

OZONE®
ILLUMINOUS GOLD KIT
REDEFINING INTENSE INNER RADIANCE

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FOR ALL SKIN TYPE



UGC SCRIPTS — OZONE AYURVEDICS

Illuminous Gold Kit (Pack of 2) • 30-40 sec Reels



THE BRIEF

- Format: 2 UGC scripts (30–40 sec each), vertical (9:16), creator-native.
- Structure per script: 4 key frames — Hook, Setup, Ritual, Reveal/CTA.
- Deliverables: Shot-by-shot script (Visual • VO • Super) + 4 key frame stills.
- Product: Illuminous Gold Kit — 6-step Ayurvedic at-home facial (Cleanser, Scrub, Serum, Massage Cream, Hydrating Pack, Sun Shield).
- Language split: English-dominant (playful discovery) + Hinglish-led (festive ritual).



Concept Note 01 — “The Glow Hits Different”

Tone: Playful · Spontaneous · Confident

Language: English-dominant

Core Idea:

A candid, front-camera discovery moment that feels spontaneous yet perfectly composed for the scroll. The creator stumbles upon something that actually works — and her joy is infectious. The film captures her halfway between talking and glowing, delivering that genuine surprise of self-delight that’s both watchable and believable.

Narrative Arc:

Handheld setup → playful chat while applying → quick, energetic cuts of the ritual → final close-up where she can’t help but smirk at her reflection.

Hook:

“You know that glow you fake with filters? Yeah... this one’s real.”

Emotional Spine:

Effortless transformation — not driven by vanity, but the thrill of discovery. The glow is both literal and emotional; it feels earned, not manufactured.

Purpose:

To showcase creator authenticity and hook-driven pacing that feels unscripted but engineered for performance. Designed to fit seamlessly in UGC ad placements while maintaining an organic creator aesthetic.

Creative Keywords:

Play · Discovery · Authentic · Unfiltered · Relatable Confidence



Concept Note 02 — ‘Festive Radiance Ritual’

Tone: Warm • Graceful • Celebratory

Language: Hinglish-led

Core Idea:

In the Diwali rush of lights, sweets, and noise, a woman reclaims a quiet moment for herself. This isn’t vanity — it’s a ritual. A pause to breathe, reset, and glow before the festivities take over. The film weaves her soft rhythm of self-care with the gold warmth of Diwali itself.

Narrative Arc:

Calm daylight setup → product placement by vanity → gentle application intercut with diyas being lit → final reveal under golden festive light.

Hook:

“Diwali ke lights toh sab lagate hain... par apna glow on karna mat bhoolna.”

Emotional Spine:

Self-love through ritual purity — the product becomes part of the festive preparation, a bridge between tradition and self-care.

Purpose:

To link the Illuminous Gold Kit with the emotional and sensory essence of Diwali — evoking warmth, renewal, and celebration while expanding shareability across organic and gifting-oriented festive content.

Creative Keywords:

Ritual • Renewal • Festive Warmth • Self-Care • Radiance



Script 1 — Storyboard (Visual • VO • Super)

VISUAL

Close-up, natural light. She's mid-scroll on her phone, screen light reflecting on her face. She pauses, looks up at camera with bare-faced, playful half-smile.

She holds up the Ozone Illuminous Gold Kit. Quick over-the-shoulder shot of unboxing with glint of gold, textures visible.

Fast-cut montage—

- Cleanser foam on cheeks → quick rinse
- Scrub swirl on nose → sparkle transition
- Serum drop gliding down skin → absorbed glow
- Ends with cream massage + satisfied sigh.

She holds up the Ozone Illuminous Gold Kit. Quick over-the-shoulder shot of unboxing with glint of gold, textures visible.

VO

“You know that glow you fake with filters? Yeah... this one's real.”

“So this little thing? Six-step Ayurvedic facial. Tan take-off, scrub, serum... all in one box. Basically, my salon just moved home.”

“It's got gold dust, aloe, turmeric. Proper Ayurvedic recipe. Feels luxe but still me. Every step legit smells like calm.”

“So yeah... the glow hits different when it's not faked.” (laughs lightly) “Illuminous Gold Kit. Thank me later.”

SUPER

No Filter. Just Gold. ✨

6 Steps → Salon-like Glow at Home

Pure Ayurveda • Instant Radiance •
Visible Glow

#OzoneAyurvedics
#GlowHitsDifferent
#IlluminousGoldKit





Script 2 — Storyboard (Visual • VO • Super)

VISUAL

Warm morning light. She's stringing fairy lights on her mirror, a diya flickers beside her. Camera handheld—she glances into it with a half-smile, slightly tired eyes.

She picks up the Ozone Illuminous Gold Kit, box glinting under the fairy lights. Cut to her placing each tube neatly—cleanser, scrub, serum, cream, pack, sun shield.

Close-ups in soft gold tones—

- Cleanser foam melting tan
- Scrub particles sparkling under light
- Cream massage in upward circles
- Hydrating pack sets while she lights a diya

She's now in a festive outfit, earrings on, face radiant. She lights the last diya, camera catches the reflection of gold glow on her skin.

VO

“Diwali ke lights toh har jagah lag rahe hain... par mera glow thoda kam lag raha tha.”

“So I took out my Illuminous Gold Kit — six steps of Ayurvedic facial magic. Tan take-off, scrub, serum... poora festive ritual ghar pe.”

“Aloe, turmeric, sandalwood, gold dust. Pure Ayurvedic vibe with luxury feel. Har step mein ek choti si peace mil jati hai.”

“Diwali ke lights ho ya skin ka glow... dono Ozone se bina adhure lagte hain.”
(smiles) “Illuminous Gold Kit. Mera Diwali ritual.”

SUPER

Time to Light Up Your Glow 🧡

6 Steps. Pure Ayurveda. Instant Glow.

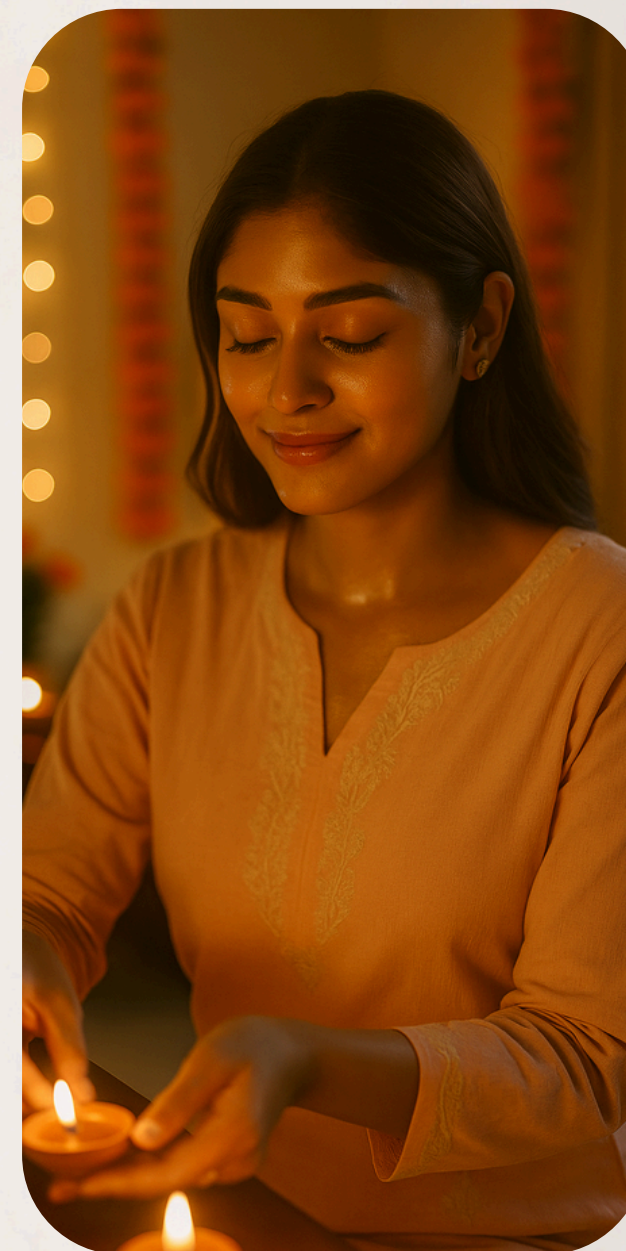
Glow Se Zyada, Shaanti Ka Feeling

#OzoneAyurvedics

#FestiveGlow

#IlluminousGoldKit





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