

The Ordinary on the AI shelf

theordinary.com · skin-care

39%

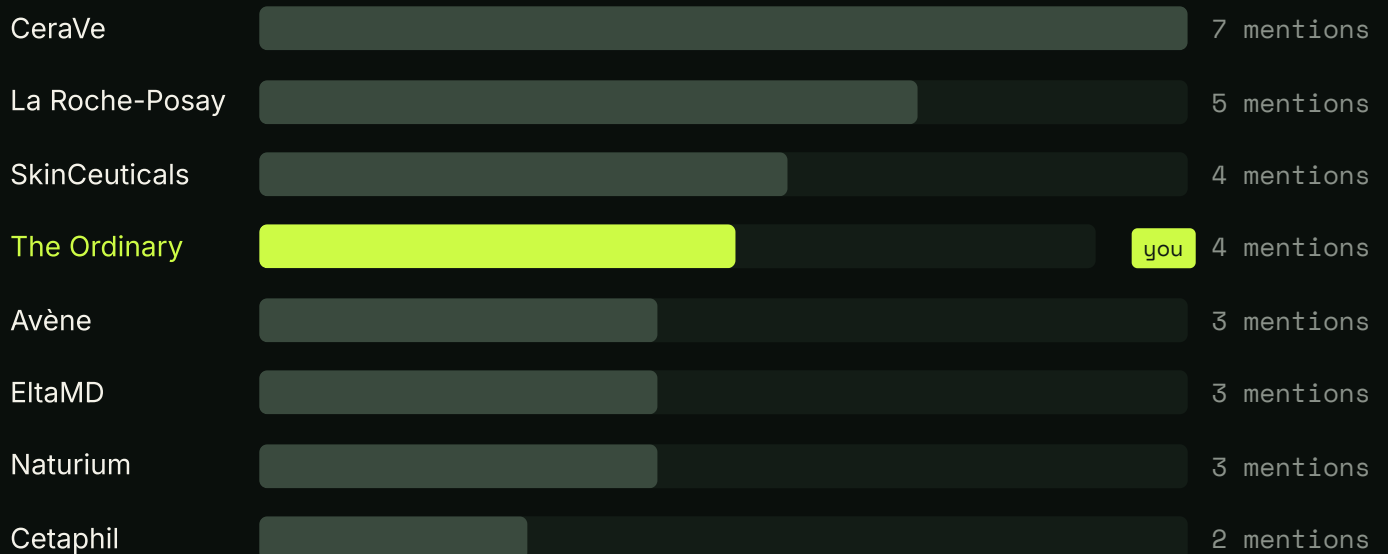
The Ordinary is barely visible. AI names you on just 39% of buyer questions.

snapshot · ChatGPT + Claude · one pass · 10 scored answers · 2026-07-13

WHERE YOU STAND, ENGINE BY ENGINE



WHO OWNS THIS SHELF



engines:  ChatGPT ·  Claude  named  sometimes  absent

“best skincare brands for sensitive skin”



“best vitamin C serum under \$50 for hyperpigmentation”



“what skincare brand should I buy for anti-aging”



“best retinol for beginners with sensitive skin that won’t cause purging”



“is The Ordinary any good”



This shelf moves weekly.

AI answers change without notice. The brands that win are the ones watching.

Watch my shelf · 30 days free