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Nutrafol December Photoshoot

DECEMBER 2020 PHOTOSHOOT

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Product_ Lifestyle Photoshoot Guide

PROPS (Gender Neutral) /

1. small trays + bowls + dinner plates + sm cutting board (wooden, tone/onyx, ceramic)
2. plants (succulents, maidenhead fern, greenery)
3. hair brush, combs, hair clips (simple, possibly wooden)
4. off-white towels (different sizes)
5. tall and short water glass - simple, no angle
6. green juice, green tea, cucumber slices
7. simple vanity decor (mirror, trays, modern objects)
8. small pieces of stone/marble to add depth (see "A"/replace pinks with mint)
9. non-branded, gender neutral vanity items (lotion/toothpaste tube)
10. soaps - variety
11. soap dish
12. qtips, cotton pads, wipes
13. glass containers for cotton balls and qtips
14. lifestyle magazines/black and white
15. linen napkin (off-white or gray)
17. blocks in tan and mint
18. acetate

DIMENSIONS

1. horizontal 1280x540
2. square 500x500
3. vertical: 4:5 for social
4. vertical: full page print ad or in-office display/ 2550 x 3300
5. horizontal: could do do higher px size like 1920 x 1080 for TV

COLOR PALETTE

primary



accent



SURFACES /

off-white plexi, warm stone/marble/limestone (avoid heavily marbled streaks)
light tan + sage-color paper, light wood, short circular and square pedestals



(A) small surfaces

LIGHTING + ANGLE

bright, vibrant, clean, sunny, heavy morning shadows - keep shadows sharp + falling to the right.



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VISUAL DIRECTION /

for the seamless shots keep very sparse / use shadows sparingly. product should be arranged geometrically, either through layout or stacking - slight angles are okay but just not too organic/scattered on the seamless - the relationship should be mathematical; for example, through spacing or product angles. utilize the geometric props to complete the story in a thoughtful way that doesn't add clutter.

for the vanity and meal shots play up wellness / well-being theme with various hues of warm whites, tans and green (balance, harmony, renewal) through greenery, surfaces, + food elements. Be careful to not make it too sleepy, we need to capture the energy of the moment in a dynamic, authentic, candid, minimal way that is full of life.



MUSTS /

* ALL SHOTS HAVE PILLS

*when showing pills, always show exactly four pills; men + women core = 4 yellow pills women balance = 4 orange pills

*propping should be minimal but not too tidy

*majority of shots should include airy cropping. for cropped images, allow for open/white space on 1-2 of the 4 sides

*when shooting from above, avoid focusing on caps of product

*when shooting slight hero angles from below, avoid focusing on bottom surface of product

* shoot wide so that there's white space all around.

*** need plates for all shots***

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HAND MODELS /

PRIORITY:

- WOMAN: olive skin tone, little to no visible hand veins
- clean, manicured nails, no polish
- neutral top/no patterns - short and long sleeve white/nuetrals/pale green - not form fitting.
- MAN: fair skin tone, possibly freckled little
- clean, manicured nails, no polish

NICE TO HAVE:

- WOMAN: fair skin tone, little to no visible hand veins
- clean, manicured nails, no polish
- MAN: dark skin tone
- clean, manicured nails, no polish

WOMAN'S HAND + TOP OPTIONS _____



olive + fair



MAN'S HAND + TOP OPTIONS/LONG SLEEVES _____



fair/freckles
+
dark

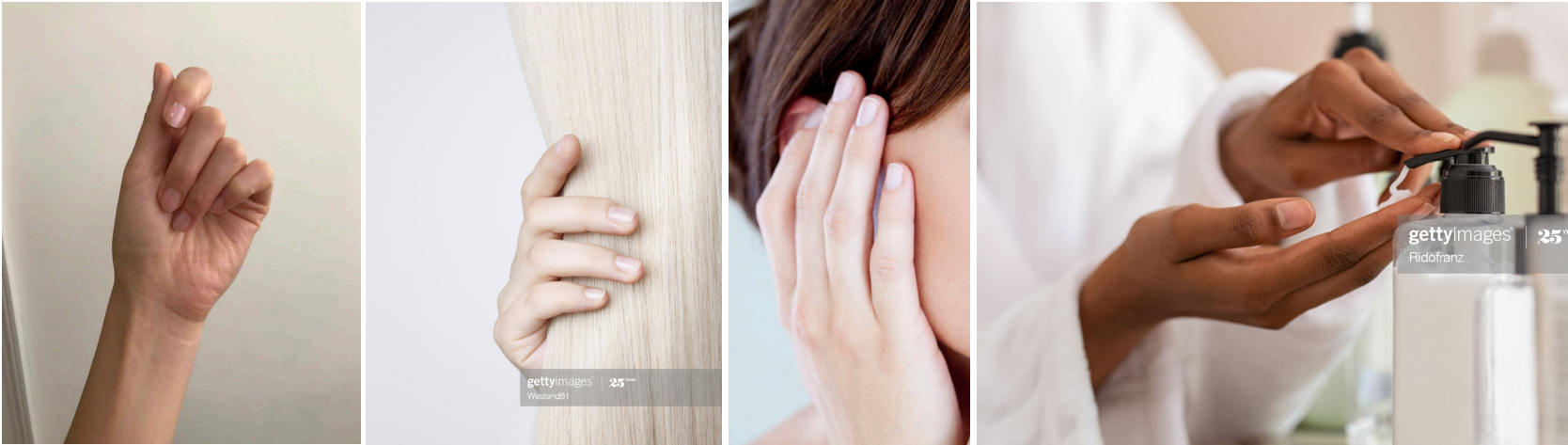


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WOMEN MANICURE STYLE /

- clean, manicured nails, **no polish**, no buffing - completely natural



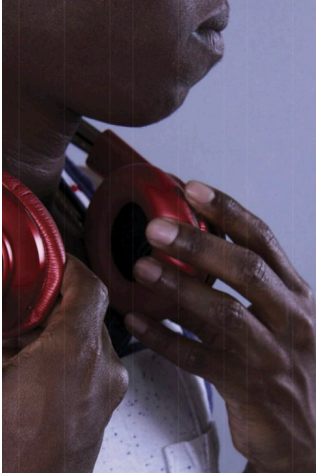
FOR LENGTH SEE ABOVE - KEEP SQUARE IF POSSIBLE, UNLESS IT LOOKS
UN NATURAL WITH THE FINGERS.

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MEN MANICURE STYLE /

- clean, manicured nails, no polish, no buffing - completely natural



seamless

for the seamless shots keep very sparse / use shadows sparingly. product should be arranged geometrically, either through layout or stacking - slight angles are okay but just not too organic/scattered on the seamless - the relationship should be mathematical; for example, through spacing or product angles. utilize the geometric props to complete the story in a thoughtful way that doesn't add clutter.

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seamless

SHOT 1 3Core

VERSIONS: 2; (A) 3 CORE W/ 4 YELLOW PILLS TOTAL
(B) HAND LIFTING WOMEN'S CORE (**GIF OPTIONS**)
(C) PLATE



* 4 CORE PILLS ARE IN ALL SHOTS WITH CORE *



Art Direction:

- slight angle; shot at an angle where you aren't focusing on the top of the jar as seen in the swipe but on the center of the bottle.
- neutral seamless
- heavy shadows KEEP SHADOWS TO THE RIGHT
- hand lifts core (best angle for product)
- * make sure not to focus on the top of the jar *

SHOT 2 1Core_Bottle_Pack

VERSIONS: 4; (A) WOMEN WITH 4 PILLS + OUTER PACKAGING
(B) BALANCE WITH 4 PILLS + OUTER PACKAGING (C) MEN WITH
4 PILLS + OUTER PACKAGING (D) PLATE



* 4 CORE PILLS ARE IN ALL SHOTS WITH CORE *



Art Direction:

- shoot from above
- utilize the mint color for the surface
- layout should be geometrical and orderly.
- keep pills organized in a row
- * make sure not to show the bottom of the jar *

SHOT 3 ProPack_+1

VERSIONS: 6; (A) 3 CORE W/PILLS (B) STRESS W/PILLS (C) PROBIOTIC
(D) MEN'S CORE W/PILLS (E) WB CORE + W/PILLS (F) PLATE



* 4 CORE PILLS ARE IN ALL SHOTS WITH CORE *



VERY LIGHT BEIGE SHELF + SIMILAR
TONE WALLS

Art Direction:

- shoot straight-on
- neutral surface and background.
- heavy shadows with sharp edges.
- * make sure not to show the bottom of the jar *



FOR PILLS STACK

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Seamless

SHOT 4 **3Core_HGS_Stress_HairB**

VERSIONS: 3; (A) 3 CORE W/ YELLOW PILLS + HGS + STRESS + HAIRBIOTIC (B) ADD W HAND **HOLDING WOMAN'S CORE (GIF OPTIONS)** (C) PLATE



* 4 CORE PILLS ARE IN ALL SHOTS WITH CORE *



FOR OVERHEAD DIRECTION:
KEEP TOPS ON JARS
KEEP SPACE ON ALL SIDES
DON'T STYLE ON AN ANGLE

FOR HAND
REFERENCE

Art Direction:

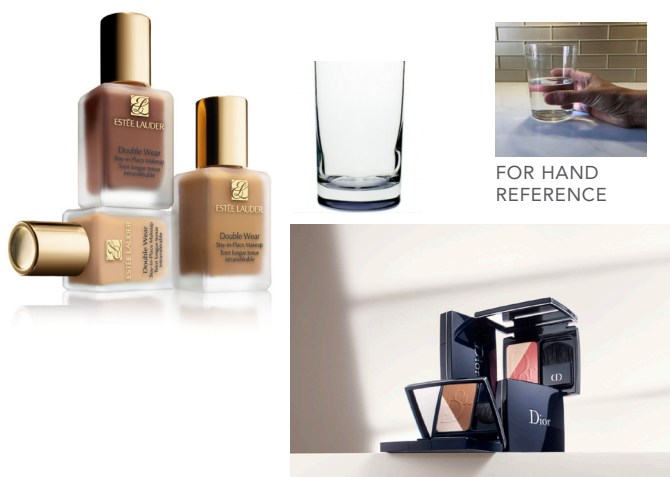
- shoot from above. keep all caps on.
- hand coming in from below. hold slightly above the seamless keeping all products with sharp focus.
- arrangement should be more geometric and organized
- * be careful not to show large bases of jars.

SHOT 5 **1 Core_H2O_HAND**

VERSIONS: 4; (A) WOMEN + PILLS (W + W/O HAND - **GIF OPTION PICK-ING UP A PILL/ROTATING IT TO SHOW SHAPE/SIZE**) (B) BALANCE + PILLS, (C) MEN + PILLS (D) PLATE



* 4 CORE PILLS ARE IN ALL SHOTS WITH CORE *



FOR HAND
REFERENCE

FOR SHADOWS AND SET

SHELF + MINT WALLS

Art Direction:

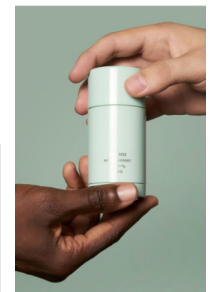
- straight on
- stack in an geometrical arrangement. pills should be neat, lined up horizontally and evenly top to bottom.
- * glass - add water. hand comes in from the right and behind the glass
- hand is in Mens and Womens - reaching for the glass or holding glass whichever looks best.
- * make sure not to focus on the top of the jar *

SHOT 6 **Opening_HGS_wDropper**

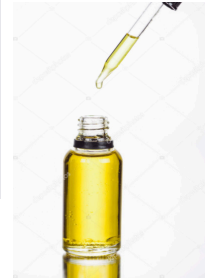
VERSIONS: 4; (A) WOMEN (B) M+W (C) WOMEN + DROPPER (**GIF OPTIONS WITH DROPPER**) (D) PLATE



FOR INDV. HANDLING



FOR M+W HANDLING



FOR DROPPER ACTION



Art Direction:

- straight on angle
- product held away from surface
- one hand holding bottle at 3/4 angle, other hand holding dropper with a full droppersful of serum
- light neutral background
- * clean outside of dropper *
- * dropper should be not less than 3/4 full of serum *

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Seamless

SHOT 7 Hands_Raising_Core_Bottles

VERSIONS: 4; (A) MAN+MAN, (B) WOMAN+ WB, (C) MAN+ WOMAN (D) WOMAN WITH CORE IN FRONT OF CHEST (E) PLATE

*GIF OPTIONS FOR ALL



Art Direction:

- straight on angle or slight hero
- product raised away from surface
- raised as if cheering bottles

* make sure not to focus on the bottom of the product *

SHOT 8 Serum_+Pack

VERSIONS: 4; (A) SERUM BOTTLE AND BOX (B) B BOOSTER + STRESS ADAPTOGEN WITH PILLS (C) HAIRBIOTIC WITH PILLS B-BOOSTER (D) PLATE



Art Direction:

- shot from above on neutral

* make sure not to focus on the bottom of the product *

SHOT 9 (A) 3 Core_+HGS_Stress_Hairbiotic

VERSIONS:3; (A) 3 CORE W/ YELLOW PILLS+ B-BOOSTER + STRESS + HAIRBIOTIC (NO PROPS) (B) HAND REACHING OUT M+W (STILL) (C) HAND REACHING OUT M+W TO PLACE A CORE PRODUCT INTO THE FRAME. (GIF)



* 4 CORE PILLS ARE IN ALL SHOTS WITH CORE *



Art Direction:

- Straight-on
- light gray seamless
- product layout similar to what's shown

* Make sure not to focus on the top of the jar *

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Seamless

SHOT 10 Supplements_White_Above

VERSIONS:1 All 3 Core supplements in groups of 4 with some crushed (use acetate for the crush if needed)

**** NOTE THE PILLS MAY STAIN THE SEAMLESS ****



Art Direction:

- shot from above
- white seamless
- groups of 4 that can be easily silo'd out

No Jar - just supplements

vanity

for the vanity and meal shots play up wellness / well-being theme with various hues of warm whites, tans and green (balance, harmony, renewal) through greenery, surfaces, + food elements. Be careful to not make it too sleepy, we need to capture the energy of the moment in a dynamic, authentic, candid, minimal way that is full of life.

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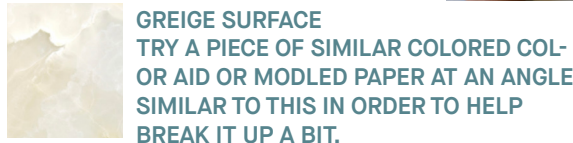
Context (Vanity)

SHOT 11 **Core_Hand**

VERSIONS: 4; (A) WOMEN WITH WOMAN'S HAND
(B) BALANCE WITH WOMAN'S HAND (**GIF OPTS**) (C) MEN
WITH MAN HAND (**GIF OPTS**) (D) PLATE



* 4 CORE PILLS ARE IN ALL SHOTS WITH CORE *



GREIGE SURFACE
TRY A PIECE OF SIMILAR COLORED COLOR AID OR MODLED PAPER AT AN ANGLE
SIMILAR TO THIS IN ORDER TO HELP
BREAK IT UP A BIT.

Art Direction:

- shoot from above/slight angle
- modern neutral stone/neutral surface (limestone)
- a small peak of greenery/succulent/maidenhead fern.
- use props sparingly only to create an environment. keep props in one area, not too scattered about
- * be careful not to show large bases of jars.

SHOT 12 **Core**

VERSIONS: 5; (A) WOMEN WITH 4 PILLS (B) BALANCE WITH
4 PILLS (C) MEN WITH 4 PILLS (D) STRESS ADAPTOGEN (F)
PLATE



* 4 CORE PILLS ARE IN ALL SHOTS WITH CORE *



NOTE: JUST 4
PILLS, CAN BE A
PRETTY SCATTER

NOTE:
NOT A PLATE
BUT A SMALL
STONE OR
WOOD
SURFACE

BEIGE WATER COLOR/TEXTURED PAPER

Art Direction:

- shoot from above
- modern neutral stone, plate to place bottle on.
- a small peak of greenery/succulent/maidenhead fern.
- * be careful not to show large bases of jars.

SHOT 13 **Core_+2_Angle**

VERSIONS: 5; (A) WOMEN'S CORE W/ 4PILLS + STRESS + HAIRBIOTIC
(B) MEN'S CORE W/ 4PILLS + STRESS + DIGESTIVE
(C) WOMAN'S BALANCE CORE W/ 4 ORANGE PILLS + STRESS + B-BOOSTER
(D) HANDLING WOMENS CORE BOTTLE (E) PLATE



* 4 CORE PILLS ARE IN ALL SHOTS WITH CORE *



FOR STYLING

SANDSTONE
TRY A PIECE OF PAPER AT ANGLE
TO BREAK IT UP A BIT LIKE THE
MARBLE IN THE SWIPE "FOR
ANGLE".



FOR ANGLE

Art Direction:

- shoot from above/slight angle
- modern neutral stone/neutral surface (limestone)
- a small peak of greenery/succulent/maidenhead fern.
- keep props in one area, not too scattered about
- * be careful not to show large bases of jars. Not too messy or over-styled.

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Context (Vanity)

SHOT 14 **Core_+2_VanAbove** :: VERSIONS: 5;

- (A) WOMEN'S CORE + STRESS + HAIRBIOTIC
- (B) MEN'S CORE + STRESS + DIGESTIVE
- (C) BALANCE CORE + STRESS + B-BOOSTER
- (D) HAND REACHING OUT FOR A+B (E) PLATE



* 4 CORE PILLS ARE IN ALL SHOTS WITH CORE *



FOR STYLING



FOR ANGLE



SANDSTONE

Art Direction:

- shoot from above
- modern neutral stone/neutral surface (limestone)
- small surfaces for pills - each shot A-C should not be identical/ possible pop of green with a plate or surface
- greenery/succulent or maidenhead fern.
- * be careful not to show large bases of jars. Not too messy

SHOT 15 **Core_+1_Vanity** :: VERSIONS:4;

- (A) WOMEN'S CORE W/ CORE PILLS + DIGESTIVE
- (B) MEN'S CORE W/PILLS + B-BOOSTER
- (C) WOMEN'S BALANCE + HAIRBIOTIC (D) PLATE



* 4 CORE PILLS ARE IN ALL SHOTS WITH CORE *



WHITE SHELF/STUDIO BACKDROP

Art Direction:

- Straight-on
- modern neutral stone/neutral surface (limestone)
- Playful product angles to add visual interest
- * Make sure there's space on the right for copy - shoot wide.
- * Make sure not to focus on the top of the jar *

meals

for the vanity and meal shots play up wellness / well-being theme with various hues of warm whites, tans and green (balance, harmony, renewal) through greenery, surfaces, + food elements. Be careful to not make it too sleepy, we need to capture the energy of the moment in a dynamic, authentic, candid, minimal way that is full of life.

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Context (Meal)

SHOT 16 **Meal_Core_Above**

VERSIONS:4; (A) 1 W/CORE W/ PILLS (B) MEN'S CORE W/ PILLS (C) WOMEN'S BALANCE W/ PILLS (D) PLATE



* 4 CORE PILLS ARE IN ALL SHOTS WITH CORE *



could show a cup of green tea/cucumber slices, etc.



SANDSTONE

Art Direction:

- shoot from above
- gray, white or stone surface
- Imperfect propping. Setting is clean but not too tidy
- Showing hints of meal without showing food with just sides and corners of plates*

* make sure cropping allows space on 2 of 4 sides *
* 'keep growing' on cap should face upright *

SHOT 17 **Meal_Core_Angle**

VERSIONS:4; (A) WOMEN'S CORE W/ CORE PILLS + DIGESTIVE (GIF OPTION WOMANS HAND COMES IN FRAME TO PICK UP PILL/SHIFTS IT 90 DEGREES UP AND DOWN) (B) MEN'S CORE W/PILLS + B-BOOSTER (C) WB CORE W/PILLS + HAIRBIOTIC (D)



* 4 CORE PILLS ARE IN ALL SHOTS WITH CORE *



BACKGROUND SHOULD BE NON-DISTRACTING - A LIGHT NEUTRAL OR WHITE DEPENDING ON THE PROPS USED.



BRIGHT WHITE/TEXTURED

Art Direction:

- slight 3/4 angle; shot at an angle where you aren't focusing on the top of the jar.
- warm gray, white or stone surface
- Imperfect propping. Setting is clean but not too tidy

* pills should not cover 'keep growing' on cap *
* 'keep growing' on cap should face forward *
* make sure cropping allows space on 2 of 4 sides *

thank you!