This is a sample script that includes guidelines and best practices. As long as your script contains the essential content elements called out, feel free to use your creativity to craft your own version. Remember, the goal of a brand essentials video is to have cast walk away with the essence, benefits and key selling points of your brand and top products. Your video should visually represent the standard of your brand.

**VIDEO TITLE:** GLAMGLOW GLOWSTARTER Mega-Illuminating Moisturizer Essentials Video

**DATE OF SHOOT: TBD, April 2016**

| # | WHAT YOU SEE | ONSCREEN TEXT | WHAT YOU HEAR | NOTES |
| --- | --- | --- | --- | --- |
|  | GRAPHIC: GLOWSTARTER [product primary and secondary beauty shot] | GLAMGLOW **GLOWSTARTER**™ Mega-Illuminating Moisturizer | GLOWSTARTER™ Mega-Illuminating Moisturizer is a whole new category for GLAMGLOW. GLOWSTARTER™ is next-level sexy skincare, creating Flawlessly Smooth Skin for an Instant Sexy Hollywood Glow! |  |
|  | MUSIC STYLE: Ex. High Fashion (should coordinate with brand essence) |  |  |  |
|  | (Host to Camera)LOWER THIRD GRAPHIC (strip at bottom of screen calling out titles or key points): | THE GLAMGLOW STORY | GLAMGLOW was launched by our sexy founders, Glenn and Shannon Dellimore, when an actor friend asked for a skincare product that would make skin instantly camera ready. Their first secret skincare creation, now called YOUTHMUD™, became popular with all of Hollywood’s top makeup artists – and was in high demand on film sets, fashion runways, behind-the-scenes of the music industry, and more! Our sexy secret was out – and the rest, as they say, is history! | \*BRAND INTRODUCTION: Should be 1-2 minutes in length |
|  | IMAGES AND B ROLL (supporting footage):* Ex: Photo of founder
* Ex: Images of brand heritage
* Ex: Video footage of lab
 | GLAMGLOW TODAY | Since 2010, GLAMGLOW has expanded into a full range of mud treatments designed to help everyone get an Instant Sexy Hollywood Glow. Our masks and cleansers address skin issues like dryness (THIRSTYMUD™), dullness (FLASHMUD™), firmness (GRAVITYMUD™) and more, using a proprietary technology called TEAOXI® that infuses skin with much-needed nutrients to help it become instantly, undeniably sexy. We’ve even launched a line of lip treatments specifically designed to prep and perfect your sexy pout! GLAMGLOW started a sexy skincare revolution! #GLAMAHOLICS are constantly sharing their GLAMGLOW obsession on Instagram, the media has sung our praises and gifted us with numerous Best Of titles, and we’re constantly hearing from people how our products have changed their skin – for the better! But this is just the beginning. We have so much more to come! Which brings us to our newest creation… | RESTRICTED ITEMS:* Unlicensed Intellectual Property (reference to a celebrity’s name or image, magazine covers, photographs or video footage without written consent)
* Negative remarks about competing brands, products or ingredients
* Outrageous or exaggerated claims
* Launch dates or timeframes
 |
|  | MUSIC: (to coordinate with particular product)FULL SCREEN GRAPHIC (full screen of text or image): 🡪* Image of product
 | GLOWSTARTER |  | \*PRODUCT SPOTLIGHT: Should be approximately 1 minute in length per product |
|  | (Host to Camera) |  | GLOWSTARTER™ Mega-Illuminating Moisturizer was created to boost the look of dull skin, giving it much-needed deep moisturization to create perfect, luminous, sexy, hydrated skin! Featuring vitamins, botanicals and so much more, GLOWSTARTER brightens, clarifies and instantly hydrates, creating flawlessly smooth skin and an Instant Sexy Hollywood Glow!  |  |
|  | FULL SCREEN GRAPHIC:* OPTION: Image of ingredient
 | TEAOXI® GOLDEN ROOT Brightens, Clarifies & provides Instant HydrationIRIDESCENT ILLUMINATING PEARL PARTICLES Blur, Reflect & Enhance your complexion. ULTRA-FINE HYALURONIC ACID quenches thirsty skin with a surge of hydration. JOJOBA OIL, SHEA BUTTER & CERAMIDES restore skin moisture balance. | GLOWSTARTER uses TEAOXI® Golden Root to brighten, clarify and provide instant hydration to dry skin, giving it much-needed moisture. IRIDESCENT ILLUMINATING PEARL PARTICLES help blur, reflect and enhance your complexion, giving you an Instant Sexy Hollywood Glow. ULTRA-FINE HYALURONIC ACID quenches thirsty skin with a surge of hydration to replenish dull and fatigued skin. JOJOBA OIL, SHEA BUTTER AND CERAMIDES restore skin’s moisture balance, creating dewy, sexy skin that’s ready for anything! |  |
|  | B ROLL:* Expert application
* OPTION: Video footage or imagery supporting how product feature/benefit works
 |  | Start with a fresh, clean, sexy face, and apply GLOWSTARTER™ for an Instant Sexy Hollywood Glow. GLOWSTARTER™ can be used on bare skin for a lit-from-within glowing effect. Or, to amp up sexy makeup, layer GLOWSTARTER™ with your favorite foundation and use it to create the perfect base for strobing, highlighting and contouring effects. Don’t forget to use GLOWSTARTER™ on your neck and décolleté, too! |  |
|  |  | ★ HYDRATE ★ RADIANCE ★ ENERGIZE ★ GLOW ★ ILLUMINATE ★ TINT | Hydrate. Radiance. Energize. Glow. Illuminate. Tint. GLOWSTARTER ™ will give you ultra-hydrated, deeply moisturized, sexy skin with a luminescent glow – instantly!  | \*For additional product spotlights, insert rows, then copy and paste boxes 6-10 |
|  | (Host to Camera) | THANK YOU! | Thank you Sephora Cast! We’re so excited for you to get your Glow on and inspire your clients to achieve their own Sexy Glow! Tag #GLOWSTARTER and #HELLOSEXY in your posts on social and on The Beauty Board – and show us your INSTANT SEXY HOLLYWOOD GLOW! |  |
|  | GRAPHIC: Brand Logo |  |  |  |