

Is ethosloja.com.br legit? TrustSniffer's high-trust assessment: 100/100

ethosloja.com.br

Verdict

100

OUT OF 100

HIGH TRUST

ethosloja.com.br 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 70%.

What this site appears to be

Página comercial em português da Loja Ethos, dedicada à venda de óculos de sol esportivos e casuais. Exibe amplo catálogo com preços e descontos, descrições técnicas, benefícios, ofertas, informações de entrega, rastreamento, devolução, garantia e contato por e-mail. Não há evidência no conteúdo fornecido de investimento, criptomoedas, phishing, impersonação de marca ou coleta de dados sensíveis.

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	8 reports AbuseIPDB; shared hosting inflates this count	NOTED
Domain age	4.8 years old Registered history	CLEAR
Web archive	Archived since 2013 23 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: 3 to 10 years (registration continuity).
- Public web-archive history exists since 2013.
- 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 a Portuguese-language direct-to-consumer storefront for Loja Ethos, presenting a broad catalogue of sports and casual sunglasses, kits, and accessories, with prices in Brazilian reais, promotional offers, delivery and tracking information, returns and warranty policies, and payments intermediated by Mercado Pago.

Scam/Impersonation Risk

No scam, phishing, brand-impersonation, or conflicting-identity indicators were observed. The site's established historical footprint shows no suspicious repurposing or material change of purpose, while external threat-reputation checks were clean. Interactive testing also found no hidden forms, credential interception, cloaking, wallet-draining behaviour, clipboard manipulation, or suspicious outbound activity. These signals converge strongly in favour of an authentic retail operation rather than a deceptive storefront.

- Historical records contain 23 archive snapshots spanning 2013–2025, with 13 years tracked and no detected semantic drift or suspicious repurposing.
- The homepage was assessed by major threat-reputation sources with 0 malicious and 0 suspicious detections; no phishing or impersonated brand was identified.
- Behavioural testing completed two successful runs without hidden forms, external data posts, suspicious scripts, cloaking, or untrusted form destinations.
- Domain-registration records identify Matheus Rincawetscki as the owner and record registration on 27 September 2021 (~4.84 years old), with expiry on 27 September 2028.

Regulatory Verification Notes

The site presents an ordinary retail model rather than an investment, brokerage, cryptocurrency, or other regulated financial service, so the absence of financial licensing is not adverse. The principal transparency consideration concerns product substantiation: the homepage promotes UV400 protection, polarized lenses, impact resistance, and performance characteristics such as resistance to fogging and slipping, but the analysed content did not provide independently verifiable certifications for those claims. This is a consumer-product documentation point, not evidence of fraud or illegitimacy.

- The homepage describes the business as selling sports and casual sunglasses, including products for running, cycling, and beach tennis.

- Product descriptions claim protection against ultraviolet radiation and impacts, alongside polarized-lens and performance benefits, without accompanying certification details in the analysed page content.
- The site's transport encryption uses a valid domain-validated certificate issued by YE2, valid until 2 September 2026.
- The storefront has an established top-one-million global traffic presence, ranked 973,077.

What to Verify Next

For procurement, resale, or safety-sensitive use, product certificates and applicable conformity documentation should be requested for the advertised optical and impact-protection properties. Before placing a material order, the purchaser should also confirm the contracting merchant name, return destination, warranty procedure, and official contact channels through the order documentation. The final payment screen should be checked to ensure that the merchant descriptor and transaction amount correspond to the intended purchase.

- The homepage provides cart, registration, order-tracking, and checkout functions supporting a conventional e-commerce purchase journey.
- The storefront publishes delivery, exchange, refund, and warranty information that can be compared with the final order terms before payment.

Summary Verdict

The site is a legitimate, established, and trustworthy e-commerce operation. Its consistent retail identity, clean external reputation, historical continuity, substantive commercial content, and benign observed behaviour support normal interaction, including account login and standard purchases. No contradictory risk signals were found.

Infrastructure Integrity

The site is served through Cloudflare's CDN/WAF, with the observed address belonging to an edge server rather than a directly exposed origin. This arrangement reduces direct infrastructure exposure but is treated as a protective control, not as independent proof of legitimacy.

- The hosting infrastructure is served from AS13335 (Cloudflare, Inc.) through the observed edge address 23.227.38.32 in Canada.
- All observed addresses were Cloudflare edge infrastructure; no origin-server candidate was exposed during the assessment.

Closing Assessment

Prospective customers may use the site normally, applying standard e-commerce controls such as retaining order records and reviewing the final merchant and transaction details before payment.

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	UNVERIFIED
Identity score	30/100

Identity verification confidence	50%
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- No on-site identity signals detected

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 ethosloja.com.br.

- The request stayed on ethosloja.com.br. It was not redirected to another domain. CLEAR
- DNS for this domain is served by domaincontrol.com, across 2 name servers. NOTED
- The registration is paid up to 2028-09-27. CLEAR
- The earliest public archive of this site is from 2013-08-13. CLEAR
- It is hosted on CLOUDFLARENET, from a server in CA. NOTED

Domain intelligence

Registrar	Not available
Hosting	CLOUDFLARENET - Cloudflare, Inc., US
Country	CA
Server IP	23.227.38.32
Name servers	ns19.domaincontrol.com, ns20.domaincontrol.com
SSL issuer	YE2
SSL expiry	2026-09-02
Domain age	4.8 years
Domain expiry	2028-09-27
Archive first seen	2013-08-13
Archive snapshots	23
Reputation	VirusTotal: 0 flagged AbuseIPDB: 8 reports Google Safe Browsing: 0 matches

About this assessment

A trust score summarises the evidence TrustSniffer could collect about ethosloja.com.br 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.

