

2021 Lifestyle + Model Photoshoot

People.

In the real world.

Using Nutrafol.

Optimistic. Liberated. Authentic. Dynamic. Proactive.

Looking forward and upward.
Bright lighting or a strongly
defined light source.
Warm palette.
Quietly joyful expressions.
Subtle excitement.

Natural.
Candid, not posed.
Models interact warmly
and comfortably.
Hair and models are aspirational
yet attainable/relatable.
Real, diverse people in context.
Embrace imperfections.
Minimal to no retouching.
Avoid overly staged settings.

Hair and body movement.
Forward motion.
Upward motion.
Determined, motivated
expressions exuding
energized focus.

Optimistic. Liberated. Authentic. Dynamic. Proactive.

Confident. Empowered. In control.
Strong posture.
Relaxed poise.
Expressions exuding certainty,
accomplishment, self-assurance,
control, + thriving.

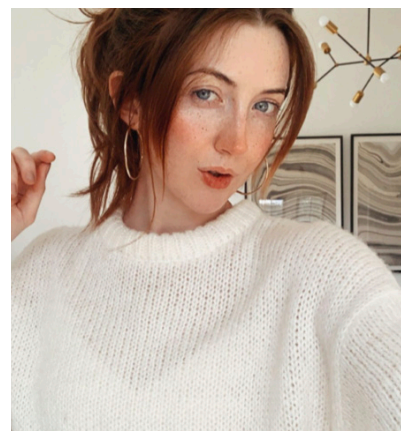
Candid, not posed.
Hair and body movement.
Asymmetrical crops + composition.
Imperfect models + staging.

Photography approach:

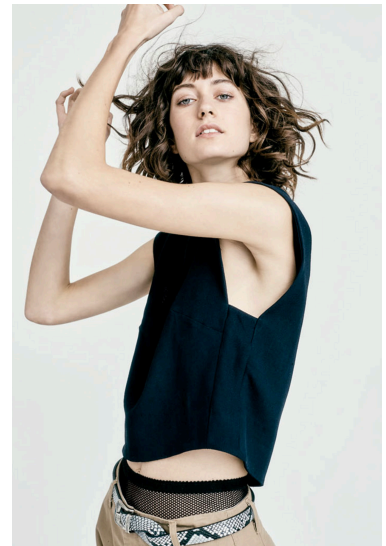
raw

grounded

*“caught in
a moment”*



Attitude:
optimistic
energized
confident

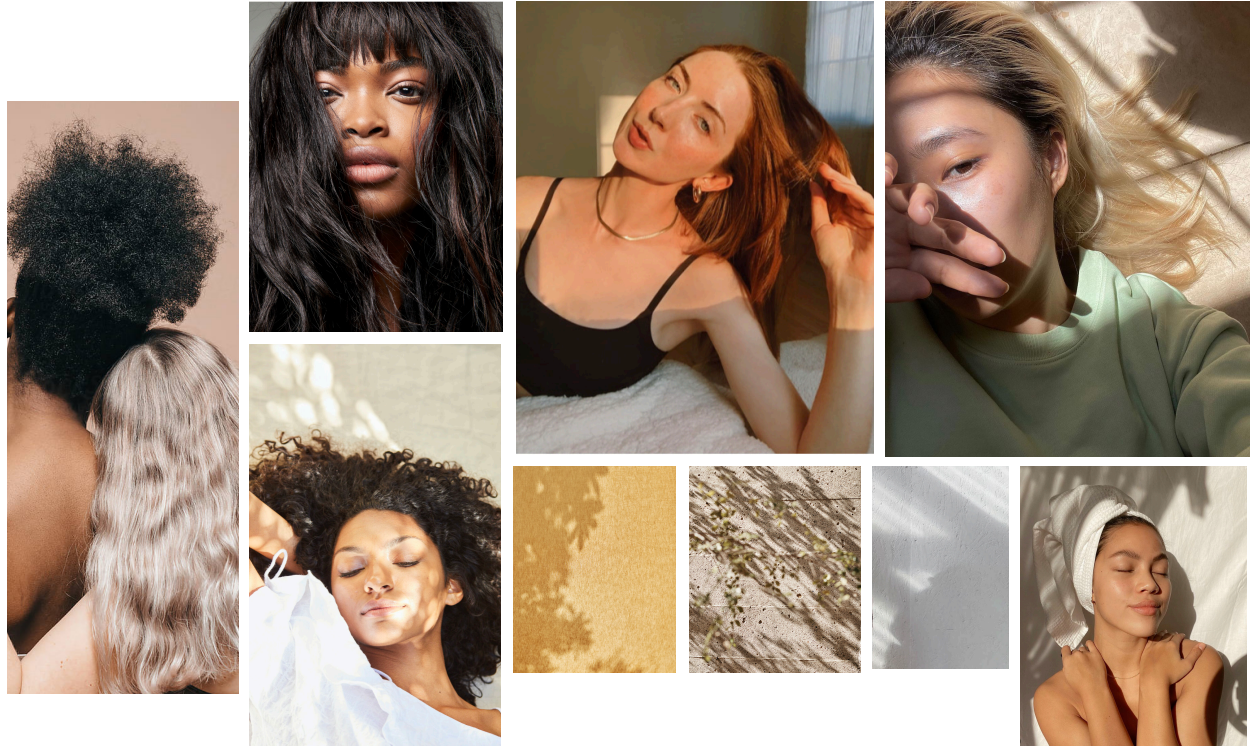


Lighting:

The primary goal of the lighting is to showcase hair health. Focus on the multi-dimensionality of the hair so that the vibrancy is easily seen. The lighting should bring out:

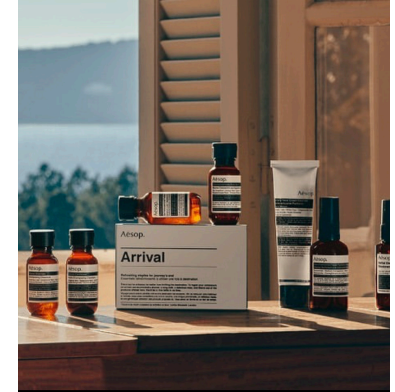
- shine
- strength
- thickness
- texture

The secondary goal of the lighting is to set the tone. Warm tones and heavy shadows to create a real un-adulterated environment.



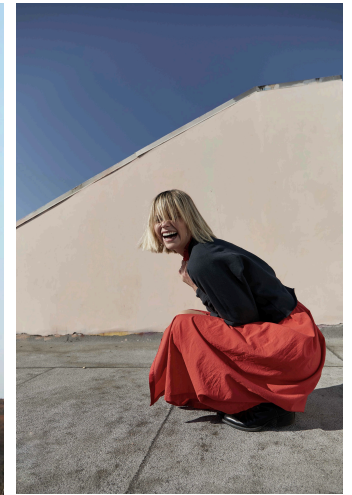
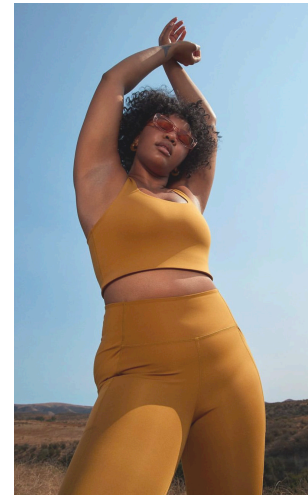
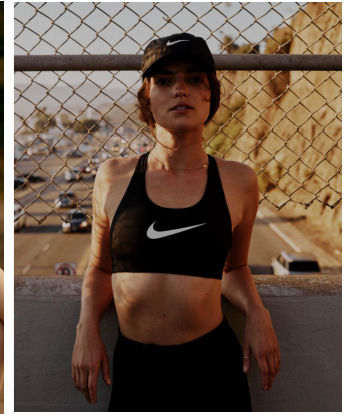
Inside Environments:

Home office, kitchen, working-out;
peloton/bike, weights, yoga, meditation
- and any similar activities.



Outside Environments:

Working-out; running, walking (w/dog),
w/ friends, meditating, yoga, hiking - and
similar active/healthful, activities - sharing
a meal, chatting, etc.



Shot List:

Women's Core

- Single on neutral/textured surface
- Single on light green/textured surface
- Single in natural environment/inside
- Single in natural environment/outside

Women's Balance

- Single on neutral/textured surface
- Single on WB green/textured surface
- Single in natural environment/inside
- Single in natural environment/outside

Men's Core

- Single in natural environment/inside
- Single in natural environment/outside

Postpartum Product *

- Single on neutral/textured surface
- Single on WB green/textured surface
- Single in natural environment/inside
- Single in natural environment/outside

Hair Growth Serum (man + woman/single)

- Seamless/Textured Surface
- Environment
- Application

** If we can get duo's/couples within both the textured space and environmental we will/Covid dependent)*

Shoot Direction:

Benefits + Models

*Seamless/Textured Surface (whole body & hair benefits)**

- **Texture:** Touching the hair, Running hands through hair.
- **Shine:** Arm from under the hair to let lighting hit different areas of the hair. Head + hair shake side to side. 2 models - back of head, head resting on shoulder.
- **Strength:** Wind in the hair, tug on the hair, 2 Models - hair braided or intertwined.
- **Thickness:** Hair flip left-to-right and/or front to back swing.
- **Shedding:** Shower Drain.

Lifestyle + Models

Product Seasonality/Contextualization within life/routine

*Real people/real results (i.e. time of day, breakfast/lunch dinner)**

- Shot from behind - In front of sink - handling hair
- Shot from behind - In front of sink - Core in-hand
- Shot from behind - In front of sink - Booster in-hand, Core on sink
- At dining table - taking pills with meal
- With nature - walking through park
- With nature - trees in background
- Out in the world - walking in city, “master multi-tasker”
- Over the shoulder shot - hair in foreground, Core in-hand in background
- Applying HGS to scalp
- Close up of face - Hand holding pills to mouth, capturing hair
- Holding product to chest, capturing hair
- Holding new GP3

Requests from Leads

Integrated into our benefits & lifestyle shots

- Product Seasonality/contextualization within life/routine
- Real people/real results
- Lifestyle w. all core
- Mixed young/older women together
- Product in settings that contextualize habit formation (l.e. time of day, breakfast/lunch dinner)
- Tie to benefits (better/hair/skin/sleep)
- Hair Growth Serum Product + Application
- Core that can be photoshopped w/ different color rings (postpartum, vegan etc)
- Product
- Postpartum (moms)

Thank you!

Keep growing.