

# Skincare beyond soothing



animate motion into wheat fronds - swaying, flicking

product bottle emerges from background/center of gradient, and grows in size

# Skincare beyond soothing



# 48+ hours of hydration



bottle slides over to the L, hero bar slides off to R,  
next text comes in

hands of clock go around fast several times to indicate 48 hrs

pic comes in, new gradient fades in, ad copy phrases float up one by one from the bottom of the screen, rotating out so we see one at a time



Strengthens skin's natural moisture barrier with prebiotic oat

Designed for sensitive skin



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Fast-absorbing, non-greasy  
and lightweight

new image fades in, 3 new terms come in,  
then fold down centrally into one and disappear

Fragrance-free

Dye-free

Non-comedogenic





background fades out from product, hero bar comes back in

# Skincare beyond soothing



wheat comes back up, gradient replaces image,  
bottle situated as in beginning to fully loop



alternately can skip loop-back and end on still of this image

# Skincare beyond soothing

alternate color scheme for initial frames

