

Aveeno®

NEW!



start with blank teal hero, hand slides from A to B, opening to oat BG w/ Aveeno logo, pushing down teal space, "NEW!" populates in



Calm + Restore Body Gel Moisturizer

bottle emerges from behind emblem and grows in size

Aveeno®



for sensitive skin



shimmer/sparkle effect coming off bottle at full size



emblem slides as screen wipe, to become clock

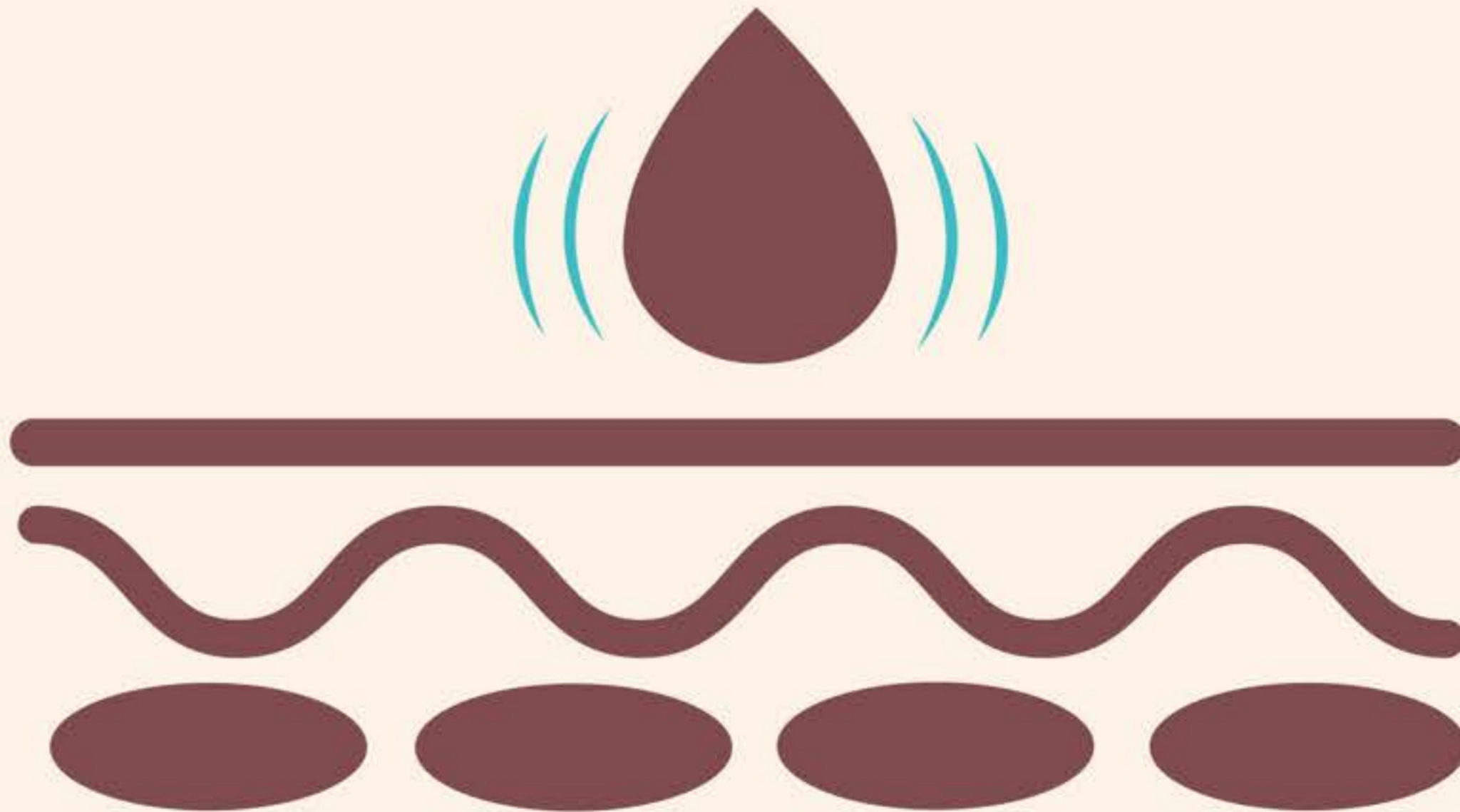
48h hydration



hand has slid off, pic comes in, hero has changed,
arms go around fast to indicate 48h



48h hydration
+helps strengthen skin's
moisture barrier



hero widens down to accomodate more text, moisture barrier elements replace clock and animate motion through them



Fast-absorbing



Non-greasy



Lightweight

hero widens further as bottle slides in wiping touch pic, oat decor comes in (can move), check marks animate one by one, text bolds as item checked off

Aveeno®



NEW!

Body Gel Moisturizer

for sensitive skin

hero moves again, wipe down to reveal logo, new text comes in, meanwhile can animate in another sparkle effect off bottle and/or movement in oat decor