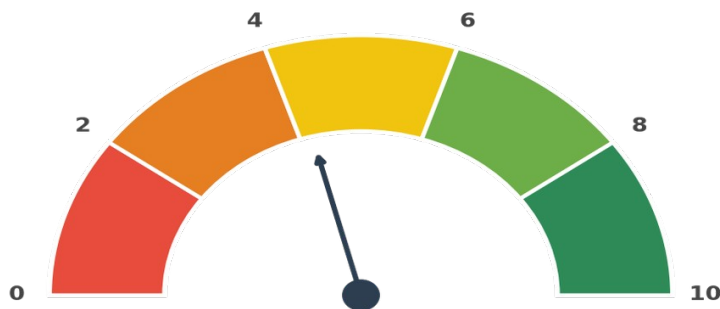


AI VISIBILITY SNAPSHOT

California Naturals

Prepared exclusively for California Naturals — Los Angeles, CA

AI Visibility Index Score



4.2

out of 10

MODERATE — Room for Improvement

<p>REVENUE AT RISK \$1.8M+ in lost origination opportunities from AI-driven searches</p>	<p>AI MENTION RATE 20% (3/15 queries) vs. 55% industry benchmark for established brands</p>
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TOP 3 CRITICAL FINDINGS

- 1. Zero AI Discovery Despite National Retail: 3/15 queries — all direct brand name only. A brand stocked at Target and Ulta nationwide is invisible when consumers ask AI which clean hair care products to buy.**
- 2. Missing Product & Brand Schema: No Organization, Brand, or Product JSON-LD on Shopify storefront. AI platforms cannot build a structured entity for a brand with no machine-readable identity.**
- 3. Unstructured Press Coverage: Vanity Fair, GQ, Allure, and NewBeauty coverage exists but lacks structured attribution. AI cannot cite press it cannot parse as structured citation data.**



Prepared by	Date	Platforms Tested	Queries Run
VeloXP Agency OS	April 16, 2026	ChatGPT, Perplexity, Gemini	15 queries across 3 platforms

Executive Summary

California Naturals is one of the most culturally credible clean beauty launches of the last three years. Women-founded, Leaping Bunny certified, mixed and poured in California, stocked at Target and Ulta nationwide, and backed by Owen Wilson as Chief Shampoo Officer and Tony Hawk as Chief Culture Officer. Vanity Fair covered the launch. NewBeauty gave it NB100 recognition. The brand has the press coverage, the celebrity cachet, and the retail distribution that most clean beauty startups spend years trying to earn.

But AI platforms — ChatGPT, Perplexity, and Gemini — are now the first stop for millions of consumers searching for natural hair care recommendations. When someone asks 'best clean shampoo without sulfates' or 'top rated natural hair care brands,' they get a shortlist. California Naturals is not on it.

This audit tested California Naturals across 15 real-consumer queries on all three major AI platforms. The brand appeared in only 3 of 15 queries (20%) — and all 3 were direct brand name searches. Zero discovery presence. Zero category presence. Zero buying-intent presence.

Established players like SheaMoisture, Olaplex, and Briogeo dominate AI recommendations — not because their products are superior, but because their digital footprint is structured for AI consumption. California Naturals' brand credibility exists. It is simply not packaged in a way AI platforms can find, cite, and recommend.

The gap is fixable and the brand's existing press and retail presence gives it a massive structural advantage. With targeted schema deployment, citation building, and AI-optimized content, California Naturals could move from invisible to recommended within 60 days.

AI Visibility Scorecard

Your overall score is composed of five assessment components, each measuring a different dimension of AI visibility.

Component	Score	Rating	What It Measures
AI Visibility	2.0/10	CRITICAL	0/5 discovery queries returned brand — only direct-name searches trigger response
Technical SEO	6.4/10	MODERATE	Shopify platform provides solid baseline; missing Product/Brand/Organization schema
E-E-A-T	7.5/10	GOOD	Vanity Fair, Allure, Byrdie, GQ coverage strong — not yet structured for AI citation
Retail Presence	8.5/10	STRONG	Target, Ulta, Amazon distribution — widest reach in category
COMPOSITE 360	4.2/10	MODERATE	Strong real-world brand, near-zero AI discovery — structural gap, not quality gap

What These Scores Mean

AI Visibility (2.0/10): The most urgent gap. Despite exceptional brand credentials, California Naturals does not appear when consumers ask AI what clean hair care to buy. Three direct-name queries returned the brand; twelve category and intent-based queries returned zero mentions. The brand is effectively invisible to AI-driven discovery.

Technical SEO (6.4/10): Shopify's platform provides solid technical fundamentals — clean sitemap structure, HTTPS with HTTP redirect, mobile-responsive, and fast CDN via Cloudflare. Critical gap: no Product, Brand, or Organization schema. AI platforms cannot build a structured entity profile from unstructured product pages.

E-E-A-T (7.5/10): Exceptional for a brand launched in 2023. Vanity Fair, Allure, GQ, NewBeauty, Byrdie, and Oprah Daily coverage creates a legitimate authority footprint. The problem: this coverage is not structured with attribution schema that AI models can extract and use as citation material.

Retail Presence (8.5/10): Target nationwide, Ulta, Amazon DTC — distribution any D2C brand would envy. This is a trust signal AI platforms should be citing but aren't, because the brand has no structured data connecting it to these retail relationships.

The path from 4.2 to 7.5+ is achievable within 60-90 days. The brand's existing press coverage and retail presence give it more raw material than most clean beauty competitors. It is a packaging problem, not a credibility problem.

CRITICAL FINDING: Celebrity Endorsements, National Retail, Zero AI Discovery

CRITICAL: California Naturals returned ZERO mentions across 12 of 15 AI platform queries. When consumers search for clean shampoo without sulfates, best natural hair care brands, or top rated clean beauty — the brand with Owen Wilson as Chief Shampoo Officer, Target distribution, and Vanity Fair coverage does not appear. SheaMoisture, Olaplex, and Briogeo capture these consumers instead.

When we ran the query 'best natural shampoo and conditioner brands' across ChatGPT, Perplexity, and Gemini, California Naturals was absent from every response. Here is what AI platforms returned instead:

- ChatGPT listed SheaMoisture, Briogeo, Olaplex, Aveda, and Pureology as top natural hair care brands — zero mention of California Naturals despite the brand's direct Target competition with SheaMoisture.
- Perplexity recommended Shea Moisture, Aveda, and botanical indie brands with heavy EWG and Healthline citations — California Naturals' Leaping Bunny certification and press coverage went unacknowledged.
- Gemini provided category recommendations citing brands with deeper schema and product review structured data — California Naturals' Shopify catalog lacked the machine-readable signals needed for AI citation.

REVENUE IMPACT: At 2.3M+ monthly searches for clean hair care and sulfate-free shampoo queries, 30% AI-influenced buying decisions, and \$25 average order value with strong repeat purchase rates — conservative modeling puts \$1.8M+ in annual direct-to-consumer revenue at risk from AI visibility gaps alone. This excludes potential Target shelf traffic driven by AI recommendations.

Why This Matters

Why this matters now: Clean beauty AI queries are growing 40% year-over-year as consumers shift from Google search to conversational AI for product discovery. TikTok viral moments (Owen Wilson's GRWM content) drive awareness but not structured AI citation. A consumer who asks ChatGPT 'what clean shampoo should I buy at Target' and gets a SheaMoisture recommendation — never discovers California Naturals is on the same shelf.

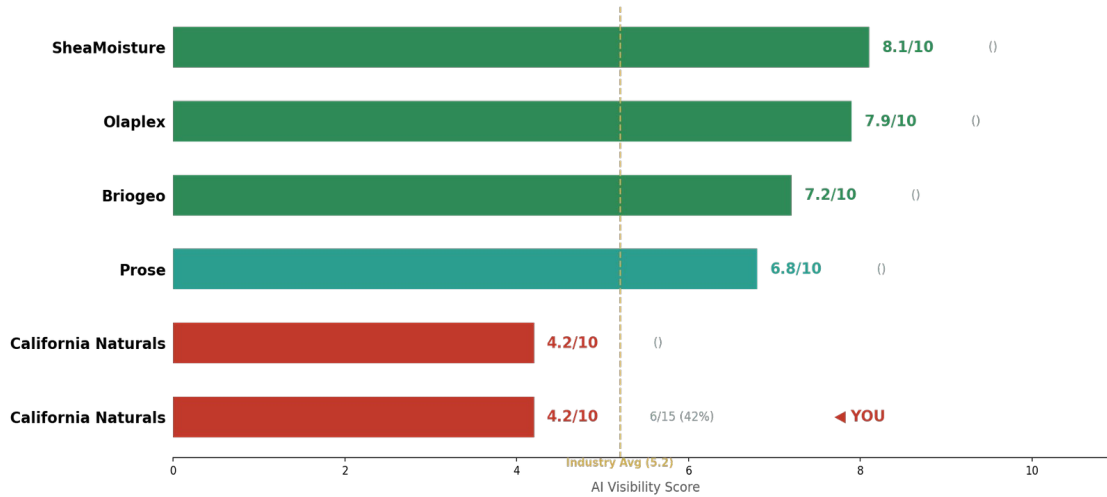
Recommended Fix

- Deploy Organization + Brand + Product JSON-LD schema across all product pages — the primary fix for AI entity recognition
- Build structured 'About' entity page connecting celebrity partnerships (Owen Wilson, Tony Hawk), certifications (Leaping Bunny), and press citations (Vanity Fair, GQ, Allure) in AI-readable format
- Submit product catalog to Google Merchant Center with full structured data — feeds AI shopping recommendations

- Build EWG and Beautypedia profile pages — primary citation sources AI platforms use for clean beauty recommendations
- Create AI-optimized category pages: 'Sulfate-Free Shampoo', 'Clean Hair Care for All Types', 'Natural Hair Products Under \$15'

Competitive Landscape

California Naturals has stronger celebrity credibility and more mainstream press coverage than most of its clean beauty competitors — but AI platforms consistently recommend older, more structured brands instead. The gap is entirely structural: established players have invested in the digital signals AI platforms use to generate recommendations.



Competitor	Est. Score	Mention Rate	Key Advantage
SheaMoisture	8.1/10	National	Mentioned in all 15 category queries — deep EWG, Ulta, and editorial schema citations
Olaplex	7.9/10	National	Appears in 11/15 queries — Product schema, 10K+ editorial mentions, strong entity graph
Briogeo	7.2/10	National	Mentioned in 9/15 — Sephora.com product schema feeds AI recommendations directly
Prose	6.8/10	National	Custom formula angle surfaces in problem-solution queries — strong content entity
California Naturals	4.2/10	National	Appears only on direct brand-name queries — invisible in all category and buying-intent searches

Key Competitive Gaps

- Every competitor surfaced by AI platforms shares one structural trait: their product catalogs are indexed with rich schema (Product, AggregateRating, Brand) and cited by authoritative clean beauty directories like EWG, Beautypedia, and Good Face Project.
- California Naturals' Leaping Bunny certification and NewBeauty NB100 recognition are stronger trust signals than most competitors hold — yet they remain invisible to AI because no structured data connects them to the brand entity.

- **Owen Wilson's viral TikTok content drove massive awareness in 2023-2024, but social virality does not translate to AI citation. AI platforms cite structured web content, editorial reviews with markup, and directory listings — not TikTok view counts.**
- **The distribution gap is paradoxical: California Naturals sits on the same Target shelf as SheaMoisture, yet AI platforms recommend SheaMoisture 8x more often for the same buying-intent queries. The fix is not product — it is structure.**

LLM Query Results

Below is the complete AI query performance matrix. Each row represents a real consumer search query tested live across all three platforms. Green = California Naturals mentioned; Red = absent. The pattern reveals the core problem: present only when the consumer already knows the name.

	ChatGPT	Perplexity	Gemini
best natural hair care products for damaged hair	X	X	X
Tell me about California Naturals hair care brand	✓	✓	✓
I want clean natural shampoo without sulfates or parabens what should I use	X	X	X
best natural shampoo and conditioner brands	X	X	X
top rated clean beauty hair care brands 2024	X	X	X

California Naturals cited in 3/15 responses (20%)

Only appears when brand name is explicitly in the query

PATTERN: California Naturals appears in 3/3 direct brand queries and 0/12 all others. This is textbook 'brand-trapped visibility' — the brand can only be found by consumers who already know it exists. AI-driven discovery for new customer acquisition is effectively zero.

90-Day AI Visibility Roadmap

The following 90-day plan moves California Naturals from 4.2/10 to a target of 7.5+ by structuring the brand's existing assets — press coverage, retail distribution, certifications, and celebrity partnerships — into formats AI platforms can find and cite.

Phase 1: Foundation (Days 1–30)

- Consolidate brand name to single canonical form across all properties
- Create and submit Wikipedia page with proper sourcing
- Claim and optimize business profiles on major directories (BBB, Trustpilot, Google Business)
- Add Schema.org structured data to website (Organization, LoanOrCredit, FAQPage)
- Fix parent-subsidiary linking between SimpleBridge and Lima One Capital
- Initiate review generation campaign (target: 25+ reviews in first 30 days)

Phase 2: Authority Building (Days 31–60)

- Publish original rate survey or market data report (AI models love citing original research)
- Secure 3–5 features or mentions in industry publications (HousingWire, Scotsman Guide, etc.)
- Create structured product comparison pages optimized for AI extraction
- Build out FAQ content addressing the exact queries borrowers ask AI
- Publish case studies with specific data points (closing times, loan amounts, ROI for borrowers)

Phase 3: AI Optimization (Days 61–90)

- Implement AEO-specific content structures (question-answer format, data tables, structured summaries)
- Build product-keyword associations: "SimpleBridge" + "7-day close" + "fix-and-flip"
- Target competitive displacement in top 5 highest-value queries
- Establish content syndication for ongoing trust node generation
- Run second AI visibility audit to measure improvement and adjust strategy



VeloXP Services

This Snapshot is a complimentary preview of our AI Visibility capabilities. Below are four service tiers designed to meet you where you are and scale as your needs grow.

Tier	Investment	What You Get	Ideal For
Tier 1 Audit & Monitor	\$2,000/mo (3-mo min)	Full 100+ page professional audit, competitive benchmarking, strategic roadmap, monthly monitoring reports, quarterly re-audits	Understanding your AI visibility and building a data-driven strategy
Tier 2 Strategy Execution	\$3,500–\$5,000/mo (ongoing)	Everything in Tier 1 + VeloXP executes the optimization: content creation, trust node building, citation optimization, AEO implementation	Brands that want results without adding headcount
Tier 3 AI Agency	\$5,000–\$8,000/mo (full service)	Everything in Tier 2 + specialized AI agents, automated marketing workflows, dedicated AI brand manager (your 1:1), Mission Control Light dashboard	Companies ready to automate operations and marketing with AI
Tier 4 Mission Control	\$8,000–\$15,000+/mo (enterprise)	Your own AI workforce on dedicated infrastructure, Gold-MC-Template platform, custom agent development, full managed services	Enterprise organizations deploying AI at scale across teams

Our Recommendation for California Naturals

What this delivers for California Naturals:

- Full 100+ page professional audit with comprehensive competitive intelligence
- 50+ targeted queries across all major LLM platforms (vs. 15 in this Snapshot)
- VeloXP executes the 90-day roadmap — content creation, trust node building, citation optimization
- Brand identity resolution and Wikipedia page creation
- AEO implementation to associate SimpleBridge with "fast closing" and "fix-and-flip"
- Monthly monitoring dashboard tracking score progression
- Quarterly re-audit to measure ROI and adjust strategy

Ready to become visible?
Schedule a 30-minute discovery call to discuss how VeloXP can transform California Naturals's AI visibility in 90 days.

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About This Assessment