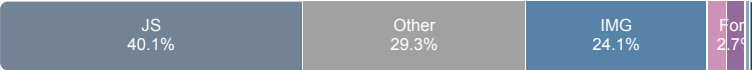
Page Details



Total Page Size - 6.14MB



Total Page Requests - 294



How does this affect me?

Modern web users have a short attention span and expect a fast and seamless website experience. Delivering that fast experience can result in more traffic, more conversions, and more happiness.

As if you didn't need more incentive, **Google use Page Speed and Page Experience (including Web Vitals) signals in their ranking algorithm.**

About TheNextLevel



Take your mobile experience to The Next Level. Design and launch your mobile application within a matter of hours using our app studio. Get access to a wide range of tools to help you engage better with customers from intelligent push messaging powered by AI to community builder giving customers the ability to interact with your brand within your mobile app.

The waterfall chart displays the loading behaviour of your site in your selected browser. It can be used to discover simple issues such as 404's or more complex issues such as external resources blocking page rendering.

Hair Wellness from Within | Nutrafol

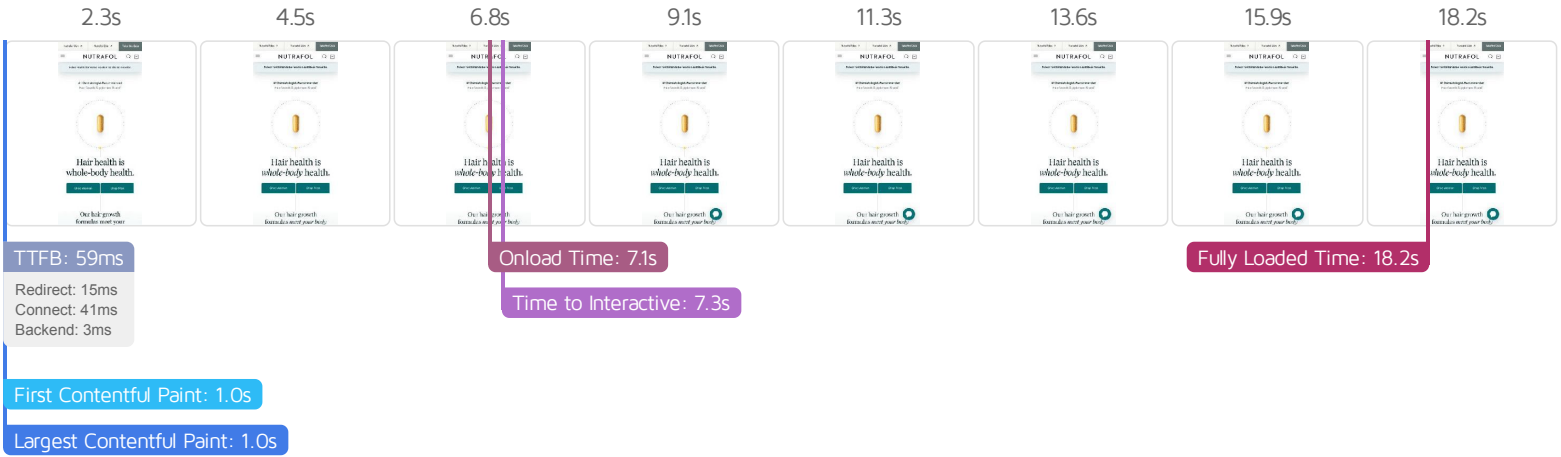
/	301	nutrafol.com	0	11ms		
/	200	nutrafol.com	104KB	49ms		
dg.js	200	c.evidon.com	4.79KB	32ms		
zhajjggj7oxiFw.js?key=zh...	200	rapid-cdn.yottaa.com	37.1KB	27ms		
pill-canvas__1_.png	200	images.ctfassets.net	30.9KB	77ms		
hero-women-circle.png	200	images.ctfassets.net	195KB	163ms		
hero-balance-circle.png	200	images.ctfassets.net	188KB	164ms		
hero-pospartum-circle.png	200	images.ctfassets.net	212KB	33ms		
productlist-hero-mobile.j...	200	images.ctfassets.net	54.8KB	276ms		
productlist-hero-tablet.jp...	200	images.ctfassets.net	82.4KB	319ms		
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product-postpartum.png?...	200	images.ctfassets.net	210KB	343ms		
quiz-banner-bg.jpg?fl=pr...	200	images.ctfassets.net	109KB	343ms		
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dr-jeanine-downie-heads...	200	images.ctfassets.net	76.6KB	344ms		
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purpose-poster-mobile.jp...	200	images.ctfassets.net	59.1KB	344ms		
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country.js?c=2523&s=617...	200	c.evidon.com	179B	8ms		
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gcc.js?c=2523&s=61717681	200	c.evidon.com	1.85KB	8ms		
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observe.js	200	c.evidon.com	1.56KB	180ms		
j.php?a=585707&u=https...	200	dev.visualwebsiteopt...	4.45KB	330ms		
analytics.min.js	200	sc.nutrafol.com	29.5KB	162ms		
configure.rapid.js?key=z...	200	rapid-1.yottaa.net	920B	27ms		
purpose-video-mobile-opt...	206	nutrafol.com	1.65MB	51ms		
settings	200	sc.nutrafol.com	2.73KB	13ms		
app-data.json	200	nutrafol.com	70B	3ms		
page-data.json	200	nutrafol.com	165B	12ms		
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schemaFilter.bundle.5c26...	200	sc.nutrafol.com	1.37KB	16ms	
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google-tag-manager.dyna...	200	sc.nutrafol.com	1.31KB	18ms	
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pixel.min.js	200	cdn.mgln.ai	2.42KB			82ms	
tag.js	200	d34r8q7sht0t9k.clou...	3.04KB			281ms	
ebOneTag.js?id=1073760...	200	secure-ds.serving-sy...	21.3KB			49ms	
tv2track.js	200	collector-40856.us.tv...	8.65KB			433ms	
cnv?tag_id=10&buzz_key...	303	cnv.event.prod.bidr.io	0			76ms	
embed-manifest.json	200	static.ada.support	136B			24ms	
unified-tag.js?v=4-latest_...	200	cdn.attn.tv	41.9KB			10ms	
POST ingest	200	pixels.spotify.com	271B			112ms	
OPTIONS ingest	200	pixels.spotify.com	0			35ms	
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sa.css	200	tags.srv.stackadapt.c...	27B		112ms	
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associate-segment?buzz...	200	segment.prod.bidr.io	560B		82ms	
pixie?e=PageView&pi=22...	200	ib.adnxs.com	42B		31ms	
receive?partner_id=3357...	302	pixel.tapad.com	0		51ms	
tr?id=1622797688000916...	200	facebook.com	273B		24ms	
tr?id=1622797688000916...	200	facebook.com	102B		24ms	
user?tid=2612905213178...	200	ct.pinterest.com	189B		75ms	
embed2.500613b.js	200	static.ada.support	53.2KB		20ms	
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tv2track.php?action_nam...	200	collector-40856.us.tv...	276B		103ms	
visitor.php?acctTag=yvijx...	200	app.leadsrx.com	112B		285ms	
869642520?random=6148...	302	google.co.uk	42B		33ms	
latest.js	200	edge.fullstory.com	11.7KB		31ms	
POST p	200	tr6.snapchat.com	47B		23ms	
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check?partner_id=3357&...	200	pixel.tapad.com	95B		21ms	
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fs.js	200	edge.fullstory.com	0		0ms	
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mSq.js	200	cdn.attn.tv	120B		6ms	
02	302	google.co.uk	42B		16ms	
saq_pxl?uid=yciwxX6_lz...	200	tags.srv.stackadapt.c...	116B		118ms	
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sync.gif	302	mgln.ai	0		39ms	
OPTIONS view	200	mgln.ai	0		72ms	
Serving?cn=ot&onetagid...	200	bs.serving-sys.com	294B		76ms	
02	302	google.com	42B		18ms	
user?event=ExternalMea...	200	ct.pinterest.com	441B		25ms	
user?event=custom&ed=...	200	ct.pinterest.com	441B		25ms	
rb?url=https%3A%2F%2F...	200	rb.nutrafol.com	325B		78ms	
receive?partner_id=3365...	302	pixel.tapad.com	0		19ms	
02	200	google.com	61B		29ms	
v3?event=ExternalMeasu...	200	ct.pinterest.com	665B		31ms	
v3?event=custom&ed=%...	200	ct.pinterest.com	668B		30ms	
client.json?ada_request_...	200	rollout.ada.support	18.2KB		47ms	
chat-manifest.json	200	static.ada.support	136B		10ms	
POST pixel	200	analytics.tiktok.com	879B		120ms	
POST pixel	200	analytics.tiktok.com	877B		130ms	
POST act	200	analytics.tiktok.com	878B		190ms	
POST act	200	analytics.tiktok.com	878B		125ms	

POST act	200	analytics.tiktok.com	875B						183ms	
POST pixel	200	analytics.tiktok.com	880B						125ms	
POST pixel	200	analytics.tiktok.com	880B						157ms	
pixel?tapad_id=260bed36...	200	eu.mgln.ai	43B						45ms	
POST unrenderedCreativ...	204	nutrafol.attn.tv	89B						124ms	
index.html	200	nutrafol-bot.ada.sup...	237B						114ms	
index.html	200	nutrafol-bot.ada.sup...	1.65KB						70ms	
g.jsonp?sid=9202274878...	200	aa.agkn.com	82B						69ms	
63537?bidder_id=242861...	200	i.liadm.com	0						324ms	
g.pixel?sid=9202283468&...	302	aa.agkn.com	0						61ms	
POST act	200	analytics.tiktok.com	879B						141ms	
nspx?segment=000&user...	302	api.dtstmio.com	0						361ms	
4D991812B5E3?v=5d5188...	200	api.datasteam.io	795B						87ms	
page-data.json	200	nutrafol.com	176B						12ms	
page-data.json	200	nutrafol.com	178B						22ms	
page-data.json	200	nutrafol.com	1.36KB						31ms	
page-data.json	200	nutrafol.com	0						13ms	
page-data.json	200	nutrafol.com	0						8ms	
page-data.json	200	nutrafol.com	0						8ms	
sendry.a63f1776e32d39b6...	200	nutrafol-bot.ada.sup...	24.6KB						14ms	
index.js	200	nutrafol-bot.ada.sup...	10.2KB						14ms	
4D991812B5E3?v=5d5188...	200	api.datasteam.io	795B						105ms	
sendry.a63f1776e32d39b6...	200	nutrafol-bot.ada.sup...	24.6KB						13ms	
preact.196e0b6fbd52fd7d...	200	nutrafol-bot.ada.sup...	4.04KB						13ms	
index.js	200	nutrafol-bot.ada.sup...	16.8KB						34ms	
nspx?segment=000&user...	302	api.datasteam.io	0						78ms	
63537?bidder_id=242861...	200	i.liadm.com	0						80ms	
async-api.6c072bf7-curre...	200	js-agent.newrelic.com	1.08KB						26ms	
lazy-loader.ff971c03-curre...	200	js-agent.newrelic.com	367B						25ms	
token_create.js	200	ct.pinterest.com	4.13KB						7ms	
ct.html	200	ct.pinterest.com	323B						43ms	
POST act	200	analytics.tiktok.com	875B						123ms	
POST act	200	analytics.tiktok.com	880B						120ms	
up?adv=sstl8j0&ref=https...	200	insight.adsrvr.org	60B						61ms	
POST event	200	qoe-1.yottaa.net	3B						40ms	
862.9f44b58b-current.min.js	200	js-agent.newrelic.com	3.67KB						16ms	
page_view_event-aggreg...	200	js-agent.newrelic.com	3.67KB						15ms	
page_view_timing-aggreg...	200	js-agent.newrelic.com	4.29KB						9ms	
metrics-aggregate.20a088...	200	js-agent.newrelic.com	1.48KB						10ms	
jserrors-aggregate.9136a...	200	js-agent.newrelic.com	2.80KB						7ms	
ajax-aggregate.bcd562bf-...	200	js-agent.newrelic.com	2.02KB						10ms	
session_trace-aggregate....	200	js-agent.newrelic.com	2.97KB						9ms	
page_action-aggregate.4...	200	js-agent.newrelic.com	898B						16ms	
spa-aggregate.6c038a0a-...	200	js-agent.newrelic.com	6.62KB						27ms	
71f2973fca?a=96056274&...	200	bam.nr-data.net	494B						494ms	
POST v2?OrgId=178RCR...	200	rs.fullstory.com	43B						161ms	
POST 71f2973fca?a=9605...	200	bam.nr-data.net	339B						191ms	
favicon-32x32.png?v=9b9...	200	nutrafol.com	388B						9ms	
POST ingest	200	pixels.spotify.com	100B					18ms		
POST v2?OrgId=178RCR...	200	rs.fullstory.com	43B					133ms		
POST v2?OrgId=178RCR...	200	rs.fullstory.com	43B						117ms	
js_tracking?url=https%3...	204	tags.srv.stackadap.c...	974B						111ms	
POST 71f2973fca?a=9605...	200	bam.nr-data.net	339B							106ms
POST 71f2973fca?a=9605...	200	bam.nr-data.net	339B							215ms
POST 71f2973fca?a=9605...	200	bam.nr-data.net	339B							105ms
294 Requests 6.14MB (12.3MB Uncompressed) 18.2s (Onload 7.1s)										



Performance Metrics

First Contentful Paint How quickly content like text or images are painted onto your page. A good user experience is 0.9s or less.	OK, but consider improvement 1.0s	Time to Interactive How long it takes for your page to become fully interactive. A good user experience is 2.5s or less.	Much longer than recommended 7.3s
Speed Index How quickly the contents of your page are visibly populated. A good user experience is 1.3s or less.	OK, but consider improvement 1.6s	Total Blocking Time How much time is blocked by scripts during your page loading process. A good user experience is 150ms or less.	Much longer than recommended 1.7s
Largest Contentful Paint How long it takes for the largest element of content (i.e., a hero image) to be painted on your page. A good user experience is 1.2s or less.	Good - Nothing to do here 1.0s	Cumulative Layout Shift How much your page's layout shifts as it loads. A good user experience is a score of 0.1 or less.	Good - Nothing to do here 0

Browser Timings

Redirect	15ms	Connect	41ms	Backend	3ms
TTFB	59ms	DOM Int.	615ms	DOM Loaded	618ms
First Paint	1.0s	Onload	7.1s	Fully Loaded	18.2s

IMPACT AUDIT

High

Avoid enormous network payloads LCP

Total size was 6.21MB

Large network payloads cost users real money and are highly correlated with long load times.

URL	TRANSFER SIZE
• https://nutrafol.com/media/video_storage/purpose-video-mobile-optimized.mp4	1.65MB
• https://nutrafol.com/gatsby-assets/app-fdc12acbe334163f7187.js	266KB
• https://images.ctfassets.net/0rbfqd9c4jdo/7i3uezOZsHhOlsw5CAoTK4/54562c597330eaa8353e5dec65e4961c/hero-pospartum-circle.png	213KB
• https://images.ctfassets.net/0rbfqd9c4jdo/6SKgaltY9KAATjjHzUluRY/7de61e796cc077412bdea1c0f2c0d31f/product-women.png?fl=progressive&w=400	212KB
• https://images.ctfassets.net/0rbfqd9c4jdo/5zjlqnesQPzeB2sCLBQ0LG/864d523a552ac6a327edd776af916593/product-postpartum.png?fl=progressive&w=400	210KB
• https://images.ctfassets.net/0rbfqd9c4jdo/1YrZ6wwV5Ni6k5UThrSMjo/52d43734035db351bc0d805c48a03c12/hero-women-circle.png	196KB
• https://images.ctfassets.net/0rbfqd9c4jdo/7vyev0TMEbusfjNOQwrnkU/697e821f9b9b6488cc0e64918221f4ad/vegan.png?fl=progressive&w=400	195KB
• https://images.ctfassets.net/0rbfqd9c4jdo/6ttJHOEcINxHtzmqRUQStH/e67a2137fc3d4709977969d2211bc05e/hero-balance-circle.png	188KB
• https://www.googletagmanager.com/gtm.js?id=GTM-TPF24XH&l=dataLayer	149KB
• https://www.googletagmanager.com/gtag/js?id=G-FDF18EW2CF&l=dataLayer&cx=c&gtm=45He5190v810465283za200	131KB

High

Enable Keep-Alive FCP LCP

1 request found

Enabling HTTP Keep-Alive or HTTP persistent connections allow the same TCP connection to send and receive multiple HTTP requests, thus reducing the latency for subsequent requests.

URL WITHOUT KEEP-ALIVE ENABLED

- <http://nutrafol.com/>

Med-High

Avoid long main-thread tasks TBT

20 long tasks found

Lists the longest tasks on the main thread, useful for identifying worst contributors to input delay.

URL	START TIME	DURATION
• https://www.googletagmanager.com/gtm.js?id=GTM-TPF24XH&l=dataLayer	3.1s	415ms
• https://nutrafol.com/gatsby-assets/framework-efb382cdd58b891d1a4b.js	12.8s	368ms
• https://nutrafol.com/gatsby-assets/framework-efb382cdd58b891d1a4b.js	1.3s	335ms
• https://nutrafol.com/gatsby-assets/framework-efb382cdd58b891d1a4b.js	22.9s	292ms
• https://nutrafol.com/gatsby-assets/framework-efb382cdd58b891d1a4b.js	1.7s	249ms
• https://nutrafol.com/gatsby-assets/app-fdc12acbe334163f7187.js	668ms	167ms
• https://nutrafol.com/gatsby-assets/component---src-pages-index-js-c54087087f13b0e6849d.js	3.6s	152ms
• https://nutrafol.com/gatsby-assets/framework-efb382cdd58b891d1a4b.js	2.2s	151ms
• https://nutrafol.com/gatsby-assets/framework-efb382cdd58b891d1a4b.js	2.5s	149ms
• https://edge.fullstory.com/s/fs.js	7.0s	145ms
• https://www.googletagmanager.com/gtag/destination?id=AW-869642520&l=dataLayer&cx=c&gtm=45He5190v810465283za200	4.2s	136ms
• https://nutrafol.com/gatsby-assets/component---src-pages-index-js-c54087087f13b0e6849d.js	4.7s	121ms
• https://nutrafol.com/gatsby-assets/app-fdc12acbe334163f7187.js	1.6s	114ms
• https://edge.fullstory.com/s/fs.js	4.8s	97ms
• https://edge.fullstory.com/datalayer/v4/latest.js	6.0s	96ms
• https://rapid-cdn.yottaa.com/rapid/lib/zhajjggj7oxiFw.js?key=zhajjggj7oxiFw	234ms	89ms
• https://analytics.tiktok.com/i18n/pixel/static/main.MWZhMDU3MTU4MQ.js	5.4s	87ms
• https://edge.fullstory.com/s/fs.js	7.2s	77ms
• https://www.googletagmanager.com/gtag/js?id=AW-16768117835&l=dataLayer&cx=c&gtm=45He5190v810465283za200	3.9s	77ms
• https://c.evidon.com/dg/dg.js	131ms	76ms

Med-High

Reduce JavaScript execution time

TBT

5.0s spent executing JavaScript

Consider reducing the time spent parsing, compiling, and executing JS. You may find delivering smaller JS payloads helps with this.

URL	TOTAL CPU TIME	SCRIPT EVALUATION	SCRIPT PARSE
https://nutrafol.com/	3.0s	1.2s	24ms
https://nutrafol.com/gatsby-assets/framework-efb382cdd58b891d1a4b.js	2.1s	1.7s	2ms
Unattributable	1.0s	134ms	0ms
https://edge.fullstory.com/s/fs.js	769ms	515ms	36ms
https://nutrafol.com/gatsby-assets/app-fdc12acbe334163f7187.js	438ms	172ms	18ms
https://nutrafol.com/gatsby-assets/component---src-pages-index-js-c54087087f13b0e6849d.js	318ms	27ms	0ms
https://www.googletagmanager.com/gtag/destination?id=AW-869642520&l=dataLayer&cx=c&gtm=45He5190v810465283za200	157ms	143ms	5ms
https://analytics.tiktok.com/i18n/pixel/static/main.MWZhMDU3MTU4MQ.js	139ms	102ms	34ms
https://www.googletagmanager.com/gtm.js?id=GTM-TPF24XH&l=dataLayer	121ms	49ms	10ms
https://static.ada.support/embed2.500613b.js	100ms	94ms	4ms
https://edge.fullstory.com/datalayer/v4/latest.js	96ms	20ms	0ms
https://www.googletagmanager.com/gtag/js?id=G-FDF18EW2CF&l=dataLayer&cx=c&gtm=45He5190v810465283za200	80ms	58ms	9ms
https://www.googletagmanager.com/gtag/js?id=AW-16768117835&l=dataLayer&cx=c&gtm=45He5190v810465283za200	80ms	65ms	6ms
https://bam.nr-data.net/1/71f2973fca?a=96056274&sa=1&v=1.230.0&t=Unnamed%20Transaction&rst=7431&ck=0&s=1a2d7bdcfd972891&ref=https://nutrafol.com/&be=undefined&fe=undefined&dc=undefined&af=err_xhr_stn_ins_spa&perf=%7B%22timing%22:%7B%22of%22:1736600857755,%22n%22:0,%22f%22:15,%22dn%22:16,%22dne%22:47,%22c%22:47,%22s%22:49,%22ce%22:56,%22rq%22:56,%22rp%22:59,%22rpe%22:64,%22dl%22:68,%22di%22:616,%22ds%22:618,%22de%22:618,%22dc%22:6983,%22l%22:6992,%22le%22:7128%7D,%22navigation%22:%7B%7D%7D&fp=1016&fcp=1016&jsonp=NREUM.setToken	76ms	60ms	0ms
https://c.evidon.com/dg/dg.js	76ms	73ms	1ms
https://rapid-cdn.yottaa.com/rapid/lib/zhaijggj7oxiFw.js?key=zhaijggj7oxiFw	72ms	64ms	2ms
https://sc-static.net/scevent.min.js	65ms	63ms	1ms
https://cdn.attn.tv/tag/4-latest/unified-tag.js?v=4-latest_f9cf7790af	61ms	58ms	2ms
https://sc.nutrafol.com/analytics-next/bundles/schemaFilter.bundle.5c2661f67b4b71a6d9bd.js	58ms	56ms	0ms
https://b-code.liadm.com/a-08u3.min.js	55ms	50ms	3ms
https://analytics.tiktok.com/i18n/pixel/static/identify_45dd5971.js	51ms	46ms	2ms
https://connect.facebook.net/signals/config/1622797688000916?v=2.9.179&r=stable&domain=nutrafol.com&hme=b8122d5d96cd6f542162ba4f497489972d1ebe228d24c39d34f560e30ae932ce&ex_m=70%2C122%2C107%2C111%2C61%2C4%2C100%2C69%2C16%2C97%2C89%2C51%2C54%2C173%2C176%2C188%2C184%2C185%2C187%2C29%2C101%2C53%2C77%2C186%2C168%2C171%2C181%2C182%2C189%2C132%2C41%2C191%2C192%2C34%2C144%2C15%2C50%2C197%2C196%2C134%2C18%2C40%2C1%2C43%2C65%2C66%2C67%2C71%2C93%2C17%2C14%2C96%2C92%2C91%2C108%2C52%2C110%2C39%2C109%2C30%2C94%2C26%2C169%2C172%2C141%2C86%2C56%2C84%2C33%2C73%2C0%2C95%2C32%2C28%2C82%2C83%2C88%2C47%2C46%2C87%2C37%2C11%2C12%2C13%2C6%2C7%2C25%2C22%2C23%2C57%2C62%2C64%2C75%2C102%2C27%2C76%2C9%2C8%2C80%2C48%2C21%2C104%2C103%2C105%2C98%2C10%2C20%2C3%2C38%2C74%2C19%2C5%2C90%2C81%2C44%2C35%2C85%2C2%2C36%2C63%2C42%2C106%2C45%2C79%2C68%2C112%2C60%2C59%2C31%2C99%2C58%2C55%2C49%2C78%2C72%2C24%2C113	51ms	49ms	1ms

Med-High

Avoid an excessive DOM size TBT

2,202 elements

A large DOM will increase memory usage, cause longer style calculations, and produce costly layout reflows.

STATISTIC	ELEMENT	VALUE
Total DOM Elements		2202
Maximum DOM Depth	button.mens-site-nav-button > span.right > svg > path <path fill-rule="evenodd" clip-rule="evenodd" d="M8.354.646a.5.5 0 1 0-.708.708l14.146 4.145H1a.5.5 0 1 0 0 1h10.794l-4.148 ..." fill="#fff">	28
Maximum Child Elements	body.index <body class="index" style="" data-react-helmet="class">	56

Med

Use explicit width and height on image elements CLS

9 images found

Set an explicit width and height on image elements to reduce layout shifts and improve CLS.

FAILING ELEMENTS

```
div.css-21fyze > div.css-17lo5mf > div.css-10v97ws > img

```

```
Dr. Julie Russak, M.D.

```

```
Dr. Jeanine Downie, M.D.

```

```
Dr. Rawn Bosley, M.D.

```

```
Bottle of Nutrafol Women

```

```
Bottle of Nutrafol Women's Balance

```

```
Bottle of Nutrafol Women's Vegan

```

```
Bottle of Nutrafol Postpartum

```

```
div#growth-pin-wrapper > section.css-13n10ph > picture > img.block

```

Med

Serve static assets with an efficient cache policy

Potential savings of 649KB

A long cache lifetime can speed up repeat visits to your page.

URL	CACHE TTL	TRANSFER SIZE
15E148%20Safari%2F604.1%20GTmetrix&name=Hair%20Wellness%20from%20Within%20%7C%20Nutrafol&uid=rbos-c7333bd3-1551-4dd4-b359-58ed36104866		
• https://collector-40856.us.tvSquared.com/tv2track.php?action_name=Hair%20Wellness%20from%20Within%20%7C%20Nutrafol&idsite=TV-5490184536-1&rec=1&r=949316&h=5&m=7&s=43&url=https%3A%2F%2Fnutrafol.com%2F&id=552aadea364a3d9c&ids=1736600863&idvc=0&idn=1&views=&cookie=1&res=1170x2532&gt_ms=8	none	276B
• https://www.facebook.com/tr/?id=1622797688000916&ev=PageView&dl=https%3A%2F%2Fnutrafol.com%2F&rl=&if=false&ts=1736600862948&sw=390&sh=844&ud[client_ip_address]=8e6022af0159d2cd58ad0d15a69eb081b7c800f8c870e29005bb1e5e2e6d63b8&v=2.9.179&r=stable&ec=0&o=12316&fbp=fb.1.1736600862946.664228921590196690&ler=empty&cbl=API_unavailable&it=1736600861826&coo=false&rqm=GET	none	273B
• https://rb.nutrafol.com/integrations?source=nutrafol	none	269B
• https://i.liadm.com/s/63537?bidder_id=242861&bidder_uid=12B5E3-5D5188F1-F680-465A-88D4-B2E937C324D2	none	208B
• https://i.liadm.com/s/63537?bidder_id=242861&bidder_uid=12B5E3-5D5188F1-F680-465A-88D4-B2E937C324D2	none	208B
• https://beacon.lynx.cognitivlabs.com/pixel/capture?tags=nutrafol_ucp&referrer=&Page_URL=https%3A%2F%2Fnutrafol.com%2F&Event=Loaded%20a%20Page&gtmcb=386413988	none	184B
• https://data.adxcel-ec2.com/pixel/?ad_log=referrer&action=misc&pixid=c738a9c3-58aa-48eb-a5e5-62e2cb47bd9e	none	131B
• https://www.facebook.com/tr/?id=1622797688000916&ev=Masterbrand%20Interest%20Indication&dl=https%3A%2F%2Fnutrafol.com%2F&rl=&if=false&ts=1736600862958&sw=390&sh=844&ud[client_ip_address]=8e6022af0159d2cd58ad0d15a69eb081b7c800f8c870e29005bb1e5e2e6d63b8&v=2.9.179&r=stable&ec=1&o=12316&fbp=fb.1.1736600862946.664228921590196690&ler=empty&cbl=API_unavailable&it=1736600861826&coo=false&rqm=GET	none	102B
• https://www.google.com/_well-known/private-click-measurement/trigger-attribution/04/02	none	61B
• https://qydt3feo.com/events.js	5 seconds	7.91KB
• https://sc.nutrafol.com/analytics.js/v1/27eHFUsVp3BIIMHftXL7kHsjFRxAyqLW/analytics.min.js	2 minutes	29.5KB
• https://cdn.attn.tv/nutrafol/dtag.js	2 minutes	3.08KB
• https://cdn.attn.tv/growth-tag-assets/client-configs/mSq.js	2 minutes	558B
• https://cdn.attn.tv/tag/4-latest/unified-tag.js?v=4-latest_f9fc7790af	5 minutes	41.9KB
• https://secure-ds.serving-sys.com/SemiCachedScripts/ebOneTag.js?id=1073760025	9 minutes	21.7KB
• https://cdn.datasteam.io/js/D24D991812B5E3.js	10 minutes	22.7KB
• https://d2jizw81hgbuqv.cloudfront.net/integration/clients/nutrafol.min.js	10 minutes	13.0KB
• https://collector-40856.us.tvSquared.com/tv2track.js	10 minutes	8.65KB
• https://utt.impactcdn.com/A3605318-49fd-4d1f-a1d7-830d8942d83b1.js	15 minutes	19.4KB
• https://connect.facebook.net/en_US/fbevents.js	20 minutes	63.2KB
• https://connect.facebook.net/signals/config/1622797688000916?v=2.9.179&r=stable&domain=nutrafol.com&hme=b8122d5d96cd6f542162ba4f497489972d1ebe228d24c39d34f560e30ae932ce&ex_m=70%2C122%2C107%2C111%2C61%2C4%2C100%2C69%2C16%2C97%2C89%2C51%2C54%2C173%2C176%2C188%2C184%2C185%2C187%2C29%2C101%2C53%2C77%2C186%2C168%2C171%2C181%2C182%2C189%2C132%2C41%2C191%2C192%2C34%2C144%2C15%2C50%2C197%2C196%2C134%2C18%2C40%2C1%2C43%2C65%2C66%2C67%2C71%2C93%2C17%2C14%2C96%2C92%2C91%2C108%2C52%2C110%2C39%2C109%2C30%2C94%2C26%2C169%2C172%2C141%2C86%2C56%2C84%2C33%2C73%2C0%2C95%2C32%2C28%2C82%2C83%2C88%2C47%2C46%2C87%2C37%2C11%2C12%2C13%2C6%2C7%2C25%2C22%2C23%2C57%2C62%2C64%2C75%2C102%2C27%2C76%2C9%2C8%2C80%2C48%2C21%2C104%2C103%2C105%2C98%2C10%2C20%2C3%2C38%2C74%2C19%2C5%2C90%2C81%2C44%2C35%2C85%2C2%2C36%2C63%2C42%2C106%2C45%2C79%2C68%2C112%2C60%2C59%2C31%2C99%2C58%2C55%2C49%2C78%2C72%2C24%2C113	20 minutes	11.5KB
• https://rapid-cdn.yottaa.com/rapid/lib/zhajpgj7oxiFw.js?key=zhajpgj7oxiFw	30 minutes	37.3KB
• https://dev.visualwebsiteoptimizer.com/dcdn/settings.js?a=585707&settings_type=4&ts=1736543895&dt=mobile&cc=GB	30 minutes	1.77KB
• https://edge.fullstory.com/s/fs.js	60 minutes	78.3KB
• https://cdn.pdst.fm/ping.min.js	60 minutes	22.1KB
• https://edge.fullstory.com/datalayer/v4/latest.js	60 minutes	11.7KB
• https://edge.fullstory.com/s/fs.js	60 minutes	0B
• https://www.google-analytics.com/analytics.js	2 hours	21.1KB
• https://ct.pinterest.com/static/ct/token_create.js	2 hours	4.13KB
• https://s.pinimg.com/ct/core.js	2 hours	2.08KB
• https://cdn.mgln.ai/pixel.min.js	4 hours	2.42KB
• https://dev.visualwebsiteoptimizer.com/v.gif?cd=0&a=585707&d=nutrafol.com&u=D28EB0F337FD4A72052652F7B64E1C1&h=9b06670927ca61d8d5bf5c70cd807a3&t=false	12 hours	145B
• https://b-code.liadm.com/a-08u3.min.js	24 hours	45.9KB
• https://acd.adnxs.com/dmp/up/pixie.js	1 day	9.16KB
• https://c.evidon.com/sitenotice/evidon-sitenotice-tag.js	1 day	20.7KB
• https://c.evidon.com/sitenotice/2523/snthemes.js	1 day	8.25KB
• https://c.evidon.com/sitenotice/2523/translations/en-184441.js	1 day	6.19KB
• https://c.evidon.com/sitenotice/2523/nutrafol/settingsV3.js	1 day	2.51KB
• https://c.evidon.com/pub/icon1.png	10 days	898B
• https://s.pinimg.com/ct/lib/main.7d8116bd.js	14 days	23.2KB

CDNs can give an equally fast web experience to your users across the globe.

- <https://nutrafol.com/gatsby-assets/assets-runtime-53c88d4f62a2823780d9.js>
- <https://nutrafol.com/gatsby-assets/framework-efb382cdd58b891d1a4b.js>
- <https://nutrafol.com/gatsby-assets/94726e6d-d02cf88a2ba431c62448.js>
- <https://nutrafol.com/gatsby-assets/fb301628-c02de0611ac93a220e8f.js>
- <https://nutrafol.com/gatsby-assets/fd3d65c5-5c22595c0f95c6357243.js>
- <https://nutrafol.com/gatsby-assets/3d5d2ef6-8ba2002ca5cc4b3003f9.js>
- <https://nutrafol.com/gatsby-assets/d172fba8-576cc2123606c4ddd7d7.js>
- <https://nutrafol.com/gatsby-assets/0c6624f4-6dbf612e56a7572c46dc.js>
- <https://nutrafol.com/gatsby-assets/d840801f-5c1eaf45a35d7bf1f2f4.js>
- <https://nutrafol.com/gatsby-assets/f6b92436-0031754fef0509da6ad7.js>
- <https://nutrafol.com/gatsby-assets/08144b5d-a302808dd6a9060214cb.js>
- <https://nutrafol.com/gatsby-assets/11cc4c69-58ded8fdd4ce343e00d7.js>
- <https://nutrafol.com/gatsby-assets/app-fdc12acbe334163f7187.js>
- https://nutrafol.com/media/video_storage/purpose-video-mobile-optimized.mp4
- <https://nutrafol.com/gatsby-assets/71727fcb-c4fc96e714382c28b6bb.js>
- <https://nutrafol.com/gatsby-assets/02ebcb4a01c1bab0f5dacf95d7eac9f1ddc36d3e-4f84ecd73128861292ea.js>
- <https://nutrafol.com/gatsby-assets/c50db7417446e4cfb91906e18e6cd6bfbc2353a-833d11255b9ed99cdffc.js>
- <https://nutrafol.com/gatsby-assets/576943e4eb3dc1406cef7cd9661820fcedc51a1-61b0d6a4d2901686e5ac.js>
- <https://nutrafol.com/gatsby-assets/b9ab49f2e6427d35a27e1a84ec37dbc746e086c5-8f3f2d15096e2694b26.js>
- <https://nutrafol.com/gatsby-assets/93b450cc26950eedce09fac971464c37bdf1f57-833215da67ddc77e40b9.js>
- <https://nutrafol.com/gatsby-assets/1fd36b2df73a51f507a20a3f0f9b58f600332446-6cfb7b246d93d5018f15.js>
- <https://nutrafol.com/gatsby-assets/1a7b2a7cb508b57959d35752e118768fc5179bfff-9bedee835138f6a263db.js>
- <https://nutrafol.com/gatsby-assets/component---src-pages-index-js-c54087087f13b0e6849d.js>
- <https://nutrafol.com/gatsby-assets/js/ada.js>
- <https://nutrafol.com/gatsby-assets/js/evidon.js?04102024>
- <https://nutrafol.com/gatsby-assets/fonts/fonts.css?04-04-2024>
- <https://l.evidon.com/site/v3/2523/100429/1/1/1/1/184441?consent=1®ulationid=0®ulationconsenttypeid=2&bgpc=0&ngpc=1&d=https://nutrafol.com/>
- <https://l.evidon.com/site/v3/2523/100429/1/50/1/1/184441?consent=1®ulationid=0®ulationconsenttypeid=2&bgpc=0&ngpc=1&d=https://nutrafol.com/>
- <https://l.evidon.com/site/v3/2523/100429/1/2/1/1/184441?consent=1®ulationid=0®ulationconsenttypeid=2&bgpc=0&ngpc=1&d=https://nutrafol.com/>
- https://beacon.lynx.cognitivelabs.com/pixel/capture?tags=nutrafol_uclid&referer=&Page_URL=https%3A%2F%2Fnutrafol.com%2F&Event=Loaded%20a%20Page>mcb=386413988
- https://data.adxccl-ec2.com/pixel/?ad_log=referer&action=misc&pixid=c738a9c3-58aa-48eb-a5e5-62e2cb47bd9e
- <https://qvdt3feo.com/events.js>
- <https://app.leadsrx.com/visitor.js>
- <https://collector-40856.us.tvquared.com/tv2track.js>
- https://cnv.event.prod.bidr.io/log/cnv?tag_id=10&buzz_key=transmittive&value=&segment_key=&account_id=2&ord=1857952554&_bee_ppp=1
- <https://tags.srv.stackadapt.com/sa.css>
- https://verifi.podscribe.com/tag?action=view&user_id=dade2c32-8b56-41c2-91f3-a06a2b47f8e4&advertiser=nutrafol&referrer=&device_id=90634bfc-a0e2-4f5d-bcc9-0d914b560138&std=id&ipv4=&url=https%3A%2F%2Fnutrafol.com%2F&event_url=https%3A%2F%2Fnutrafol.com%2F&source=js-tag+v1.0.5
- https://segment.prod.bidr.io/associate-segment?buz key=tatari&segment_key=tatari-560&value=&uncacheplz=5721572570
-

5130.1736600861&uaa=&uab=&uafv=&uamb=0&uam=&uap=&uapv=&uaw=0&ec_mode=a&fdr=QA&capi=2&data=event%3Dconversion&em=tv.1&fmt=3&ct_cookie_present=fal
se&crd=CLHBsQllsMGxAgixw7ECClrFsQllwsmxAgjrxrECCkPFsQllkMmxAgjTxbECIqEC&pscrd=IhMlxJKErN7tigMVAiMGAB1IEBTmMgllAziCCAQyAggHMgllCDICCAkyAggKM
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YdUNTTC1mTnFnV0ltR1dqTU0wdjFJc1o1c2tZMGFMylIdNSQ&is_vtc=1&cid=CAQSGwCa7L7d74fo9_bTjUxrEZWDDsZ7N8ZvQx4_VQ&random=3191798993&jpr=y.

- <https://aa.agkn.com/adcores/g.js?sonp?sid=9202274878&userid=12B5E3-5D5188F1-F680-465A-88D4-B2E937C324D2>
- https://i.liadm.com/s/63537?bidder_id=242861&bidder_uuid=12B5E3-5D5188F1-F680-465A-88D4-B2E937C324D2
- <https://api.datasteam.io/v1/C/RawData/4D991812B5E3?v=5d5188f1-f680-465a-88d4-b2e937c324d2&se=221cb588-0841-4ae5-8e6a-ef1055e6f57f&d=eyJ2IjojNWQ0MTg4ZjEtZjY4MC00NjVhLTg4ZDQ0YjJlOTM3YzMyNGQyIiwibSI6ImQzNmRkNmM2LWI3MDQ0tNGUxNi1lMWI0LWE5MjNmYzAzNDYwZCIsImNzaSI6IiIsInNlIjojMjY2IjE0dGtMDg0MS00YWU1LTU1LTU1NmEtZWYxMDU1ZTmNTdmliwicCI6ImI3YTYxMGQwLTl4YWEtNDRjYi1iNmMxLTNhYzI5YWRIYzYyYyIsInUjOiJodHRwczoVL251dHJhZm9sLmNvbS8iLCJwbil6Ii8iLCJyIjoilwiidCI6IkhhaXlgV2VsbG5lc3MgZnJvbSBXaXRoZW4gfCBObXRyYWZvbCIsImMiOiJodHRwczoVL251dHJhZm9sLmNvbS8iLCJwcil6IjEYQjVFMylsImVpZCI6Im5zX3NIZ18wMDAilCJzljZjYjLjY2cyI6MSwiaGMiOiJAslmwiOiJBjY3Rpb24iLCJ2MDEiOiJFczEifQ%3D%3D&callback=cbb51e58c8d6baf>
- <https://api.datasteam.io/v1/C/RawData/4D991812B5E3?v=5d5188f1-f680-465a-88d4-b2e937c324d2&se=221cb588-0841-4ae5-8e6a-ef1055e6f57f&d=eyJ2IjojNWQ0MTg4ZjEtZjY4MC00NjVhLTg4ZDQ0YjJlOTM3YzMyNGQyIiwibSI6ImQzNmRkNmM2LWI3MDQ0tNGUxNi1lMWI0LWE5MjNmYzAzNDYwZCIsImNzaSI6IiIsInNlIjojMjY2IjE0dGtMDg0MS00YWU1LTU1LTU1NmEtZWYxMDU1ZTmNTdmliwicCI6ImI3YTYxMGQwLTl4YWEtNDRjYi1iNmMxLTNhYzI5YWRIYzYyYyIsInUjOiJodHRwczoVL251dHJhZm9sLmNvbS8iLCJwbil6Ii8iLCJyIjoilwiidCI6IkhhaXlgV2VsbG5lc3MgZnJvbSBXaXRoZW4gfCBObXRyYWZvbCIsImMiOiJodHRwczoVL251dHJhZm9sLmNvbS8iLCJwcil6IjEYQjVFMylsImVpZCI6Im5zX3NIZ18wMDAilCJzljZjYjLjY2cyI6MSwiaGMiOiJAslmwiOiJBjY3Rpb24iLCJ2MDEiOiJFczEifQ%3D%3D&callback=cbb51e58c8d6baf>
- <https://js-agent.newrelic.com/async-api.6c072bf7-current.min.js>
- <https://js-agent.newrelic.com/lazy-loader.ff971c03-current.min.js>
- <https://js-agent.newrelic.com/862.9f44b58b-current.min.js>
- https://js-agent.newrelic.com/page_view_event-aggregate.75812140-current.min.js
- https://js-agent.newrelic.com/page_view_timing-aggregate.9590bdab-current.min.js
- <https://js-agent.newrelic.com/metrics-aggregate.20a08804-current.min.js>
- <https://js-agent.newrelic.com/jserrors-aggregate.9136a849-current.min.js>
- <https://js-agent.newrelic.com/ajax-aggregate.bcd562bf-current.min.js>
- https://js-agent.newrelic.com/session_trace-aggregate.6e2218bf-current.min.js
- https://js-agent.newrelic.com/page_action-aggregate.4d79b951-current.min.js
- <https://js-agent.newrelic.com/spa-aggregate.6c038a0a-current.min.js>
- <https://bam.nr-data.net/1/71f2973fca?a=96056274&sa=1&v=1.230.0&t=Unnamed%20Transaction&rst=7431&ck=0&s=1a2d7bdcfd972891&ref=https://nutrafol.com/&be=undefined&fe=undefined&dc=undefined&af=err.xhr.stn.ins.spa&perf=%7B%22timing%22:%7B%22of%22:1736600857755,%22n%22:0,%22f%22:15,%22dn%22:16,%22dne%22:47,%22c%22:47,%22s%22:49,%22ce%22:56,%22rq%22:56,%22rp%22:59,%22rpe%22:64,%22di%22:68,%22di%22:68,%22ds%22:616,%22de%22:618,%22dc%22:6983,%22l%22:6992,%22le%22:7128%7D,%22navigation%22:%7B%7D%7D&fp=1016&fcp=1016&sonp=NREUM.setToken>

Med-Low

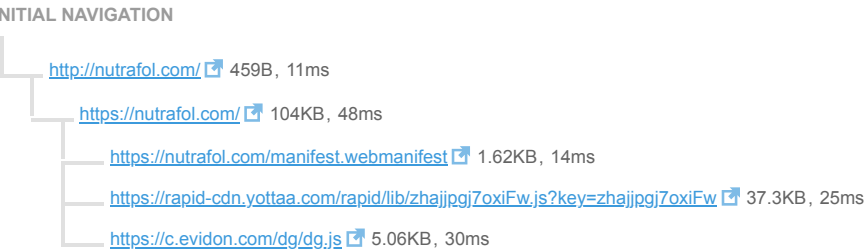
Avoid chaining critical requests

FCP LCP

3 chains found

The Critical Request Chains below show you what resources are loaded with a high priority. Consider reducing the length of chains, reducing the download size of resources, or deferring the download of unnecessary resources to improve page load.

Maximum critical path latency: 4.0s



Low

Eliminate render-blocking resources

FCP LCP

Potential savings of 165ms

Resources are blocking the first paint of your page. Consider delivering critical JS/CSS inline and deferring all non-critical JS/styles.

Resources that **may** be contributing to render-blocking include:

URL	TRANSFER SIZE	DOWNLOAD TIME
• https://c.evidon.com/dg/dg.js	5.06KB	757ms
• https://rapid-cdn.yottaa.com/rapid/lib/zhajpgj7oxiFw.js?key=zhajpgj7oxiFw	37.3KB	909ms

Low

Enable text compression FCP LCP

Potential savings of 79.1KB

Text-based resources should be served with compression (gzip, deflate or brotli) to minimize total network bytes.

URL	TRANSFER SIZE	POTENTIAL SAVINGS
https://cdn.pdst.fm/ping.min.js	21.6KB	15.9KB
https://app.leadsrc.com/visitor.js	20.5KB	15.2KB
https://rollout.ada.support/nutrafol-bot/client.json?ada_request_origin=embed	18.2KB	13.6KB
https://rs.fullstory.com/rec/integrations?OrgId=178RCR&isInFrame=false&isNative=false	14.5KB	12.3KB
https://d2hrivdxn8ekm8.cloudfront.net/tag-manager/19f0e86e-17f5-42da-bc3f-fc0756c71ddf-additional-latest.js	10.0KB	7.85KB
https://d2hrivdxn8ekm8.cloudfront.net/tracker-latest.min.js	9.57KB	6.15KB
https://d2hrivdxn8ekm8.cloudfront.net/tag-manager/19f0e86e-17f5-42da-bc3f-fc0756c71ddf-latest.js	6.79KB	4.66KB
https://ct.pinterest.com/static/ct/token_create.js	3.96KB	1.92KB
https://d34r8g7sht0t9k.cloudfront.net/tag.js	3.04KB	1.57KB

Low

Allow back/forward cache restoration

1 failure reason

Many navigations are performed by going back to a previous page, or forwards again. The back/forward cache (bfcache) can speed up these return navigations.

FAILURE REASON	FAILURE TYPE
The page has an unload handler in the main frame. https://nutrafol.com/	Actionable

Low

Use HTTP/2 for all resources

Potential savings of 300ms

HTTP/2 offers many benefits over HTTP/1.1, including binary headers and multiplexing.

URL	PROTOCOL
https://rb.nutrafol.com/assets/wxyz.rb.js	http/1.1
https://rb.nutrafol.com/integrations?source=nutrafol	http/1.1
https://rb.nutrafol.com/v2/rb?url=https%3A%2F%2Fnutrafol.com%2F&action=view&source=nutrafol&rb_source=nutrafol&script_version=wxyz.rb.js&sessionId=dfa1ef03-6389-4150-812d-d7fd7149328c&path=%2F&title=Hair%20Wellness%20from%20Within%20%7C%20Nutrafol&business_line=Hair&userAgent=Mozilla%2F5.0%20(iPhone%3B%20CPU%20iPhone%20OS%2015_5%20like%20Mac%20OS%20X)%20AppleWebKit%2F605.1.15%20(KHTML%2C%20like%20Gecko)%20Version%2F15.5%20Mobile%2F15E148%20Safari%2F604.1%20GTMetrix&name=Hair%20Wellness%20from%20Within%20%7C%20Nutrafol&uid=rbos-c7333bd3-1551-4dd4-b359-58ed36104866	http/1.1
https://rb.nutrafol.com/v2/rb?url=https%3A%2F%2Fnutrafol.com%2F&action=identify&source=nutrafol&rb_source=nutrafol&segment_anonymous_id=90634bfc-a0e2-4f5d-bcc9-0d914b560138&script_version=wxyz.rb.js&sessionId=dfa1ef03-6389-4150-812d-d7fd7149328c&uid=rbos-c7333bd3-1551-4dd4-b359-58ed36104866	http/1.1
https://rb.nutrafol.com/v2/rb?url=https%3A%2F%2Fnutrafol.com%2F&action=identify&source=nutrafol&rb_source=nutrafol&segment_anonymous_id=90634bfc-a0e2-4f5d-bcc9-0d914b560138&podights_session_id=ca085c6103eb40009d9175c6e74fd1e9&script_version=wxyz.rb.js&sessionId=dfa1ef03-6389-4150-812d-d7fd7149328c&uid=rbos-c7333bd3-1551-4dd4-b359-58ed36104866	http/1.1
https://rb.nutrafol.com/v2/rb?url=https%3A%2F%2Fnutrafol.com%2F&action=identify&source=nutrafol&rb_source=nutrafol&segment_anonymous_id=90634bfc-a0e2-4f5d-bcc9-0d914b560138&podights_session_id=ca085c6103eb40009d9175c6e74fd1e9&pinterest_view_id=ab0811d7-6e3f-4ad4-8f86-fc4b0714d436&lat_ari_session_id=7d5d24aa-1401-2707-4108-bb73616533ae&script_version=wxyz.rb.js&sessionId=dfa1ef03-6389-4150-812d-d7fd7149328c&uid=rbos-c7333bd3-1551-4dd4-b359-58ed36104866	http/1.1

Low

Serve images in next-gen formats

Potential savings of 1.31MB

Image formats like WebP and AVIF often provide better compression than PNG or JPEG, which means faster downloads and less data consumption.

URL	RESOURCE SIZE	POTENTIAL SAVINGS
https://images.ctfassets.net/0rbfqd9c4jdo/6SKgalTY9KAATjjHzUluRY/7de61e796cc077412bdea1c0f2c0d31f/product-women.png?fl=progressive&w=400	211KB	206KB
https://images.ctfassets.net/0rbfqd9c4jdo/5zjlqnesQPzeB2sCLBQOLG/864d523a552ac6a327edd776af916593/product-postpartum.png?fl=progressive&w=400	210KB	204KB
https://images.ctfassets.net/0rbfqd9c4jdo/7vyev0TMEbusfjNOQwrvkU/697e821f9b9b6488cc0e64918221f4ad/vegan.png?fl=progressive&w=400	195KB	189KB
https://images.ctfassets.net/0rbfqd9c4jdo/7i3ueZQZsHhOlsw5CAoTK4/54562c597330aaa8353e5dec65e4961c/hero-postpartum-circle.png	212KB	161KB
https://images.ctfassets.net/0rbfqd9c4jdo/6ttJHOEcINxHtzmqRUQStH/e67a2137fc3d4709977969d2211bc05e/hero-balance-circle.png	188KB	144KB
https://images.ctfassets.net/0rbfqd9c4jdo/1YrZ6wwV5Ni6k5UThrSMjp/52d43734035db351bc0d805c48a03c12/hero-women-circle.png	195KB	137KB
https://images.ctfassets.net/0rbfqd9c4jdo/6lvAhsyQqyBRsDWy5rnfVK/840bfd06b5234c353b85cda32fe53e5/product-balance.png?fl=progressive&w=400	56.5KB	51.2KB
https://images.ctfassets.net/0rbfqd9c4jdo/6EAPzpQqjcxPYWy5WqLEnn/bc376639e4ebb021382670396d2f3ba3/quiz-banner-bg.jpg?fl=progressive	109KB	49.2KB
https://images.ctfassets.net/0rbfqd9c4jdo/6UDKss2QmpTk1lc7zKvWK/5eb455f298d2a7fd149499c05421feae/product-list-hero-tablet.jpg?fl=progressive	82.4KB	39.7KB
https://images.ctfassets.net/0rbfqd9c4jdo/6hldBeYvwTu7m96P0zywF3/73ed4f41555f75711263bf2653d5cb6e/dr-jeanine-downie-headshot2.jpg?fl=progressive	76.6KB	36.0KB
https://images.ctfassets.net/0rbfqd9c4jdo/3NFUqIrlPu1khwr9Qq4mNN/6ad3796028cbf14d11dfb8f2c5ce85f7/product-list-hero-mobile.jpg?fl=progressive	54.8KB	35.4KB
https://images.ctfassets.net/0rbfqd9c4jdo/19QAzV3QWRb086Hi0zP5wM/85bb482c8736c6e52dd08e59a800cf22/dr-raven-bosley-headshot.jpg?fl=progressive	62.1KB	29.7KB
https://images.ctfassets.net/0rbfqd9c4jdo/585ur1fd1oA7zWcShK8mZ1/86a694ad4e37ede99b5404e16dac1cc8/dr-julie-russak-headshot.jpg?fl=progressive	46.9KB	23.6KB
https://images.ctfassets.net/0rbfqd9c4jdo/4ftcoJjwBZTC9fzVbiWin/b9c3fbd2b27ad5e7ad79c526f6385c35/purpose-poster-mobile.jpg?fl=progressive	59.1KB	21.5KB
https://images.ctfassets.net/0rbfqd9c4jdo/1VW0Gi0Ke8l1DyTqYNi7uz/a7a71d7e593d359733b2b2098aad9837/pill-canvas_1.png	30.9KB	16.6KB

Low

Minify JavaScript

FCP

LCP

Potential savings of 17.2KB

Minifying JavaScript files can reduce payload sizes and script parse time.

URL	TRANSFER SIZE	POTENTIAL SAVINGS
https://d2hrivdxn8ekm8.cloudfront.net/tag-manager/19f0e86e-17f5-42da-bc3f-fc0756c71ddf-additional-latest.js https://rb.nutrafol.com/assets/wxyz.rb.js https://rs.fullstory.com/rec/integrations?OrgId=178RCR&isInFrame=false&isNative=false https://d2hrivdxn8ekm8.cloudfront.net/tag-manager/19f0e86e-17f5-42da-bc3f-fc0756c71ddf-latest.js	10.4KB 10.9KB 14.6KB 7.17KB	5.69KB 4.52KB 3.73KB 3.25KB

Low

Remove duplicate modules in JavaScript bundles

TBT

Potential savings of 2.93KB

Remove large, duplicate JavaScript modules from bundles to reduce unnecessary bytes consumed by network activity.

SOURCE	TRANSFER SIZE	POTENTIAL SAVINGS
node_modules/tslib		1.74KB
https://sc.nutrafol.com/analytics.js/v1/27eHFUsVp3BIIlMHftXL7kHsjFRXAYqLW/analytics.min.js	723B	
https://nutrafol.com/gatsby-assets/app-fdc12acbe334163f7187.js	1.74KB	
node_modules/js-sha256		1.19KB
https://nutrafol.com/gatsby-assets/app-fdc12acbe334163f7187.js	2.39KB	
https://sc.nutrafol.com/next-integrations/integrations/vendor/commons.a61d7bea37d2de5d4b69.js.gz	1.19KB	

Low

Avoid multiple page redirects

FCP

LCP

Potential savings of 12ms

Redirects introduce additional delays before the page can be loaded.

URL	TIME SPENT
http://nutrafol.com/	12ms
https://nutrafol.com/	0ms

Low

Efficiently encode images

Potential savings of 12.9KB

Optimized images load faster and consume less cellular data.

URL	RESOURCE SIZE	POTENTIAL SAVINGS
https://images.ctfassets.net/0rbfqd9c4jdo/3NFUqIriPu1khw9Qg4mNN/6ad3796028cbf14d11dfb8f2c5ce85f7/productliis-t-hero-mobile.jpg?fl=progressive	54.8KB	12.9KB

Low

Reduce unused JavaScript

LCP

Potential savings of 603KB

Reduce unused JavaScript and defer loading scripts until they are required to decrease bytes consumed by network activity.

URL	TRANSFER SIZE	POTENTIAL SAVINGS
https://nutrafol.com/gatsby-assets/app-fdc12acbe334163f7187.js	266KB	132KB
.../.cache/_this_is_virtual_fs_path_/\$virtual/async-requires.js	15.1KB	10.8KB
.../node_modules/apollo-client/bundle.esm.js	9.8KB	7.72KB
.../node_modules/algoliasearch/dist/algoliasearch.umd.js	9.25KB	5.87KB
.../node_modules/gsap/ScrollTrigger.js	8.89KB	3.64KB
.../node_modules/apollo-cache-inmemory/lib/bundle.esm.js	3.99KB	3.20KB
https://analytics.tiktok.com/i18n/pixel/static/main.MWZhMDU3MTU4MQ.js	97.6KB	65.8KB
https://www.googletagmanager.com/gtag/js?id=G-FDF18EW2CF&l=dataLayer&cx=c&gtm=45He5190v810465283za200	131KB	63.7KB
https://www.googletagmanager.com/gtag/js?id=AW-16768117835&l=dataLayer&cx=c&gtm=45He5190v810465283za200	103KB	46.1KB
https://edge.fullstory.com/s/fs.js	78.3KB	42.3KB
https://www.googletagmanager.com/gtag/destination?id=AW-869642520&l=dataLayer&cx=c&gtm=45He5190v810465283za200	103KB	39.8KB
https://www.googletagmanager.com/gtm.js?id=GTM-TPF24XH&l=dataLayer	149KB	36.9KB
https://analytics.tiktok.com/i18n/pixel/static/main.MWZhMDU3MTU4MQ.js	97.6KB	36.3KB
https://dev.visualwebsiteoptimizer.com/cdn/web/djlkdGU6Ny4wOmFzeW5jJWdxdWVyeSVzYWZhcmk=/tag-fd29435f448df4960e3b505332b8d94ebr.js	56.6KB	33.7KB
https://static.ada.support/embed2.500613b.js	53.2KB	31.7KB
https://edge.fullstory.com/s/fs.js	78.3KB	25.8KB
https://cdn.attn.tv/tag/4-latest/unified-tag.js?v=4-latest_f9fc7790af	41.9KB	25.0KB
https://rapid-cdn.yottaa.com/rapid/lib/zhajpgj7oxiFw.js?key=zhajpgj7oxiFw	37.3KB	24.0KB

Low

Ensure text remains visible during webfont load

FCP

LCP

8 fonts found

Leverage the `font-display` CSS feature to ensure text is user-visible while webfonts are loading.

URL	POTENTIAL SAVINGS
• https://nutrafol.com/gatsby-assets/fonts/ABCDiatype-Bold.otf	24ms
• https://nutrafol.com/gatsby-assets/fonts/ABCDiatype-Regular.otf	22ms
• https://nutrafol.com/gatsby-assets/fonts/GT-Super-Text-Book-Italic.otf	28ms
• https://nutrafol.com/gatsby-assets/fonts/GT-Super-Text-Book.otf	26ms
• https://nutrafol.com/gatsby-assets/fonts/ABCDiatypeSemi-Mono-Regular.otf	23ms
• https://nutrafol.com/gatsby-assets/fonts/ABCDiatype-Light.otf	19ms
• https://nutrafol.com/gatsby-assets/fonts/ABCDiatype-Medium.otf	19ms
• https://nutrafol.com/gatsby-assets/fonts/GothamSSm-BlackCondensed.otf	23ms

Low

Avoid non-composited animations

CLS

2 animated elements found

Animations which are not composited can be janky and increase CLS.

ELEMENT	NAME
svg.css-4p7bt5 > circle <circle cx="28" cy="28" r="26" fill="transparent"> Unsupported CSS Property: stroke-dashoffset	dash
svg.css-4p7bt5 > circle <circle cx="28" cy="28" r="26" fill="transparent"> Unsupported CSS Property: stroke-dashoffset	dash

Low

Defer offscreen images

Potential savings of 1.00MB

Consider lazy-loading offscreen and hidden images after all critical resources have finished loading to lower time to interactive.

URL	RESOURCE SIZE	POTENTIAL SAVINGS
https://images.ctfassets.net/0rbfqd9c4jdo/7i3uezOZsHhOlsw5CAoTK4/54562c597330eaa8353e5dec65e4961c/hero-ospartum-circle.png	212KB	212KB
https://images.ctfassets.net/0rbfqd9c4jdo/1YrZ6wwV5Ni6k5UThrSMjo/52d43734035db351bc0d805c48a03c12/hero-women-circle.png	195KB	195KB
https://images.ctfassets.net/0rbfqd9c4jdo/6ttJHOEcINxHizmqrUQStH/e67a2137fc3d4709977969d2211bc05e/hero-balance-circle.png	188KB	188KB
https://images.ctfassets.net/0rbfqd9c4jdo/6EAPzpQgjcPYWy5WqLEnn/bc376639e4ebb021382670396d2f3ba3/quiz-banner-bg.jpg?fl=progressive	109KB	109KB
https://images.ctfassets.net/0rbfqd9c4jdo/6UDKss2QmpTk1lc7zKvWK/5eb455f298d2a7fd149499c05421feae/productlist-hero-tablet.jpg?fl=progressive	82.4KB	82.4KB
https://images.ctfassets.net/0rbfqd9c4jdo/6hldBeYvwTu7m96P0zywF3/73ed4f41555f75711263bf2653d5cb6e/dr-jeanine-downie-headshot2.jpg?fl=progressive	76.6KB	76.6KB
https://images.ctfassets.net/0rbfqd9c4jdo/19QAZV3OWRb086Hi0zP5wM/85bb482c8736c6e52dd08e59a800cf22/dr-ran-wyn-bosley-headshot.jpg?fl=progressive	62.1KB	62.1KB
https://images.ctfassets.net/0rbfqd9c4jdo/585ur1fd1oA7zWcShK8mZ1/86a694ad4e37ede99b5404e16dac1cc8/dr-julie-russak-headshot.jpg?fl=progressive	46.9KB	46.9KB
https://images.ctfassets.net/0rbfqd9c4jdo/A4njNCDnjUHxTcYVskP4m/4347044f1afcdcdb5a9238ba6b8be3ab/lydia-tn.png?fl=progressive	7.57KB	7.57KB
https://images.ctfassets.net/0rbfqd9c4jdo/5y6AMNMmrNOo1i0DFEFrJ9W/1af241ab24e542962fccf558e7b2d65e/brian-tn.png?fl=progressive	7.39KB	7.39KB
https://images.ctfassets.net/0rbfqd9c4jdo/7cwXJtwjFizQmtLhmE4ryi/2ee415e0fd2417fb899922da1ec0397e/tanya-tn.png?fl=progressive	6.93KB	6.93KB
https://images.ctfassets.net/0rbfqd9c4jdo/2WTKsYFX2olQuigRHdTE0u/19c02ff3e2c9983ef6b6613a347af829/lindsey-tn.png?fl=progressive	6.88KB	6.88KB
https://images.ctfassets.net/0rbfqd9c4jdo/4VmlT6HiUM2YM5dZv7ZDDC/7db2deb9e90665ad63a65c2e1bb3e428/lilyana-tn.png?fl=progressive	6.86KB	6.86KB
https://images.ctfassets.net/0rbfqd9c4jdo/3aiQpUBjJuknlnudsG0VpZ/a8c500f531011eccff24e4af787a6c79/candace-tn.png?fl=progressive	6.59KB	6.59KB
https://images.ctfassets.net/0rbfqd9c4jdo/6fFA1Mk0nHVyN316cN0FYC/f2628783ca69a6cc2788d415bc531ea3/neghin-tn.png?fl=progressive	6.52KB	6.52KB
https://images.ctfassets.net/0rbfqd9c4jdo/7aMyR6usRwz0A7kzKz4YMK/d82d55676ecec8c3b7a44f83c996ae3/mark-tn.png?fl=progressive	6.49KB	6.49KB

Low

Reduce unused CSS

FCP

LCP

Potential savings of 28.6KB

Reduce unused rules from stylesheets and defer CSS not used for above-the-fold content to decrease bytes consumed by network activity.

URL	TRANSFER SIZE	POTENTIAL SAVINGS
@charset "UTF-8";textelement .sm-br{display:block} ...	30.9KB	28.6KB

Low

Properly size images

Potential savings of 966KB

Serve images that are appropriately-sized to save cellular data and improve load time.

URL	RESOURCE SIZE	POTENTIAL SAVINGS
https://images.ctfassets.net/0rbfqd9c4jdo/6SKgalTY9KAaTjjHzUuRY/7de61e796cc077412bdea1c0f2c0d31f/product-women.png?fl=progressive&w=400	211KB	189KB
https://images.ctfassets.net/0rbfqd9c4jdo/5zjlqnesQPzeB2sCLBQ0LG/864d523a552ac6a327edd776af916593/product-postpartum.png?fl=progressive&w=400	210KB	187KB
https://images.ctfassets.net/0rbfqd9c4jdo/7vyev0TMEbusfjNOQwrkvU/697e821f9b9b6488cc0e64918221f4ad/vegan.png?fl=progressive&w=400	195KB	174KB
https://images.ctfassets.net/0rbfqd9c4jdo/6EAPzpQqjcxPYWy5WqLEnn/bc376639e4ebb021382670396d2f3ba3/quiz-banner-bg.jpg?fl=progressive	109KB	101KB
https://images.ctfassets.net/0rbfqd9c4jdo/6hldBeYvwTu7m96P0zywF3/73ed4f41555f75711263bf2653d5cb6e/dr-jeanine-downie-headshot2.jpg?fl=progressive	76.6KB	75.5KB
https://images.ctfassets.net/0rbfqd9c4jdo/19QAzV3OWRb086Hi0zP5wM/85bb482c8736c6e52dd08e59a800cf22/dr-rapun-bosley-headshot.jpg?fl=progressive	62.1KB	61.2KB
https://images.ctfassets.net/0rbfqd9c4jdo/6lvAhsyQqyBRsDWy5rnfVK/840bfd06b5234c353b85cda32fe53e5/product-balance.png?fl=progressive&w=400	56.5KB	50.5KB
https://images.ctfassets.net/0rbfqd9c4jdo/585ur1fd1oA7zWcShK8mZ1/86a694ad4e37ede99b5404e16dac1cc8/dr-julie-russak-headshot.jpg?fl=progressive	46.9KB	46.2KB
https://images.ctfassets.net/0rbfqd9c4jdo/3NFUqIrlPu1khwr9Qq4mNN/6ad3796028cbf14d11dfb8f2c5ce85f7/product-list-hero-mobile.jpg?fl=progressive	54.8KB	40.0KB
https://images.ctfassets.net/0rbfqd9c4jdo/A4njNCDnjUHxTcYVsKP4m/4347044f1afcdcdb5a9238ba6b8be3ab/lydia-tn.png?fl=progressive	7.57KB	5.70KB
https://images.ctfassets.net/0rbfqd9c4jdo/5y6AMNMrNOo1I0DFEFrJ9W/1af241ab24e542962fccf558e7b2d65e/brian-tn.png?fl=progressive	7.39KB	5.57KB
https://images.ctfassets.net/0rbfqd9c4jdo/7cwXJtwjFizQmtLhmE4ryi/2ee415e0fd2417fb899922da1ec0397e/tanya-tn.png?fl=progressive	6.93KB	5.22KB
https://images.ctfassets.net/0rbfqd9c4jdo/2WTKsYFX2olQuigRHdTE0u/19c02ff3e2c9983ef6b6613a347af829/lindsey-tn.png?fl=progressive	6.88KB	5.16KB
https://images.ctfassets.net/0rbfqd9c4jdo/4VmLt6HiUM2YM5dZv7ZDDC/7db2deb9e90665ad63a65c2e1bb3e428/lilya-na-tn.png?fl=progressive	6.86KB	5.15KB
https://images.ctfassets.net/0rbfqd9c4jdo/3aiQpUBjJuktnudsG0VpZ/a8c500f531011eccff24e4af787a6c79/candace-tn.png?fl=progressive	6.59KB	4.96KB
https://images.ctfassets.net/0rbfqd9c4jdo/6fFA1Mk0nHVyN316cN0FYC/f2628783ca69a6cc2788d415bc531ea3/neghin-tn.png?fl=progressive	6.52KB	4.89KB
https://images.ctfassets.net/0rbfqd9c4jdo/7aMyR6usRwz0A7kzKz4YMK/d82d55676ecee8c3b7a44f83c996ae3/mark-tn.png?fl=progressive	6.49KB	4.88KB

N/A

Minimize main-thread work
TBT

Main-thread busy for 10.1s

Consider reducing the time spent parsing, compiling and executing JS. You may find delivering smaller JS payloads helps with this.

CATEGORY	TIME SPENT
Script Evaluation	5.7s
Other	2.0s
Style & Layout	1.3s
Rendering	466ms
Script Parsing & Compilation	249ms
Garbage Collection	211ms
Parse HTML & CSS	173ms

N/A

User Timing marks and measures

18 user timings

Consider instrumenting your app with the User Timing API to measure your app's real-world performance during key user experiences.

NAME	TYPE	START TIME	DURATION
onInitialClientRender	Mark	1.6s	0ms
snaptr	Mark	4.1s	0ms
fbevents:start:unwantedDataProcessing_1622797688000916	Mark	5.2s	0ms
fbevents:end:unwantedDataProcessing_1622797688000916	Mark	5.2s	0ms
fbevents:start:unwantedParamsProcessing_1622797688000916	Mark	5.2s	0ms
fbevents:start:validateUrlProcessing_1622797688000916	Mark	5.2s	0ms
fbevents:end:validateUrlProcessing_1622797688000916	Mark	5.2s	0ms
fbevents:start:standardParamChecksProcessing_1622797688000916	Mark	5.2s	0ms
fbevents:start:unwantedDataProcessing_1622797688000916	Mark	5.2s	0ms
fbevents:end:unwantedDataProcessing_1622797688000916	Mark	5.2s	0ms
fbevents:start:unwantedParamsProcessing_1622797688000916	Mark	5.2s	0ms
fbevents:start:validateUrlProcessing_1622797688000916	Mark	5.2s	0ms
fbevents:end:validateUrlProcessing_1622797688000916	Mark	5.2s	0ms
fbevents:start:standardParamChecksProcessing_1622797688000916	Mark	5.2s	0ms
attn.tag-core.loaded	Mark	5.3s	0ms
attn.tag-creatives.loaded	Mark	5.3s	0ms
attn.fetch-creatives.start	Mark	6.2s	0ms
attn.fetch-creatives.end	Mark	6.4s	0ms

N/A

Reduce the impact of third-party codeTBT

Third-party code blocked the main thread for 132ms

Third-party code can significantly impact load performance. Limit the number of redundant third-party providers and try to load third-party code after your page has primarily finished loading.

THIRD-PARTY	TRANSFER SIZE	MAIN-THREAD BLOCKING TIME
GOOGLE TAG MANAGER	488KB	81ms
https://www.googletagmanager.com/gtag/destination?id=AW-869642520&l=dataLayer&cx=c&gtm=45He5190v810465283za200	103KB	67ms
https://www.googletagmanager.com/gtag/js?id=AW-16768117835&l=dataLayer&cx=c&gtm=45He5190v810465283za200	103KB	10ms
https://www.googletagmanager.com/gtag/js?id=G-FDF18EW2CF&l=dataLayer&cx=c&gtm=45He5190v810465283za200	131KB	2ms
https://www.googletagmanager.com/gtm.js?id=GTM-TPF24XH&l=dataLayer	149KB	0ms
FULLSTORY	108KB	30ms
https://edge.fullstory.com/s/fs.js	78.3KB	30ms
https://rs.fullstory.com/rec/integrations?OrgId=178RCR&isInFrame=false&isNative=false	14.6KB	0ms
https://edge.fullstory.com/datalayer/v4/latest.js	11.7KB	0ms
TIKTOK	152KB	20ms
https://analytics.tiktok.com/i18n/pixel/static/main.MWZhMDU3MTU4MQ.js	97.6KB	20ms
https://analytics.tiktok.com/i18n/pixel/static/identify_45dd5971.js	39.2KB	0ms
Other resources	15.1KB	0ms
CTFASSETS.NET	1.81MB	0ms
https://images.ctfassets.net/0rbfqd9c4jdo/7i3uezOZsHhOlsw5CAoTK4/54562c597330eaa8353e5dec65e4961c/hero-pospartum-circle.png	213KB	0ms
https://images.ctfassets.net/0rbfqd9c4jdo/6SKgaltY9KAaTijHzUluRY/7de61e796cc077412bdea1c0f2c0d31f/product-women.png?fl=progressive&w=400	212KB	0ms
https://images.ctfassets.net/0rbfqd9c4jdo/5zjlqnesQPzeB2sCLBQ0LG/864d523a552ac6a327edd776af916593/product-postpartum.png?fl=progressive&w=400	210KB	0ms
https://images.ctfassets.net/0rbfqd9c4jdo/1YrZ6wwV5Ni6k5UThrSMjo/52d43734035db351bc0d805c48a03c12/hero-women-circle.png	196KB	0ms
https://images.ctfassets.net/0rbfqd9c4jdo/7vyev0TMEbusfjNOQwrwvU/697e821f9b9b6488cc0e64918221f4ad/vegan.png?fl=progressive&w=400	195KB	0ms
Other resources	829KB	0ms
ADA	159KB	0ms
https://static.ada.support/embed2.500613b.js	53.2KB	0ms
https://nutrafol-bot.ada.support/embed/x-storage/500613b/sentry.a63f1776e32d39b6c2e8.js	24.6KB	0ms
https://nutrafol-bot.ada.support/embed/button/500613b/sentry.a63f1776e32d39b6c2e8.js	24.6KB	0ms
https://rollout.ada.support/nutrafol-bot/client.json?ada_request_origin=embed	18.7KB	0ms
https://nutrafol-bot.ada.support/embed/button/500613b/index.js	16.8KB	0ms
Other resources	20.7KB	0ms
FACEBOOK	75.0KB	0ms
https://connect.facebook.net/en_US/fbevents.js	63.2KB	0ms
https://connect.facebook.net/signals/config/1622797688000916?v=2.9.179&r=stable&domain=nutrafol.com&hme=b8122d5d96cd6f542162ba4f97489972d1ebe228d24c39d34f560e30ae932ce&ex_m=70%2C122%2C107%2C111%2C61%2C4%2C100%2C69%2C16%2C97%2C89%2C51%2C54%2C173%2C176%2C188%2C184%2C185%2C187%2C29%2C101%2C53%2C77%2C186%2C168%2C171%2C181%2C182%2C189%2C132%2C41%2C191%2C192%2C34%2C144%2C15%2C50%2C197%2C196%2C134%2C18%2C40%2C1%2C43%2C65%2C66%2C67%2C71%2C93%2C17%2C14%2C96%2C92%2C91%2C108%2C52%2C110%2C39%2C109%2C30%2C94%2C26%2C169%2C172%2C141%2C86%2C56%2C84%2C33%2C73%2C0%2C95%2C32%2C28%2C82%2C83%2C88%2C47%2C46%2C87%2C37%2C11%2C12%2C13%2C6%2C7%2C25%2C22%2C23%2C57%2C62%2C64%2C75%2C102%2C27%2C76%2C9%2C8%2C80%2C48%2C21%2C104%2C103%2C105%2C98%2C10%2C20%2C3%2C38%2C74%2C19%2C5%2C90%2C81%2C44%2C35%2C85%2C2%2C36%2C63%2C42%2C106%2C45%2C79%2C68%2C112%2C60%2C59%2C31%2C99%2C58%2C55%2C49%2C78%2C72%2C24%2C113	11.5KB	0ms
VWO	62.9KB	0ms
https://dev.visualwebsiteoptimizer.com/cdn/web/djldGU6Ny4wOmFzeW5jJWdxWVveSVzYWZhcmk=/tag-fd29435f448df4960e3b505332b8d94ebr.js	56.6KB	0ms
https://dev.visualwebsiteoptimizer.com/j.php?a=585707&u=https%3A%2F%2Fnutrafol.com%2F&f=1&r=0.671507065001637	4.45KB	0ms
EVIDON	56.2KB	0ms
https://c.evidon.com/sitenotice/evidon-sitenotice-tag.js	20.7KB	0ms
https://c.evidon.com/sitenotice/2523/snthemes.js	8.25KB	0ms

THIRD-PARTY	TRANSFER SIZE	MAIN-THREAD BLOCKING TIME
https://c.evidon.com/sitenotice/2523/translations/en-184441.js https://c.evidon.com/dg/2523/companyConfig.json?c=2523&org=https://nutrafol.com https://c.evidon.com/dg/dg.js - Other resources	6.19KB 5.07KB 5.06KB 10.9KB	0ms 0ms 0ms 0ms
IPONWEB	47.2KB	0ms
https://b-code.liadm.com/a-08u3.min.js	45.9KB	0ms
ATTENTIVE	46.2KB	0ms
https://cdn.attn.tv/tag/4-latest/unified-tag.js?v=4-latest_f9fc7790af - Other resources	41.9KB 4.29KB	0ms 0ms
YOTTA	38.4KB	0ms
https://rapid-cdn.yottaa.com/rapid/lib/zhajpgj7oxiFw.js?key=zhajpgj7oxiFw	37.3KB	0ms
PINTEREST	33.0KB	0ms
https://s.pinimg.com/ct/lib/main.7d8116bd.js https://ct.pinterest.com/static/ct/token_create.js - Other resources	23.2KB 4.13KB 5.71KB	0ms 0ms 0ms
NEW RELIC	33.0KB	0ms
https://js-agent.newrelic.com/spa-aggregate.6c038a0a-current.min.js https://js-agent.newrelic.com/page_view_timing-aggregate.9590bdab-current.min.js - Other resources	6.79KB 4.38KB 21.8KB	0ms 0ms 0ms
CLOUDFRONT.NET	31.0KB	0ms
https://d2hrivdxn8ekm8.cloudfront.net/tag-manager/19f0e86e-17f5-42da-bc3f-fc0756c71ddf-additional-latest.js https://d2hrivdxn8ekm8.cloudfront.net/tracker-latest.min.js https://d2hrivdxn8ekm8.cloudfront.net/tag-manager/19f0e86e-17f5-42da-bc3f-fc0756c71ddf-latest.js	10.4KB 10.0KB 7.17KB	0ms 0ms 0ms
DATASTEAM.IO	25.4KB	0ms
https://cdn.datasteam.io/js/D24D991812B5E3.js	22.7KB	0ms
SNAPCHAT	25.0KB	0ms
https://sc-static.net/scevent.min.js	23.7KB	0ms
SIZMEK	22.7KB	0ms
https://secure-ds.serving-sys.com/SemiCachedScripts/ebOneTag.js?id=1073760025	21.7KB	0ms
PODSIGHTS	22.1KB	0ms
https://cdn.pdst.fm/ping.min.js	22.1KB	0ms
LEADSRX.COM	21.3KB	0ms
https://app.leadsrcx.com/visitor.js	20.8KB	0ms
GOOGLE ANALYTICS	21.1KB	0ms
https://www.google-analytics.com/analytics.js	21.1KB	0ms
IMPACT RADIUS	19.4KB	0ms
https://utt.impactcdn.com/A3605318-49fd-4d1f-a1d7-830d8942d83b1.js	19.4KB	0ms
BING ADS	15.4KB	0ms
https://bat.bing.com/bat.js	14.7KB	0ms
GOOGLE/DOUBLECLICK ADS	13.9KB	0ms
TALKABLE	13.0KB	0ms
https://d2jizw81hgbugv.cloudfront.net/integration/clients/nutrafol.min.js	13.0KB	0ms
AMAZON ADS	12.5KB	0ms

THIRD-PARTY	TRANSFER SIZE	MAIN-THREAD BLOCKING TIME
https://c.amazon-adsystem.com/aat/amzn.js - Other resources	7.69KB	0ms
	4.82KB	0ms
APPNEXUS	9.68KB	0ms
https://acdn.adnxs.com/dmp/up/pixie.js	9.16KB	0ms
TVSQUARED	8.92KB	0ms
https://collector-40856.us.tvSquared.com/tv2track.js	8.65KB	0ms
QVDT3FEO.COM	7.91KB	0ms
https://qvdt3feo.com/events.js	7.91KB	0ms
THE TRADE DESK	6.46KB	0ms
https://js.adsrvr.org/up_loader.1.1.0.js	6.40KB	0ms
MGLN.AI	6.00KB	0ms
STACKADAPT	3.08KB	0ms
OTHER GOOGLE APIS/SDKS	2.20KB	0ms
ALGOLIA	1.92KB	0ms
BEESEXWAX	1.76KB	0ms
VAULTDCR.COM	1.74KB	0ms
TRKN.US	1.23KB	0ms
TAPAD	1.08KB	0ms
AGGREGATE KNOWLEDGE	1.04KB	0ms
ROCKERBOX	730B	0ms
PODSCTIBE.COM	551B	0ms
DTSTMIO.COM	402B	0ms
SPOTIFY	371B	0ms
COGNITIVLABS.COM	184B	0ms
SEGMENT	172B	0ms
ADXCEL-EC2.COM	131B	0ms
POINTMEDIATRACKER.COM	0B	0ms

N/A

Avoid large layout shifts CLS

4 elements found

These DOM elements contribute most to the CLS of the page.

ELEMENT	CLS CONTRIBUTION
Our hair growth formulas meet your body where it's at. <h2 class="textelement nova Title-20-Super-Normal text-center bg-filter filter-two ...">	0.00
Hair health is whole-body health. <h1 class="textelement nova Title-30-Super-Normal text-center lg:text-left bg-filter...">	0.00
Nutrafol Skin <div class="h-full items-center flex-1 toggler-gradient Skin css-sncxrr" data-element="Flex" data-component="NavSwitcher" data-source-file="navswitch.js">	0.00
Take the Quiz <div class="takequiz css-lajfpqa">	0.00

N/A

Largest Contentful Paint element LCP

1,020 ms

This is the largest contentful element painted within the viewport.

ELEMENT

```
div.css-21fyze > div.css-17lo5mf > div.css-10v97ws > img
```

```

```

PHASE	% OF LCP	TIMING
TTFB	6%	58ms
Load Delay	7%	72ms
Load Time	3%	29ms
Render Delay	84%	856ms

N/A

Avoid serving legacy JavaScript to modern browsers TBT

Potential savings of 71.7KB

Polyfills and transforms enable legacy browsers to use new JavaScript features. However, many aren't necessary for modern browsers. For your bundled JavaScript, adopt a modern script deployment strategy using module/nomodule feature detection to reduce the amount of code shipped to modern browsers, while retaining support for legacy browsers.

URL	POTENTIAL SAVINGS
https://connect.facebook.net/en_US/fbevents.js	10.5KB
Line:23 Column:2302	@babel/pugin-transformation-clas ses
Line:272 Column:15628	Array.prototype. map
Line:272 Column:23417	Array. from
Line:272 Column:25990	Array.prototype. filter
Line:272 Column:29007	Array.prototype. find
https://analytics.tiktok.com/i18n/pixel/static/main.MWZhMDU3MTU4MQ.js	10.4KB
Line:1 Column:7085	@babel/pugin-transformation-clas ses
Line:1 Column:305108	Object.defineProperty
Line:1 Column:305597	Object.entries
Line:1 Column:306374	Object.freeze
Line:1 Column:308177	Object.getPrototypeOf
Line:1 Column:308878	Object.getPrototypeOf

	ypeOf	
Line:1 Column:309151	Object.prototype	
Line:1 Column:309309	Object.prototype.constructor	
Line:1 Column:309461	Object.prototype.constructor.prototype	
Line:1 Column:309588	Object.prototype.constructor.prototype.constructor	
Line:1 Column:309765	Object.prototype.constructor.prototype.constructor.prototype	
Line:1 Column:309963	Object.prototype.constructor.prototype.constructor.prototype.constructor	
Line:1 Column:310469	Object.prototype.constructor.prototype.constructor.prototype.constructor.prototype	
Line:1 Column:310536	Object.prototype.constructor.prototype.constructor.prototype.constructor.prototype.constructor	
https://analytics.tiktok.com/i18n/pixel/static/main.MWZhMDU3MTU4MQ.js		10.4KB
Line:1 Column:7085	@babel/plugin-transform-class-classes	
Line:1 Column:305108	Object.defineProperty	
Line:1 Column:305597	Object.entries	
Line:1 Column:306374	Object.freeze	
Line:1 Column:308177	Object.get	

URL	POTENTIAL SAVINGS
Line:1 Column:308878	etOw nPro pert yDes crip tors Obje ct.g etPr otot ypeO f
Line:1 Column:309151	Obje ct.i sExt ensi ble
Line:1 Column:309309	Obje ct.i sFro zen
Line:1 Column:309461	Obje ct.i sSea led
Line:1 Column:309588	Obje ct.k eys
Line:1 Column:309765	Obje ct.p reve ntEx tens ions
Line:1 Column:309963	Obje ct.s eal
Line:1 Column:310469	Obje ct.s etPr otot ypeO f
Line:1 Column:310536	Obje ct.v alue s
https://b-code.liadm.com/a-08u3.min.js	9.54KB
Line:0 Column:15578	Stri ng.f romC odeP oint
Line:0 Column:42065	Dat e.no w
Line:0 Column:42499	Obje ct.e ntri es
Line:0 Column:56129	Obje ct.k

URL	POTENTIAL SAVINGS
Line:0 Column:5759	@bab el/p lugi n-tr ansf orm- clas ses
https://analytics.tiktok.com/i18n/pixel/static/identify_45dd5971.js	54B
Line:0 Column:102522	@bab el/p lugi n-tr ansf orm- clas ses
https://connect.facebook.net/signals/config/1622797688000916?v=2.9.179&r=stable&domain=nutrafol.com&hme=b8122d5d96cd6f542162ba4f497489972d1ebe228d24c39d34f560e30ae932ce&ex_m=70%2C122%2C107%2C111%2C61%2C4%2C100%2C69%2C16%2C97%2C89%2C51%2C54%2C173%2C176%2C188%2C184%2C185%2C187%2C29%2C101%2C53%2C77%2C186%2C168%2C171%2C181%2C182%2C189%2C132%2C41%2C191%2C192%2C34%2C144%2C15%2C50%2C197%2C196%2C134%2C18%2C40%2C1%2C43%2C65%2C66%2C67%2C71%2C93%2C17%2C14%2C96%2C92%2C91%2C108%2C52%2C110%2C39%2C109%2C30%2C94%2C26%2C169%2C172%2C141%2C86%2C56%2C84%2C33%2C73%2C0%2C95%2C32%2C28%2C82%2C83%2C88%2C47%2C46%2C87%2C37%2C11%2C12%2C13%2C6%2C7%2C25%2C22%2C23%2C57%2C62%2C64%2C75%2C102%2C27%2C76%2C9%2C8%2C80%2C48%2C21%2C104%2C103%2C105%2C98%2C10%2C20%2C3%2C38%2C74%2C19%2C5%2C90%2C81%2C44%2C35%2C85%2C2%2C36%2C63%2C42%2C106%2C45%2C79%2C68%2C112%2C60%2C59%2C31%2C99%2C58%2C55%2C49%2C78%2C72%2C24%2C113	40B
Line:22 Column:509	@bab el/p lugi n-tr ansf orm- clas ses

N/A

Reduce initial server response time

FCP

LCP

Root document took 2ms

Keep the server response time for the main document short because all other requests depend on it.

URL	TIME SPENT
https://nutrafol.com/	2ms