

November 17, 2021
OGX
OOH - Evergreen
Location, Times Square
Duration, :60 seconds

OOH – Evergreen
“Love is in your hair”

1. General

- (Preference) Option 1 [Main Frame] Love is in your hair
 - [Frame 1] Originality can't be duplicated
 - [Frame 2] Stand-out formulas
 - [Frame 3] Different by design, made with you in mind
- Option 2 [Main Frame] Love is in your hair
 - [Frame 1] Different by design
 - [Frame 2] The highest-quality ingredients
 - [Frame 3] You were made to stand out

2. Coconut Miracle Oil (revive)

- (Preference) Option 1 [Main Frame] Love is in your hair
 - [Frame 1] Vitamin sea vibes
 - [Frame 2] Stand-out formulas
 - Ultra-moisturizing
 - Soften
 - Revive
 - [Frame 3] Different by design
- Option 2 [Main Frame] Love is in your hair
 - [Frame 1] An island escape just for you
 - [Frame 2] Stand-out formulas to
 - Repair
 - Soften
 - Revive
 - [Frame 3] Different by design

3. Argan Oil of Morocco (shine)

- Option 1 [Main Frame] Love is in your hair
 - [Frame 1] For silky, soft strands
 - [Frame 2] Stand-out formulas
 - Rich in vitamin E
 - Anti-oxidants
 - Restore and strengthen
 - [Frame 3] Different by design
- (Preference) Option 2 [Main Frame] Love is in your hair
 - [Frame 1] Divine and gorgeous
 - [Frame 2] An iconic formula, high-quality ingredients
 - Rich in vitamin E
 - Anti-oxidants
 - Soft and shiny
 - [Frame 3] Different by design

4. Biotin & Collagen (volume)

- (Preference) Option 1 [Main Frame] Love is in your hair
 - [Frame 1] Plump up the volume
 - [Frame 2] Nutrient-rich formula, high-quality ingredients
 - Thicker, fuller, healthy hair
 - An exclusive blend
 - A beautiful boost
 - [Frame 3] Different by design
- Option 2 [Main Frame] Love is in your hair
 - [Frame 1] Plump it up!
 - [Frame 2] A nutrient-rich, perfect foundation
 - Thicker, fuller, healthy hair
 - Exclusive blend of vitamin B7 and whey protein
 - For lush locks
 - [Frame 3] Different by design

5. Tea Tree Mint (clarify)

- Option 1 [Main Frame] Love is in your hair

- [Frame 1] Ultra-hydrating and refreshing
- [Frame 2] A Down Under treasure
 - Infused with milk proteins
 - Soothing peppermint and invigorating tea tree
 - Purify, balance and strength strands
- [Frame 3] Different by design
- (Preference) Option 2 [Main Frame] Love is in your hair
 - [Frame 1] Hydrate and refresh!
 - [Frame 2] Journey Down Under
 - Invigorating tea tree and cooling peppermint
 - Infused with milk proteins
 - Stimulate your scalp and strength strands
 - [Frame 3] Different by design

6. Quad

- Option 1 [Main Frame] Love is in your hair
 - [Frame 1] Adventure for your senses
 - [Frame 2 – Biotin]
 - Plump it up!
 - [Frame 3 – Coconut]
 - Vitamin sea for you
 - [Frame 4 – Tea Tree]
 - Soothing peppermint and invigorating tea tree
 - [Frame 5 – Argan]
 - Divine and gorgeous
 - [Frame 6] Different by design
- (Preference) Option 2 [Main Frame] Love is in your hair
 - [Frame 1] Your perfect match
 - [Frame 2 – Biotin]
 - Lush locks just for you
 - [Frame 3 – Coconut]
 - Nourish, protect and hydrate
 - [Frame 4 – Tea Tree]
 - Purify, balance and strength
 - [Frame 5 – Argan]
 - For the goddess in you
 - [Frame 6] Different by design