



coconut, then bottle, then coconut piece slide onto shelf, some sort of splash effect would look nice as they do so



PRODUCT INTRODUCTION

OGX Coconut Miracle Oil Penetrating Oil is a hydrating oil treatment and a remedy for dry, damaged hair. It penetrates each strand to help tame frizzy hair and fly-aways, transforming hair into silky smooth perfection.





JUMP ON THE TREND

sales skyrocketing in 2023!

text pops up (use some effect) after graph lines go

PRODUCT INTRODUCTION

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stats wipe away, we lose shelf and coconuts, bottle grows in size to take more of frame

KEY BENEFITS

Best for shoppers with thicker, coarser textured hair, inclusive of waves and curls that are concerned about damage. Use post shampoo and conditioner to:

- Tackle damage, dryness, smooth frizz and add shine
- Create instantly smoother, shinier hair with each drop that lasts 24H



giant coconut piece that takes length of frame
wipes across to reveal new text



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first benefit icon comes up, a glistening effect across the gold elements would look good - or something to emphasize text

KEY BENEFITS

STRENGTHEN
& SHINE

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2nd benefit icon replaces the first, rolls in as the other rolls out or some other effect, do same glisten/text emphasis effect here

KEY BENEFITS



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same as 1st to 2nd, this one is hardest to read bc of light effect

KEY BENEFITS

PROTECT &
SHINE

KEY BENEFITS

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bottle moves across screen to wipe text and prepare for new list, moving into key ingredients dialogue



KEY INGREDIENTS

Feel great about the product you're recommending:

- Formula specifically designed with coconut oil, essence of tiare and vanilla bean extract.
- Fragrance of Coconut milk, tangerine and warm vanilla scent leaves locks with an irresistibly good smell
- Formulated without parabens

KEY INGREDIENTS



ingredient image and text come up (as said if possible)
some fun effect like splash or glitter across



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KEY INGREDIENTS



first ingredient moves off to corner as new one comes up
(as said if poss) w/ fun effect across



2nd ingredient shrinks off and up, vanilla bean comes up (as said?) and cool effect across image or text

KEY INGREDIENTS



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bottle wipes ingredients, now we're talking about fragrance, bg changes to moving holographic image from storyblocks

Storyblocks

Drench dry, damaged strands with the secret of Maui. This ultra rich repairing blend with **coconut oil, essence of tiare** and **vanilla bean extract** helps to repair, soften and revive strands. Discover silky, soft, island-girl hair.

Oxy
beauty pure and simple

100 ml e 3.3 fl. oz.

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coconut milk comes in, splash effect



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other 2 fragrance images slide in w/ some effect, "unique fragrance" text comes in last

unique fragrance



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unique fragrance

elements tumble down from top, "washing off" fragrance text and 3 big fragrance images

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1 BOTTLE - 4 USES

stop storyblocks bg clip, back to blue-white gradient, new text comes in

HOW TO USE

Make the most out of 1 product. One bottle but 4 ways to use:

- Shine enhancer & finisher on dry hair ends
- Pre-Shampoo
- Overnight Mask
- Add to your favorite Conditioner as a booster



1 BOTTLE - 4 USES

shine enhancer & finisher

use terms come in one by one as said - some cool effect to bottle or text or both as they do

HOW TO USE
Make the most out of 1 product. One bottle but 4 ways to use:
<ul style="list-style-type: none">• Shine enhancer & finisher on dry hair ends• Pre-Shampoo• Overnight Mask• Add to your favorite Conditioner as a booster



1 BOTTLE - 4 USES

shine enhancer & finisher
pre-shampoo

use terms come in one by one as said - some cool effect to bottle or text or both as they do

HOW TO USE

Make the most out of 1 product. One bottle but 4 ways to use:

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all terms, then they "fall off" or some other disappear effect to prepare for next frame

1 BOTTLE - 4 USES

shine enhancer & finisher

pre-shampoo

overnight mask

conditioner booster

HOW TO USE

Make the most out of 1 product. One bottle but 4 ways to use:

- Shine enhancer & finisher on dry hair ends
- Pre-Shampoo
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damage remedy +
coconut
miracle oil



altered .psd KV (removed irrelevant products) reassembles here, product and coconuts onto shelf, milk splash, big logo, with model coming up last, and some kind of shiny/glisteny effect thru her hair

OGX Coconut Miracle Oil Penetrating Oil

can say product name again here, which will add another 5 seconds