

Is elizabetharden.co.uk legit? TrustSniffer's high-trust assessment: 100/100

elizabetharden.co.uk

Verdict

100

OUT OF 100

HIGH TRUST

elizabetharden.co.uk appears legitimate.

Our checks found nothing pointing to fraud. Ordinary care still applies when you pay or sign in.

Not Scam

Low Risk

Assessed 2026-07-31 by automated analysis. Classification confidence 75%.

What this site appears to be

Official-style Elizabeth Arden UK retail homepage offering skincare, makeup, perfume, and gifts, with visible GBP pricing, shopping-cart functionality, discounts, customer reviews, service policies, corporate links, and promotional email signup forms.

Evidence status and limitations

Evidence completeness: UNKNOWN

- Module-level completeness metadata is unavailable for this legacy report.

At a glance

The checks that decide most of this verdict.

Malware engines	None flagged it VirusTotal	CLEAR
Google Safe Browsing	Not listed Google	CLEAR
Abuse reports on the host	174 reports AbuseIPDB; shared hosting inflates this count	NOTED
Domain age	22 years old Registered history	CLEAR
Web archive	Archived since 2001 722 snapshots	CLEAR
Certificate	Encrypted connection Issued by YE2	NOTED

The page as captured

No screenshot is retained for this report.

Key findings

- Automated classification: Not Scam.
- Domain age: more than 10 years (registration continuity).
- Public web-archive history exists since 2001.
- VirusTotal and Google Safe Browsing had no flags for this domain; its hosting IP carries AbuseIPDB reports below the confidence level TrustSniffer treats as a flag.

Full analysis

Overview

The website is the official-style UK ecommerce storefront for Elizabeth Arden, presenting skincare, makeup, fragrance, bath-and-body products, and gifts at GBP prices. Its apparent purpose is direct-to-consumer retail, supported by shopping-cart functionality, promotional offers, product subscriptions, customer reviews, and email-marketing programmes.

Scam/Impersonation Risk

No identity contradictions, phishing indicators, brand impersonation, or confirmed malicious reputation signals were observed. The homepage presents a coherent retail operation with ordinary merchandising and transactional features; its newsletter and promotional “spin-to-win” forms do not request sensitive information or submit data to untrusted destinations. This consistency is reinforced by a long domain history, extensive archival coverage without detected repurposing, clean external threat assessments, and observed browser sessions showing no cloaking, wallet-draining behaviour, clipboard manipulation, hidden forms, or suspicious external data transmission.

- Domain registration records show registration on 30 April 2004 (~22.27 years old), through Markmonitor Inc., with expiry on 30 April 2027.
- The web archive contains 722 snapshots spanning 4 April 2001 to 25 July 2026 (26 years tracked), with no detected suspicious repurposing or semantic drift.
- The homepage contains visible product prices, shopping-cart functionality, customer reviews, discounts, and established retail categories without deceptive financial or cryptocurrency claims.
- Reputation checks recorded 0 malicious and 0 suspicious detections, no search-security hit, and no confirmed external threat listing.

Regulatory Verification Notes

The site operates as a conventional beauty and personal-care retailer rather than a regulated financial, investment, or brokerage service; consequently, the absence of a financial-services licence claim is not anomalous. The homepage provides links to Corporate Info, Terms of Use, Privacy Policy, Cookie Policy, UK Tax Strategy, delivery, returns, contact, careers, and store-location pages. These disclosures support an established commercial presentation, although the supplied evidence does not contain the full text of those linked pages and therefore does not independently establish the contracting entity or applicable consumer-law terms.

- The homepage navigation exposes dedicated Corporate Info, Terms of Use, Privacy Policy, Cookie Policy, and UK Tax Strategy pages.
- Customer-service links include Delivery Information, Return Instructions, Order Status, Contact Us, FAQ, and Store Locator.
- No broker match or adverse broker-reputation signal was identified in the available third-party context.
- The site's transport encryption uses a domain-validated certificate issued by YE2, valid until 18 September 2026.

What to Verify Next

For higher-value purchases or institutional procurement, the contracting entity and billing descriptor should be matched to the corporate and checkout disclosures. Delivery coverage, return eligibility, refund timing, subscription cancellation terms, and promotional conditions should be reviewed before purchase. Official customer-service channels may also be confirmed through an independent brand directory when handling a disputed order.

- The homepage advertises sitewide discounts, summer gift-set offers, and an "Arden Mystery Box," making the associated promotional conditions relevant to purchase decisions.
- The storefront offers subscribe-and-save arrangements, for which renewal, cancellation, and pricing terms should be confirmed at enrolment.
- Dedicated delivery, returns, order-status, and terms pages are available for transaction-specific review.

Summary Verdict

This is a legitimate, established, and trustworthy retail website. Its coherent commercial identity, mature provenance, clean threat reputation, substantive customer-facing content, and benign observed behaviour converge strongly in support of normal use, including account login and standard purchases.

Infrastructure Integrity

The website is served through Cloudflare's CDN/WAF, with the observed address belonging to an edge server rather than a directly exposed origin. This reduces direct origin exposure and provides mainstream traffic-filtering protections, although infrastructure controls are mitigating security measures rather than independent proof of business legitimacy.

- Hosting telemetry shows service from AS13335 (CLOUDFLARENET — Cloudflare, Inc., US) through the observed Canadian edge address 23.227.38.65.
- All observed addresses were classified as CDN edge infrastructure; no origin-server candidate was exposed during the analysis.

Closing Assessment

Normal browsing, account access, and standard retail transactions are appropriate, subject to the customary review of order terms and payment details at checkout.

Written analysis generated 2026-07-31 by the TrustSniffer Analysis Engine from the evidence in this report.

What the analysis found

No rule findings contributed to this verdict.

Identity verification

Status	LIKELY
Identity score	80/100
Identity verification confidence	80%

- Trusted social count=4

Identity verification measures whether the site can be independently connected to a real-world brand or person. It is separate from the classification confidence.

What TrustSniffer observed

First-party facts recorded during the assessment of elizabetharden.co.uk.

- The request stayed on elizabetharden.co.uk. It was not redirected to another domain. CLEAR
- Registration is published under Markmonitor Inc. [Tag = MARKMONITOR]. CLEAR
- DNS for this domain is served by ultradns.biz, across 4 name servers. NOTED
- The registration is paid up to 2027-04-30. NOTED
- The earliest public archive of this site is from 2001-04-04. CLEAR
- It is hosted on CLOUDFLARENET, from a server in CA. NOTED

Domain intelligence

Registrar	Markmonitor Inc. [Tag = MARKMONITOR]
Hosting	CLOUDFLARENET - Cloudflare, Inc., US
Country	CA
Server IP	23.227.38.65
Name servers	edns3.ultradns.biz, edns3.ultradns.com, edns3.ultradns.net, edns3.ultradns.org
SSL issuer	YE2
SSL expiry	2026-09-18
Domain age	22.3 years
Domain expiry	2027-04-30
Archive first seen	2001-04-04
Archive snapshots	722
Reputation	VirusTotal: 0 flagged AbuseIPDB: 174 reports Google Safe Browsing: 0 matches

About this assessment

A trust score summarises the evidence TrustSniffer could collect about elizabetharden.co.uk at assessment time. It is a starting point for your own judgement, not a guarantee: a high score means the signals were

consistent with a legitimately operated site, a low or critical score means several risk patterns were present.

TrustSniffer assesses a website from the evidence it can collect at a point in time: domain registration and age, hosting and certificate, the content the site served, and third-party reputation feeds. A score is a summary of that evidence, not a guarantee and not a legal finding. There is no human rating and no user review in it. A site can change after it is assessed.

This report online: <https://trustsniffer.com/report/elizabetharden.co.uk> · assessed 2026-07-31