



BEAUTIFUL BY NATURE



THE
THREE
FILM CO.

DIGITAL FILMS



PAPAYA FACEWASH

ft Sanya Malhotra



Joy Papaya Facewash

Celebrity playfully bites a papaya slice and winks at the camera.

Celebrity - ""Papaya tastes amazing, but did you know it's even better for my skin!""

Cut to a bathroom. The Papaya Face Wash is placed as celebrity picks it up, smiling

Celebrity (voiceover while demonstrating):

""With the power of papaya, this face wash fades dark spots and tan, giving you spotless skin—naturally!""

Supers:

REMOVES TAN

FADES BLEMISHES

BRIGHTENS SKIN

Quick shots:

Squeezing the creamy face wash, massaging it gently, and looking refreshed.

Cut to the celebritie's close up fresh face shot.

The celebrity sits on the patio, holding the Papaya Face Wash and papaya slices.

Sanya(smiling)

"Try Joy Papaya Face Wash and glow like you've just had your favorite fruit!"

Joy Beautiful By Nature



PAPAYA FACEWASH SCRIPT 03

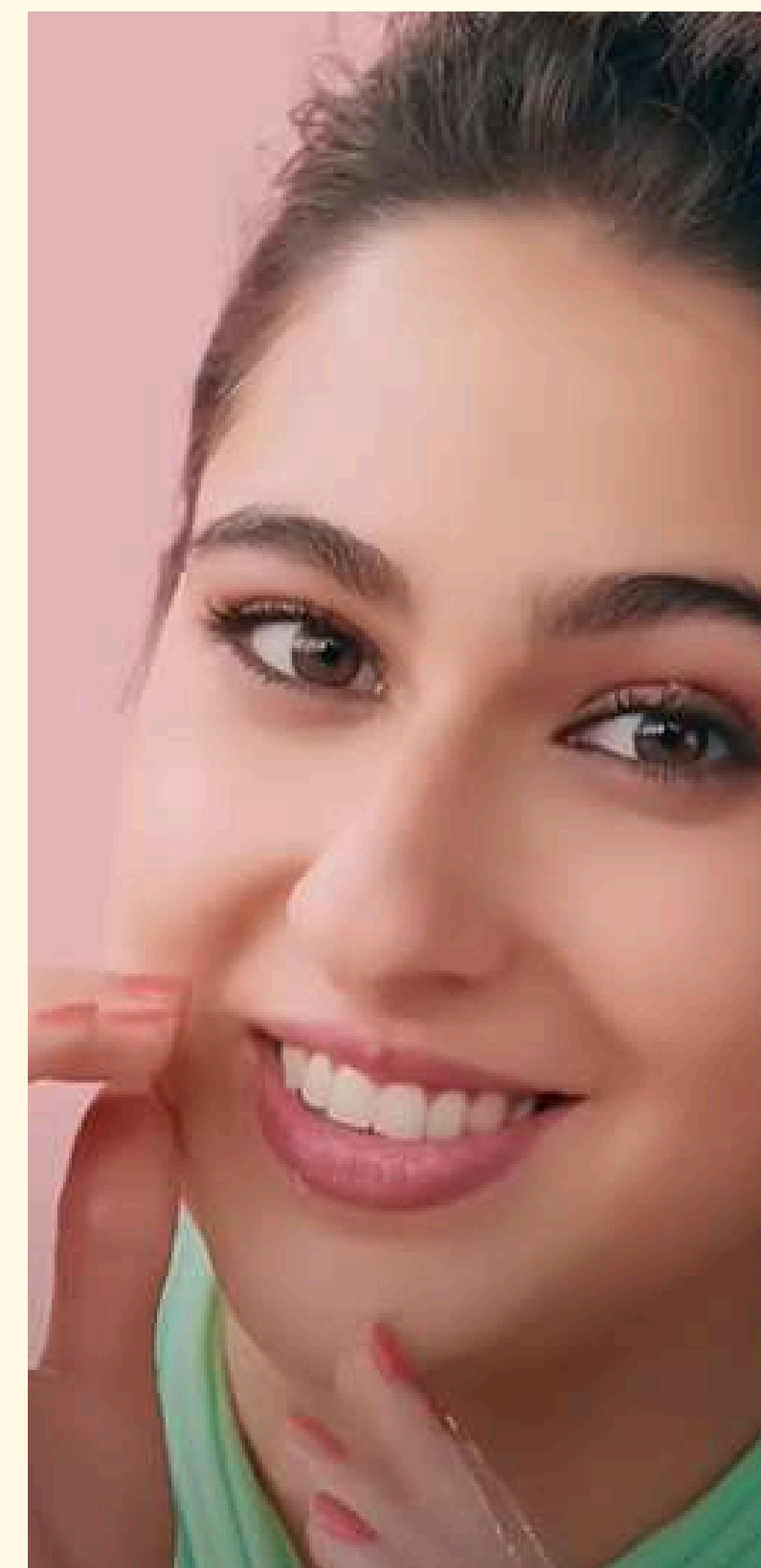
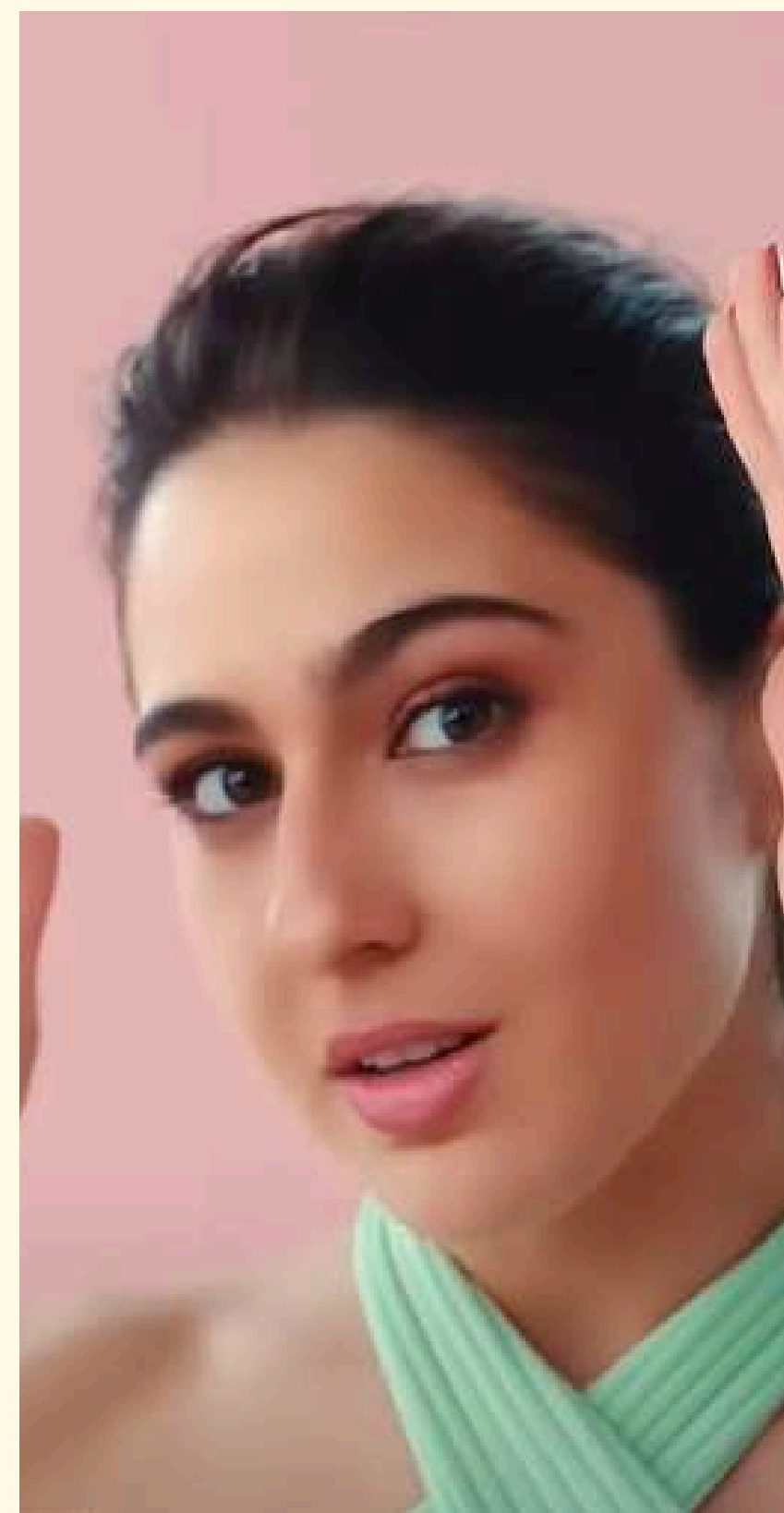
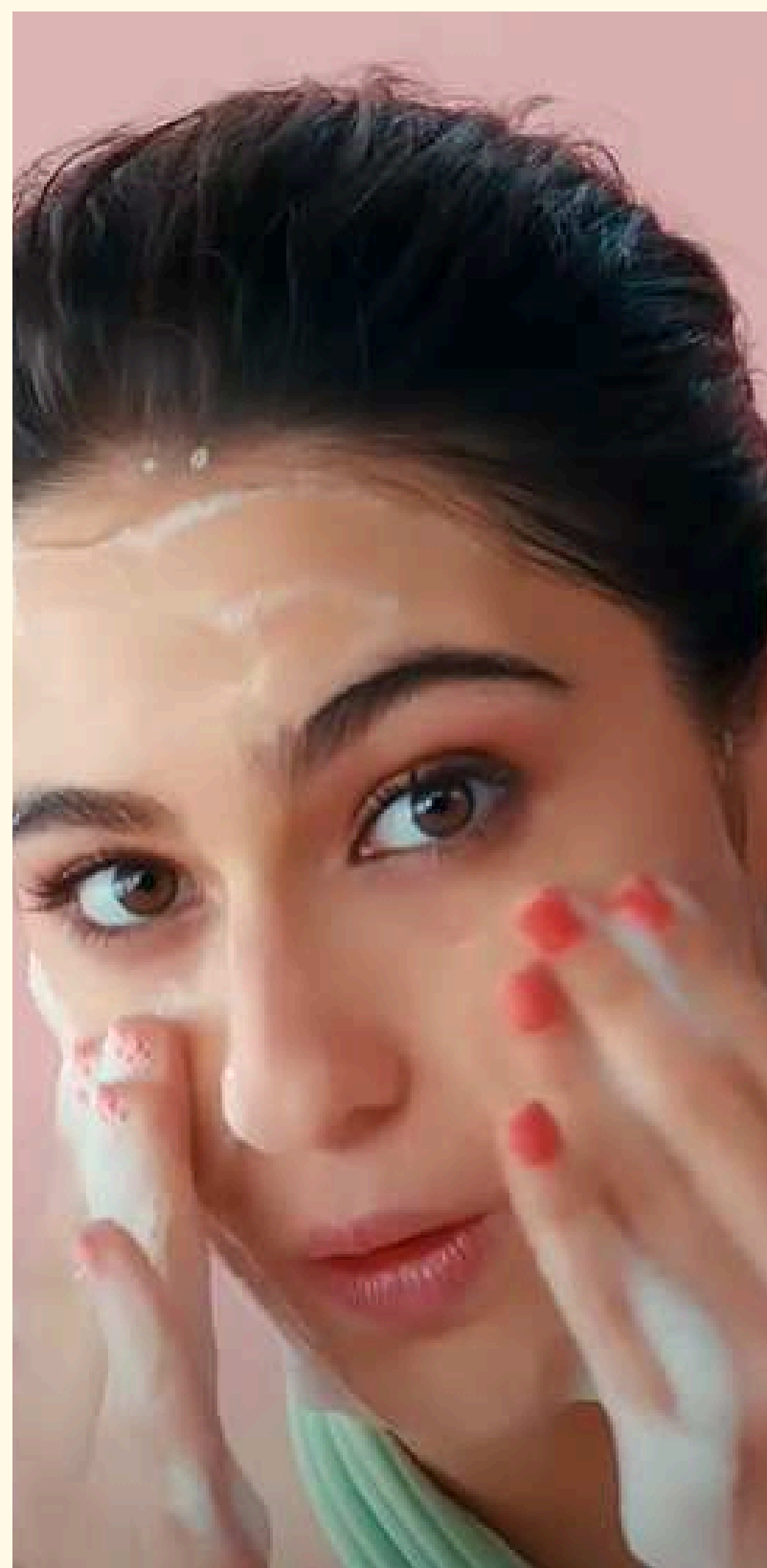
with Sanya Malhotra



TREATMENT & MOODBOARD

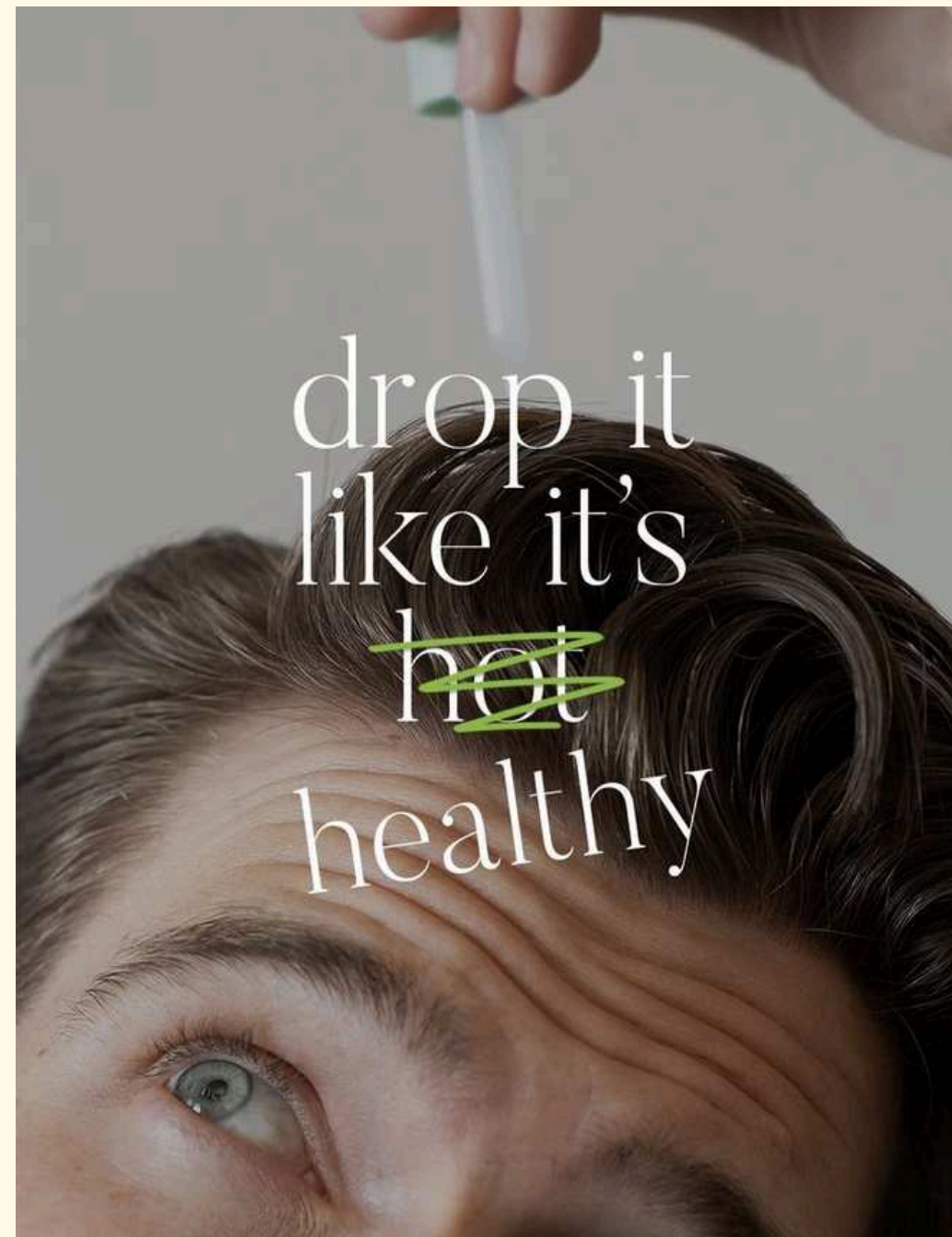
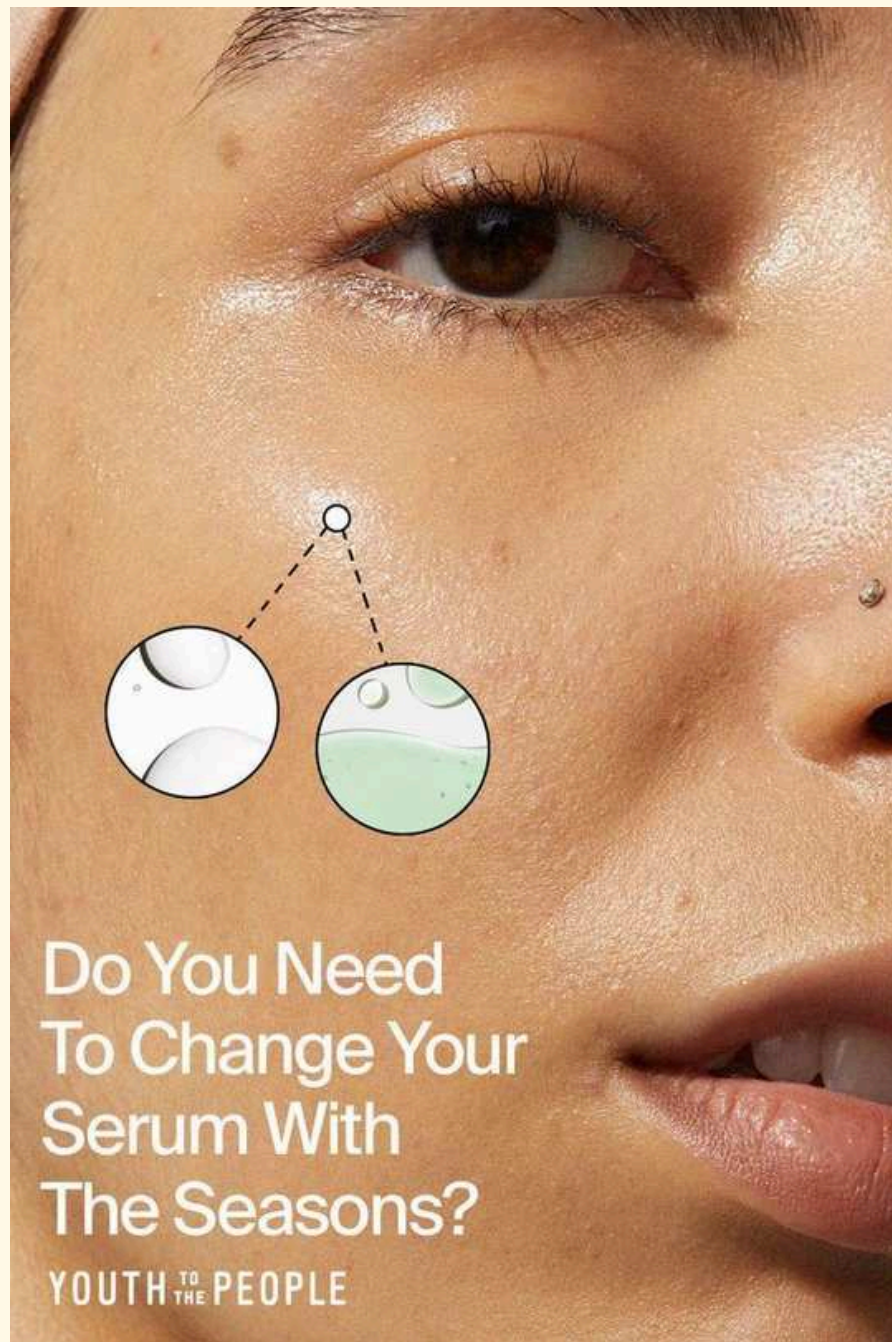
Under the golden sun, Medha Shankr, and Sanya Malhotra's playful charm unveils the Joy Papaya Facewash—a radiant 'fresh solution' to say goodbye to tan and hello to glowing skin.





1 PACK SHOT FOR EACH
PRODUCT







COSTUME



Yellow Top with White Pants/ Skirt or
Yellow Jumpsuit

PAPAYA FACEWASH

ft Medha Shankr



Joy Papaya Facewash

Celebrity knocks at the camera (can have screen shaking to make it more interesting) and says,

""Dark Spots? Tan? Time to say goodbye!""

She lathers up with the Papaya Face Wash. Highlight natural papaya enzymes working to brighten the skin.

Add super (callouts)

FADES DARK SPOTS

CLEARs TAN

BRIGHTENS SKIN

Celebrity: ""Fade it all away, naturally. Reveal your natural glow with Joy Papaya Face Wash"

Joy Beautiful By Nature



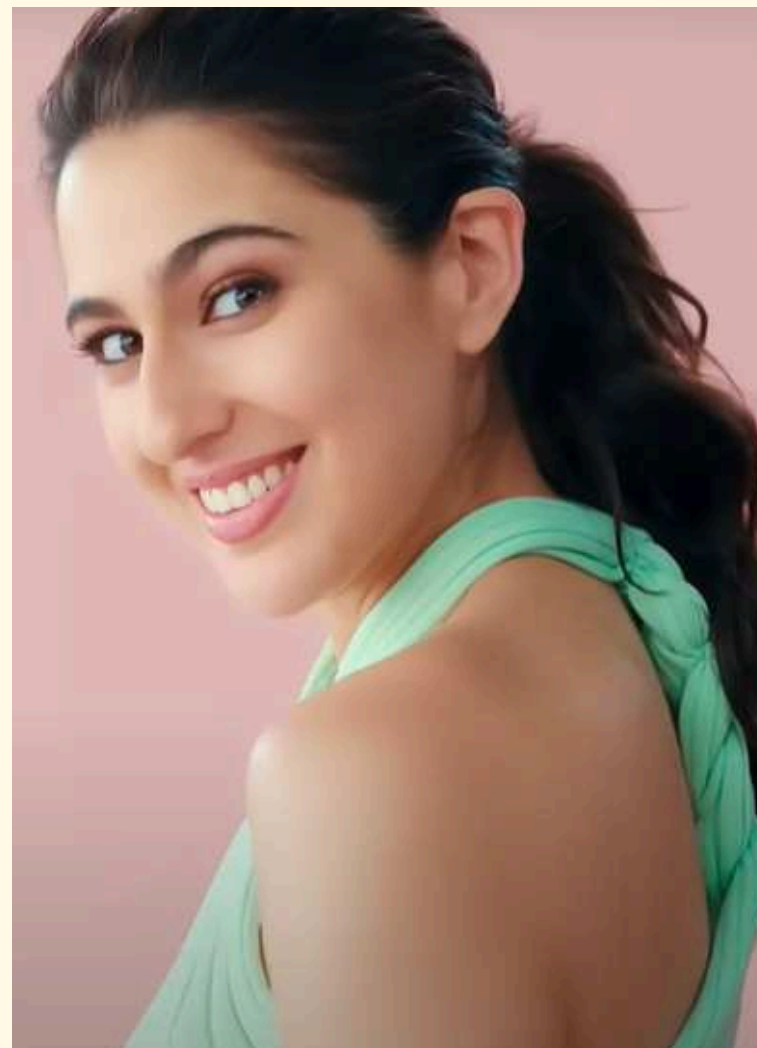
PAPAYA FACEWASH SCRIPT 04

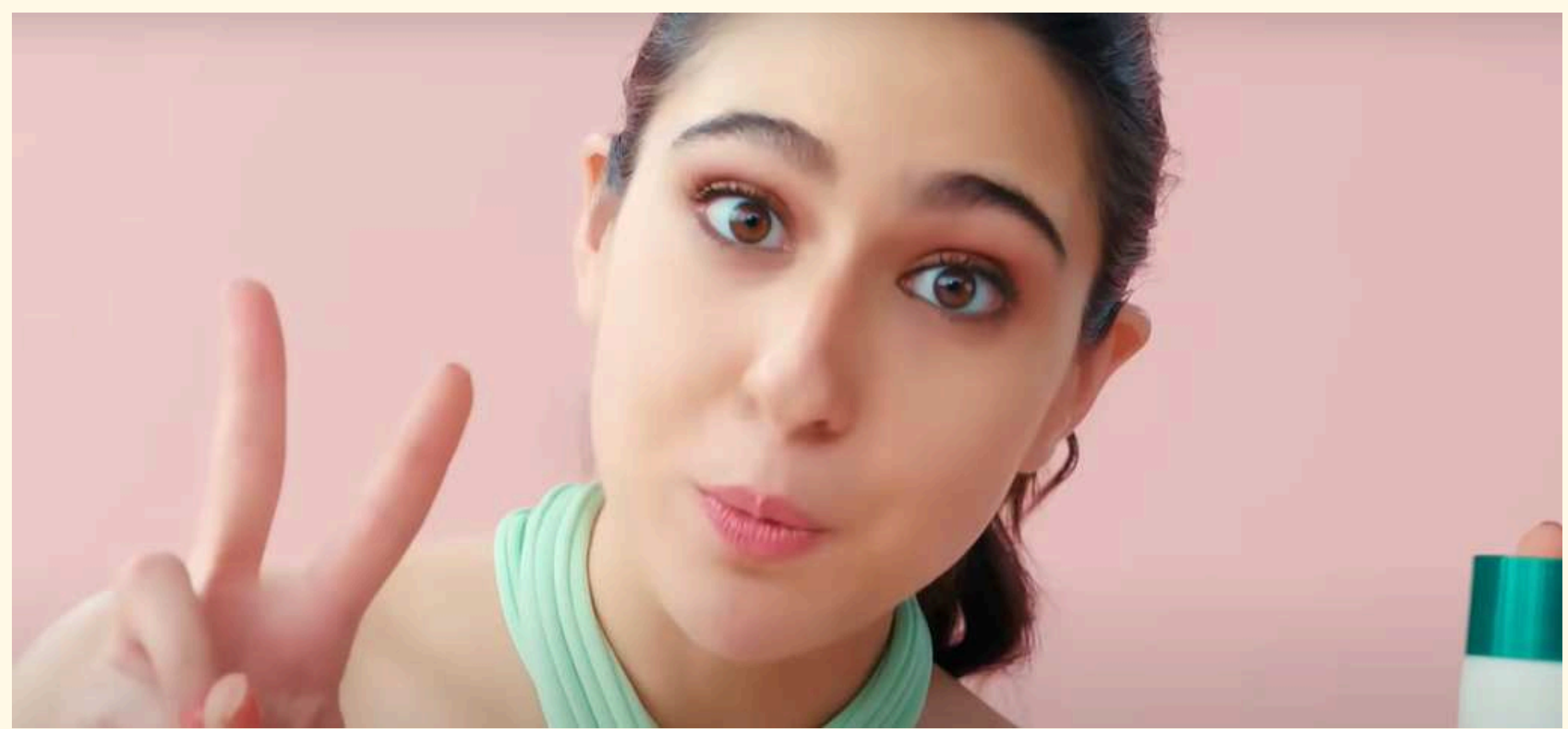
with Medha Shankr



TREATMENT & MOODBOARD

Under the golden sun, Medha Shankr, and Sanya Malhotra's playful charm unveils the Joy Papaya Facewash—a radiant 'fresh solution' to say goodbye to tan and hello to glowing skin.







1 PACK SHOT FOR EACH
PRODUCT





COSTUME



Yellow Sleeveless Top with White Pants/ Skirt or
Yellow Jumpsuit

UBTAN FACEWASH

ft Medha Shankr



Joy Ubtan Facewash

Hook: Celebrity holds up Joy's Ubtan Face Wash, saying,

""Why does this Ubtan work better than all the others?""

Content: A playful checklist appears: Natural Ingredients? Check. Gentle? Check. Removes Tan? Check. Affordable? Check.

application and product shot.

Supers:

GENTLY EXFOLIATES
REMOVES TAN
GIVES A NATURAL GLOW

CTA: ""Ubtan Facewashes toh bohot dekhe hoge, but Joy jaisa Ubtan, kahi nahi!
Joy Ubtan Face Wash.
Ab festive glow, har roz"
Joy Beautiful By Nature



UBTAN FACEWASH SCRIPT 01

With Medha Shankr

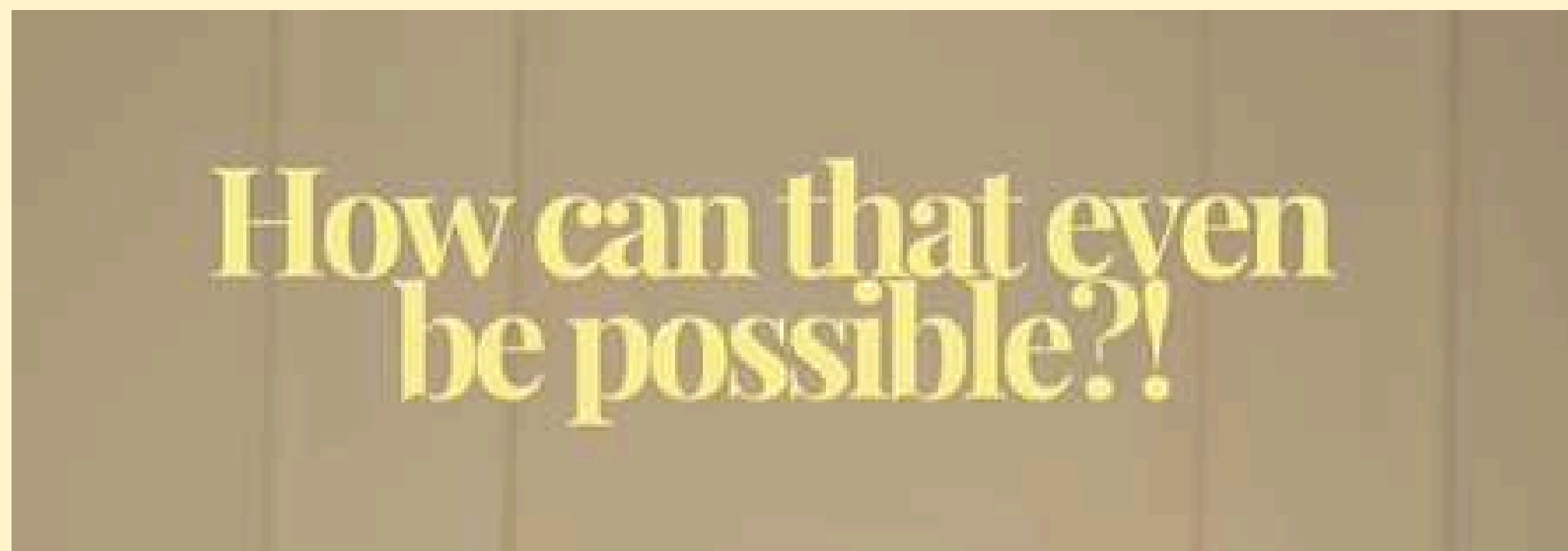


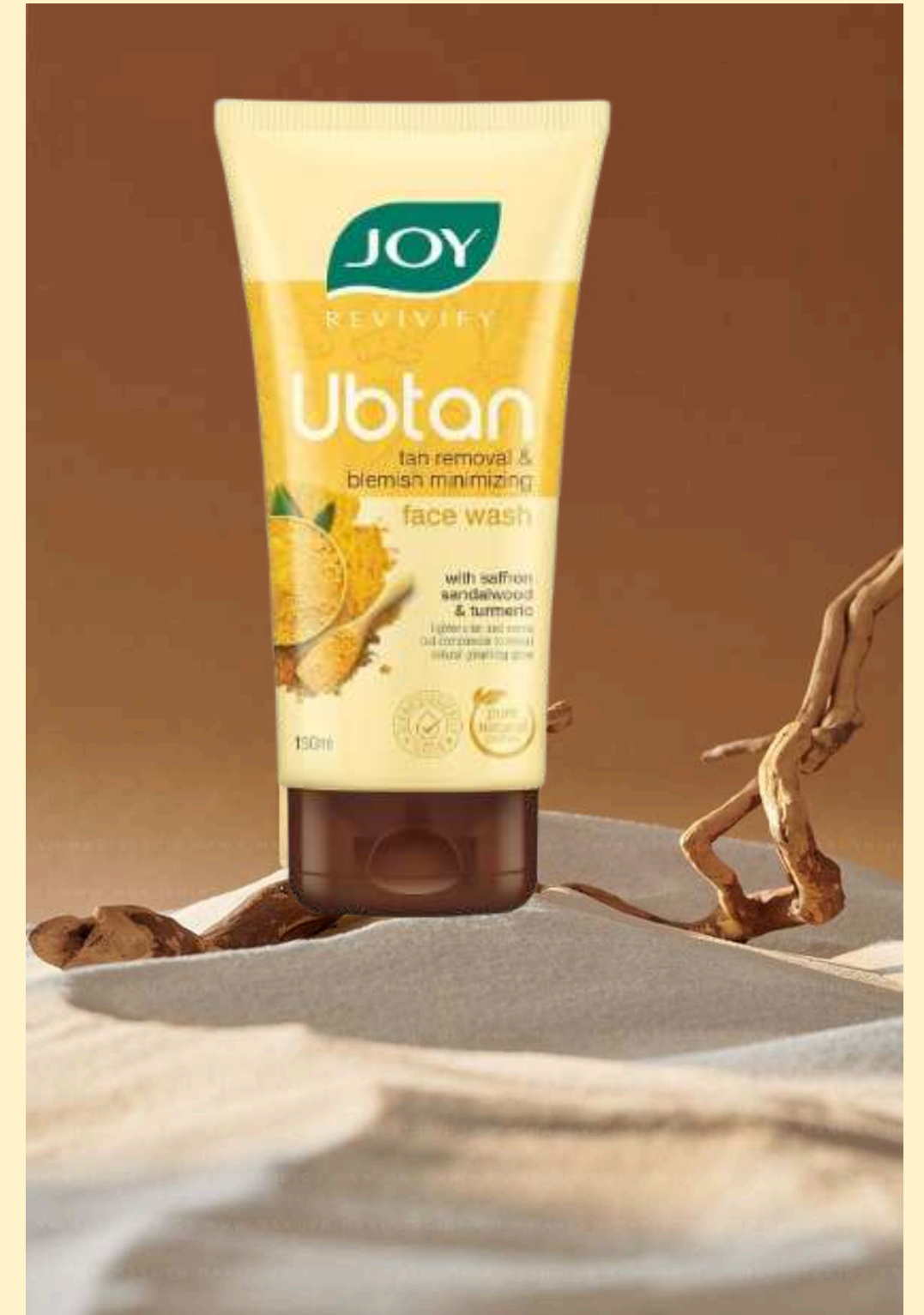
TREATMENT & MOODBOARD

Behind the scenes, Medha reveals the perfect blend of tradition and contemporary care—Joy's Ubtan Facewash, where timeless skincare meets a modern twist.









COSTUME



White Sleeveless Top with White
Pants/ Skirt OR yellow Jumpsuit

UBTAN FACEWASH

ft Sanya Malhotra



JOY Ubtan Facewash

Festive glow? (Celebrity shakes her head in a cheeky manner)
I prefer har roz glow !
But i see too many ubtan facewashes wiith too many promises.
Here's my go-to

Product revel
Application shots

SUPERS

GENTLY EXFOLIATES
REMOVES TAN
GIVES A NATURAL GLOW

Glow everyday with Joy Ubtan Facewash
Joy Beautiful By Nature



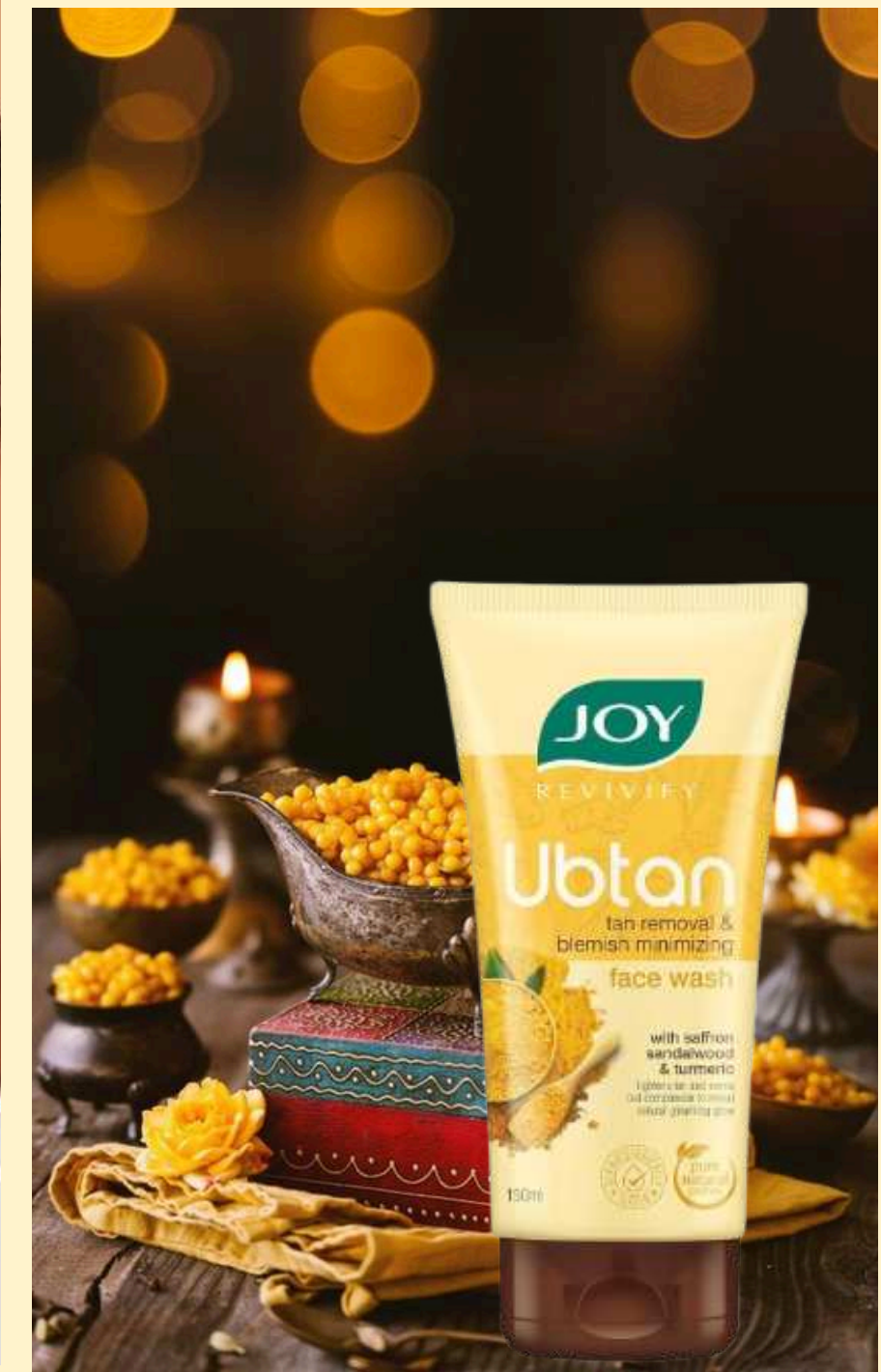
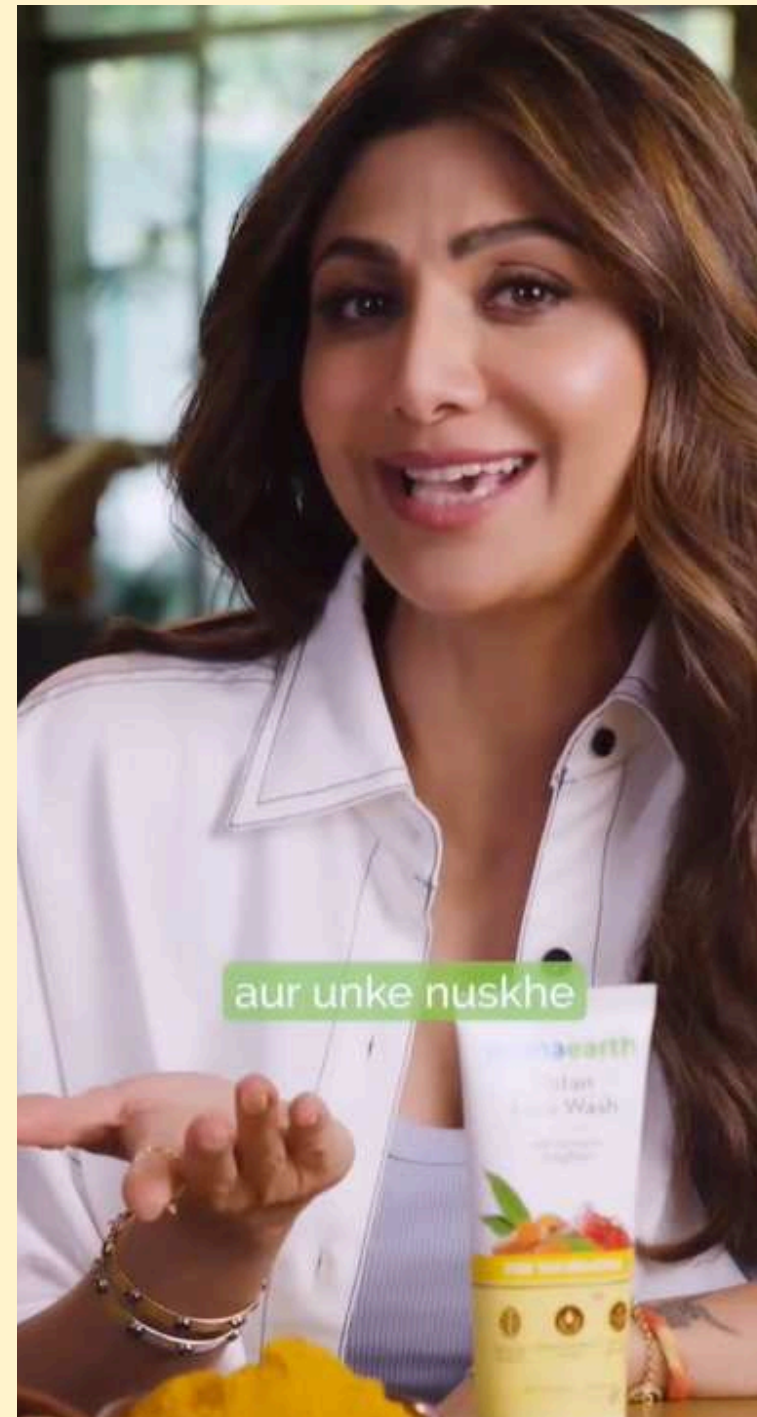
UBTAN FACEWASH SCRIPT 02

with Sanya Malhotra

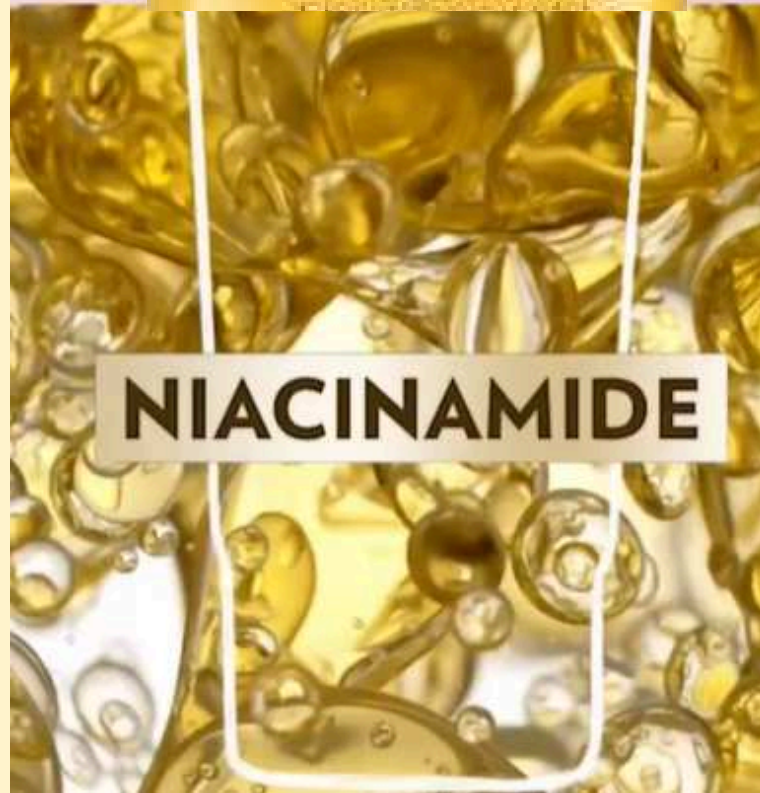


TREATMENT & MOODBOARD

Sanya reveals the perfect blend of tradition and contemporary care for any festive occasion —Joy's Ubtan Facewash, where timeless skincare meets a modern twist.



Text Graphics Treatment



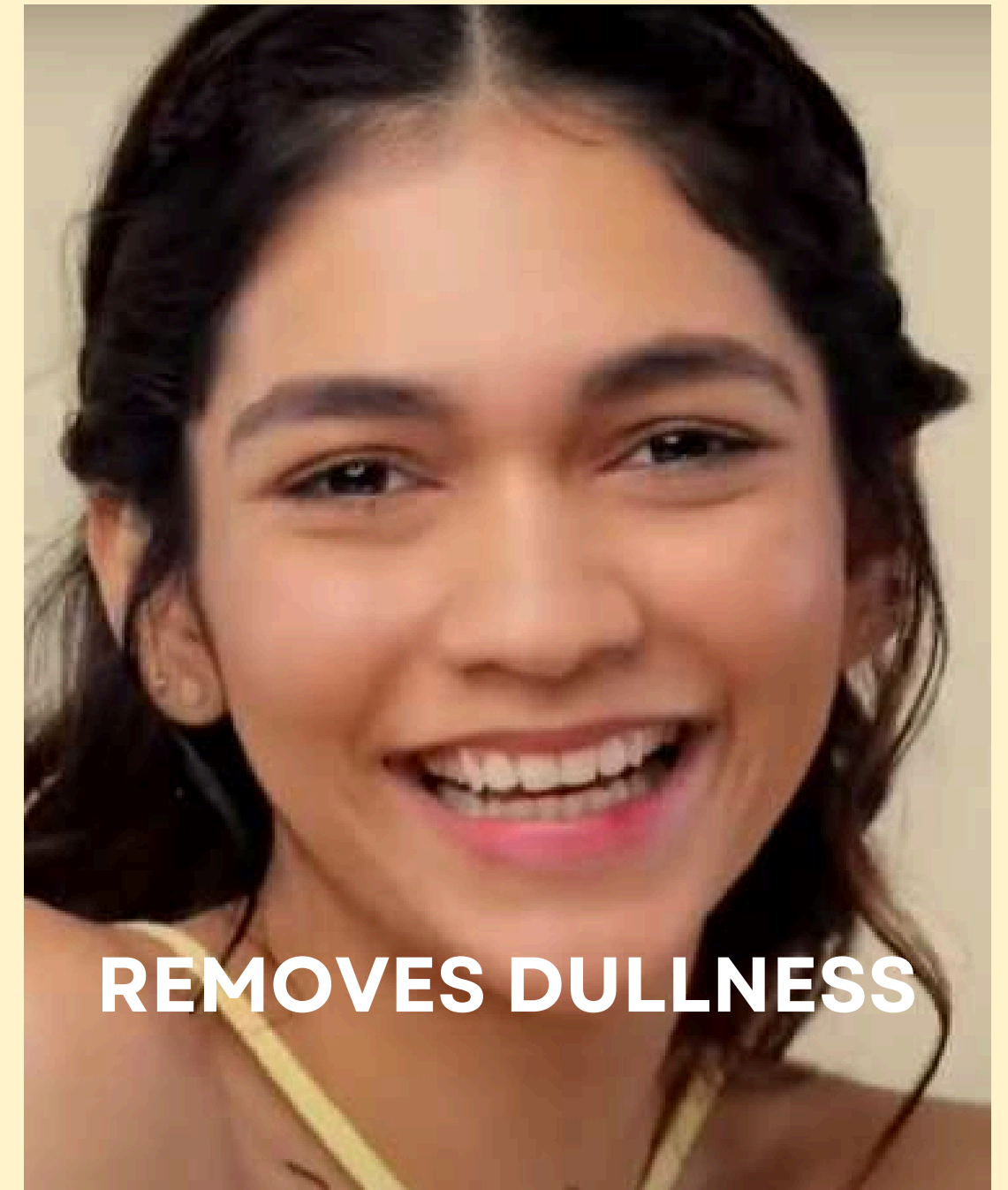
Text Graphics Treatment



FADES DARK SPOTS

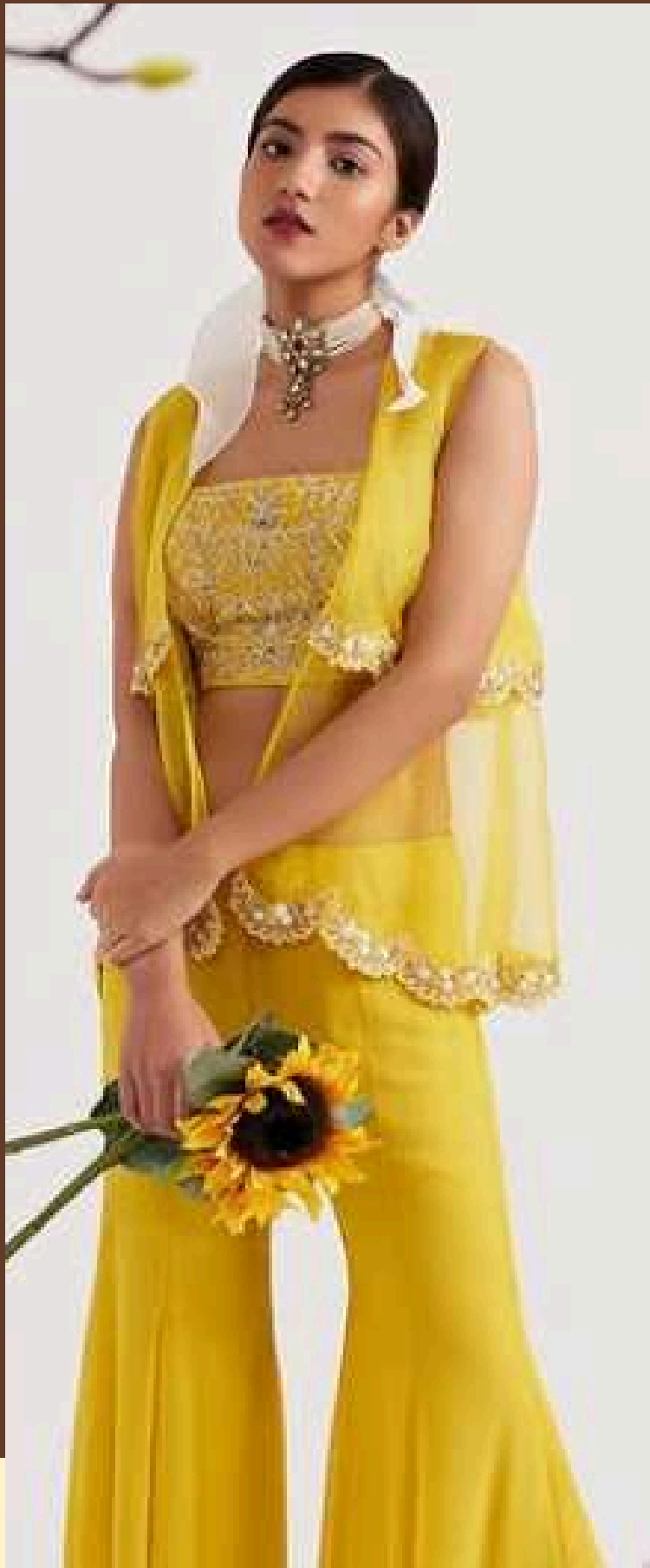


REFRESHES SKIN



REMOVES DULLNESS





COSTUME



Yellow/ Mustard
Indo-Western Jumpsuit

ART SETUP



ART SETUP



ART ELEMENTS



HYDRA REFRESH GEL

ft Sanya Malhotra



Joy Hydra Refresh Gel

Celeb applying a random moisturiser (show cream)
but not too happy apply it
""Does your moisturiser feel too heavy in summer?"
Celeb nods yes

you need hydration that's weightless
Super and product: Joy Hydra Refresh Gel
Shots of application and product

Supers:

NON-STICKY
ULTRA-LIGHT GEL
48 HRS HYDRATION
PERFECT FOR SUMMERS

With hyaluronic acid, Panthenol and aqua hydration
actives
Hydrates skin, leaving it plump, dewy, and fresh

Pack shot. Joy Hydra Refresh Gel.
Joy. Beautiful by nature."



HYDRA REFRESH GEL SCRIPT 05

with Sanya Malhotra



TREATMENT & MOODBOARD

In a house's corner setup, Sanya Malhotra shifts from oily moisturiser woes to the fresh, water-light feel of Joy Hydra Refresh Gel—ultralight hydration for plump, dewy skin and a radiant glow.













COSTUME



White/ Sky Blue Sleeveless
Off-shoulder Top with White
Pants/ Skirt

HYDRA REFRESH FACEWASH

ft Medha Shankr



Joy Hydra Refresh Facewash

Celebrity - Sensitive Skin?!

Super: you need an gentle face wash that cares...
(The product falls into Celeb's hands.. she catches it)

Celebrity- Joy Hydra Refresh Facewash?

Product shots. Application shots.

Supers:

EXTRA GENTLE CLEANSING
WITH CERAMIDES AND HYALURONIC ACID
NON-DRYING GEL FORMULA
BALANCES SKIN PH

Beauty shots of Celebrity
skin feels soft, hydrated, and healthy.

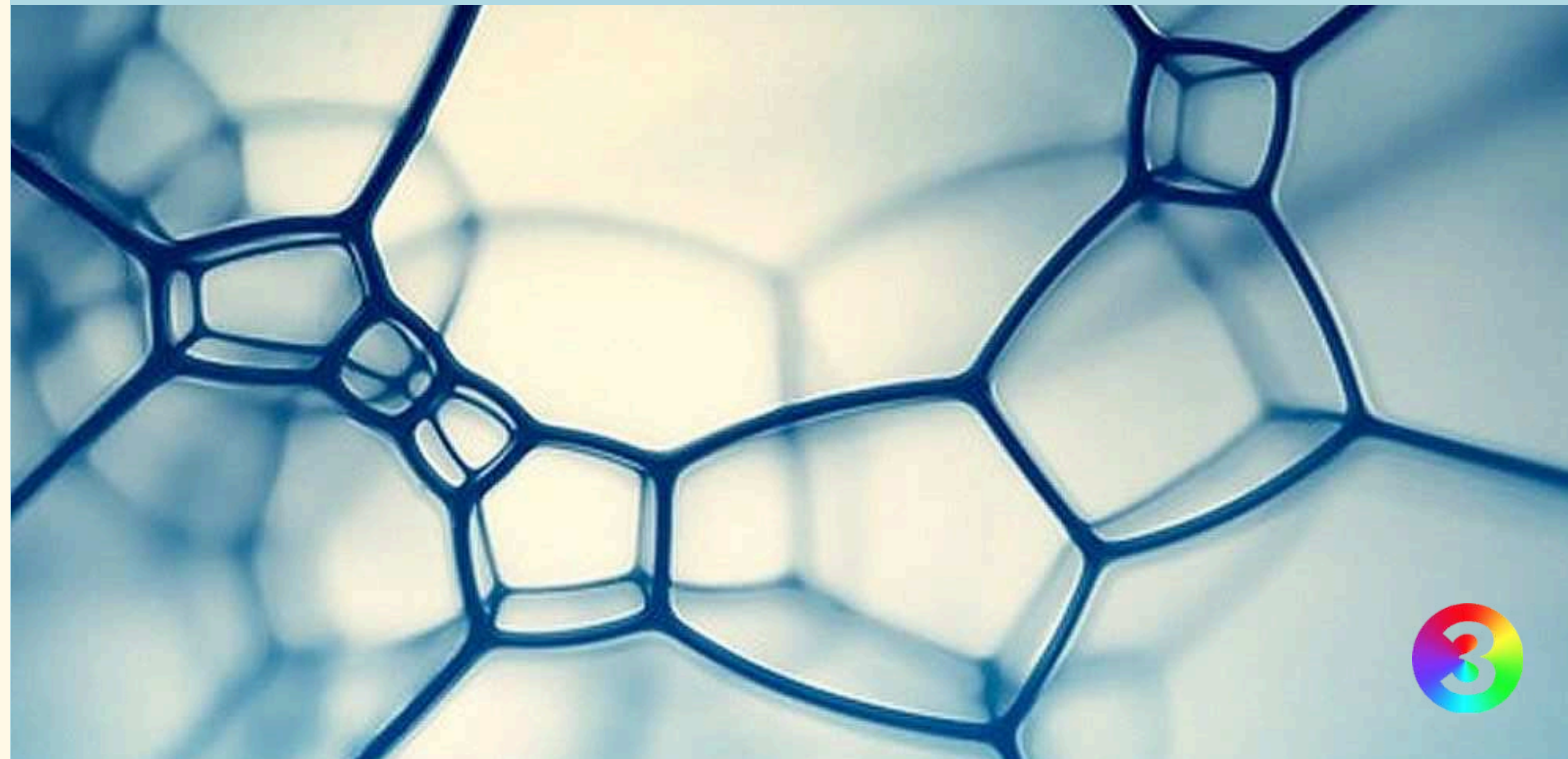
""Pack shot.
Joy Hydra Refresh Facewash.

Joy. Beautiful by nature."



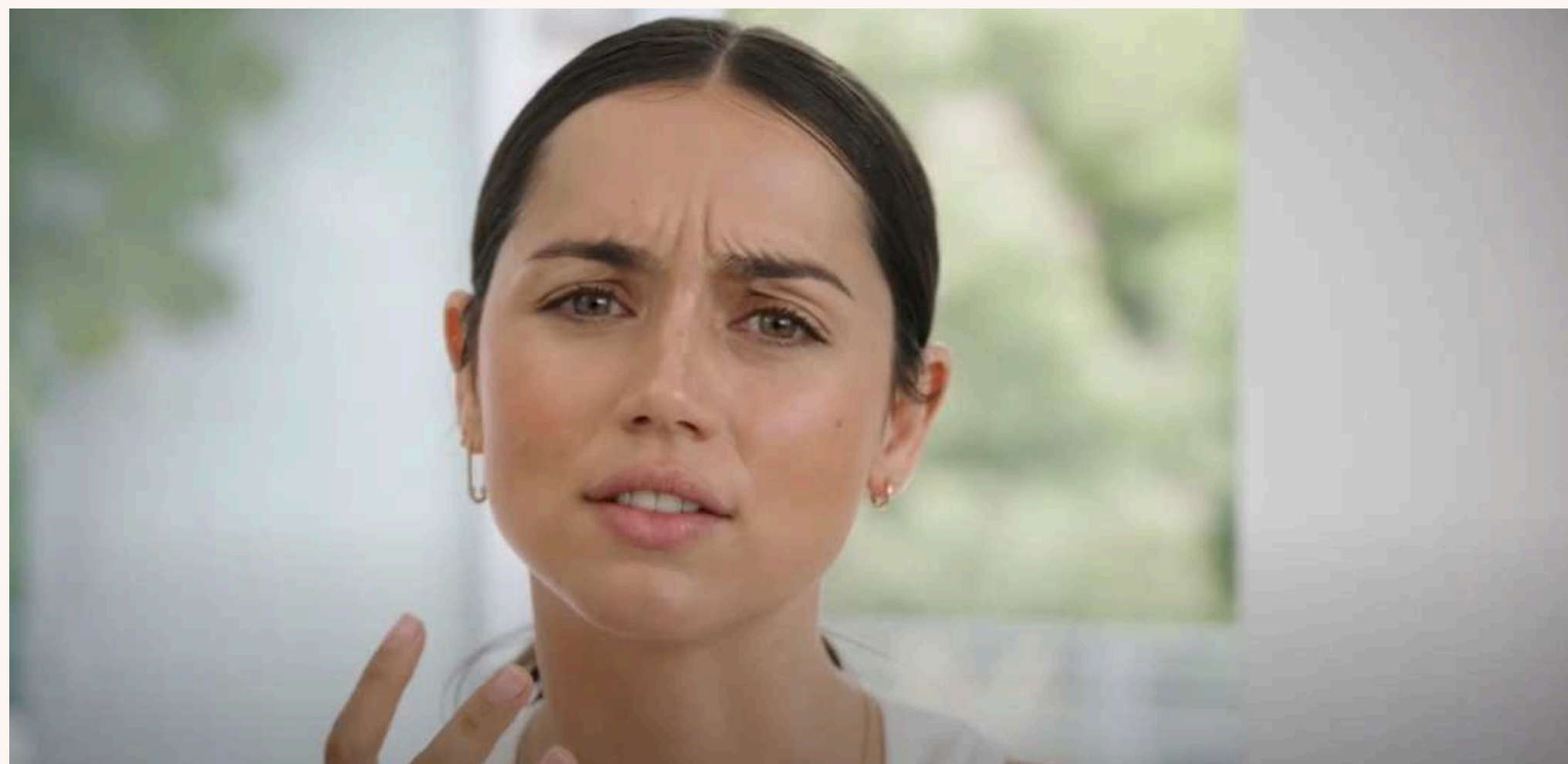
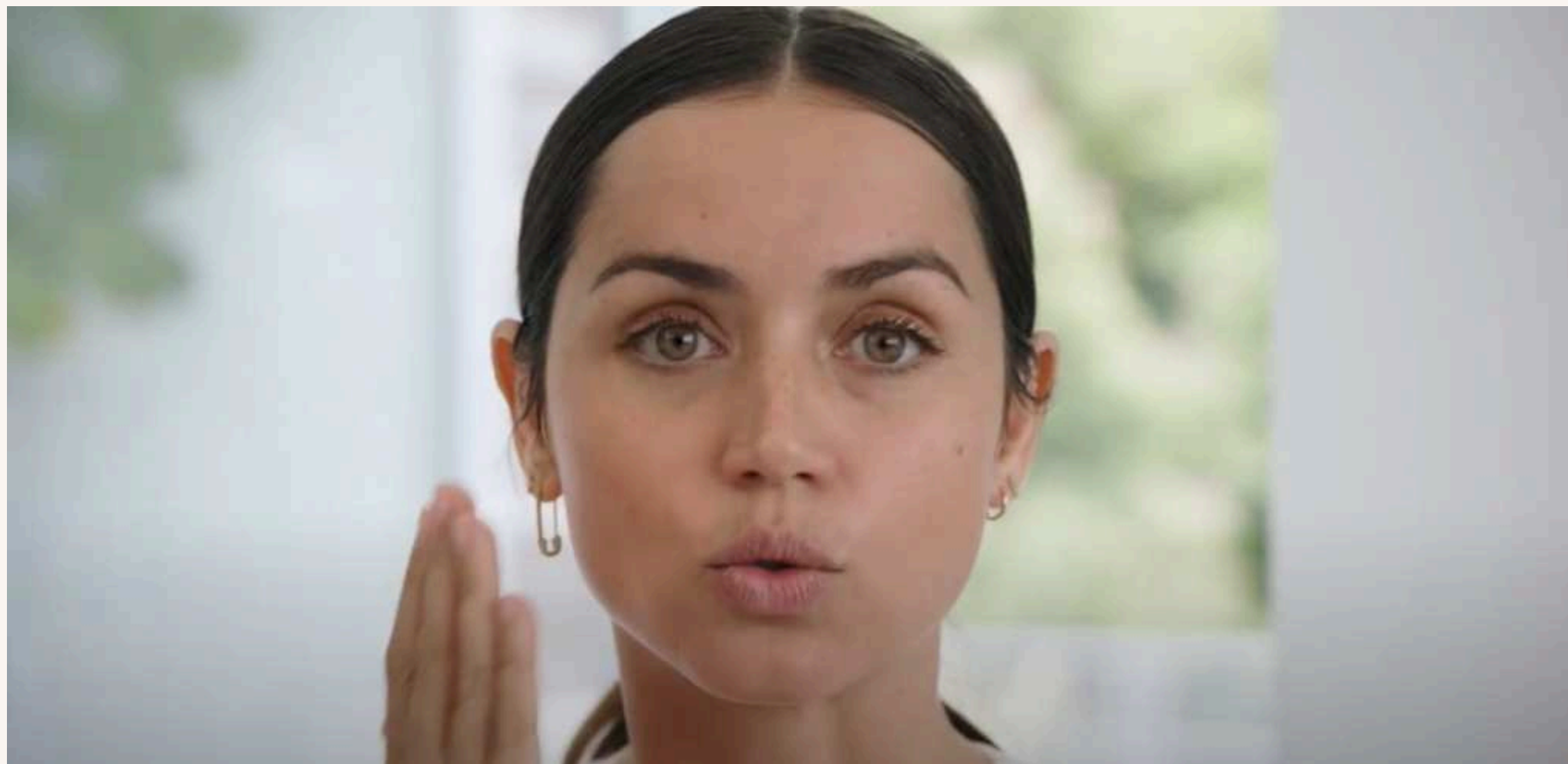
HYDRA REFRESH FACEWASH SCRIPT 06

with Medha Shankr

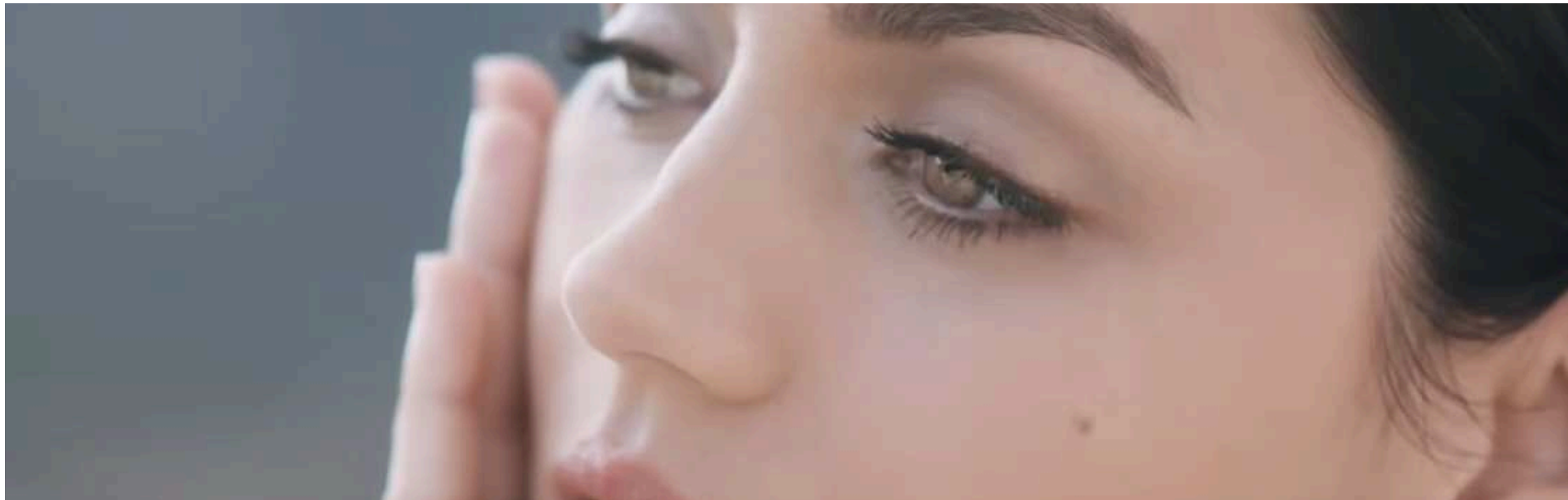


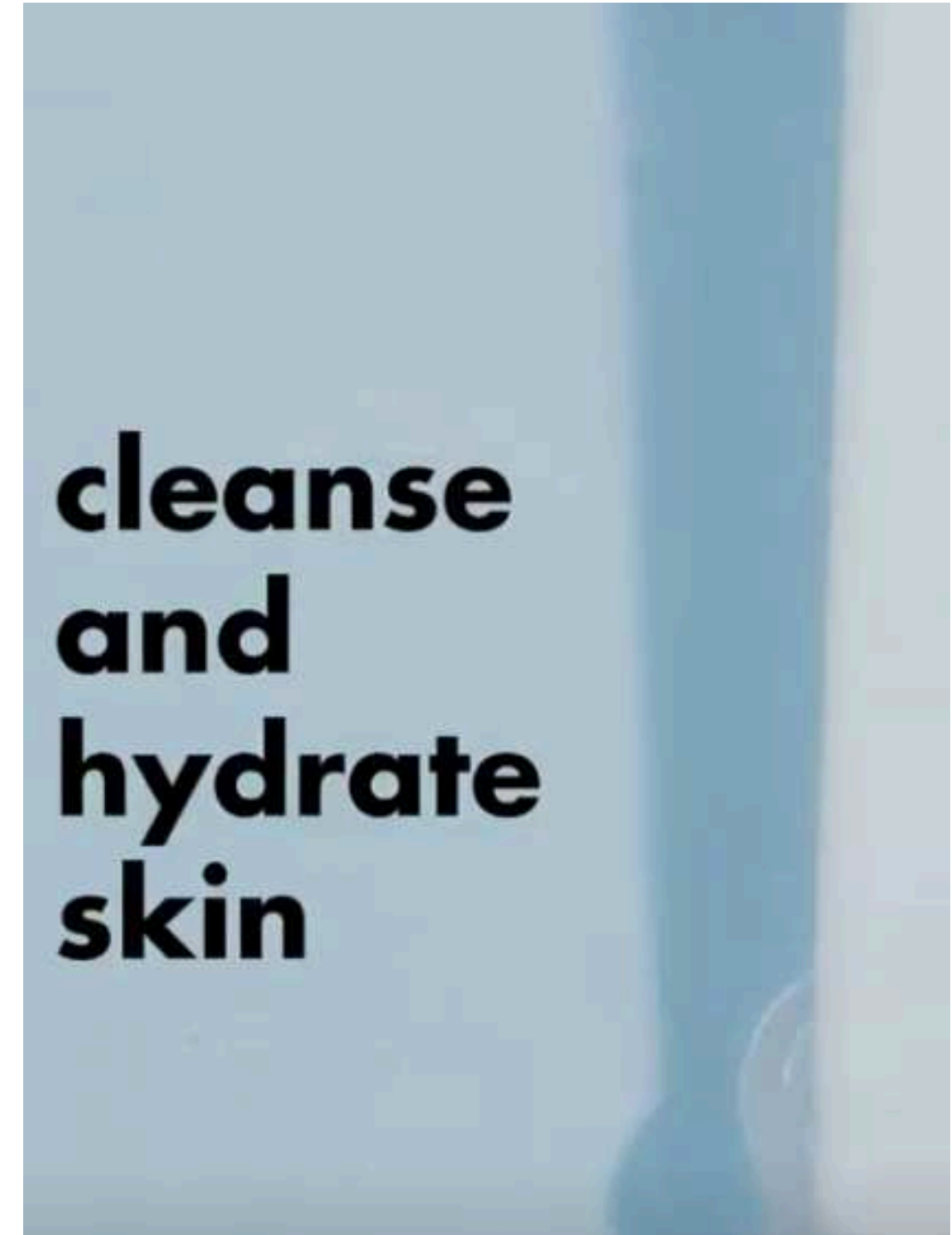
TREATMENT & MOODBOARD

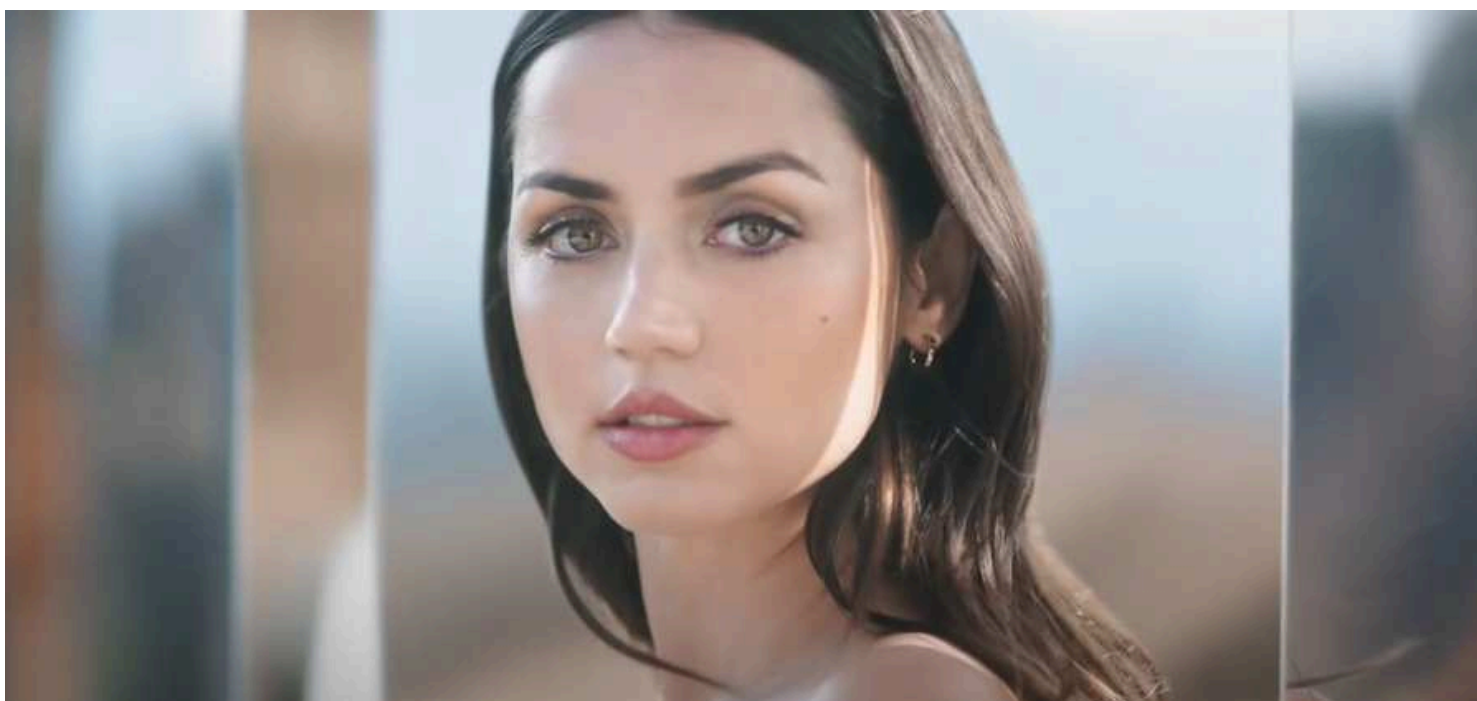
In a clean limbo setup, Medha Shankar's confusion turns to delight with Joy Hydra Refresh Facewash—an ultra-mild, hydrating cleanser that leaves skin bright, refreshed, and beautifully hydrated.













COSTUME



White/ Sky Blue Sleeveless
Off-shoulder Top with White
Pants/ Skirt

HYDRA REFRESH FACEWASH

ft Sanya Malhotra



Joy Hydra Refresh Facewash

Celebrity holds up the number 5.5 on a big card and whispers, "This is the secret to your best skin!"

Joy Hydra Refresh pH 5.5 Facewash

(Cut to pack shot, application shots, splash shot)

Supers:

100% SOAP FREE FORMULA

MAINTAINS SKIN'S NATURAL PH

LOCKS IN MOISTURE

BALANCES MOISTURE LEVELS

(Cut to Celeb's beauty shots post-application)

""Gently cleanses , without stripping skin moisture, leaving your skin soft, smooth, and hydrated.""

VISUAL REP: Highlights the science of pH-balanced skincare and the hydration benefits of hyaluronic

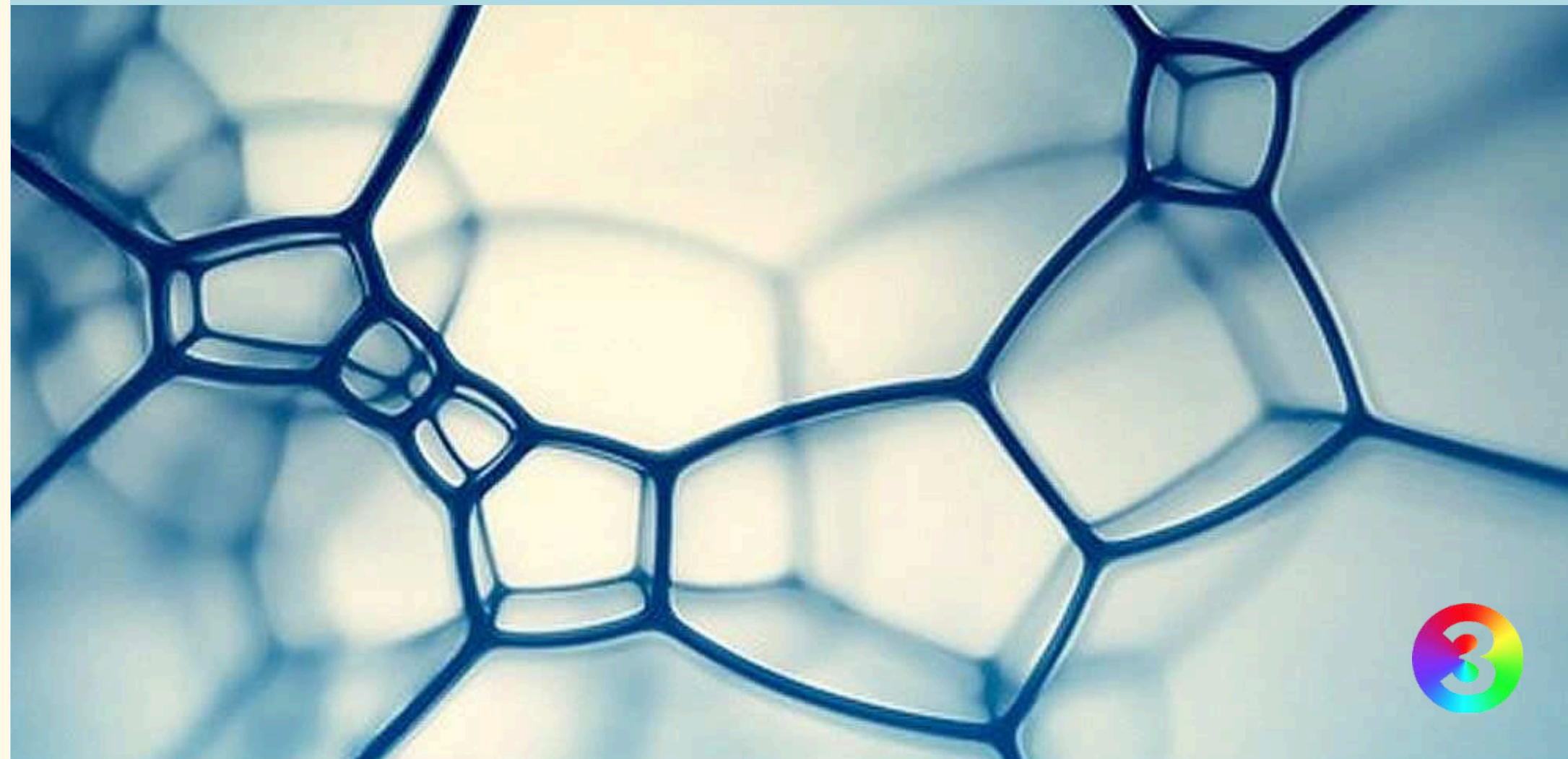
CTA: "Trust the power —Joy Hydra Refresh ph 5.5 Face Wash."

Joy Beautiful By Nature



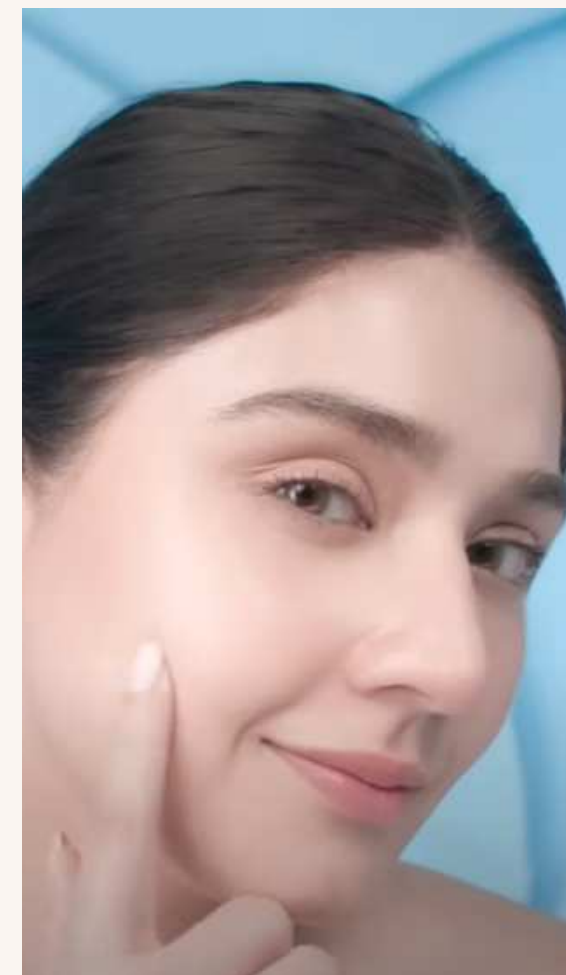
HYDRA REFRESH FACEWASH SCRIPT 07

with Sanya Malhotra



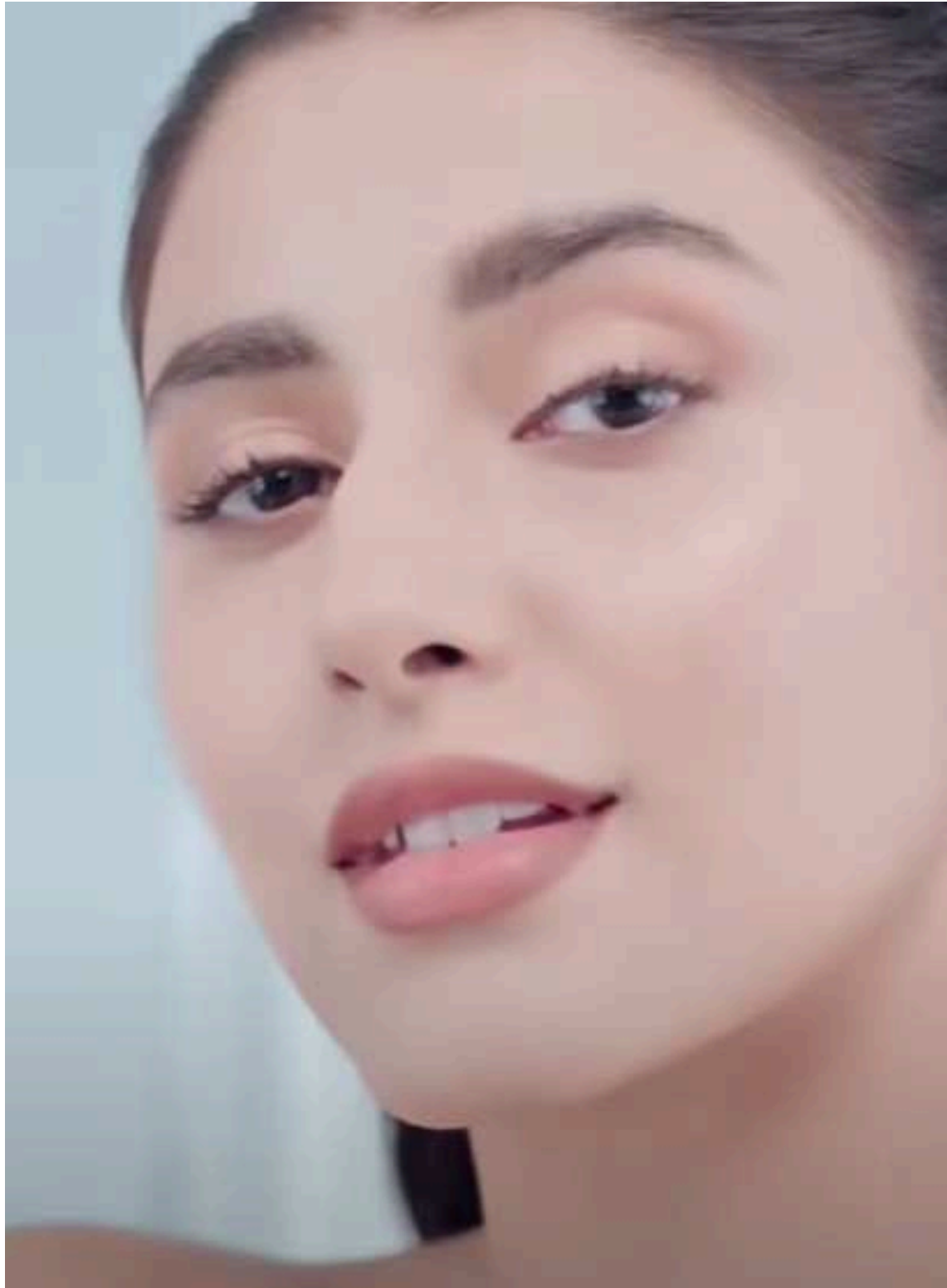
TREATMENT & MOODBOARD

"In a playful behind-the-scenes setup, Sanya Malhotra reminds the secret to soft, hydrated skin—Joy Hydra Refresh Facewash, a 100% soap-free, pH-balanced gentle cleanser that keeps skin moisturized and glowing."











COSTUME



White/ Sky Blue Sleeveless
Off-shoulder Top with White
Pants/ Skirt

LEMON FACEWASH

ft Sanya Malhotra



Joy Lemon Facewash

Celebrity looks into the mirror, speaking to herself:
"Why does my skin feel so dull and lifeless?"
She playfully answers herself from the mirror:
"Because you're missing the zesty power of lemons!"

Celebrity picks up the Lemon Face Wash and demonstrates its rich foaming texture. Quick clips show the face wash removing dirt, oil, and impurities, leaving her skin visibly refreshed and glowing.

Supers:

3X BRIGHTER SKIN
REFRESHED SKIN

Closing (CTA):

Celebrity smiles at the camera and says:
"Because life gives you lemons for a reason!
Get visibly brighter skin with
Joy Lemon Face Wash!"
Joy Beautiful By Nature



LEMON FACEWASH SCRIPT 14

with Sanya Malhotra



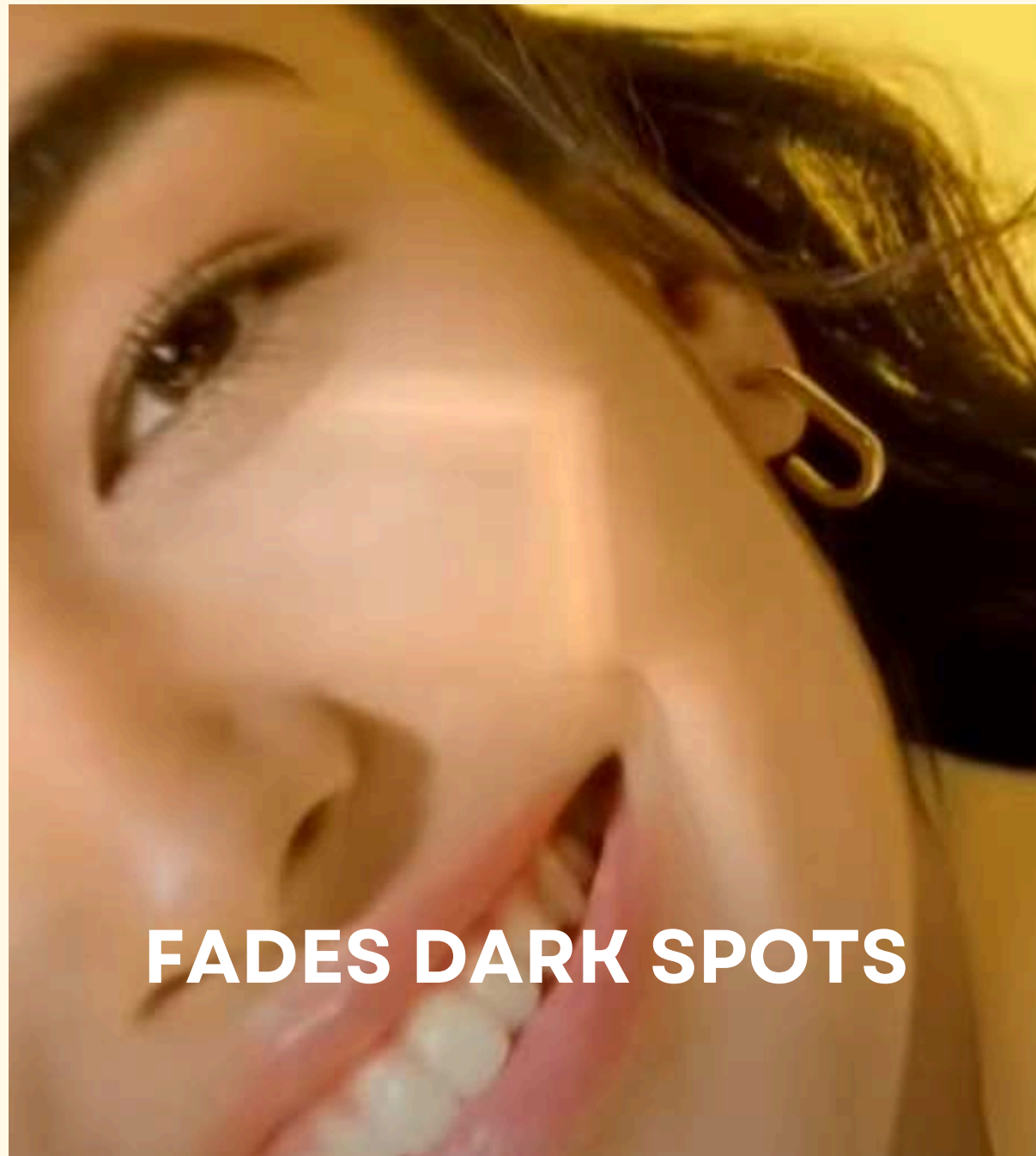
TREATMENT & MOODBOARD







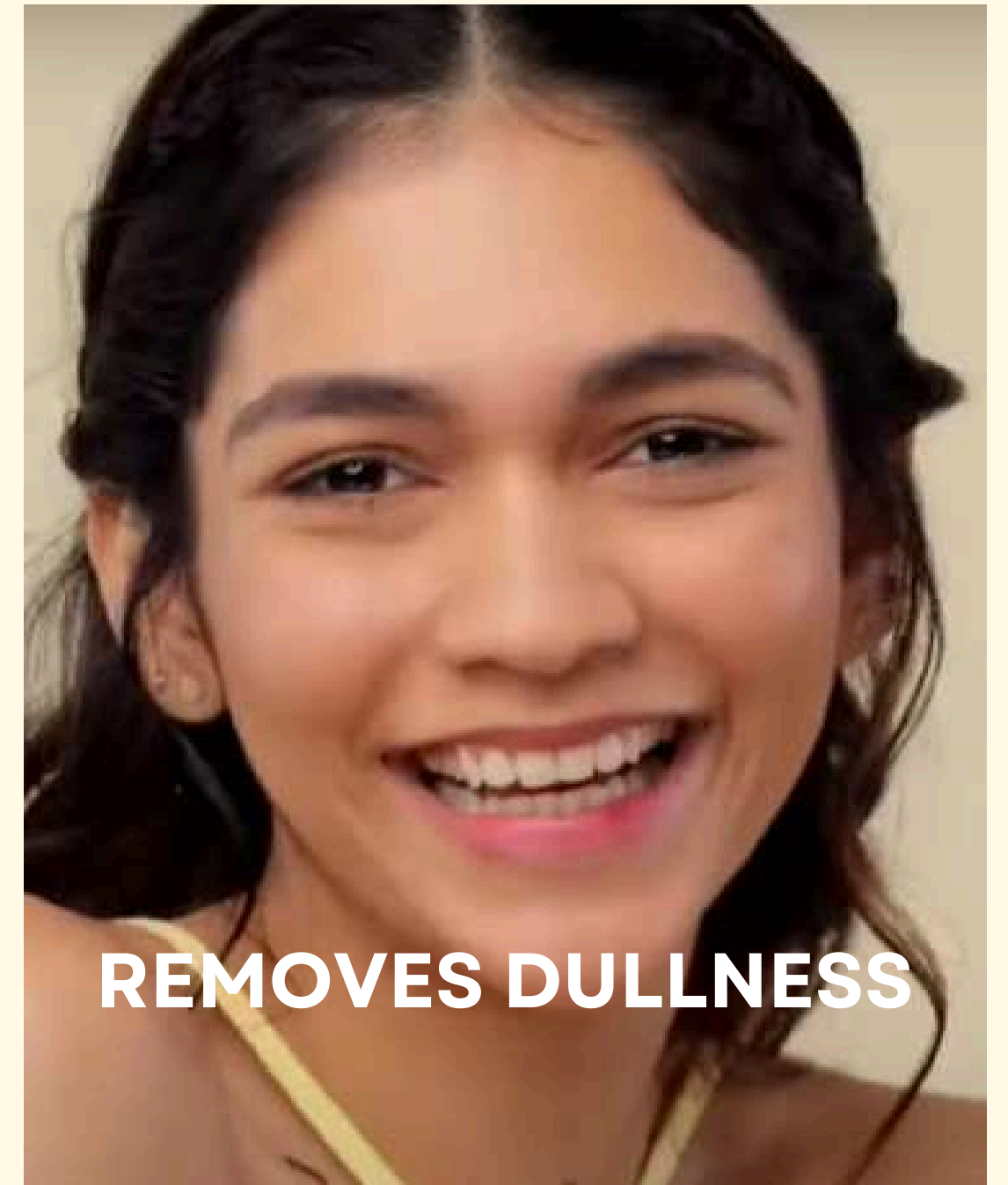




FADES DARK SPOTS



REFRESHES SKIN



REMOVES DULLNESS



FIRMS

BRIGHTENING AGENTS

Caviar Lime Extract

BOOSTS COLLAGEN Smooths

PLANKTON EXTRACT **Exfoliation**

FADE DARK SPOTS

20% Evens Skin

FAST ABSORPTION

THD Enhance CLARITY

Ascorbate **FAST**

Plankton Extract BRIGHTENS

Boosts Collagen **FAST ABSORPTION**

SMOOTHES

CAVIAR LIME EXTRACT Enhance

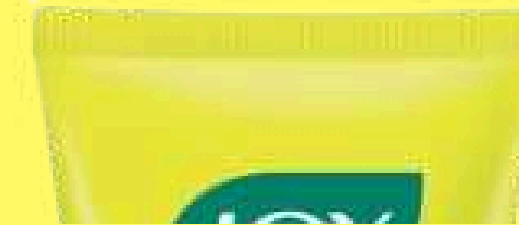
EVENS SKIN **Brightening Agents**

FAST ABSORPTION

30% THD ASCORBATE BOOSTS COLLAGEN

CLARITY FIRMER SKIN

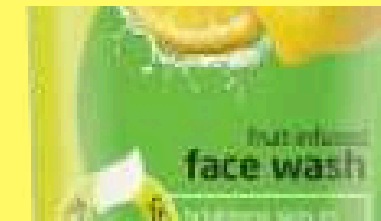
Dr. **BRANDT**



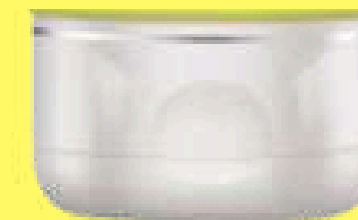
FADES DARK SPOTS



SOOTHES AND REFRESHES SKIN



REMOVES DULLNESS







COSTUME



Lime Green top with White Lowers

LEMON FACEWASH

ft Medha Shankr



Joy Lemon Facewash

Sanya asking: "Dull and tired skin?"
Smiles confidently : "It's time to recharge"

Super: Joy Lemon Face Wash
(Pack, ingredient and application shots)
- Instantly refreshes and brightens skin.
- Removes impurities
- Fades dark spots

Sanya, kissing the pack: "Here's to my new BFF"
"Appbhi friendship karoge?"

Pack shot. Joy Lemon Facewash.
Joy, Beautiful by nature.



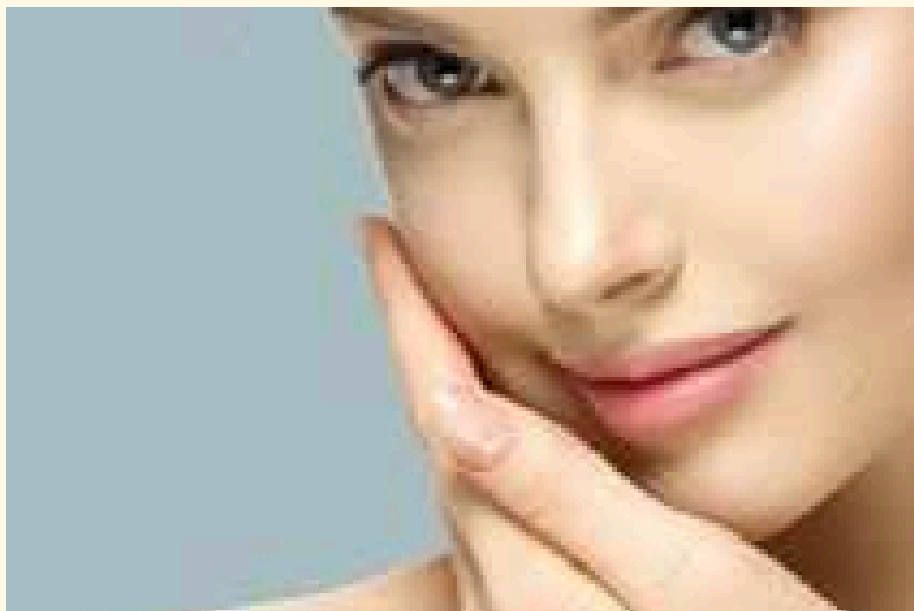
LEMON FACEWASH SCRIPT 13

with Medha Shankr



TREATMENT & MOODBOARD











COSTUME



Lime Green top with White Lowers

SKIN FRUITS APPLE CREAM

ft Medha Shankr



Joy Skin Fruits Apple Cream

Celeb :

“its hard to find the perfect skin cream?”

Split-screen with her expressions:

“Moisturising creams are oily...”

“And oil-free creams? They don’t glow!”

Transition (Excited):

She spins around and reveals the product.
solution is here!”

Product reveal

HEALTHY GLOW

LONG LASTING MOISTURE

SOFT, SUPPLE SKIN

NON - STICKY

Product & Supers (In Beat):

Close-ups of the ingredients and application shots.

Supers:

Beauty Shots:

Celeb admires her glowing skin.

VO:

“Joy Skin Fruits Apple Cream—
non-greasy and so glowy!”

Closing Scene (Pack Shot):

Joy Beautiful By Nature



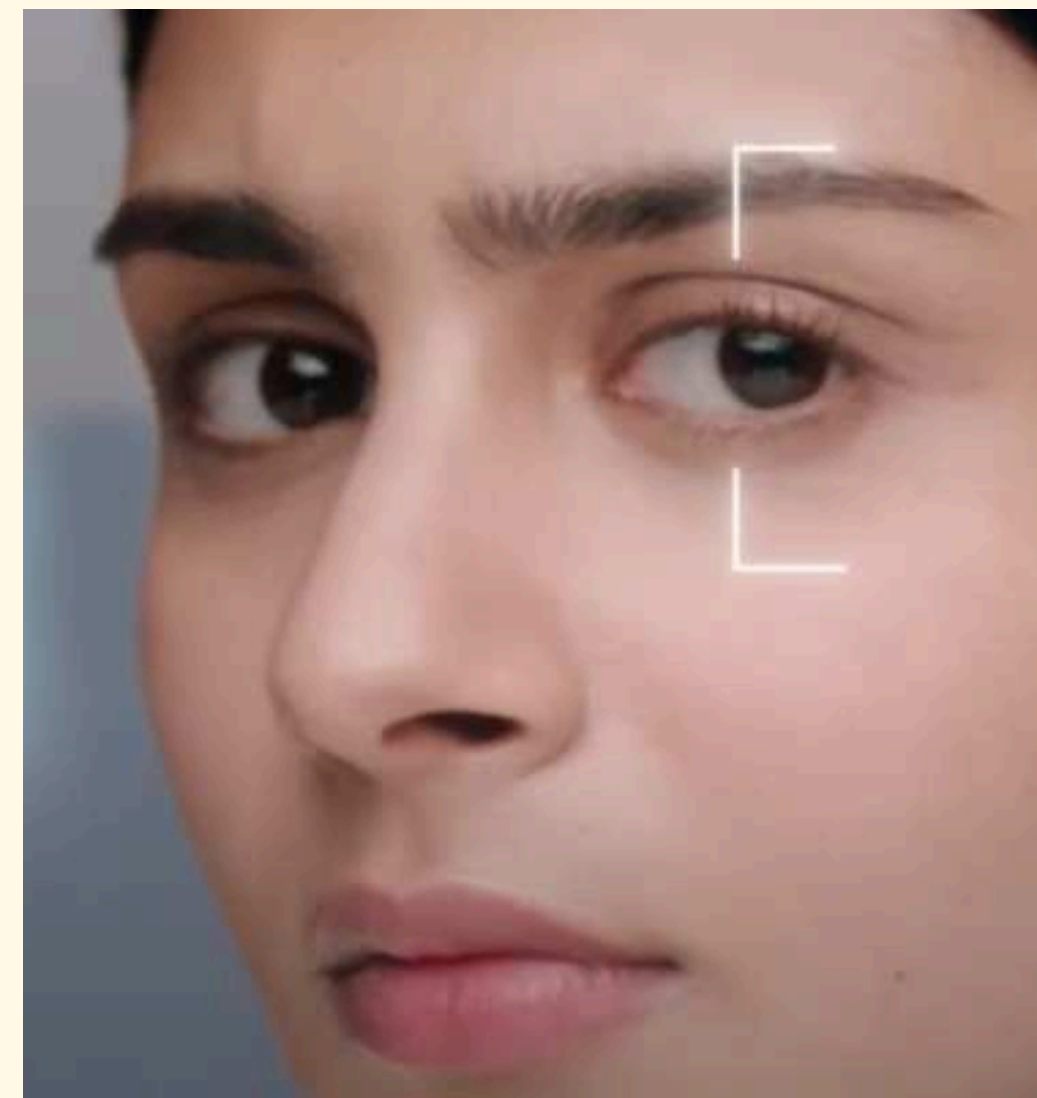
SKIN FRUITS APPLE CREAM SCRIPT 08

with Medha Shankr

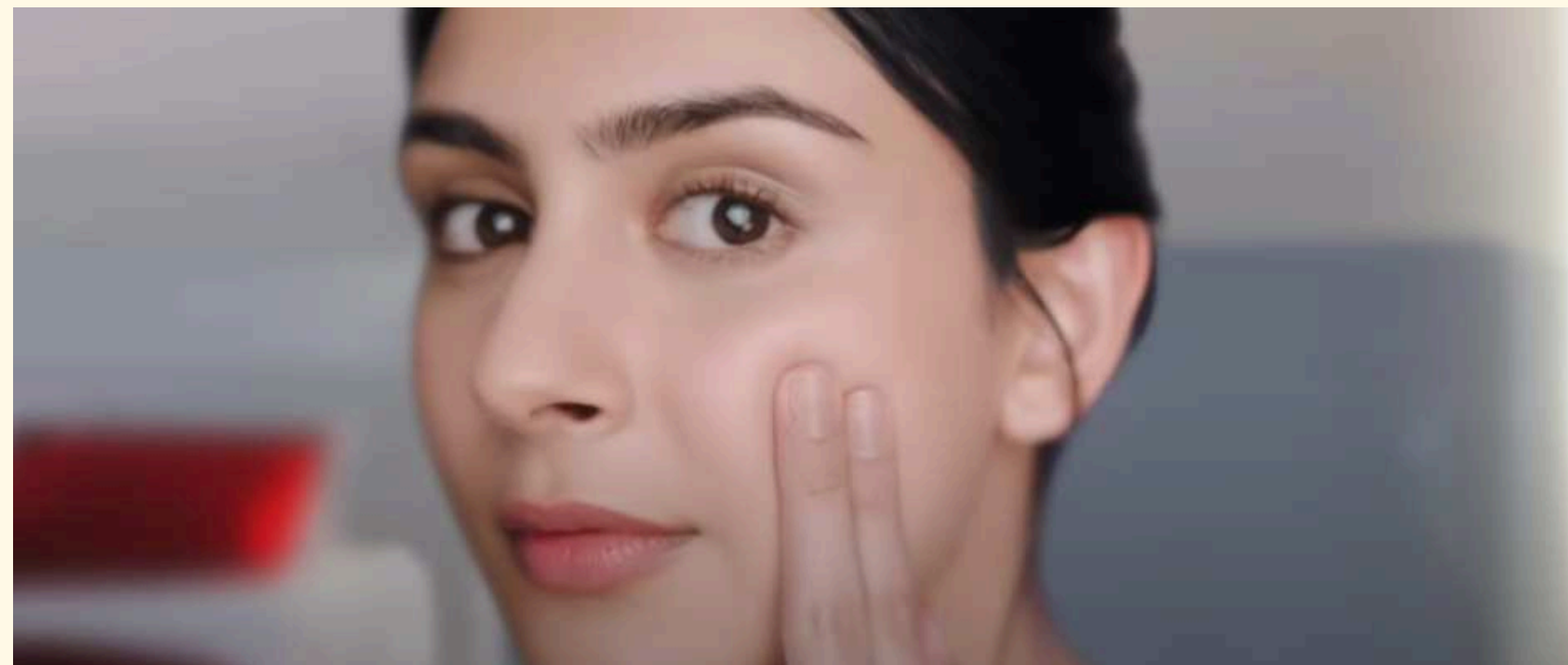


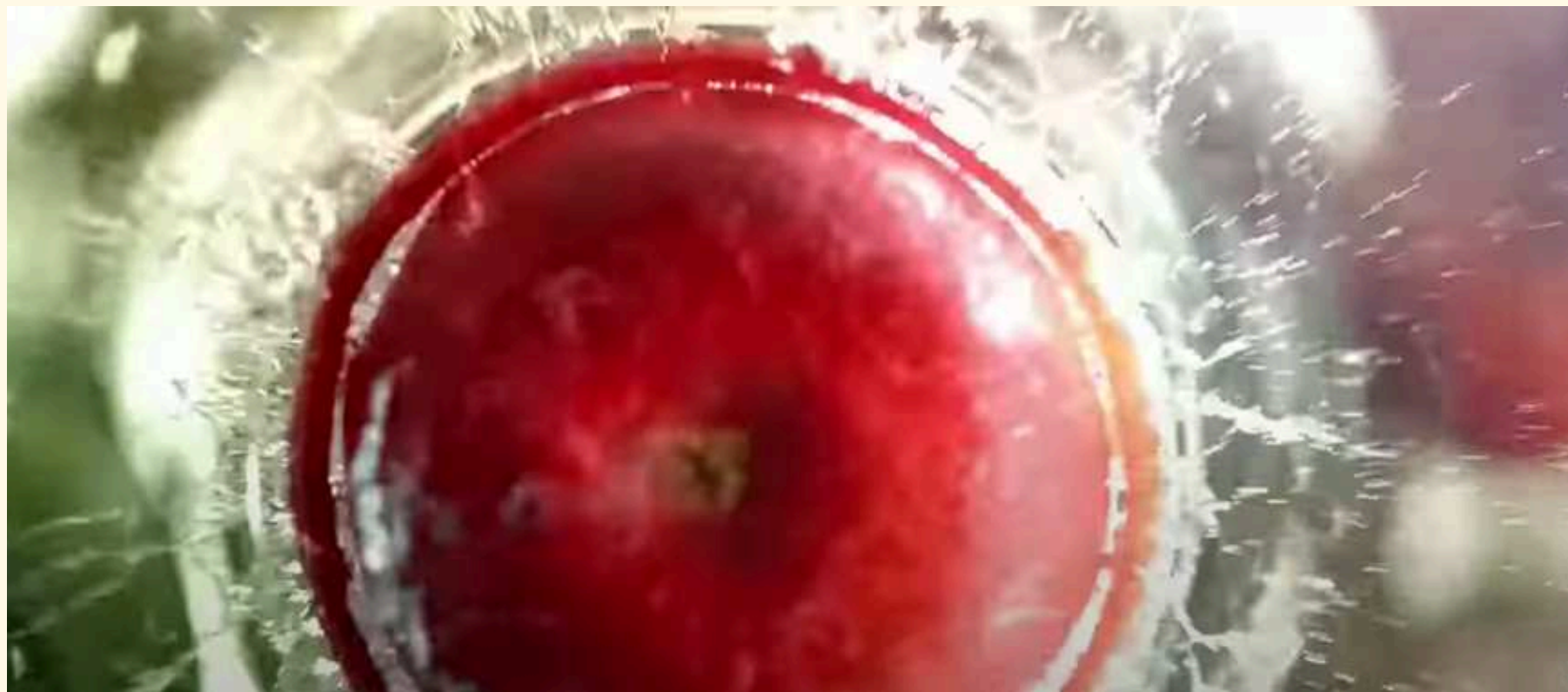
TREATMENT & MOODBOARD

Sanya navigates skin cream confusion until the perfect glow solution appears—Joy Skin Fruits Apple Cream, a non-greasy moisturizer that deeply nourishes and leaves skin irresistibly soft, supple, and radiant

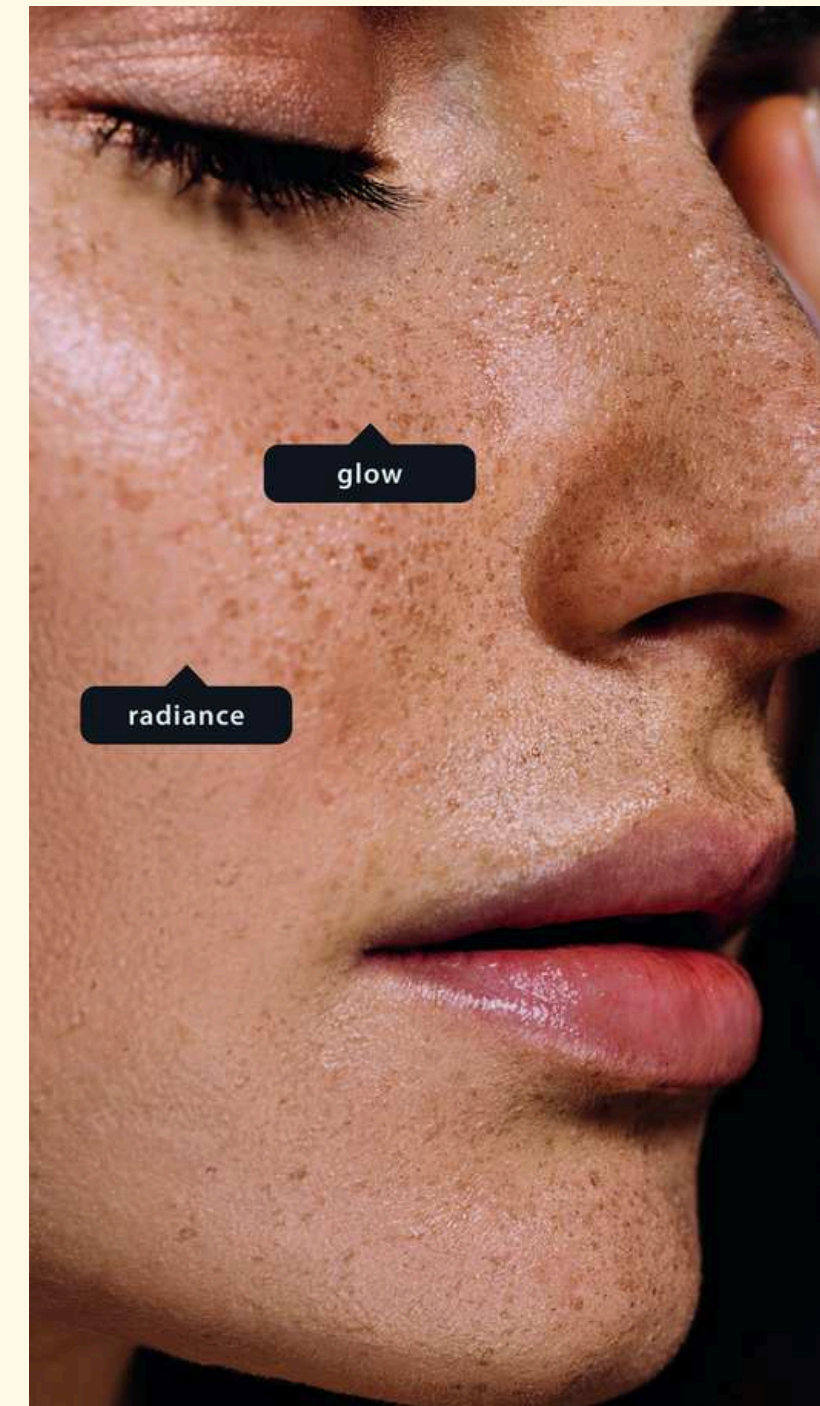
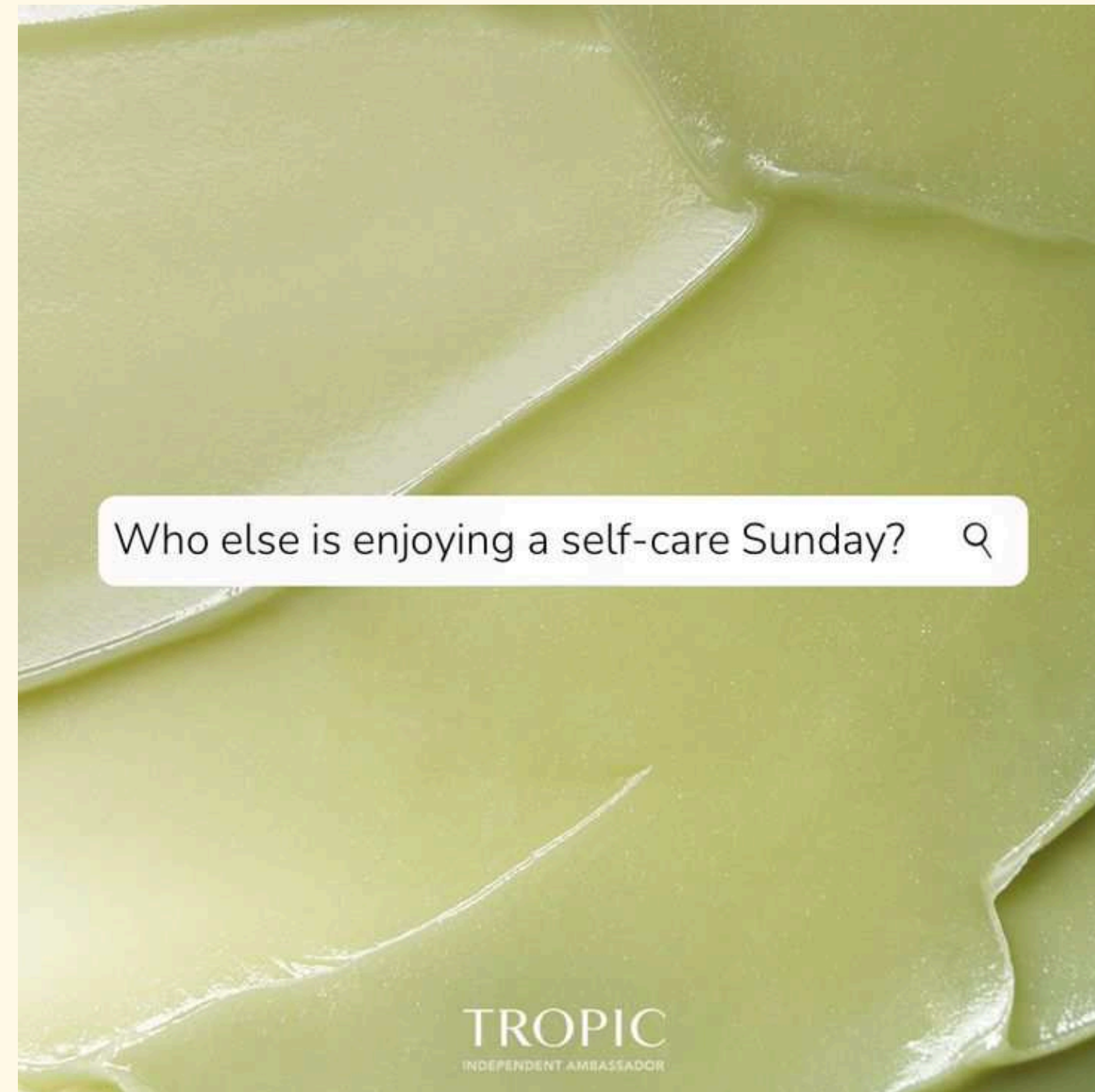


**FOR PLUMPER,
FIRMER SKIN**













COSTUME



Pastel red top and White
Lowers / Pastel Red Lowers
and White top

SKIN FRUITS APPLE CREAM

ft Sanya Malhotra



Joy Skin Fruits Apple Cream

Opening Scene (Catchy Beat Starts):

Fast-paced shots of the digital counter ticking to "180 packs sold every minute" with upbeat background music.

Every minute, 180 people choose Joy Apple Cream for their skin!

Cut to Celeb

Celeb - want to know why?

Celeb playfully points at supers dancing onto the screen:

48hr MOISTURISATION

HEALTHY GLOW

SOFT , SUPPLE SKIN

NO CHIP CHIP

Product Shots:

Apple and almond oil visuals with creamy texture shots.

VO:

Joy Skin Fruits Apple Cream –
for the ultimate glow

Joy Beautiful by Nature."



SKIN FRUITS APPLE CREAM SCRIPT 09

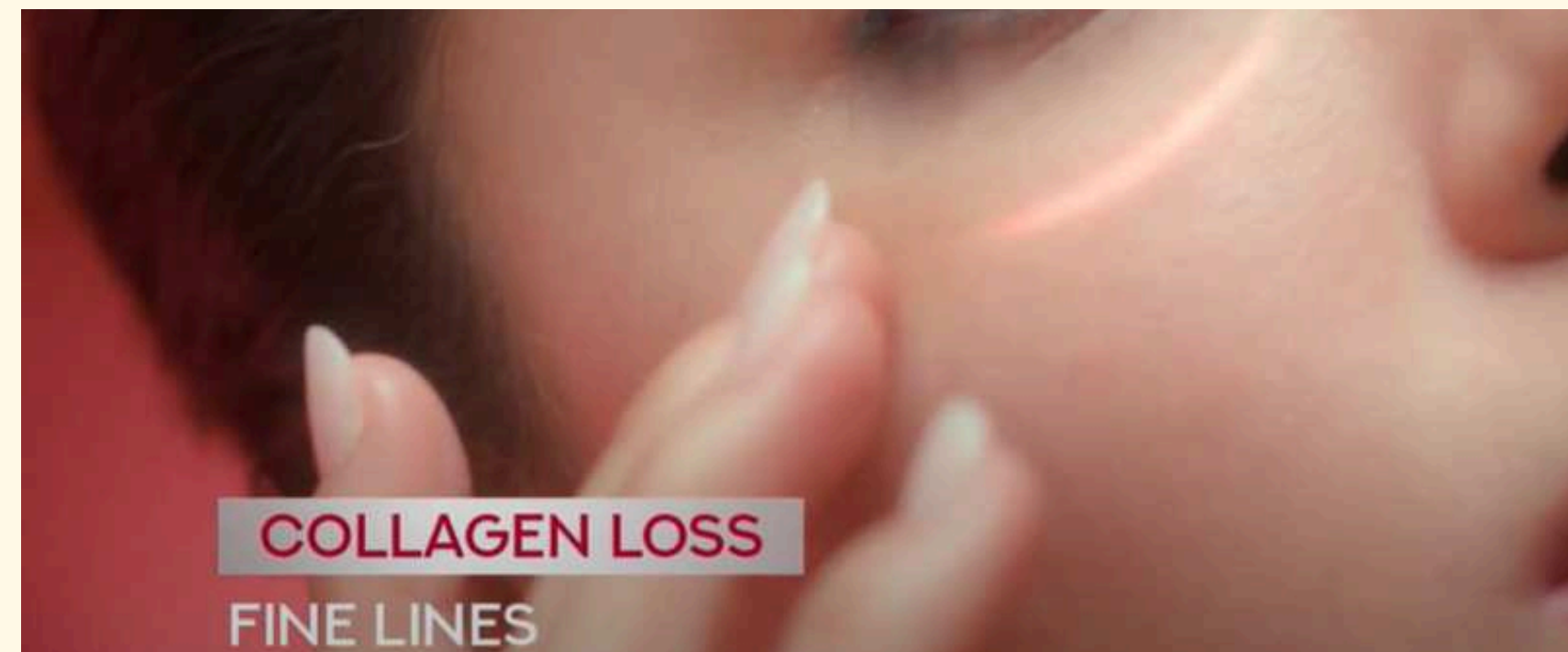
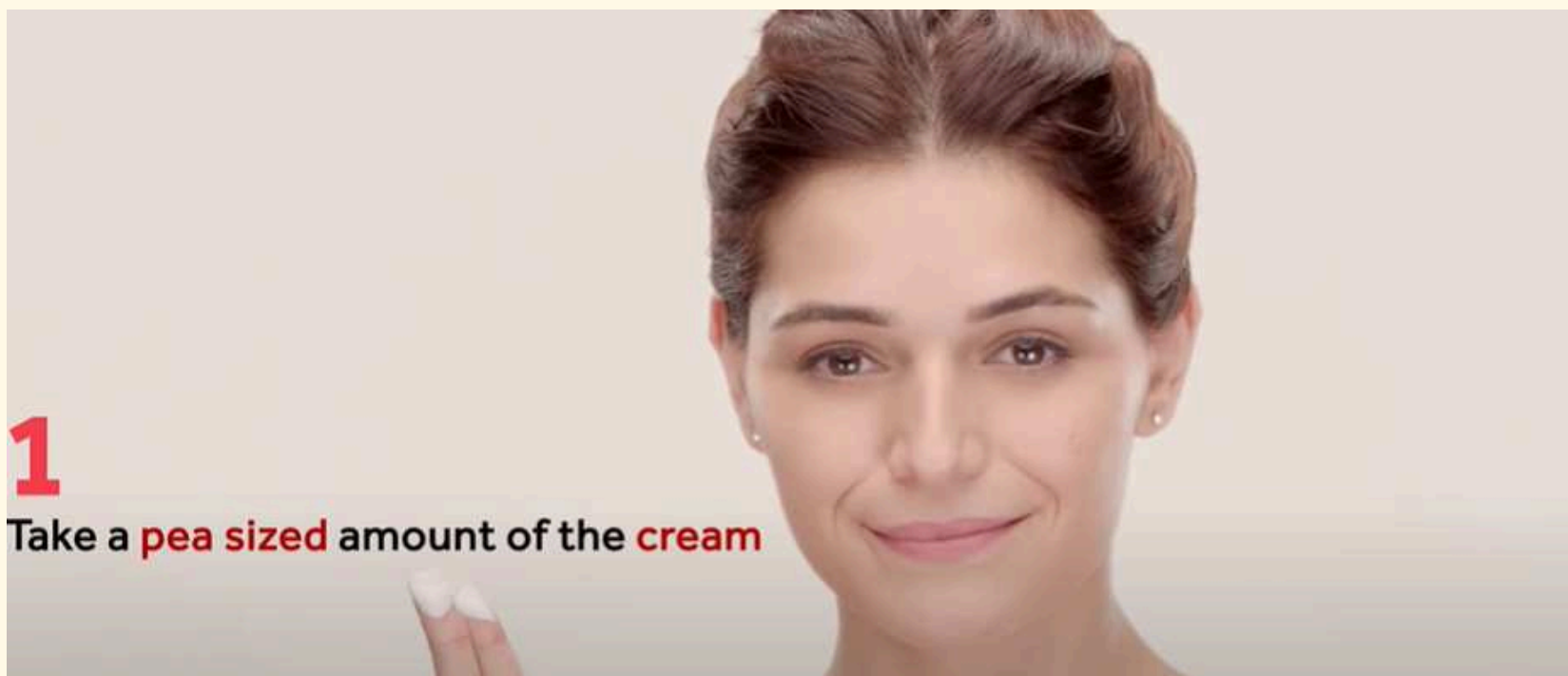
with Medha Shankr

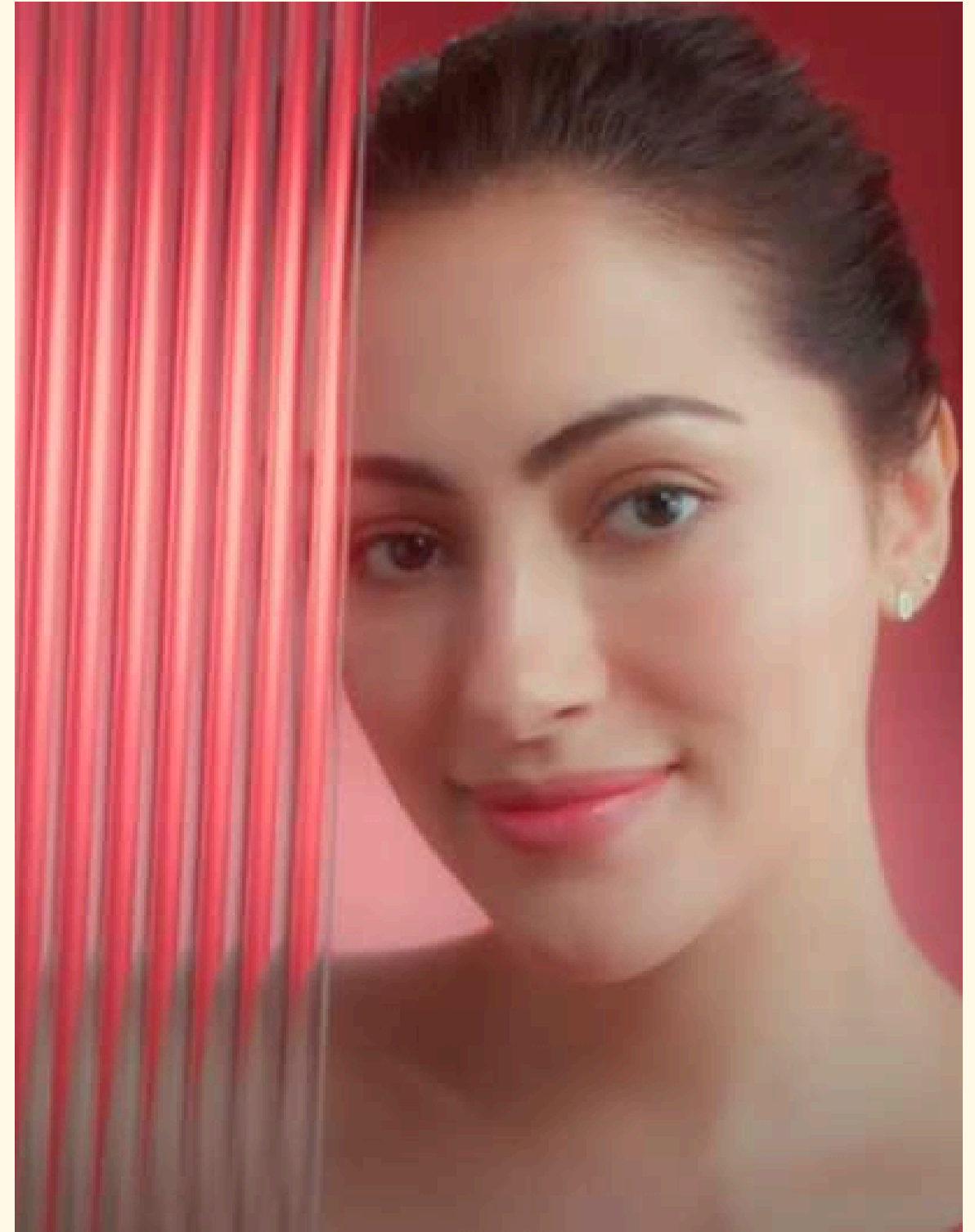


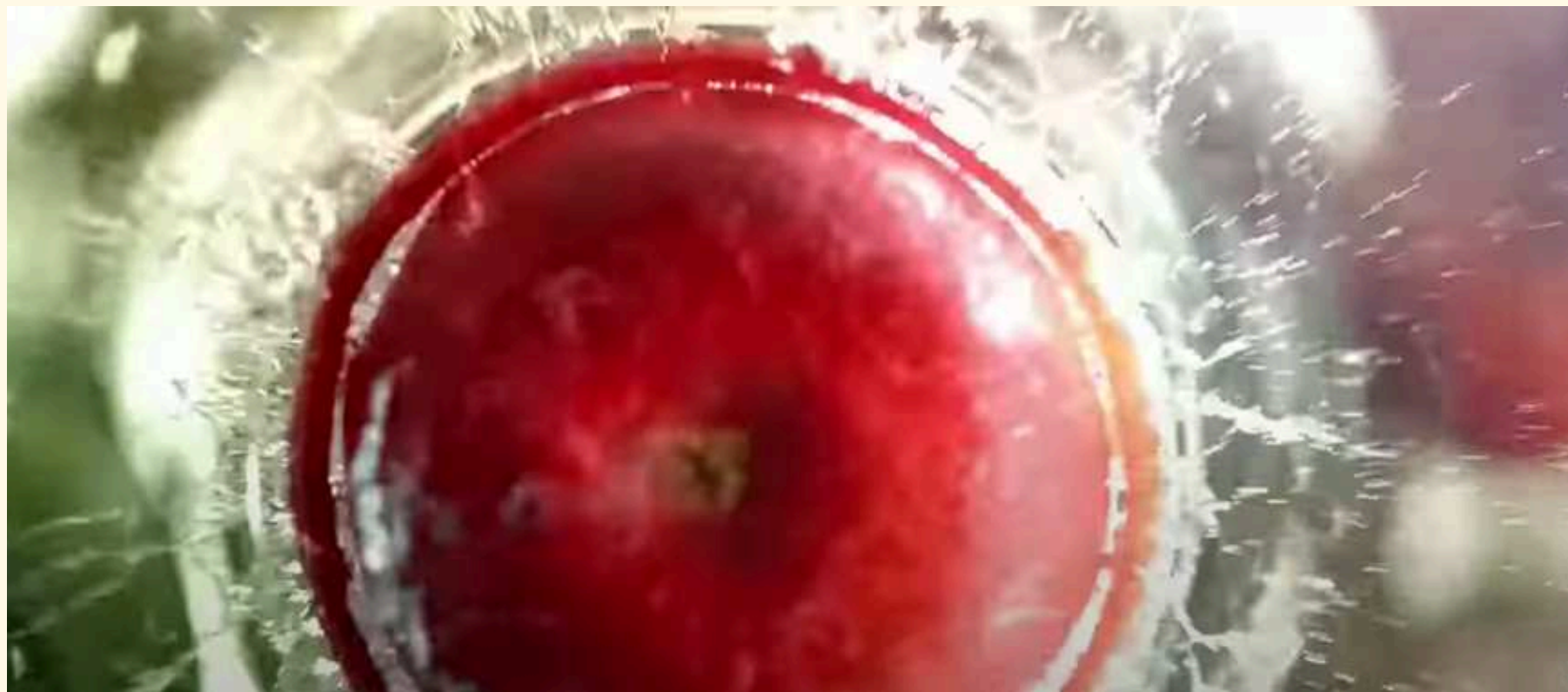
TREATMENT & MOODBOARD

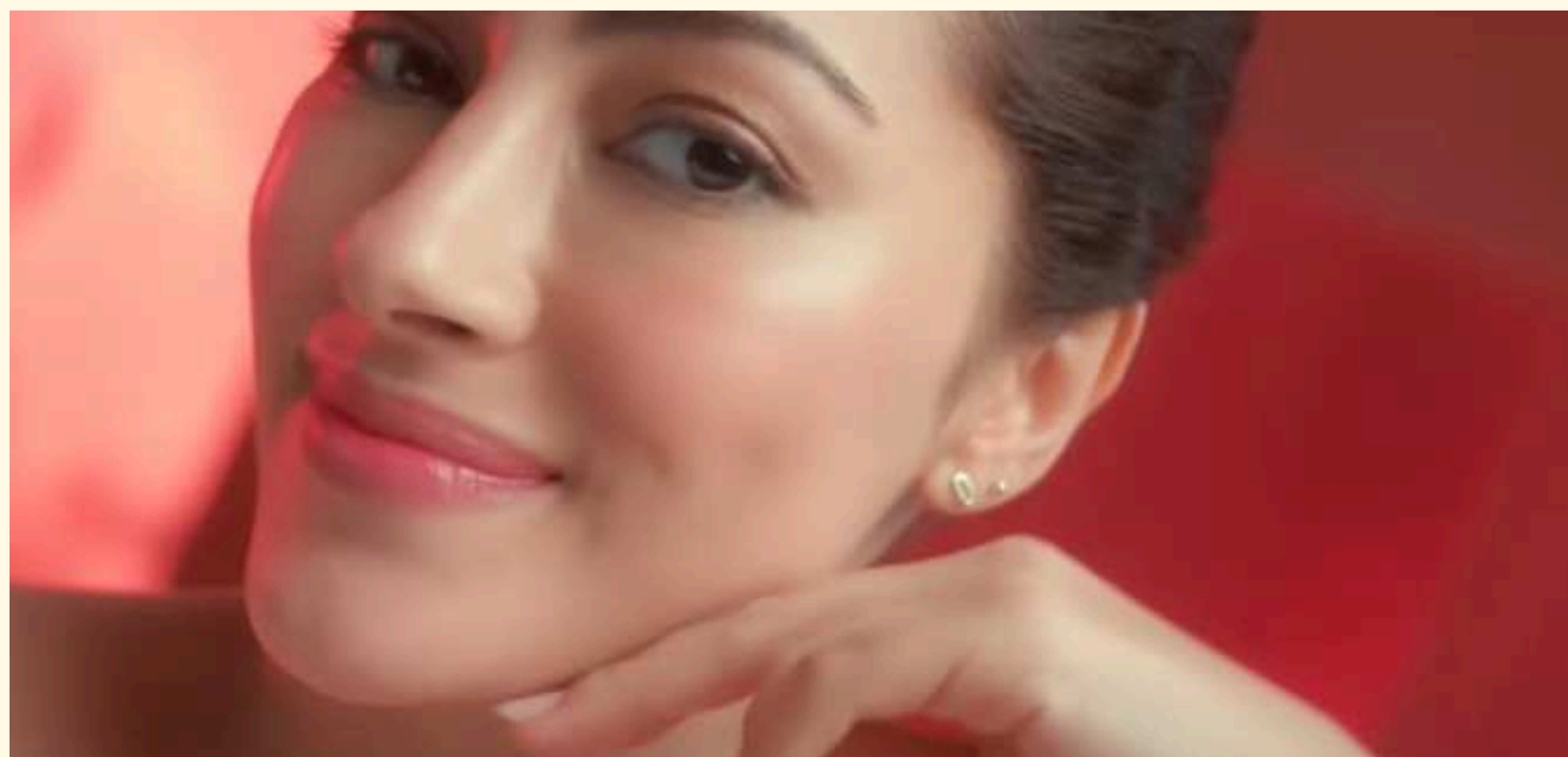
Medha navigates skin cream confusion until the perfect glow solution appears—Joy Skin Fruits Apple Cream, a non-greasy moisturizer that deeply nourishes and leaves skin irresistibly soft, supple, and radiant















COSTUME



Pastel red top and White
Lowers / Pastel Red Lowers
and White top

DRY TOUCH SUNSCREEN

ft Sanya Malhotra



Joy Dry Touch Sunscreen SPF 50

Close-up of the sunscreen blending effortlessly

VO:"so light, feels like nothing on skin!"

Zoom out to Celeb dodging imaginary sun rays with a confident smirk

VO:Sunscreens do not get better than this
(Pack and application shots)

ULTRA LIGHT
NON-STICKY
SPF 50 PA++++
ZERO WHITE CAST
ZERO SHINE

Beauty Shots. Celeb throws the sunscreen at the camera

Vo: "Invisible protection with a matte finish
—it's perfect.

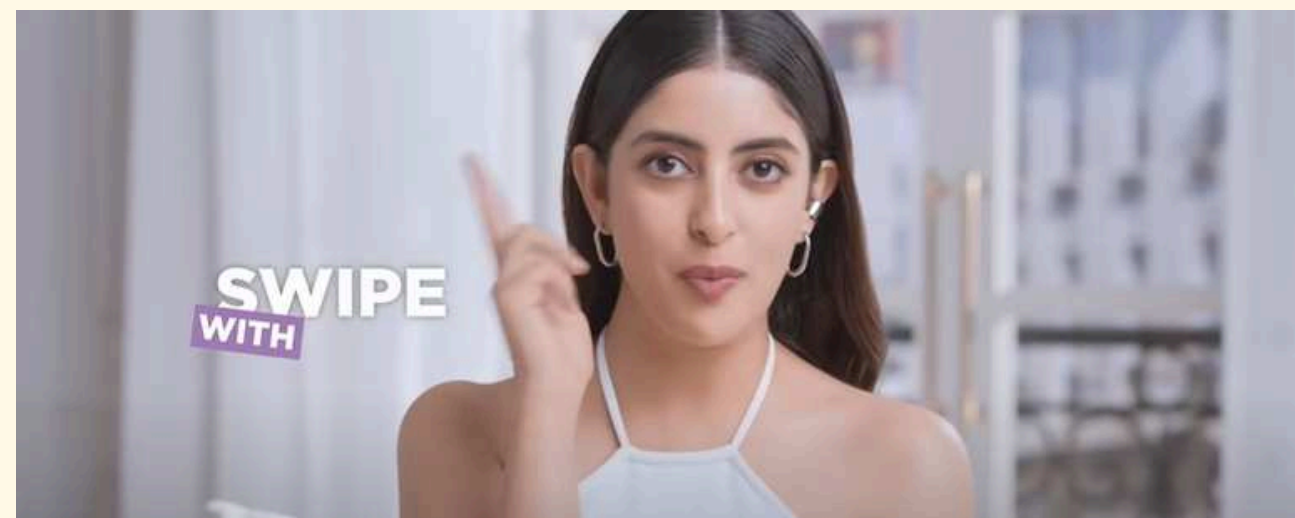
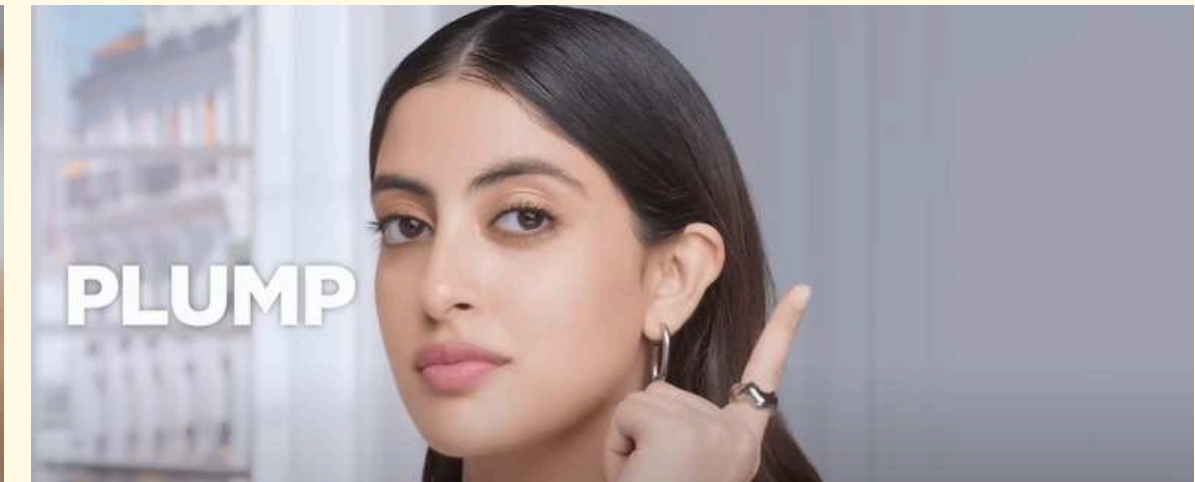
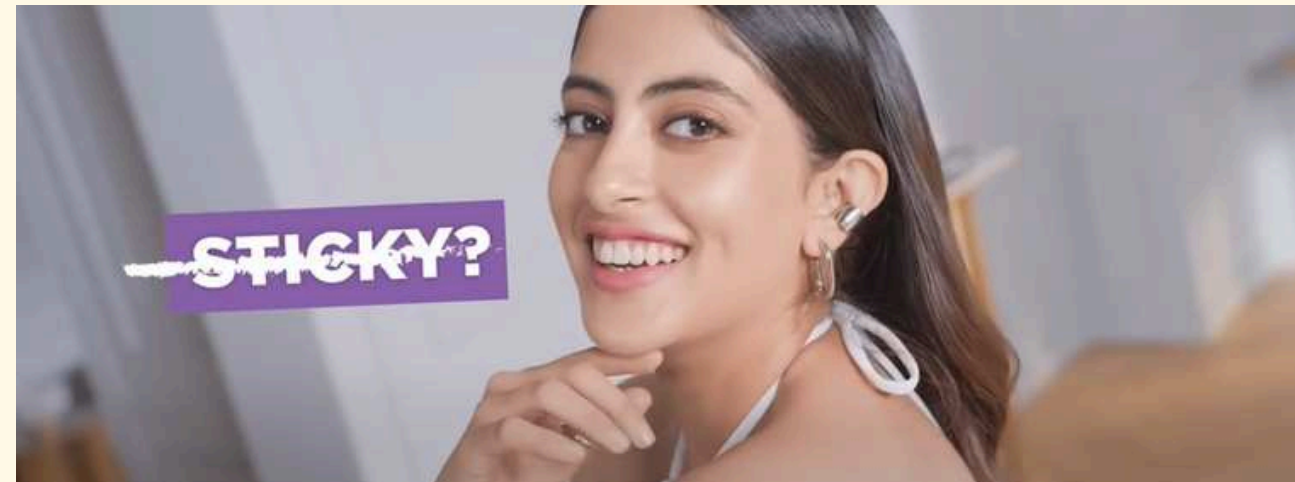


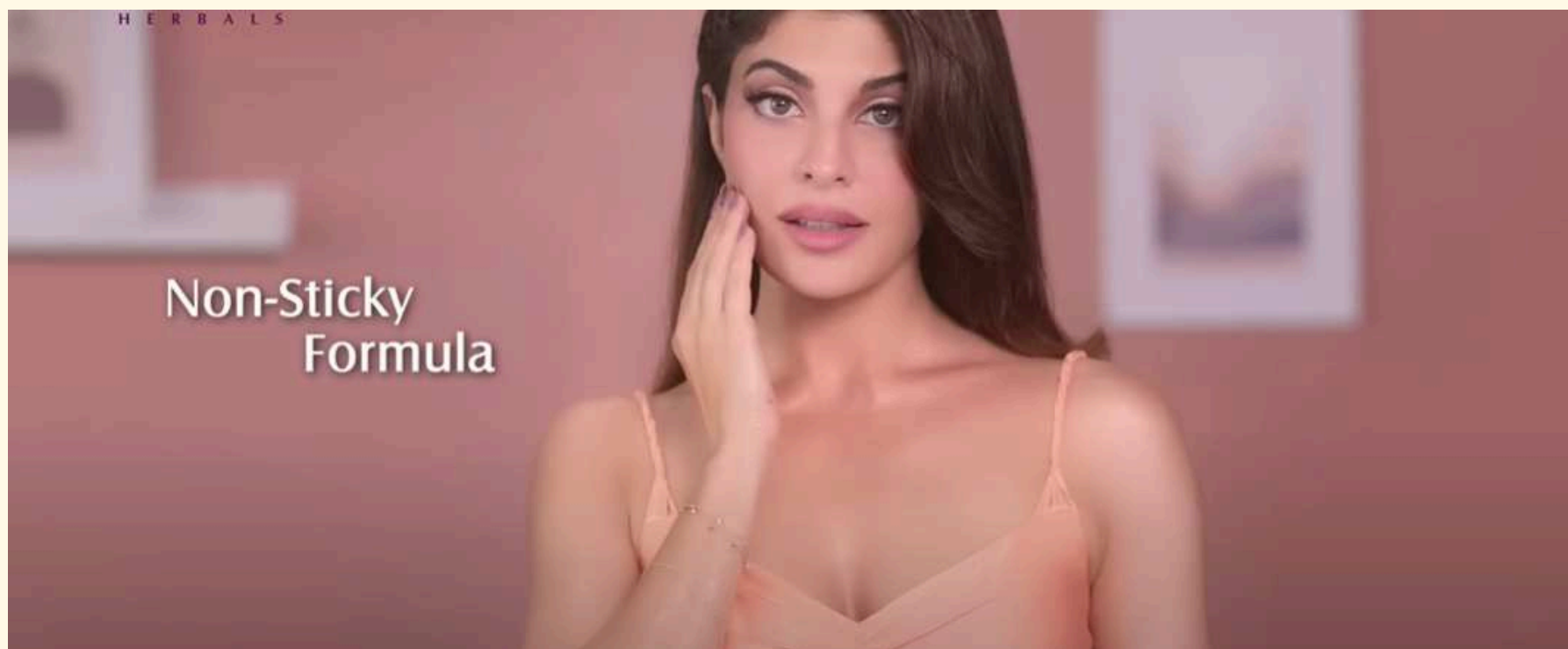
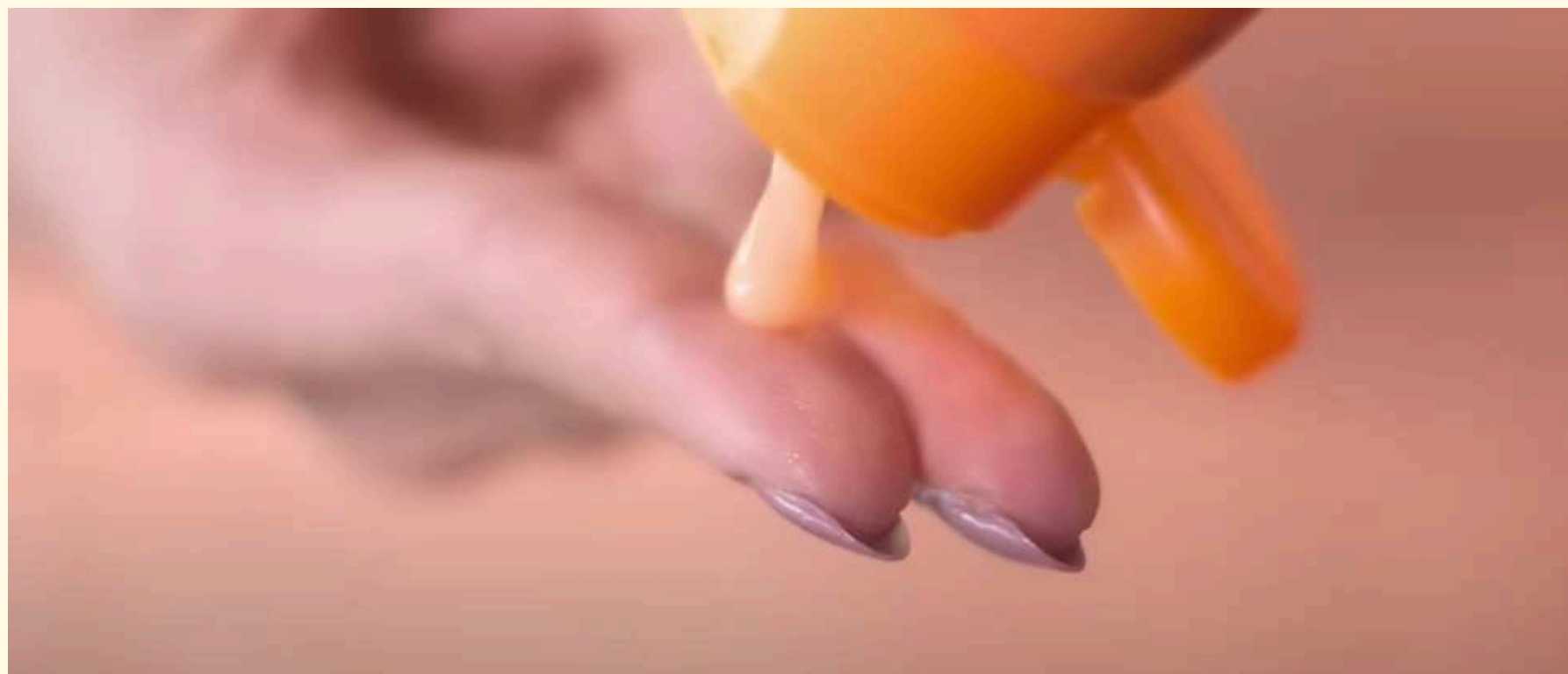
DRY TOUCH SUNSCREEN SCRIPT 11

with Sanya Malhotra

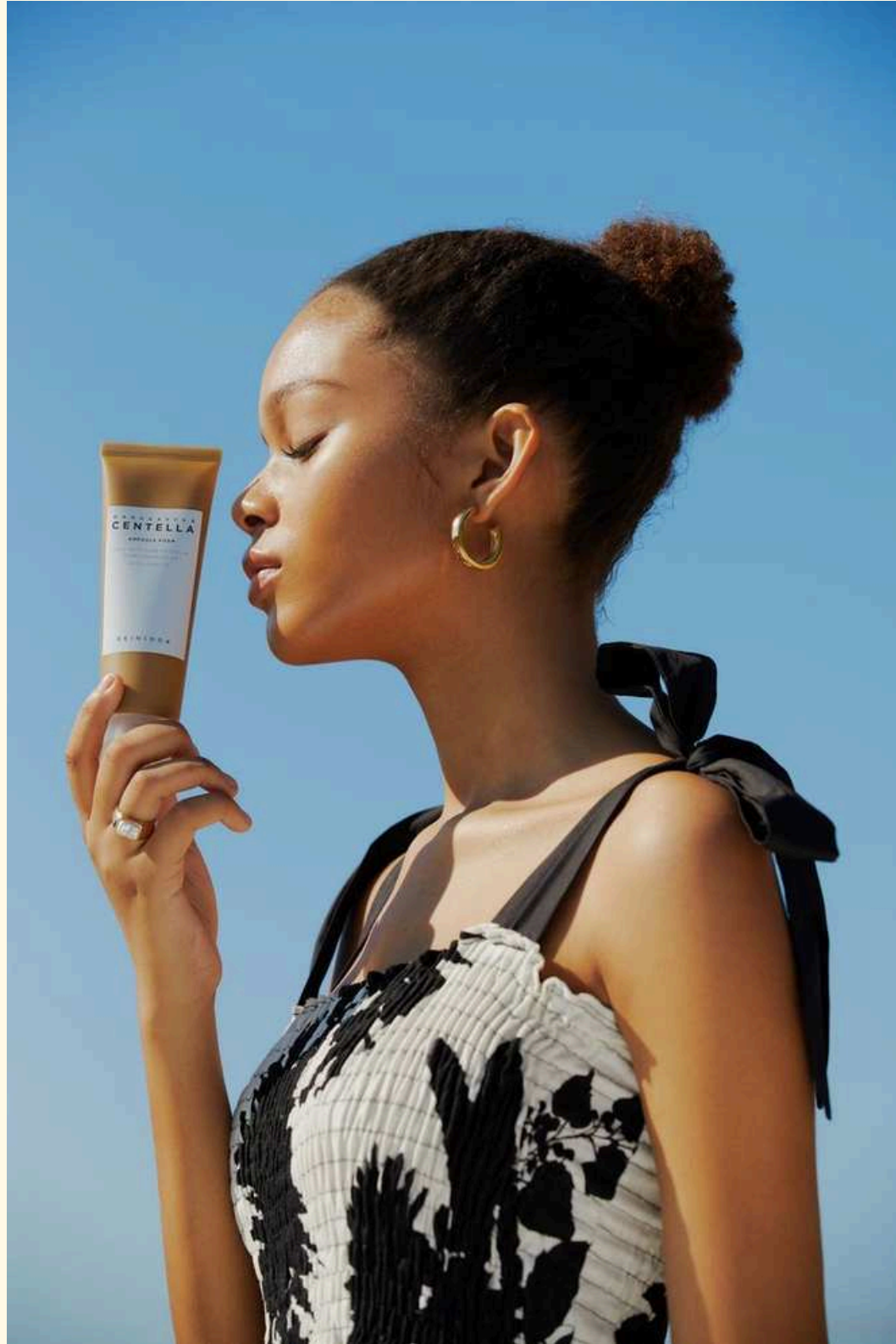


TREATMENT & MOODBOARD











COSTUME



Orange top co-ord set,
Orange Top with White Lowers

DRY TOUCH SUNSCREEN

ft Sanya Malhotra & Medha Shankr



Joy Dry Touch Sunscreen SPF 50

Sanya and Medha both feature in this spot. They look concerned. (Ready to take questions?)

Celeb: "Dark spots? Dull skin?"

Celeb : "Tan all over? Signs of ageing"

Super: It's all sun exposure.

Celeb and Celeb (in different cuts) : "Joy Hello Sun Dry Touch Sunscreen with SPF 50"
(Product and application shots)

ULTRA LIGHT

NON-STICKY

SPF 50 PA++++

ZERO WHITE CAST

ZERO SHINE

Beauty shots of Celeb and Celeb

Celeb - "Sunscreens are the most important part of your routine.

Celeb - Do your skin a favour. Get your SPF now!"

Pack shot.

Joy Hello Sun Dry Touch Sunscreen SPF 50.

Joy. Beautiful by nature.



DRY TOUCH SUNSCREEN SCRIPT 12

with Sanya Malhotra
and Medha Shankr



TREATMENT & MOODBOARD







COSTUME



FOR Sanya and Medha

THANK YOU



BEAUTIFUL BY NATURE



THE
THREE
FILM CO.

