

Is thedivashop.ng legit? TrustSniffer's high-trust assessment: 100/100

thedivashop.ng

Verdict

100

OUT OF 100

HIGH TRUST

thedivashop.ng 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

Homepage for The Diva Shop Nigeria, an online retailer offering Darling, MegaGrowth, TCB Naturals, Good Knight, and related hair, beauty, personal-care, and household products. The page includes product categories, best sellers, customer testimonials, blog content, a loyalty program, shopping-cart functionality, and policy and support links.

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	0 reports AbuseIPDB; shared hosting inflates this count	NOTED
Domain age	6.2 years old Registered history	CLEAR
Web archive	Archived since 2020 89 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 2020.
- No flags from the reputation services TrustSniffer consulted at assessment time.

Full analysis

Overview

The website is an established Nigerian ecommerce storefront selling branded hair extensions, hair-care, personal-care and household products, supported by shopping-cart functionality, gift cards, customer reviews, editorial content and a loyalty programme.

Scam/Impersonation Risk

No identity contradictions, impersonation, phishing indicators or malicious reputation findings were observed. The domain's sustained operating history, continuing archival presence and clean interaction testing converge with a conventional retail presentation rather than a deceptive or transient storefront. No hidden forms, untrusted form destinations, cloaking, clipboard interference or suspicious scripts were detected.

- The homepage identifies the site as the official online store for Darling Hair, MegaGrowth and TCB products and presents coherent retail categories, prices, best sellers and checkout functions.
- The domain registration record shows: Registered 2020-05-06 (~6.24 years old), through smartweb; registration is valid to 2029-05-06.
- The historical record contains 89 archive snapshots spanning 2020-08-01 to 2025-11-19 (6 years tracked), with no detected suspicious repurposing or established category conflict.
- External reputation checks recorded zero malicious and zero suspicious detections, no phishing finding, no external blacklist finding and no reported abuse; the domain also holds a top-one-million traffic position at rank 982,161.

Regulatory Verification Notes

The observed business model is ordinary direct-to-consumer retail, not a financial, investment or brokerage service requiring the types of licensing ordinarily assessed for regulated financial platforms. The homepage provides links to refund, privacy and terms policies, alongside support and account functions. No regulatory status is claimed in the supplied page content, and no conflicting legal-entity names were identified. The absence of a broker-intelligence match has no adverse implication for a beauty and household-goods retailer.

- The homepage offers Darling braids, crochet products, weaves and ponies; MegaGrowth and TCB Naturals hair treatments; Good Knight household insecticides; personal-care products; air fresheners; and gift cards.
- The homepage displays refund, privacy, terms and support links as part of the storefront's consumer-information framework.
- The homepage showed no crypto, investment, lending, brokerage or wallet-related functionality.

- The inspected page contained no financial-license claim, regulator attribution or registration number requiring corroboration.

What to Verify Next

Before a first purchase, the purchaser should review the linked refund, delivery and privacy terms, confirm the applicable returns process, and ensure that checkout totals and the advertised free-shipping threshold are correctly reflected before payment. For higher-value orders, official support channels and order-confirmation procedures may be confirmed independently through the site’s published customer-service routes.

- The homepage advertises free shipping for orders above ~~¥~~40,000, making the final shipping calculation a relevant checkout control.
- The storefront supports registration, sign-in, wish-list, cart and checkout functions, so the linked privacy and transactional terms govern material aspects of the customer relationship.
- The homepage presents customer testimonials and editorial material, which supplement—but do not replace—the formal refund and delivery conditions.

Summary Verdict

The site is a legitimate, established and trustworthy ecommerce operation. Its coherent commercial identity, sustained history, clean reputation and conventional transactional behaviour support normal interaction, including account login and standard purchases, with high confidence.

Infrastructure Integrity

The site is served through Cloudflare’s mainstream CDN/WAF infrastructure. Both observed addresses were Cloudflare edge endpoints, which reduces direct exposure of the underlying server; this is a protective control and supporting integrity signal, not standalone proof of business legitimacy. Transport encryption is valid and provides standard in-transit protection.

- The hosting infrastructure serves the site from AS13335 (CLOUDFLARENET — Cloudflare, Inc., US).
- The observed edge endpoints were 23.227.38.32 and 2620:127:f00f:6::, both associated with AS13335.
- The site’s TLS certificate was issued by YE2 with domain validation (DV) and is valid to 2026-08-31.

Closing Assessment

Prospective customers may use the site normally, applying standard ecommerce practices such as reviewing order details, retaining transaction records and using an appropriate payment method.

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	73/100
Identity verification confidence	74%

- Trusted social count=1

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 thedivashop.ng.

- The request stayed on thedivashop.ng. It was not redirected to another domain. CLEAR
- Registration is published under smartweb. CLEAR
- DNS for this domain is served by doveserver.com, across 2 name servers. NOTED
- The registration is paid up to 2029-05-06. CLEAR
- The earliest public archive of this site is from 2020-08-01. CLEAR
- It is hosted on CLOUDFLARENET, from a server in CA. NOTED

Domain intelligence

Registrar	smartweb
Hosting	CLOUDFLARENET - Cloudflare, Inc., US
Country	CA
Server IP	2620:127:f00f:6::
Name servers	dns2.doveserver.com, dns1.doveserver.com
SSL issuer	YE2
SSL expiry	2026-08-31
Domain age	6.2 years
Domain expiry	2029-05-06
Archive first seen	2020-08-01
Archive snapshots	89
Reputation	VirusTotal: 0 flagged AbuseIPDB: 0 reports Google Safe Browsing: 0 matches

About this assessment

A trust score summarises the evidence TrustSniffer could collect about thedivashop.ng 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.