

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

Report generated: Mon, Oct 14, 2024 4:01 AM -0700 (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 62%	Structure 68%	L. Contentful Paint 1.6s	T. Blocking Time 1.0s	C. Layout Shift 0
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Top Issues

High	Avoid enormous network payloads LCP	Total size was 14.9MB
Med-High	Avoid chaining critical requests LCP FCP	15 chains found
Med-High	Avoid long main-thread tasks TBT	20 long tasks found
Med	Use explicit width and height on image elements CLS	27 images found
Med	Serve static assets with an efficient cache policy	Potential savings of 1.76MB

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.

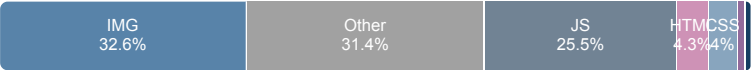
Page Details



Total Page Size - 11.0MB



Total Page Requests - 322



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.

Hairburst Hair Growth Vitamins Cosmetics

/	301	hairburst.com	0	175ms				
/	200	hairburst.com	101KB	504ms				
POST visitors	400	app.shoplift.ai	270B	212ms				
custom-base.css?v=6491...	200	hairburst.com	1.77KB	55ms				
preloads.js?locale=en-GB	200	hairburst.com	2.01KB	65ms				
preloads.js?locale=en-GB...	200	shop.app	550B	167ms				
OPTIONS visitors	204	app.shoplift.ai	0	112ms				
load_feature-f4e7948c1c9...	200	hairburst.com	4.12KB	155ms				
storefront-80e528be853ea...	200	hairburst.com	19.1KB	379ms				
jquery.min.js	200	ajax.googleapis.com	30.3KB	41ms				
videowise-bg.js.gz	200	assets.videowise.com	3.05KB	39ms				
css2?family=Poppins:wg...	200	fonts.googleapis.com	704B	53ms				
widget.js	200	staticw2.yotpo.com	144KB	467ms				
free-gift.js?v=7898774743...	200	hairburst.com	1.80KB	37ms				
css2?family=Work+Sans:...	200	fonts.googleapis.com	576B	31ms				
easylocation-1.0.3.min.js	200	hairburst.com	13.3KB	876ms				
pusher.js	200	sendlane.com	26.8KB	325ms				
10046487-10047100.js	200	cdn-4.convertexperi...	53.2KB	120ms				
style.css.gz	200	assets.videowise.com	29.6KB	15ms				
vendors.js.gz	200	assets.videowise.com	14.1KB	284ms				
client.js.gz	200	assets.videowise.com	20.6KB	285ms				
shopify-perf-kit-1.0.0.min.js	200	hairburst.com	6.36KB	298ms				
hamburger.svg?v=302103...	200	hairburst.com	1.16KB	298ms				
search_right.svg?v=1498...	200	hairburst.com	1.25KB	331ms				
Hairburst_Logo_Grey.png...	200	hairburst.com	13.9KB	403ms				
search.svg?v=664396287...	200	hairburst.com	1.18KB	403ms				
account.svg?v=12863093...	200	hairburst.com	1.14KB	404ms				
gb_flag.svg?v=146822708...	200	hairburst.com	1.12KB	404ms				
cart.svg?v=110553916138...	200	hairburst.com	1.33KB	404ms				
menu.svg?v=1398693963...	200	hairburst.com	1.05KB	404ms				
uk_flag.svg?107171	404	hairburst.com	2.71KB	574ms				
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instagram.svg?v=368168...	200	hairburst.com	1.92KB	431ms				
messenger.svg?v=187498...	200	hairburst.com	1.19KB	431ms				
facebook.svg?v=1242094...	200	hairburst.com	1.21KB	431ms				
tiktok.svg?v=4029565584...	200	hairburst.com	1.52KB	431ms				
whatsapp.svg?v=1267528...	200	hairburst.com	1.45KB	431ms				
Delivery_icon_c2b4a65b-...	200	hairburst.com	2.01KB	431ms				
Star_1_30x.png?v=17285...	200	hairburst.com	1.93KB	431ms				
Ruler_icon_8f98cc9e-13c...	200	hairburst.com	1.93KB	431ms				
Guarantee_Certificate_30...	200	hairburst.com	2.10KB	431ms				
HB_24_ADVANCED__HAI...	200	hairburst.com	3.70KB	431ms				
CONDITIONER_WHITELO...	200	hairburst.com	4.00KB	431ms				
no-image-2048-5e88c1b2...	200	hairburst.com	2.49KB	431ms				
UK_LAUNCH_BANNER_D...	200	hairburst.com	108KB	459ms				
UK_MOBILE_9_1100x.jpg...	200	hairburst.com	130KB	515ms				
Indy_AsFeaturedIn_2021-...	200	hairburst.com	3.11KB	447ms				
SS_press_DailyMail_160x...	200	hairburst.com	3.06KB	447ms				
HarpersBazaar_Logo_201...	200	hairburst.com	4.08KB	448ms				
cosmo-logo_x40.png?v=1...	200	hairburst.com	4.36KB	448ms				
elle-magazine-logo_160x1...	200	hairburst.com	2.86KB	448ms				
healthy-logo_x40.png?v=...	200	hairburst.com	3.10KB	448ms				
look-logo-white_160x160...	200	hairburst.com	2.97KB	448ms				

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Vegan_418bd187-bbaf-49...	200	hairburst.com	2.33KB		458ms				
quote.png?v=4618456636...	200	hairburst.com	6.40KB		458ms				
THE_MIRROR_LOGO_200...	200	hairburst.com	3.71KB		458ms				
Group_3_2000x.svg?v=17...	200	hairburst.com	4.11KB		458ms				
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THE_METRO_LOGO_200...	200	hairburst.com	6.03KB		513ms				
SHAMP-COND-VITAMIN_...	200	hairburst.com	8.89KB		467ms				
CHEWABLESOFIABEFOR...	200	hairburst.com	22.1KB		467ms				
SHAMP-COND-ELIXIR_1_...	200	hairburst.com	8.17KB		501ms				
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SHAMPOOANDCONDITIO...	200	hairburst.com	6.58KB		501ms				
MEGANCHEWABLEBUND...	200	hairburst.com	16.3KB		527ms				
HORMONE-FREE_TEXT_...	200	hairburst.com	4.34KB		513ms				
LASH_AND_BROW_BEF...	200	hairburst.com	23.9KB		513ms				
L_B_DUO_08282f01-d5eb...	200	hairburst.com	6.41KB		526ms				
HB_24_ADVANCED__HAI...	200	hairburst.com	4.64KB		537ms				
KERRI_AHF_BEFORE_A...	200	hairburst.com	15.5KB		521ms				
HB_BABY-HAIR-TAMER_...	200	hairburst.com	4.29KB		521ms				
HBB12881GROUPSTANDI...	200	hairburst.com	6.12KB		521ms				
HB16SMOOTHING-BALM...	200	hairburst.com	3.74KB		521ms				
SOFIA_BALM_BEFORE_...	200	hairburst.com	20.2KB		526ms				
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DRY_BUNDLE_300x.jpg?...	200	hairburst.com	9.47KB		537ms				
component-image-with-te...	200	hairburst.com	2.22KB		81ms				
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35_BEFORE_AND_AFTE...	200	hairburst.com	39.0KB		576ms				
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dist.js	200	widget.reviews.io	5.12KB		94ms				
dist.css	200	widget.reviews.io	1.11KB		92ms				
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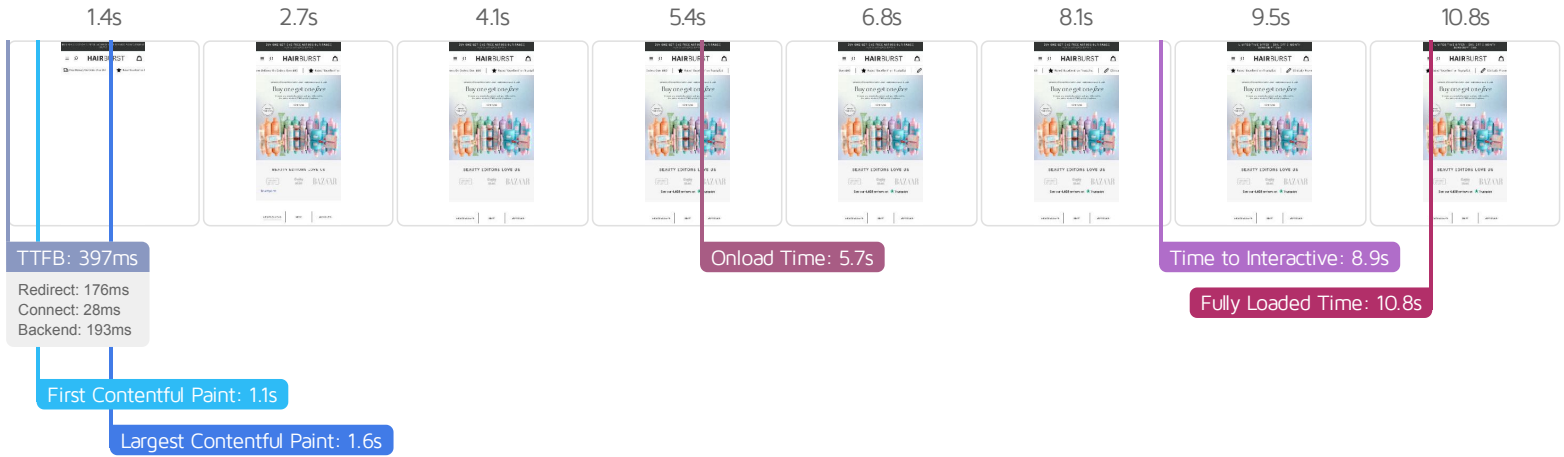
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event?cacheBust=241490...	204	track.sendlane.com	706B		402ms				
eyJkb21haW4iOiJoYWlyY...	302	track.sendlane.com	0		477ms				
widget.css?widget_versi...	200	staticw2.yotpo.com	38.6KB		64ms				
hairburst.com.json	200	c.heatmap.com	1.00KB		38ms				
heatmap.php?_req=_cip&...	200	dashboard.heatmap....	261B		149ms				
background_grid.png?v=...	200	cdn.shopify.com	1.22KB		30ms				
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modern/	200	hairburst.com	22.8KB		31ms				
Advanced_homepage_9d...	200	hairburst.com	20.2KB		37ms				
POST produce_batch	200	hairburst.com	0		124ms				
1706889631089_1f8fb62c-...	206	cdn2.videowise.com	1.38MB		205ms				
1706889754430_48e26974...	(incomplete)	cdn2.videowise.com	5.00MB						>8.7s
open_sans.css	200	staticw2.yotpo.com	216B		27ms				
test_1_7f055a3e-44bc-408...	200	hairburst.com	12.7KB		87ms				
worker.modern.js	200	hairburst.com	22.5KB		84ms				
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POST produce_batch	200	hairburst.com	0		124ms				
POST produce_batch	200	hairburst.com	0		135ms				
/	200	geo.geoproapp.com	865B		144ms				
OPTIONS /	200	geo.geoproapp.com	0		58ms				
POST produce_batch	200	hairburst.com	0		130ms				
runtime-config.json	200	na-library.klarnaservi...	1.19KB		63ms				
style.css	200	d19ayerf5ehaab.clou...	2.72KB		51ms				
site.js	200	ribbon.hairburst.com	3.76KB		79ms				
config.js	200	shopify-gtm-suite.get...	526B		54ms				
POST produce_batch	200	hairburst.com	0		134ms				
style.css?t=20240411	200	assets.reviews.io	1.14KB		40ms				
rating-batch?sku=hairbur...	200	api.reviews.io	2.48KB		77ms				
rating-batch?sku=the-tota...	200	api.reviews.io	2.59KB		71ms				
sdk.js	200	na-library.klarnaservi...	101KB		28ms				
analytics.js	200	hairburst.com	7.88KB		30ms				
config.js	200	hairburst.com	526B		181ms				
independent.json?shop=...	200	api-cdn.videowise.com	536B		456ms				
bulk.json?widget=65bb80...	200	api-cdn.videowise.com	7.63KB		40ms				
OPTIONS independent.js...	204	api-cdn.videowise.com	0		438ms				
bulk.json?widget=&shop...	200	api-cdn.videowise.com	551B		41ms				
consent-tracking-api.js	200	cdn.shopify.com	4.45KB		36ms				
cart.json	200	hairburst.com	1.51KB		164ms				
i?e=pv&page=Hairburst%...	200	p.yotpo.com	35B		58ms				
index.html?templateId=54...	200	widget.trustpilot.com	1.98KB		42ms				
main.js	200	widget.trustpilot.com	17.0KB		22ms				
product-widget-iconfont....	200	d19ayerf5ehaab.clou...	8.44KB		179ms				
hairburst-b1.js	200	storage.googleapis.c...	6.64KB		68ms				
revsglobal-pr-mod.woff2?...	200	assets.reviews.io	11.7KB		219ms				

POST data	200	kinesis.heatmap.com	2B								527ms			
dl-web-pixel-lax-custom.js	200	shopify-gtm-suite.get...	13.0KB								18ms			
POST produce_batch	200	hairburst.com	0								180ms			
5419b6a8b0d04a076446a...	200	widget.trustpilot.com	0.98KB								15ms			
TrustboxImpression?loca...	204	widget.trustpilot.com	309B								23ms			
TrustboxView?locale=en-...	204	widget.trustpilot.com	309B								23ms			
style.css.gz	200	assets.videowise.com	0								6ms			
923-8963.js	200	assets.videowise.com	1.05KB								7ms			
p?s=t&v=210&rsc=false&...	200	ribbon.hairburst.com	255B								447ms			
dl-app-embed-block.js	200	hairburst.com	15.8KB								230ms			
black_h265.mp4	206	cdn2.videowise.com	5.18KB								10ms			
POST produce	(canceled)	monorail-edge.shopif...	0								276ms			
OPTIONS produce	200	monorail-edge.shopif...	0								144ms			
POST produce	(canceled)	monorail-edge.shopif...	0								275ms			
OPTIONS produce	200	monorail-edge.shopif...	0								144ms			
923-3938.js	200	assets.videowise.com	1.94KB								7ms			
923-5078.js	200	assets.videowise.com	1.68KB								7ms			
923-8028.js	200	assets.videowise.com	4.63KB								7ms			
923-CarouselFeature.js	200	assets.videowise.com	8.37KB								11ms			
923-SeoBlock.js	200	assets.videowise.com	306B								10ms			
923-CarouselUI.js	200	assets.videowise.com	974B								10ms			
POST view	(canceled)	api.videowise.com	0								619ms			
OPTIONS view	204	api.videowise.com	0								318ms			
923-Heading.js	200	assets.videowise.com	656B								10ms			
923-VideoCard.js	200	assets.videowise.com	6.88KB								12ms			
gtm.js?id=GTM-T2XSWLL	200	googletagmanager.c...	120KB								87ms			
POST heatmap.php	200	dashboard.heatmap....	0								153ms			
2b8836892962b4c6d9eb0...	200	cdn.cookie-script.com	1B								57ms			
events.js?sdkid=C9FAM8...	200	analytics.tiktok.com	2.12KB								185ms			
core.js	200	s.pinimg.com	1.83KB								172ms			
g6gv4flknm?ref=elevat	200	clarity.ms	689B								126ms			
js?id=G-4B0GVGRTHB&l...	200	googletagmanager.c...	104KB								52ms			
js?id=G-4NET26477H&l=d...	200	googletagmanager.c...	99KB								72ms			
fbevents.js	200	connect.facebook.net	57.7KB								439ms			
POST elevat?source_url=...	(canceled)	hairburst.com	0								321ms			
p?s=t&v=210&rsc=false&...	200	ribbon.hairburst.com	269B								490ms			
clarity.js	200	clarity.ms	27.0KB								11ms			
POST produce_batch	200	hairburst.com	0								135ms			
main.97c41ef3.js	200	s.pinimg.com	23.1KB								134ms			
main.MTdkNGE4ZTU0Mw.js	200	analytics.tiktok.com	95.1KB								51ms			
POST collect	204	s.clarity.ms	0								270ms			
identify_7bf75739.js	200	analytics.tiktok.com	38.6KB								18ms			
POST pixel	200	analytics.tiktok.com	879B								190ms			
2402821473071937?v=2.9...	200	connect.facebook.net	14.7KB								177ms			
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user?event=pagevisit&ed...	200	ct.pinterest.com	618B								30ms			
v3?tid=2620158860400&p...	200	ct.pinterest.com	433B								32ms			
v3?event=pagevisit&ed=...	200	ct.pinterest.com	665B								28ms			
POST landing?gcs=G111...	302	google.com	42B								59ms			
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landing?gcs=G111&gcd=...	200	googleads.g.doublec...	42B								43ms			
POST collect	204	s.clarity.ms	0								279ms			
undefined	(canceled)	hairburst.com	0								248ms			
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naturalkik.myshopify.com...	200	ecommplugins-trustb...	123B								236ms			
naturalkik.js?71712592477...	200	storage.googleapis.c...	4.85KB								166ms			
loader.js?t=171341934243...	200	cdn.shopify.com	2.08KB								50ms			
01GYCC6FY0WFP5CCXJ...	(canceled)	config.gorgias.chat	0								253ms			
loader.js?g_cvt_id=51bea...	(canceled)	bundle.dyn-rev.app	0								252ms			
polyfills.legWBDja.js	200	cdn.shopify.com	14.9KB								87ms			
c.gif	302	c.clarity.ms	0								229ms			
token_create.js	200	ct.pinterest.com	4.18KB								40ms			

ct.html	200	ct.pinterest.com	323B					63ms		
destination?id=AW-93245...	200	googletagmanager.c...	93.6KB					183ms		
20169.js	200	dwin1.com	15.1KB					109ms		
bat.js	200	bat.bing.com	14.1KB					186ms		
POST act	200	analytics.tiktok.com	880B					402ms		
app.CBTi4rg4.js	200	cdn.shopify.com	367KB					224ms		
tp.min.js	200	invitejs.trustpilot.com	3.97KB					128ms		
js?id=AW-932455665	200	googletagmanager.c...	93.7KB					122ms		
c.gif?ctsa=mr&CtsSyncl...	302	c.bing.com	0					150ms		
lantern_global_20169.min.js	200	lantern.roeyecd.com	1.77KB					65ms		
20169.js?pageType=generic	200	awinscripts.tyviso.com	910B					65ms		
c.gif?ctsa=mr&CtsSyncl...	200	c.clarity.ms	42B					15ms		
OnePage.BwplTLKg.js	200	cdn.shopify.com	35.8KB					49ms		
11033317.js	200	bat.bing.com	974B					19ms		
td?id=AW-932455665&v=...	204	googletagmanager.c...	0					25ms		
event?cacheBust=142180...	204	track.sendlane.com	706B					282ms		
track.php?fingerprint=b2...	200	lantern.roeye.com	153B					67ms		
DeliveryMethodSelectorS...	200	cdn.shopify.com	21.0KB					42ms		
11033317	200	bat.bing.com	763B					96ms		
0?ti=11033317&Ver=2&mi...	204	bat.bing.com	296B					25ms		
useUnauthenticatedError...	200	cdn.shopify.com	1.53KB					33ms		
LegacyVaultedShippingM...	200	cdn.shopify.com	1.27KB					33ms		
?section_id=cart_content...	200	hairburst.com	2.13KB					247ms		
Rollup.C3L5PRtn.js	200	cdn.shopify.com	2.39KB					26ms		
0.7.48	200	bat.bing.com	14.9KB					25ms		
SubscriptionPriceBreakd...	200	cdn.shopify.com	3.22KB					40ms		
RageClickCapture.DJgQS...	200	cdn.shopify.com	2.09KB					34ms		
ShopPayLogo.CQP4cpv4.js	200	cdn.shopify.com	2.25KB					27ms		
hairburst_icon_grey_0f85...	200	hairburst.com	2.04KB					42ms		
PurchaseOptionsAgreem...	200	cdn.shopify.com	3.13KB					31ms		
POST s	204	bat.bing.com	213B					102ms		
PickupPointCarrierLogo....	200	cdn.shopify.com	2.48KB					33ms		
hooks.cUQo04SP.js	200	cdn.shopify.com	3.84KB					31ms		
gift_products.css?v=6926...	200	hairburst.com	1.36KB					38ms		
VaultedPayment.C-gnuR5...	200	cdn.shopify.com	39.6KB					33ms		
OnePageModal.jCPgLEjd.js	200	cdn.shopify.com	1.43KB					28ms		
932455665?random=1728...	200	googleads.g.doublec...	2.33KB					25ms		
932455665?random=1728...	200	googleads.g.doublec...	2.32KB					20ms		
932455665?random=1728...	200	googleads.g.doublec...	2.31KB					26ms		
932455665?random=1728...	200	googleads.g.doublec...	2.41KB					31ms		
POST 932455665?gtm=45...	204	google.com	545B					75ms		
useShowShopPayOptin.D...	200	cdn.shopify.com	1.84KB					62ms		
932455665?random=1728...	200	google.com	42B					23ms		
932455665?random=1728...	200	google.co.uk	42B					92ms		
932455665?random=1728...	200	google.com	42B					35ms		
932455665?random=1728...	200	google.co.uk	42B					85ms		
932455665?random=1728...	200	google.com	42B					33ms		
932455665?random=1728...	200	google.co.uk	42B					80ms		
932455665?random=1728...	200	google.com	64B					46ms		
932455665?random=1728...	200	google.co.uk	42B					56ms		
Section.Cgkq2SCR.js	200	cdn.shopify.com	2.06KB					28ms		
useGooglePaySdk.CjSCf...	200	cdn.shopify.com	6.30KB					27ms		
ShopPayLoginLoader.-Lx...	200	cdn.shopify.com	2.80KB					30ms		
publishMessage.BSCaMIj...	200	cdn.shopify.com	2.13KB					27ms		
PayButtonSection.CbQyR...	200	cdn.shopify.com	4.63KB					34ms		
context.nPi2KOI1.js	200	cdn.shopify.com	3.35KB					32ms		
DutyOptions.DEvLP76I.js	200	cdn.shopify.com	4.83KB					29ms		
useAmazonContact.DubE...	200	cdn.shopify.com	3.60KB					26ms		
StockProblemsLinItemLi...	200	cdn.shopify.com	1.77KB					25ms		
component-ShopPayVerif...	200	cdn.shopify.com	7.74KB					29ms		
index.COuagLzQ.js	200	cdn.shopify.com	25.8KB					28ms		
app.DhZZMK7-.css	200	cdn.shopify.com	22.8KB					41ms		

OnePage.BL1uXB7_.css	200	cdn.shopify.com	1.75KB					38ms		
DeliveryMethodSelectorS...	200	cdn.shopify.com	2.94KB					31ms		
Rollup.o9Mx-fKL.css	200	cdn.shopify.com	1.07KB					30ms		
SubscriptionPriceBreakd...	200	cdn.shopify.com	841B					78ms		
RageClickCapture.DnkQ4...	200	cdn.shopify.com	846B					41ms		
ShopPayLogo.D_HPU8Dh...	200	cdn.shopify.com	834B					27ms		
PickupPointCarrierLogo....	200	cdn.shopify.com	787B					38ms		
VaultedPayment.Bk8Je7sl...	200	cdn.shopify.com	2.20KB					34ms		
Section.sQehCocD.css	200	cdn.shopify.com	811B					27ms		
POST collect	204	s.clarity.ms	0					81ms		
ShopPayLoginLoader.CjG...	200	cdn.shopify.com	844B					39ms		
PayButtonSection.DF7trk...	200	cdn.shopify.com	875B					58ms		
DutyOptions.CtZGmwZL....	200	cdn.shopify.com	1.69KB					25ms		
useAmazonContact.D-Ox...	200	cdn.shopify.com	893B					30ms		
StockProblemsLinItemLi...	200	cdn.shopify.com	829B					29ms		
ShopPayVerificationSwitc...	200	cdn.shopify.com	1.40KB					33ms		
worksans_n4.29e3afeb38...	200	fonts.shopifycdn.com	26.1KB					66ms		
worksans_n7.35eac55373...	200	fonts.shopifycdn.com	28.3KB					56ms		
HB_LOGO_SQUARE_x32...	200	cdn.shopify.com	20.5KB					27ms		
heatmap-light.min.js?sid=...	200	dashboard.heatmap....	164KB					19ms		
POST collect	204	s.clarity.ms	0							127ms

322 Requests	11.0MB (16.8MB Uncompressed)	10.8s (Onload 5.7s)
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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

1.1s

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

8.9s

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

1.7s

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

1.0s

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.

OK, but consider improvement

1.6s

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

176ms

Connect

28ms

Backend

193ms

TTFB

397ms

First Paint

1.1s

DOM Int.

3.4s

DOM Loaded

3.5s

Onload

5.7s

Fully Loaded

10.8s

IMPACT AUDIT

High

Avoid enormous network payloads LCP

Total size was 14.9MB

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

URL	TRANSFER SIZE
https://cdn2.videowise.com/converted/videos/1706889754430_48e26974-fe6d-4cd2-8e64-ec6e2b88d2a0_h264c.mp4	8.78MB
https://cdn2.videowise.com/converted/videos/1706889631089_1f8fb62c-26f3-4d6e-b21f-87dfe1003e7b_h264c.mp4	1.38MB
https://cdn2.videowise.com/custom-videos/thumbnails/1706890481451_489594e3-f2b2-491e-96c5-c67ba9011b16.webp	479KB
https://cdn.shopify.com/shopifycloud/checkout-web/assets/c1.en/app.CBTi4rg4.js	367KB
https://cdn2.videowise.com/custom-videos/thumbnails/1706890554195_ce0604c0-e338-465c-a8d9-31107d98c67e.webp	353KB
https://dashboard.heatmap.com/heatmap-light.min.js?sid=1386&src=prep	165KB
https://staticw2.yotpo.com/IonRacVp3ubOwK4Dyl_se1PpbwplIYTOEYrls15f9/widget.js	144KB
https://www.hairburst.com/cdn/shop/files/UK_MOBILE_9_1100x.jpg?v=1728469379	130KB
https://www.googletagmanager.com/gtm.js?id=GTM-T2XSWLL	120KB
https://www.hairburst.com/cdn/shop/files/UK_LAUNCH_BANNER_DESKTOP_3_2000x.jpg?v=1728469359	108KB

Med-High

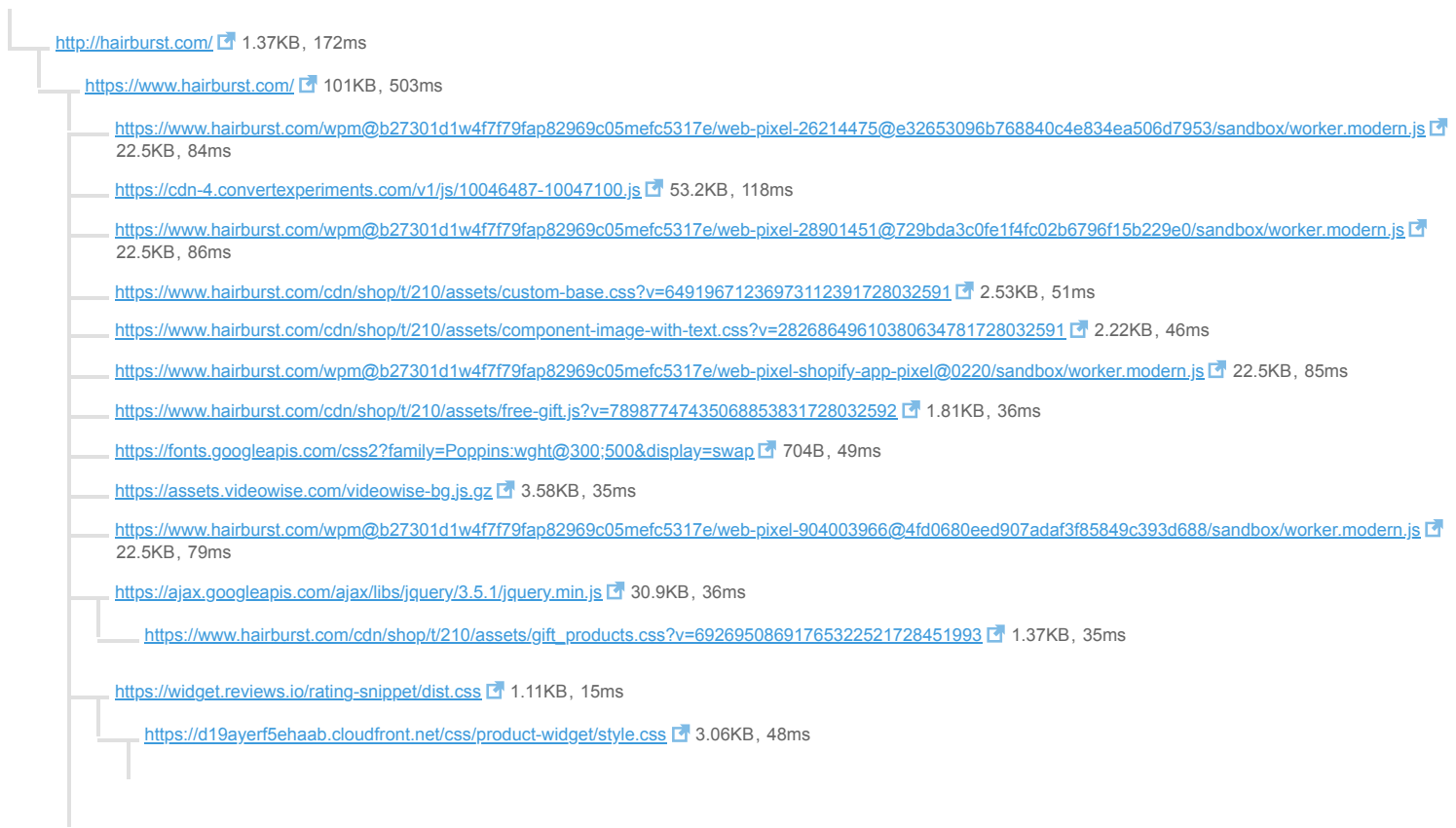
Avoid chaining critical requests FCP LCP

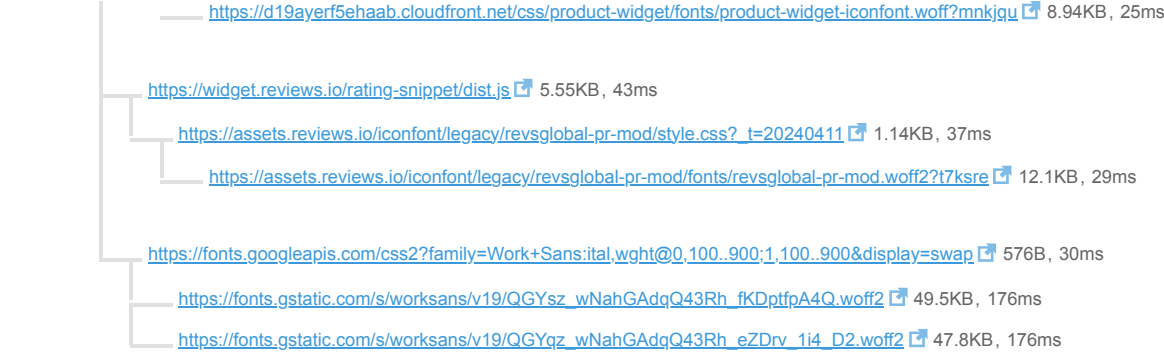
15 chains found

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: 6.7s

INITIAL NAVIGATION





Med-High

Avoid long main-thread tasksTBT

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.hairburst.com/cdn/wpm/bb27301d1w4f7f9fap82969c05mefc5317em.js	1.7s	361ms
https://widget.reviews.io/rating-snippet/dist.js	3.6s	222ms
https://www.hairburst.com/	829ms	125ms
https://www.hairburst.com/	5.7s	120ms
https://dashboard.heatmap.com/heatmap-light.min.js?sid=1386&src=prep	8.8s	111ms
https://www.hairburst.com/	3.4s	106ms
https://analytics.tiktok.com/i18n/pixel/static/main.MTdKNGE4ZTU0Mw.js	5.2s	92ms
https://storage.googleapis.com/gsf-scripts/global-remarketing/naturalkik.js?1712592477&shop=naturalkik.myshopify.com	6.7s	91ms
Unattributable	4.2s	91ms
https://www.hairburst.com/	3.0s	87ms
https://www.googletagmanager.com/gtag/js?id=AW-932455665	6.2s	82ms
https://www.hairburst.com/	2.9s	80ms
https://www.googletagmanager.com/gtag/destination?id=AW-932455665&l=dataLayer&cx=c	6.1s	70ms
https://www.clarity.ms/s/0.7.48/clarity.js	5.1s	70ms
https://www.hairburst.com/	1.1s	67ms
https://www.googletagmanager.com/gtag/js?id=G-4B0GVGRTHB&l=dataLayer&cx=c	5.0s	64ms
https://assets.videowise.com/client.js.gz	3.9s	59ms
https://cdn-4.convertexperiments.com/v1/js/10046487-10047100.js	4.8s	58ms
https://www.googletagmanager.com/gtm.js?id=GTM-T2XSWLL	4.7s	57ms
https://www.dwin1.com/20169.js	5.9s	56ms

Med

Use explicit width and height on image elementsCLS

27 images found

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

FAILING ELEMENTS

mob_menu

```

```

Premium & Naturally Derived Ingredients

```

```

ISO 9001:2015 CERTIFIED

```

```

Made in the UK

```

```

Cruelty Free

```

```

Follow HACCP Management Systems

```

```

MANUFACTURED IN COMPLIANT FACILITIES

```

```

cart

```

```

```
div.logo_swiper > div#swiper-wrapper-59805699d79814dd > div.swiper-slide > img.block_img
```

```

```

certificate icons

```
<img data-content=""<p>
```

certificate icons

```
<img data-content=""<p>
```

certificate icons

```
<img data-content=""<p>
```

certificate icons

```
<img data-content=""<p>
```

certificate icons

```
<img data-content=""<p>
```

certificate icons

```
<img data-content=""<p>
```

```
div.logo_swiper > div#swiper-wrapper-59805699d79814dd > div.swiper-slide > img.block_img
```

```

```

```
div.logo_swiper > div#swiper-wrapper-59805699d79814dd > div.swiper-slide > img.block_img
```

```

```

```
div.logo_swiper > div#swiper-wrapper-59805699d79814dd > div.swiper-slide > img.block_img
```

```

```

```
div.logo_swiper > div#swiper-wrapper-59805699d79814dd > div.swiper-slide > img.block_img
```

```

```

```
div.logo_swiper > div#swiper-wrapper-59805699d79814dd > div.swiper-slide > img.block_img
```

```

```

```
div.logo_swiper > div#swiper-wrapper-59805699d79814dd > div.swiper-slide > img.block_img
```

```

```

```
div.logo_swiper > div#swiper-wrapper-59805699d79814dd > div.swiper-slide > img.block_img
```

```

```

```
div.logo_swiper > div#swiper-wrapper-59805699d79814dd > div.swiper-slide > img.block_img
```

FAILING ELEMENTS

```

div.logo_swiper > div#swiper-wrapper-59805699d79814dd > div.swiper-slide > img.block_img

div.logo_swiper > div#swiper-wrapper-59805699d79814dd > div.swiper-slide > img.block_img

div.logo_swiper > div#swiper-wrapper-59805699d79814dd > div.swiper-slide > img.block_img

div.logo_swiper > div#swiper-wrapper-59805699d79814dd > div.swiper-slide > img.block_img

```

Med

Serve static assets with an efficient cache policy

Potential savings of 1.76MB

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

URL	CACHE TTL	TRANSFER SIZE
https://www.hairburst.com/	none	101KB
https://ecommpugins-scripts.trustpilot.com/v2.1/js/header.min.js?settings=eyJrZXkiOiJlEjBkUUVdIM1FiNGFKWHA0liwicyl6Im5vbWUifQ==&shop=naturalkik.myshopify.com	none	2.93KB
https://lantern.roeyecd.com/lantern_global_20169.min.js	none	2.11KB
https://awinscripts.tyviso.com/20169.js?pageType=generic	none	910B
https://ecommpugins-trustboxsettings.trustpilot.com/naturalkik.myshopify.com.js?settings=1714643351683&shop=naturalkik.myshopify.com	none	496B
https://www.facebook.com/tr/?id=2402821473071937&ev=PageView&dl=https%3A%2F%2Fwww.hairburst.com%2F&rl=&if=false&ts=1728903716337&sw=390&sh=844&ud[external_id]=b6284c550f4d5dcb998b9f8630ab5acd25133457672db815f9283d9137bfc58&v=2.9.170&r=stable&ec=0&o=12318&fbp=fb.1.1728903716324.961265218789215063&cs_est=true&ler=empty&cdl=API_unavailable&it=1728903716123&coo=false&eid=48ad1e52-75dd-42b0-8382-ad3ec5ace208&tm=1&rqm=GET	none	273B
https://cdn.cookie-script.com/s/2b8836892962b4c6d9eb0a84b29f1ef3.js	none	215B
https://lantern.roeye.com/track.php?fingerprint=b265caea-1a55-4a6b-a9ca-c4de72559e92&referrer=&landingpage=https%3A%2F%2Fwww.hairburst.com%2F&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&site=20169	none	153B
https://ribbon.hairburst.com/210/site.js	10 seconds	3.94KB
https://eu-library.klamaservices.com/lib.js	60 seconds	20.4KB
https://shop.app/checkouts/internal/preloads.js?locale=en-GB&shop_id=2649749	60 seconds	550B
https://cdn-4.convertexperiments.com/v1/js/10046487-10047100.js	5 minutes	53.2KB
https://sendlane.com/scripts/pusher.js	5 minutes	26.8KB
https://www.dwin1.com/20169.js	10 minutes	15.1KB
https://cdn.shopify.com/proxy/2c43822d966f267076dcb4bde676a0f040e5a3dc75ce6c482f2d07bcf9cb16/help-center.gorgias.help/api/help-centers/loader.js?t=1713419342433&shop=naturalkik.myshopify.com&sp-cache-control=cHVibGllCBtYXgtYWdlPltkwMA	10 minutes	2.08KB
https://assets.videowise.com/style.css.gz	15 minutes	30.1KB
https://assets.videowise.com/client.js.gz	15 minutes	21.1KB
https://assets.videowise.com/vendors.js.gz	15 minutes	14.7KB
https://assets.videowise.com/videowise-bg.js.gz	15 minutes	3.58KB
https://assets.videowise.com/style.css.gz	15 minutes	0B
https://connect.facebook.net/en_US/fbevents.js	20 minutes	60.1KB
https://connect.facebook.net/signals/config/2402821473071937?v=2.9.170&r=stable&domain=www.hairburst.com&hme=d82868061a8c707cd31395a3055e7449daa03bd520872727258c39e6af34523e&ex_m=70%2C120%2C106%2C110%2C61%2C4%2C99%2C69%2C16%2C96%2C88%2C51%2C54%2C171%2C174%2C186%2C182%2C183%2C185%2C29%2C100%2C53%2C77%2C184%2C166%2C169%2C179%2C180%2C187%2C130%2C41%2C34%2C142%2C15%2C50%2C193%2C192%2C132%2C18%2C40%2C1%2C43%2C65%2C66%2C67%2C71%2C92%2C17%2C14%2C95%2C91%2C90%2C107%2C52%2C109%2C39%2C108%2C30%2C93%2C26%2C167%2C170%2C139%2C28%2C11%2C12%2C13%2C6%2C7%2C25%2C22%2C23%2C57%2C62%2C64%2C75%2C101%2C27%2C76%2C9%2C8%2C80%2C48%2C21%2C103%2C102%2C104%2C97%2C10%2C20%2C3%2C38%2C74%2C19%2C85%2C56%2C83%2C33%2C73%2C0%2C94%2C32%2C82%2C87%2C47%2C46%2C86%2C37%2C5%2C89%2C81%2C44%2C35%2C84%2C2%2C36%2C63%2C42%2C105%2C45%2C79%2C68%2C111%2C60%2C59%2C31%2C98%2C58%2C55%2C49%2C78%2C72%2C24%2C112	20 minutes	14.7KB
https://staticw2.yotpo.com/lonRacVp3ubOwK4DyLse1PpbwplIYTOEYrlsI5t9/widget.js	39 minutes	144KB
https://dashboard.heatmap.com/heatmap-light.min.js?sid=1386&src=prep	60 minutes	165KB
https://dashboard.heatmap.com/preprocessor.min.js?sid=1386	60 minutes	14.1KB
https://www.hairburst.com/cdn/shopifycloud/media-analytics/v0.1/analytics.js	60 minutes	7.88KB
https://shopify-gtm-suite.getelevar.com/configs/93795571a9bd124dfa71634491ddfa3fea4c9796/config.js	60 minutes	1.12KB
https://www.hairburst.com/a/elevar/static/configs/93795571a9bd124dfa71634491ddfa3fea4c9796/config.js	60 minutes	0B
https://staticw2.yotpo.com/lonRacVp3ubOwK4DyLse1PpbwplIYTOEYrlsI5t9/widget.css?widget_version=2024-09-30_12-52-23	1 hour	39.2KB
https://widget.reviews.io/rating-snippet/dist.js	2 hours	5.55KB
https://ct.pinterest.com/static/ct/token_create.js	2 hours	4.18KB
https://s.pinimg.com/ct/core.js	2 hours	2.09KB
https://widget.reviews.io/rating-snippet/dist.css	2 hours	1.11KB
https://www.clarity.ms/s/0.7.48/clarity.js	24 hours	27.0KB
https://widget.trustpilot.com/trustboxes/5419b6a8b0d04a076446a9ad/main.js	24 hours	17.5KB
https://bat.bing.com/p/insights/s/0.7.48	24 hours	15.2KB
https://widget.trustpilot.com/bootstrap/v5/tp.widget.bootstrap.min.js	24 hours	7.64KB
https://invitejs.trustpilot.com/tp.min.js	24 hours	3.97KB
https://assets.videowise.com/923-CarouselFeature.js	7 days	8.92KB
https://assets.videowise.com/923-VideoCard.js	7 days	7.41KB
https://assets.videowise.com/923-8028.js	7 days	5.17KB

URL	CACHE TTL	TRANSFER SIZE
• https://assets.videowise.com/923-3938.js	7 days	2.47KB
• https://assets.videowise.com/923-5078.js	7 days	2.22KB
• https://assets.videowise.com/923-8963.js	7 days	1.58KB
• https://assets.videowise.com/923-CarouselUI.js	7 days	1.48KB
• https://assets.videowise.com/923-Heading.js	7 days	1.19KB
• https://assets.videowise.com/923-SeoBlock.js	7 days	865B
• https://staticw2.yotpo.com/assets/open_sans.css	7 days	587B
• https://s.pinimg.com/ct/lib/main.97c41ef3.js	14 days	23.4KB
• https://cdn2.videowise.com/converted/videos/1706889754430_48e26974-fe6d-4cd2-8e64-ec6e2b88d2a0_h264c.mp4	15 days	8.78MB
• https://cdn2.videowise.com/converted/videos/1706889631089_1f8fb62c-26f3-4d6e-b21f-87dfe1003e7b_h264c.mp4	15 days	1.38MB
• https://cdn2.videowise.com/custom-videos/thumbnails/1706890481451_489594e3-f2b2-491e-96c5-c67ba9011b16.webp	15 days	479KB
• https://cdn2.videowise.com/custom-videos/thumbnails/1706890554195_ce0604c0-e338-465c-a8d9-31107d98c67e.webp	15 days	353KB
• https://d19ayerf5ehaab.cloudfront.net/css/product-widget/fonts/product-widget-iconfont.woff?mnkjqu	30 days	8.94KB
• https://d19ayerf5ehaab.cloudfront.net/css/product-widget/style.css	30 days	3.06KB
• https://assets.reviews.io/iconfont/legacy/revsglobal-pr-mod/fonts/revsglobal-pr-mod.woff2?t7ksre	31 days	12.1KB
• https://assets.reviews.io/iconfont/legacy/revsglobal-pr-mod/style.css?t=20240411	31 days	1.14KB

Med-Low

Reduce JavaScript execution time TBT

2.7s 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://www.hairburst.com/	1.7s	655ms	23ms
• Unattributable	1.5s	148ms	0ms
• https://www.hairburst.com/cdn/wpm/bb27301d1w4f7f79fap82969c05mefc5317em.js	369ms	347ms	13ms
• https://www.googletagmanager.com/gtm.js?id=GTM-T2XSWLL	243ms	226ms	8ms
• https://www.clarity.ms/s/0.7.48/clarity.js	181ms	147ms	1ms
• https://dashboard.heatmap.com/heatmap-light.min.js?sid=1386&src=prep	162ms	134ms	2ms
• https://storage.googleapis.com/gsf-scripts/global-remarketing/naturalkik.js?1712592477&shop=naturalkik.myshopify.com	144ms	135ms	0ms
• https://sendlane.com/scripts/pusher.js	121ms	64ms	1ms
• https://www.hairburst.com/cdn/shopifycloud/boomerang/shopify-boomerang-1.0.0.min.js	113ms	110ms	1ms
• https://cdn-4.convertexperiments.com/v1/js/10046487-10047100.js	110ms	90ms	3ms
• https://analytics.tiktok.com/i18n/pixel/static/main.MTdKNGE4ZTU0Mw.js	99ms	87ms	10ms
• https://assets.videowise.com/client.js.gz	85ms	31ms	1ms
• https://www.hairburst.com/checkouts/internal/preloads.js?locale=en-GB	81ms	53ms	0ms
• https://www.hairburst.com/wpm@b27301d1w4f7f79fap82969c05mefc5317e/custom/web-pixel-7209035.@9/sandbox/modern/	73ms	24ms	7ms
• https://www.googletagmanager.com/gtag/destination?id=AW-932455665&l=dataLayer&cx=c	72ms	59ms	12ms
• https://www.dwin1.com/20169.js	71ms	53ms	1ms
• https://www.googletagmanager.com/gtag/js?id=G-4B0GVGRTHB&l=dataLayer&cx=c	68ms	62ms	5ms
• https://www.googletagmanager.com/gtag/js?id=G-4NET26477H&l=dataLayer&cx=c	62ms	57ms	4ms
• https://staticw2.yotpo.com/lonRacVp3ubOwK4DyLse1PpbwpLIYTOEYrIs15t9/widget.js	59ms	50ms	7ms
• https://assets.videowise.com/vendors.js.gz	53ms	29ms	0ms

Med-Low

Eliminate render-blocking resources FCP LCP

Potential savings of 289ms

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://www.hairburst.com/cdn/shop/t/210/assets/custom-base.css?v=64919671236973112391728032591	2.53KB	150ms
• https://fonts.googleapis.com/css2?family=Poppins:wght@300;500&display=swap	704B	771ms
• https://fonts.googleapis.com/css2?family=Work+Sans:ital,wght@0,100..900;1,100..900&display=swap	576B	150ms
• https://ajax.googleapis.com/ajax/libs/jquery/3.5.1/jquery.min.js	30.9KB	1.2s
• https://assets.videowise.com/videowise-bg.js.gz	3.58KB	152ms
• https://cdn-4.convertexperiments.com/v1/js/10046487-10047100.js	53.2KB	1.5s

Med-Low

Avoid an excessive DOM size

TBT

1,250 elements

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

STATISTIC	ELEMENT	VALUE
Total DOM Elements		1250
Maximum DOM Depth	a.custom-product-title > span.icon-wrap > svg.icon > path <path fill-rule="evenodd" clip-rule="evenodd" d="M8.537,808a.5.5 0 01.817-.16214 4a.5.5 0 010 .7081-4 4a.5.5 0 11-.708-.708..." fill="currentColor">	18
Maximum Child Elements	body <body>	46

Med-Low

Use a Content Delivery Network (CDN)

13 resources found

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

- https://track.sendlane.com/track/event?cacheBust=241490810642&uri=https%3A%2F%2Fwww.hairburst.com%2F&event_id=pyxDHqXBj51Cm
- <https://ribbon.hairburst.com/210/site.js>
- https://p.yotpo.com/i/?e=pv&page=Hairburst%20Hair%20Growth%20Vitamins%20%26%20Cosmetics&se_va=lonRacVp3ubOwK4DylSe1PpbwplIYTOEYrls5t9&cx=eyJwdl91dWikljoyMTg0ODY3OTcslNbPeGVsX2lkjoiMTUwOTUzZDEtZmE5Mi00MWQyLTkzOWItYjNhZGRjNjBmYjliin0&dtm=1728903714257&tid=892114&vp=390x844&ds=390x9183&viid=1&duid=47a377ebb80aa850&p=web&tv=js-0.13.2&fp=3313996003&aid=onsite_v2&lang=en-US&cs=UTF-8&tz=America%2FLos_Angeles&res=390x844&cd=24&cookie=1&url=https%3A%2F%2Fwww.hairburst.com%2F
- [https://ribbon.hairburst.com/210/p?s=t&v=210&src=false&dev=&ht=pv&hty=web-dyn&rsdvid=&rsdvid=&dom=www.hairburst.com&ref=&us=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&dt=Hairburst%20Hair%20Growth%20Vitamins%20%26%20Cosmetics&dd=https%3A%2F%2Fwww.hairburst.com&dp=%2F&dr=&sw=390&sh=844&scol=24&bn=hairburst&ak=8a9ad323f959436c8ff7&an=uk&ob=false&vi=1e04ed23-d77a-4d98-9d63-4391d1cb89a3&ui=b8534c05-2618-4ad5-9b1b-a7632365affb&bui%5B0%5D%5Bcat%5D=shopify_client_id&bui%5B0%5D%5Bkey%5D=shopify_client_id&bui%5B0%5D%5Bval%5D=dd139a24-0537-4541-9698-b98ae9fe73a8&t=172890371428Z](https://ribbon.hairburst.com/210/p?s=t&v=210&src=false&dev=&ht=pv&hty=web-dyn&rsdvid=&rsdvid=&dom=www.hairburst.com&ref=&us=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&dt=Hairburst%20Hair%20Growth%20Vitamins%20%26%20Cosmetics&dd=https%3A%2F%2Fwww.hairburst.com&dp=%2F&dr=&sw=390&sh=844&scol=24&bn=hairburst&ak=8a9ad323f959436c8ff7&an=uk&ob=false&vi=1e04ed23-d77a-4d98-9d63-4391d1cb89a3&ui=b8534c05-2618-4ad5-9b1b-a7632365affb&bui%5B0%5D%5Bcat%5D=shopify_client_id&bui%5B0%5D%5Bkey%5D=shopify_client_id&bui%5B0%5D%5Bval%5D=dd139a24-0537-4541-9698-b98ae9fe73a8&t=172890371428Z)
- <https://cdn.cookie-script.com/s/2b8836892962b4c6d9eb0a84b29f1ef3.js>
- [https://ribbon.hairburst.com/210/p?s=t&v=210&src=false&dev=&ht=ev&hty=&rsdvid=1e04ed23-d77a-4d98-9d63-4391d1cb89a3&rsdvid=b8534c05-2618-4ad5-9b1b-a7632365affb&dom=www.hairburst.com&ref=&us=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&dt=Hairburst%20Hair%20Growth%20Vitamins%20%26%20Cosmetics&dd=https%3A%2F%2Fwww.hairburst.com&dp=%2F&dr=&sw=390&sh=844&scol=24&bn=hairburst&ak=8a9ad323f959436c8ff7&an=uk&ob=false&vi=1e04ed23-d77a-4d98-9d63-4391d1cb89a3&ui=b8534c05-2618-4ad5-9b1b-a7632365affb&ek=ea8117135e7e45eba223&et=micro&en=Page%20view%3A%20Homepage%20\(rsd_template_type%3AIndex\)&bui%5B0%5D%5Bcat%5D=shopify_client_id&bui%5B0%5D%5Bkey%5D=shopify_client_id&bui%5B0%5D%5Bval%5D=dd139a24-0537-4541-9698-b98ae9fe73a8&t=1728903714300](https://ribbon.hairburst.com/210/p?s=t&v=210&src=false&dev=&ht=ev&hty=&rsdvid=1e04ed23-d77a-4d98-9d63-4391d1cb89a3&rsdvid=b8534c05-2618-4ad5-9b1b-a7632365affb&dom=www.hairburst.com&ref=&us=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&dt=Hairburst%20Hair%20Growth%20Vitamins%20%26%20Cosmetics&dd=https%3A%2F%2Fwww.hairburst.com&dp=%2F&dr=&sw=390&sh=844&scol=24&bn=hairburst&ak=8a9ad323f959436c8ff7&an=uk&ob=false&vi=1e04ed23-d77a-4d98-9d63-4391d1cb89a3&ui=b8534c05-2618-4ad5-9b1b-a7632365affb&ek=ea8117135e7e45eba223&et=micro&en=Page%20view%3A%20Homepage%20(rsd_template_type%3AIndex)&bui%5B0%5D%5Bcat%5D=shopify_client_id&bui%5B0%5D%5Bkey%5D=shopify_client_id&bui%5B0%5D%5Bval%5D=dd139a24-0537-4541-9698-b98ae9fe73a8&t=1728903714300)
- <https://c.clarity.ms/c.gif?ctsa=mr&CtsSyncId=FE8E546CBE5A43F0A188CA55E11333EB&MUID=21B909E6DBC0665B3D021CFEDA206750>
- https://track.sendlane.com/track/event?cacheBust=1421805111137&uri=https%3A%2F%2Fwww.hairburst.com%2F&event_id=pyxDHqXBj51Cm&platform=shopify&shop=natural_kik.myshopify.com&product_id=null&variant_id=null
- [https://lantern.roeye.com/track.php?fingerprint=b265caea-1a55-4a6b-a9ca-c4de72559e92&referrer=&landingpage=https%3A%2F%2Fwww.hairburst.com%2F&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&site=20169](https://lantern.roeye.com/track.php?fingerprint=b265caea-1a55-4a6b-a9ca-c4de72559e92&referrer=&landingpage=https%3A%2F%2Fwww.hairburst.com%2F&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&site=20169)
- https://www.google.co.uk/pagead/1p-user-list/932455665/?random=1728903716858&cv=11&fst=1728903600000&bg=ffffff&guid=ON&async=1>m=45be4a90v9183908792z8838286489za201zb838286489&gcd=13131313151&dma=0&tag_exp=101671035-101686685&u_w=390&u_h=844&url=https%3A%2F%2Fwww.hairburst.com%2F&hn=www.googleadservices.com&frm=0&tiba=Hairburst%20Hair%20Growth%20Vitamins%20Cosmetics&did=dMmY1Mm&gclid=dMmY1Mm&npa=0&pscdl=noapi&auid=234983463.1728903716&uaa=&uab=&uafvl=&uamb=0&uam=&uap=&uapv=&uaw=0&fdr=QA&data=ecomm_pagetype%3Dhome%3Bads_data_redaction%3Dfalse&rftm=3&fnt=3&is_vtc=1&cid=CAQSGwDpaXnfDQauzOmsu9T8RTwieXEyKiHXqPSn7w&random=4280867407&rmt_tld=1&ipr=y
- https://www.google.co.uk/pagead/1p-user-list/932455665/?random=1728903716859&cv=11&fst=1728903600000&bg=ffffff&guid=ON&async=1>m=45be4a90v9183908792z8838286489za201zb838286489&gcd=13131313151&dma=0&tag_exp=101671035-101686685&u_w=390&u_h=844&url=https%3A%2F%2Fwww.hairburst.com%2F&hn=www.googleadservices.com&frm=0&tiba=Hairburst%20Hair%20Growth%20Vitamins%20Cosmetics&did=dMmY1Mm&gclid=dMmY1Mm&npa=0&pscdl=noapi&auid=234983463.1728903716&uaa=&uab=&uafvl=&uamb=0&uam=&uap=&uapv=&uaw=0&fdr=QA&data=ecomm_pagetype%3Dhome%3Bads_data_redaction%3Dfalse&rftm=3&fnt=3&is_vtc=1&cid=CAQSGwDpaXnfVxX7lbbTnJjoHa1aQ5QTJbCdcoc3Wg&random=3062727217&rmt_tld=1&ipr=y
- https://www.google.co.uk/pagead/1p-user-list/932455665/?random=1728903716964&cv=11&fst=1728903600000&bg=ffffff&guid=ON&async=1>m=45be4a90v9183908792za200&gcd=13131313151&dma=0&tag_exp=101671035-101686685&u_w=390&u_h=844&url=https%3A%2F%2Fwww.hairburst.com%2F&hn=www.googleadservices.com&frm=0&tiba=Hairburst%20Hair%20Growth%20Vitamins%20Cosmetics&did=dMmY1Mm&gclid=dMmY1Mm&npa=0&pscdl=noapi&auid=234983463.1728903716&uaa=&uab=&uafvl=&uamb=0&uam=&uap=&uapv=&uaw=0&fdr=QA&data=event%3Dtag_config&rftm=3&fnt=3&is_vtc=1&cid=CAQSGwDpaXnf1IFBHGdW05UYIQ5sCn0_TZWa6w0E2g&random=1346180092&rmt_tld=1&ipr=y
- https://www.google.co.uk/pagead/1p-user-list/932455665/?random=1728903716982&cv=11&fst=1728903600000&bg=ffffff&guid=ON&async=1>m=45be4a90v9183908792za200&gcd=13131313151&dma=0&tag_exp=101671035-101686685&u_w=390&u_h=844&url=https%3A%2F%2Fwww.hairburst.com%2F&hn=www.googleadservices.com&frm=0&tiba=Hairburst%20Hair%20Growth%20Vitamins%20Cosmetics&did=dMmY1Mm&gclid=dMmY1Mm&npa=0&pscdl=noapi&auid=234983463.1728903716&uaa=&uab=&uafvl=&uamb=0&uam=&uap=&uapv=&uaw=0&fdr=QA&data=event%3Dpage_view%3Becomm_pagetype%3Dhome%3Becomm_prodid%3Dshopify_GB_6794950803531_39916301353035%2Cshopify_GB_6836038729803_40023337205835%3Becomm_totalvalue%3D161.96&rftm=3&fnt=3&is_vtc=1&cid=CAQSGwDpaXnf6V7BJWnrlGZBoKTwVud0SPRq2rifKw&random=2404001792&rmt_tld=1&ipr=y

Med-Low

Avoid CSS @import

FCP

LCP

2 resources found

Using CSS @import in an external stylesheet can add additional delays during the loading of a web page.

STYLESHEETS WITH @IMPORT STATEMENTS AND THE STYLESHEETS THEY IMPORT

https://staticw2.yotpo.com/lonRacVp3ubOwK4DylSe1PpbwplIYTOEYrls5t9/widget.css?widget_version=2024-09-30_12-52-23

https://staticw2.yotpo.com/assets/open_sans.css

<https://widget.reviews.io/rating-snippet/dist.css>

<https://d19ayerf5ehaab.cloudfront.net/css/product-widget/style.css>

Low

Defer offscreen images

Potential savings of 1.26MB

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://cdn2.videowise.com/custom-videos/thumbnails/1706890481451_489594e3-f2b2-491e-96c5-c67ba9011b16.webp	478KB	478KB
https://cdn2.videowise.com/custom-videos/thumbnails/1706890554195_ce0604c0-e338-465c-a8d9-31107d98c67e.webp	352KB	352KB
https://www.hairburst.com/cdn/shop/files/UK_LAUNCH_BANNER_DESKTOP_3_2000x.jpg?v=1728469359	108KB	108KB
https://www.hairburst.com/cdn/shop/files/35_BEFORE_AND_AFTER_300x.png?v=1726048029	38.1KB	38.1KB
https://www.hairburst.com/cdn/shop/files/PREGNANCY_VITS_BEFORE_AND_AFTER_2_300x.png?v=1725874935	23.7KB	23.7KB
https://www.hairburst.com/cdn/shop/files/SOFIA_BALM_BEFORE_AND_AFTER_1_300x.png?v=1725525541	19.3KB	19.3KB
https://www.hairburst.com/cdn/shop/files/SCALP_SERUM_BEFORE_AND_AFTER_1_300x.png?v=1725628151	18.7KB	18.7KB
https://www.hairburst.com/cdn/shop/files/MASK_BEFORE_AND_AFTER_300x.png?v=1725544189	16.7KB	16.7KB
https://www.hairburst.com/cdn/shop/files/MEGANCHEWABLEBUNDLEBEFOREANDAFTER_300x.png?v=1725625002	15.4KB	15.4KB
https://www.hairburst.com/cdn/shop/files/DRY_SHAMPOO_1_300x.jpg?v=1723546970	14.7KB	14.7KB
https://www.hairburst.com/cdn/shop/files/KERRI_AHF_BEFORE_AND_AFTER_3M_300x.png?v=1726214503	14.6KB	14.6KB
https://www.hairburst.com/cdn/shop/files/ELIXIR_1_300x.jpg?v=1723547330	12.5KB	12.5KB
https://www.hairburst.com/cdn/shop/files/test_1_7f055a3e-44bc-408c-af09-4e87e28de414_1000x444_crop_center.jpg?v=1707472898	11.8KB	11.8KB
https://www.hairburst.com/cdn/shop/files/THE_INDEPENDENT_LOGO_2000x.png?v=1710944561	10.8KB	10.8KB
https://www.hairburst.com/cdn/shop/files/DRY_BUNDLE_300x.jpg?v=1709541914	8.55KB	8.55KB
https://www.hairburst.com/cdn/shop/files/ORIGINAL_BUNDLE_300x.jpg?v=1709541914	8.49KB	8.49KB
https://www.hairburst.com/cdn/shop/files/SHAMP-COND-VITAMIN_Healthy-Hair_2_300x.jpg?v=1712523137	7.58KB	7.58KB
https://www.hairburst.com/cdn/shop/files/pregnancy-hair-vitamins_5d456e83-983f-4f41-ac9a-6817d69e65ff_300x.jpg?v=1688632319	7.34KB	7.34KB
https://www.hairburst.com/cdn/shop/products/chewable-hair-vitamins_300x.jpg?v=1688629166	6.74KB	6.74KB
https://www.hairburst.com/cdn/shop/files/unicorn-hair-vitamins_300x.jpg?v=1701425407	6.49KB	6.49KB
https://www.hairburst.com/cdn/shop/products/hair-vitamins-older-women_300x.jpg?v=1688632080	6.17KB	6.17KB
https://www.hairburst.com/cdn/shop/t/210/assets/quote.png?v=46184566360654656671728032592	5.51KB	5.51KB
https://www.hairburst.com/cdn/shop/files/L_B_DUO_08282f01-d5eb-47d2-88f4-c1cd16c8d634_300x.jpg?v=1724251547	5.49KB	5.49KB
https://www.hairburst.com/cdn/shop/products/healthy-hair-vitamins_300x.jpg?v=1688629390	5.41KB	5.41KB
https://www.hairburst.com/cdn/shop/products/HBB12881GROUPSTANDINGcopy_300x.jpg?v=1688629147	5.20KB	5.20KB
https://www.hairburst.com/cdn/shop/files/THE_METRO_LOGO_2000x.png?v=1710944560	5.11KB	5.11KB
https://www.hairburst.com/cdn/shop/products/volume-and-growth-elixir_300x.jpg?v=1688631878	4.36KB	4.36KB
https://www.hairburst.com/cdn/shop/files/Group_3_2000x.svg?v=1714486815	4.11KB	4.11KB
https://www.hairburst.com/cdn/shop/files/WEB_ICONS_CRUELTY_FREE_copy_2_200x.png?v=1720017980	4.02KB	4.02KB
https://www.hairburst.com/cdn/shop/products/HB_5_DRY-SHAMPOO-FULL-SIZE_300x.jpg?v=1688631890	3.97KB	3.97KB
https://www.hairburst.com/cdn/shop/files/WEB_ICONS_MANUFACTURED_IN-COMPLIANT_FACILITIES_copy_2_200x.png?v=1720017980	3.91KB	3.91KB
https://www.hairburst.com/cdn/shop/files/WEB_ICONS_MADE_IN_UK_copy_2_200x.png?v=1720017980	3.90KB	3.90KB
https://www.hairburst.com/cdn/shop/files/WEB_ICONS_HACCP_copy_2_200x.png?v=1720017980	3.82KB	3.82KB
https://www.hairburst.com/cdn/shop/files/HB_24_ADVANCED_HAIR-FORMULA_SINGLE_1_2_300x.png?v=1699256846	3.72KB	3.72KB
https://www.hairburst.com/cdn/shop/files/WEB_ICONS_ISO_copy_2_200x.png?v=1720017980	3.63KB	3.63KB
https://www.hairburst.com/cdn/shop/products/HB_BABY-HAIR-TAMER_300x.jpg?v=1688629147	3.37KB	3.37KB
https://www.hairburst.com/cdn/shop/files/WEB_ICONS_PREMIUM_NATURAL_INGREDIENTS_copy_200x.png?v=1720017980	3.21KB	3.21KB
https://www.hairburst.com/cdn/shop/products/1_300x.jpg?v=1688629535	3.15KB	3.15KB
https://www.hairburst.com/cdn/shop/products/CONDITIONER_WHITELOGO_200x200_crop_center.jpg?v=1689605985	3.08KB	3.08KB
https://www.hairburst.com/cdn/shop/products/HB16SMOOTHING-BALM_300x.jpg?v=1688629500	2.81KB	2.81KB

URL	RESOURCE SIZE	POTENTIAL SAVINGS
https://www.hairburst.com/cdn/shop/products/1_4_300x.jpg?v=1688629687	2.79KB	2.79KB
https://www.hairburst.com/cdn/shop/files/THE_MIRROR_LOGO_2000x.png?v=1710944560	2.79KB	2.79KB
https://www.hairburst.com/cdn/shop/files/HB_24_ADVANCED_HAIR-FORMULA_SINGLE_1_2_200x200_crop_center.png?v=1699256846	2.78KB	2.78KB
https://www.hairburst.com/cdn/shop/t/210/assets/uk_flag.svg?107171	2.71KB	2.71KB
https://www.hairburst.com/cdn/shop/files/MADE_IN_UK_23563029-798d-4eaf-b826-a822c6942026_90x.png?v=1707473049	2.50KB	2.50KB
https://www.hairburst.com/cdn/shop/files/CRUELTY_FREE_3f6aa1a6-36ec-4d5e-b891-78369fa5a2f5_90x.png?v=1707472963	2.41KB	2.41KB
https://www.hairburst.com/cdn/shop/files/COMPLIANT_FACILITIES_90x.png?v=1707473247	2.34KB	2.34KB
https://www.hairburst.com/cdn/shop/files/HACCP_90x.png?v=1707473210	2.33KB	2.33KB
https://www.hairburst.com/cdn/shop/files/ISO_90x.png?v=1707473016	2.29KB	2.29KB
https://www.hairburst.com/cdn/shop/files/healthy-logo_x40.png?v=1613700189	2.18KB	2.18KB
https://www.hairburst.com/cdn/shop/files/PREMIUM_NATURALLY_DERIVED_90x.png?v=1707473122	2.10KB	2.10KB

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
Pages with WebSocket cannot enter back/forward cache. https://www.hairburst.com/	Pending browser support

Low

Reduce unused JavaScript LCP

Potential savings of 517KB

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

URL	TRANSFER SIZE	POTENTIAL SAVINGS
https://staticw2.yotpo.com/IonRacVp3ubOwK4DyLse1PpbwpLIYTOEYrls1t9/widget.js	144KB	112KB
https://dashboard.heatmap.com/heatmap-light.min.js?sid=1386&src=prep	165KB	62.0KB
https://na-library.klarnaservices.com/v1/0.0.334/sdk.js	101KB	52.3KB
...../node_modules/zod/lib/index.mjs	15.1KB	11.4KB
...../klarna-messaging/src/index.ts	5.38KB	3.76KB
...../klarna-shopping/src/shoppingSDK.ts	2.54KB	2.06KB
...../messenger/build/messenger.mjs	2.00KB	1.76KB
...../klarna-messaging/src/helpers/fetchContent/fetchContent.ts	1.76KB	1.76KB
https://www.googletagmanager.com/gtag/js?id=G-4B0GVGRTHB&l=dataLayer&cx=c	105KB	49.7KB
https://www.googletagmanager.com/gtag/js?id=G-4NET26477H&l=dataLayer&cx=c	99KB	48.2KB
https://www.googletagmanager.com/gtag/destination?id=AW-932455665&l=dataLayer&cx=c	93.6KB	44.2KB
https://analytics.tiktok.com/i18n/pixel/static/main.MTdKNGE4ZTU0Mw.js	95.7KB	42.7KB
https://www.googletagmanager.com/gtag/js?id=AW-932455665	93.7KB	36.6KB
https://www.googletagmanager.com/gtm.js?id=GTM-T2XSWLL	120KB	35.8KB
https://cdn-4.convertexperiments.com/v1/js/10046487-10047100.js	53.2KB	33.1KB

Low

Enable text compression FCP LCP

Potential savings of 123KB

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

URL	TRANSFER SIZE	POTENTIAL SAVINGS
• https://dashboard.heatmap.com/heatmap-light.min.js?sid=1386&src=prep	164KB	114KB
• https://storage.googleapis.com/ringside/config/hairburst-b1.js	6.64KB	5.22KB
• https://d19ayerf5ehaab.cloudfront.net/css/product-widget/style.css	2.72KB	2.07KB
• https://ct.pinterest.com/static/ct/token_create.js	4.01KB	1.94KB

Low

Minify JavaScript

FCP

LCP

Potential savings of 3.04KB

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

URL	TRANSFER SIZE	POTENTIAL SAVINGS
• inline: (function(shopify) {shopify.extend('...	7.90KB	3.04KB

Low

Ensure text remains visible during webfont load

FCP

LCP

1 font found

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

URL	POTENTIAL SAVINGS
• https://d19ayerf5ehaab.cloudfront.net/css/product-widget/fonts/product-widget-iconfont.woff?mnkjgu	25ms

Low

Avoid multiple page redirects

FCP

LCP

Potential savings of 173ms

Redirects introduce additional delays before the page can be loaded.

URL	TIME SPENT
• http://hairburst.com/	173ms
• https://www.hairburst.com/	0ms

Low

Reduce unused CSS

FCP

LCP

Potential savings of 39.2KB

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
• https://staticw2.yotpo.com/lonRacVp3ubOwK4DyLse1PpbwpLIYTOEYrsl5t9/widget.css?widget_version=2024-09-30_12-52-23	39.2KB	39.2KB

Low

Properly size images

Potential savings of 232KB

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

URL	RESOURCE SIZE	POTENTIAL SAVINGS
https://www.hairburst.com/cdn/shop/files/UK_MOBILE_9_1100x.jpg?v=1728469379	129KB	113KB
https://www.hairburst.com/cdn/shop/files/35_BEFORE_AND_AFTER_300x.png?v=1726048029	38.1KB	25.2KB
https://www.hairburst.com/cdn/shop/files/PREGNANCY_VITS_BEFORE_AND_AFTER_2_300x.png?v=1725874935	23.7KB	15.6KB
https://www.hairburst.com/cdn/shop/files/SCALP_SERUM_BEFORE_AND_AFTER_1_300x.png?v=1725628151	18.7KB	12.4KB
https://www.hairburst.com/cdn/shop/files/MASK_BEFORE_AND_AFTER_300x.png?v=1725544189	16.7KB	11.0KB
https://www.hairburst.com/cdn/shop/files/DRY_SHAMPOO_1_300x.jpg?v=1723546970	14.7KB	9.72KB
https://www.hairburst.com/cdn/shop/files/MEGANCHEWABLEBUNDLEBEFOREANDAFTER_fae8131e-a576-4805-bfb5-917e1e11745b_300x.png?v=1725625062	15.4KB	9.68KB
https://www.hairburst.com/cdn/shop/files/ELIXIR_1_300x.jpg?v=1723547330	12.5KB	8.25KB
https://www.hairburst.com/cdn/shop/files/trio_2_6c523c1b-073e-42a8-959a-f2c0a1e8e8c6_300x.jpg?v=1712520833	7.98KB	5.01KB
https://www.hairburst.com/cdn/shop/files/pregnancy-hair-vitamins_5d456e83-983f-4f41-ac9a-6817d69e65ff_300x.jpg?v=1688632319	7.34KB	4.84KB
https://www.hairburst.com/cdn/shop/files/SHAMP-COND-ELIXIR_1_1_300x.jpg?v=1712520833	7.28KB	4.57KB
https://www.hairburst.com/cdn/shop/products/chewable-hair-vitamins_300x.jpg?v=1688629166	6.74KB	4.45KB
https://www.hairburst.com/cdn/shop/files/unicorn-hair-vitamins_300x.jpg?v=1701425407	6.49KB	4.28KB
https://www.hairburst.com/cdn/shop/products/hair-vitamins-older-women_300x.jpg?v=1688632080	6.17KB	4.07KB
N/A Avoid serving legacy JavaScript to modern browsers TBT Potential savings of 29.7KB		

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	10.6KB
Line:23 Column:2302	@babel/plugin-transform-class
Line:270 Column:9361	Array.prototype.filter
Line:270 Column:15478	Array.from
Line:270 Column:17228	Array.prototype.map
Line:270 Column:18020	Array.prototype.find
https://analytics.tiktok.com/i18n/pixel/static/main.MTdKNGE4ZTU0Mw.js	10.5KB
Line:1 Column:7085	@babel/plugin-transform-class
Line:1 Column:296419	Object.defineProperty
Line:1 Column:296908	Object.entries
Line:1 Column:297685	Object.freeze
Line:1 Column:299488	Object.getPrototypeOf
Line:1 Column:300189	Object.getPrototypeOf

	ypeOf	
Line:1 Column:300462	Object.prototype	
Line:1 Column:300620	Object.prototype.constructor	
Line:1 Column:300772	Object.prototype.constructor	
Line:1 Column:300899	Object.keys	
Line:1 Column:301076	Object.prototype.constructor	
Line:1 Column:301274	Object.prototype.constructor	
Line:1 Column:301780	Object.prototype.constructor	
Line:1 Column:301847	Object.prototype.constructor	
https://staticw2.yotpo.com/lonRacVp3ubOwK4DyLse1PpbwpLIYTOEYrlsl5t9/widget.js		8.15KB
Line:3 Column:19199	Object.keys	
https://www.hairburst.com/cdn/shopifycloud/shopify/assets/shopify_pay/storefront-80e528be853eac23af2454534897ca9536b1d3d04aa043b042f34879a3c111c8.js?v=20220906		123B
Line:1 Column:15384	@babel/plugin-transform-class	
Line:1 Column:18677	@babel/plugin-transform-regenerator	
https://na-library.klarnaservices.com/v1/0.0.334/sdk.js		113B

Line:1 Column:22695

<https://widget.trustpilot.com/bootstrap/v5/tp.widget.bootstrap.min.js>

Line:0 Column:1927

https://www.hairburst.com/cdn/shopifycloud/shopify/assets/shop_events_listener-61fa9e0a912c675e178777d2b27f6cbd482f8912a6b0aa31fa3515985a8cd626.js

Line:0 Column:400

<https://sendlane.com/scripts/pusher.js>

Line:0 Column:36283

<https://eu-library.klarnaservices.com/lib.js>

Line:1 Column:24429

https://analytics.tiktok.com/i18n/pixel/static/identify_7bf75739.js

Line:0 Column:102498

https://connect.facebook.net/signals/config/2402821473071937?v=2.9.170&r=stable&domain=www.hairburst.com&hme=d82868061a8c707cd31395a3055e7449daa03bd520872727258c39e6af34523e&ex_m=70%2C120%2C106%2C110%2C61%2C4%2C99%2C69%2C16%2C96%2C88%2C51%2C54%2C171%2C174%2C186%2C182%2C183%2C185%2C29%2C100%2C53%2C77%2C184%2C166%2C169%2C179%2C180%2C187%2C130%2C41%2C34%2C142%2C15%2C50%2C193%2C192%2C132%2C18%2C40%2C1%2C43%2C65%2C66%2C67%2C71%2C92%2C17%2C14%2C95%2C91%2C90%2C107%2C52%2C109%2C39%2C108%2C30%2C93%2C26%2C167%2C170%2C139%2C28%2C11%2C12%2C13%2C6%2C7%2C25%2C22%2C23%2C57%2C62%2C64%2C75%2C101%2C27%2C76%2C9%2C8%2C80%2C48%2C21%2C103%2C102%2C104%2C97%2C10%2C20%2C3%2C38%2C74%2C19%2C85%2C56%2C83%2C33%2C73%2C0%2C94%2C32%2C82%2C87%2C47%2C46%2C86%2C37%2C5%2C89%2C81%2C44%2C35%2C84%2C2%2C36%2C63%2C42%2C105%2C45%2C79%2C68%2C111%2C60%2C59%2C31%2C98%2C58%2C55%2C49%2C78%2C72%2C24%2C112

Line:19 Column:2057

@bab
el/p
lugi
n-tr
ansf
orm-
clas
ses

78B

@bab
el/p
lugi
n-tr
ansf
orm-
clas
ses

70B

@bab
el/p
lugi
n-tr
ansf
orm-
clas
ses

64B

@bab
el/p
lugi
n-tr
ansf
orm-
clas
ses

57B

@bab
el/p
lugi
n-tr
ansf
orm-
clas
ses

54B

@bab
el/p
lugi
n-tr
ansf
orm-
clas
ses

43B

@bab
el/p

URL

POTENTIAL SAVINGS

lugi
n-tr
ansf
orm-
clas
ses

N/A

Reduce initial server response timeFCPLCP

Root document took 19ms

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

URL

TIME SPENT

- <https://www.hairburst.com/>

19ms

N/A

Largest Contentful Paint elementLCP

1,570 ms

This is the largest contentful element painted within the viewport.

ELEMENT

div.swiper-wrapper > div.swiper-slide > a#b_6febcc15-37dd-433d-9ff8-9cad0c7a24a3 > img.mob

PHASE	% OF LCP	TIMING
TTFB	14%	224ms
Load Delay	38%	596ms
Load Time	22%	338ms
Render Delay	26%	412ms

N/A

Avoid large layout shiftsCLS

2 elements found

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

ELEMENT

CLS CONTRIBUTION

BESTSELLERS NEW BUNDLES Buy One Get One Free (1889) THE CHEWABLE HAIR GROWTH BU...

<div id="shopify-section-template--23612962537854__1642732649690f054b" class="shopify-section">

0.00

BEAUTY EDITORS LOVE US

<div class="heading">

0.00

N/A

Minimize main-thread workTBT

Main-thread busy for 6.4s

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	3.2s
Other	2.0s
Style & Layout	498ms
Script Parsing & Compilation	247ms
Parse HTML & CSS	237ms
Garbage Collection	139ms
Rendering	133ms

N/A

Reduce the impact of third-party code TBT

Third-party code blocked the main thread for 88ms

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
OTHER GOOGLE APIS/SDKS	14.3KB	35ms
https://storage.googleapis.com/gsf-scripts/global-remarketing/naturalkik.js?1712592477&shop=naturalkik.myshopify.com https://storage.googleapis.com/ringside/config/hairburst-b1.js	5.34KB	35ms
	7.20KB	0ms
TIKTOK	140KB	21ms
https://analytics.tiktok.com/i18n/pixel/static/main.MTdkNGE4ZTU0Mw.js https://analytics.tiktok.com/i18n/pixel/static/identify_7bf75739.js	95.7KB	21ms
	39.2KB	0ms
GOOGLE TAG MANAGER	511KB	15ms
https://www.googletagmanager.com/gtag/js?id=G-4B0GVGRTHB&l=dataLayer&cx=c https://www.googletagmanager.com/gtag/destination?id=AW-932455665&l=dataLayer&cx=c https://www.googletagmanager.com/gtm.js?id=GTM-T2XSWLL https://www.googletagmanager.com/gtag/js?id=G-4NET26477H&l=dataLayer&cx=c https://www.googletagmanager.com/gtag/js?id=AW-932455665	105KB	8ms
	93.6KB	7ms
	120KB	0ms
	99KB	0ms
	93.7KB	0ms
HEATMAP.COM	181KB	11ms
https://dashboard.heatmap.com/heatmap-light.min.js?sid=1386&src=prep https://dashboard.heatmap.com/preprocessor.min.js?sid=1386	165KB	11ms
	14.1KB	0ms
CLARITY	30.0KB	4ms
https://www.clarity.ms/s/0.7.48/clarity.js	27.0KB	4ms
VIDEOWISE.COM	11.1MB	0ms
https://cdn2.videowise.com/converted/videos/1706889754430_48e26974-fe6d-4cd2-8e64-ec6e2b88d2a0_h264c.mp4 https://cdn2.videowise.com/converted/videos/1706889631089_1f8fb62c-26f3-4d6e-b21f-87dfe1003e7b_h264c.mp4 - Other resources	8.78MB	0ms
	1.38MB	0ms
	948KB	0ms
SHOPIFY	696KB	0ms
https://cdn.shopify.com/shopifycloud/checkout-web/assets/c1.en/app.CBTi4rg4.js https://cdn.shopify.com/shopifycloud/checkout-web/assets/c1.en/VaultedPayment.C-gnuR57.js https://cdn.shopify.com/shopifycloud/checkout-web/assets/c1.en/OnePage.BwplTLKg.js - Other resources	367KB	0ms
	39.6KB	0ms
	35.8KB	0ms
	253KB	0ms
YOTPO	184KB	0ms
https://staticw2.yotpo.com/lonRacVp3ubOwK4DyLse1PpbwplIYTOEYrlsI5t9/widget.js https://staticw2.yotpo.com/lonRacVp3ubOwK4DyLse1PpbwplIYTOEYrlsI5t9/widget.css?widget_version=2024-09-30_12-52-23	144KB	0ms
	39.2KB	0ms
KLARNASERVICES.COM	122KB	0ms
https://na-library.klarnaservices.com/v1/0.0.334/sdk.js https://eu-library.klarnaservices.com/lib.js	101KB	0ms
	20.4KB	0ms
GOOGLE FONTS	99KB	0ms
https://fonts.gstatic.com/s/worksans/v19/QGYsz_wNahGAdqQ43Rh_fkDptfpA4Q.woff2 https://fonts.gstatic.com/s/worksans/v19/QGYqz_wNahGAdqQ43Rh_eZDrv_1i4_D2.woff2	49.5KB	0ms
	47.8KB	0ms
FACEBOOK	75.1KB	0ms
https://connect.facebook.net/en_US/fbevents.js https://connect.facebook.net/signals/config/2402821473071937?v=2.9.170&r=stable&domain=www.hairburst.com&hme=d82868061a8c707cd31395a3055e7449daa03bd520872727258c39e6af34523e&ex_m=70%2C120%2C106%2C110%2C61%2C4%2C99%2C69%2C16%2C96%2C88%2C51%2C54%2C171%2C174%2C186%2C182%2C183%2C185%2C29%2C100%2C53%2C77%2C184%2C166%2C169%2C179%2C180%2C187%2C130%2C41%2C34%2C142%2C15%2C50%2C193%2C192%2C132%2C18%2C40%2C1%2C43%2C65%2C66%2C67%2C71%2C92%2C17%2C14%2C95%2C91%2C90%2C107%2C52%2C109%2C39%2C108%2C30%2C93%2C26%2C167%2C170%2C139%2C28%2C11%2C12%2C13%2C6%2C7%2C25%2C22%2C23%2C57%2C62%2C64%2C75%2C101%2C27%2C76%2C9%2C8%2C80%2C48%2C21%2C103%2C102%2C104%2C97%2C10%2C20%2C3%2C38%2C74%2C19%2C85%2C56%2C83%2C33%2C73%2C0%2C94%2C32%2C82%2C87%2C47%2C46%2C86%2C37%2C5%2C89%2C81%2C44%2C35%2C84%2C2%2C36%2C63%2C42%2C10	60.1KB	0ms
	14.7KB	0ms

THIRD-PARTY	TRANSFER SIZE	MAIN-THREAD BLOCKING TIME
5%2C45%2C79%2C68%2C111%2C60%2C59%2C31%2C98%2C58%2C55%2C49%2C78%2C72%2C24%2C112		
CONVERT INSIGHTS	53.2KB	0ms
• https://cdn-4.convertexperiments.com/v1/js/10046487-10047100.js	53.2KB	0ms
TRUST PILOT	36.5KB	0ms
• https://widget.trustpilot.com/trustboxes/5419b6a8b0d04a076446a9ad/main.js	17.5KB	0ms
• https://widget.trustpilot.com/bootstrap/v5/tp.widget.bootstrap.min.js	7.64KB	0ms
• Other resources	11.4KB	0ms
BING ADS	33.1KB	0ms
• https://bat.bing.com/p/insights/s/0.7.48	15.2KB	0ms
• https://bat.bing.com/bat.js	14.5KB	0ms
PINTEREST	32.5KB	0ms
• https://s.pinimg.com/ct/lib/main.97c41ef3.js	23.4KB	0ms
• https://ct.pinterest.com/static/ct/token_create.js	4.18KB	0ms
• Other resources	4.95KB	0ms
GOOGLE CDN	30.9KB	0ms
• https://ajax.googleapis.com/ajax/libs/jquery/3.5.1/jquery.min.js	30.9KB	0ms
SENDLANE.COM	29.0KB	0ms
• https://sendlane.com/scripts/pusher.js	26.8KB	0ms
REVIEWS.IO	25.0KB	0ms
• https://assets.reviews.io/iconfont/legacy/revsglobal-pr-mod/fonts/revsglobal-pr-mod.woff2?t7ksre	12.1KB	0ms
• https://widget.reviews.io/rating-snippet/dist.js	5.55KB	0ms
• Other resources	7.33KB	0ms
AFFILIATE WINDOW	15.1KB	0ms
• https://www.dwin1.com/20169.js	15.1KB	0ms
GETELEVAR.COM	14.4KB	0ms
• https://shopify-gtm-suite.getelevar.com/getelevar/3.20.2/di-web-pixel-lax-custom.js	13.2KB	0ms
ICOMOON	12.0KB	0ms
• https://d19ayerf5ehaab.cloudfront.net/css/product-widget/fonts/product-widget-iconfont.woff?mnkjqu	8.94KB	0ms
GOOGLE/DOUBLECLICK ADS	10.1KB	0ms
ROEYECDN.COM	2.11KB	0ms
TYVISO.COM	910B	0ms
GEOPROAPP.COM	865B	0ms
SHOP.APP	550B	0ms
GOOGLE.COM	545B	0ms
DYN-REV.APP	526B	0ms
SHOPLIFT.AI	353B	0ms
COOKIE-SCRIPT.COM	215B	0ms
GORGAS.CHAT	189B	0ms
ROEYE.COM	153B	0ms

N/A

User Timing marks and measures

52 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
wpm:completed	Measure	799ms	2.8s
wpm:pixel:register:904003966:app	Measure	1.8s	1.8s
wpm:pixel:register:28901451:app	Measure	1.8s	1.8s
wpm:pixel:register:26214475:app	Measure	1.8s	1.6s
wpm:pixel:register:7209035:custom	Measure	1.8s	1.6s
wpm:pixel:register:8290379:custom	Measure	1.8s	1.6s
wpm:pixel:register:23822411:custom	Measure	1.8s	1.6s
wpm:pixel:register:26542155:custom	Measure	1.8s	1.6s
wpm:pixel:register:26574923:custom	Measure	1.8s	1.6s
wpm:pixel:register:26607691:custom	Measure	1.8s	1.6s
wpm:pixel:register:26640459:custom	Measure	1.8s	1.6s
wpm:pixel:register:26673227:custom	Measure	1.8s	1.6s
wpm:pixel:register:26804299:custom	Measure	1.8s	1.6s
wpm:pixel:register:shopify-app-pixel:app	Measure	1.8s	1.8s
wpm:pixel:register:shopify-custom-pixel:custom	Measure	1.8s	1.6s
shopify.content_for_header.start	Mark	558ms	0ms
shopify.content_for_header.end	Mark	577ms	0ms
wpm:start	Mark	799ms	0ms
wpm:pixel:register:started:904003966:app	Mark	1.8s	0ms
wpm:pixel:register:started:28901451:app	Mark	1.8s	0ms
wpm:pixel:register:started:26214475:app	Mark	1.8s	0ms
wpm:pixel:register:started:7209035:custom	Mark	1.8s	0ms
wpm:pixel:register:started:8290379:custom	Mark	1.8s	0ms
wpm:pixel:register:started:23822411:custom	Mark	1.8s	0ms
wpm:pixel:register:started:26542155:custom	Mark	1.8s	0ms
wpm:pixel:register:started:26574923:custom	Mark	1.8s	0ms
wpm:pixel:register:started:26607691:custom	Mark	1.8s	0ms

NAME	TYPE	START TIME	DURATION
wpm:pixel:register:started:26640459:custom	Mark	1.8s	0ms
wpm:pixel:register:started:26673227:custom	Mark	1.8s	0ms
wpm:pixel:register:started:26804299:custom	Mark	1.8s	0ms
wpm:pixel:register:started:shopify-app-pixel:app	Mark	1.8s	0ms
wpm:pixel:register:started:shopify-custom-pixel:custom	Mark	1.8s	0ms
wpm:pixel:register:completed:7209035:custom	Mark	3.4s	0ms
wpm:pixel:register:completed:8290379:custom	Mark	3.4s	0ms
wpm:pixel:register:completed:23822411:custom	Mark	3.4s	0ms
wpm:pixel:register:completed:26542155:custom	Mark	3.4s	0ms
wpm:pixel:register:completed:26574923:custom	Mark	3.4s	0ms
wpm:pixel:register:completed:26607691:custom	Mark	3.4s	0ms
wpm:pixel:register:completed:26640459:custom	Mark	3.4s	0ms
wpm:pixel:register:completed:26673227:custom	Mark	3.4s	0ms
wpm:pixel:register:completed:26804299:custom	Mark	3.4s	0ms
wpm:pixel:register:completed:shopify-custom-pixel:custom	Mark	3.4s	0ms
wpm:pixel:register:completed:26214475:app	Mark	3.4s	0ms
wpm:pixel:register:completed:28901451:app	Mark	3.6s	0ms
wpm:pixel:register:completed:shopify-app-pixel:app	Mark	3.6s	0ms
wpm:pixel:register:completed:904003966:app	Mark	3.6s	0ms
wpm:pixels:resolved	Mark	3.6s	0ms
fbevents:start:estPageViewProcessing	Mark	5.6s	0ms
fbevents:end:estPageViewProcessing	Mark	5.6s	0ms
fbevents:start:standardParamChecksProcessing_2402821473071937	Mark	5.6s	0ms
gorgias-help-center-iframe-start	Mark	5.9s	0ms
gorgias-help-center-iframe-end	Mark	5.9s	0ms