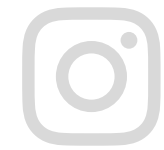


OLV

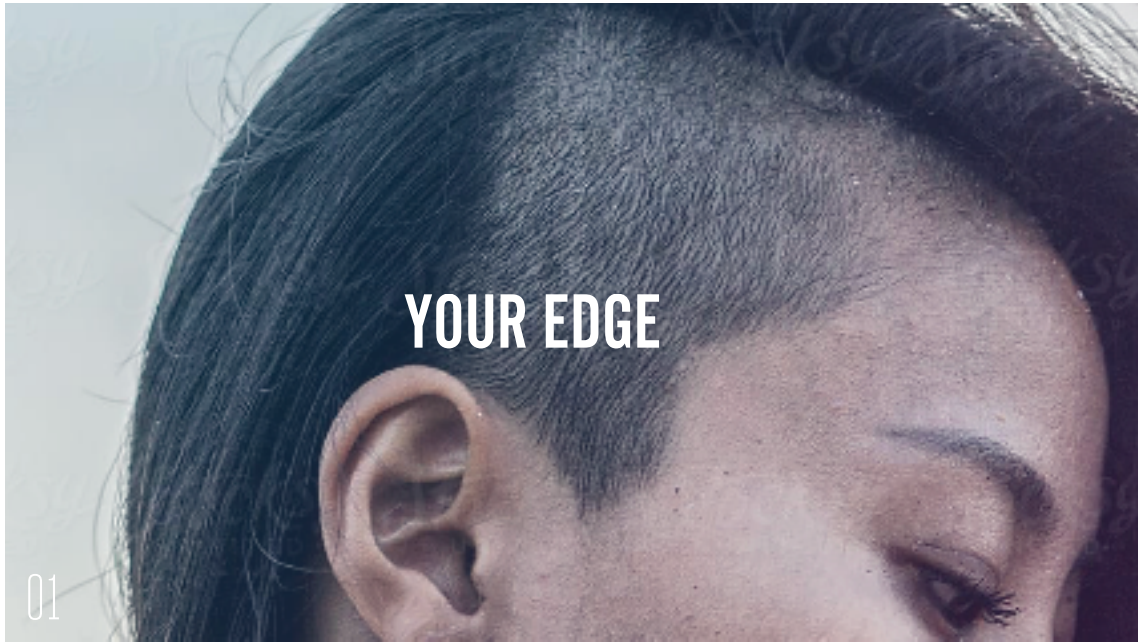
Facebook / Instagram / Hulu

Series of OLV and social



**LOVE IS
IN YOUR
HAIR™**

SPIRIT OF SELF-EXPRESSION



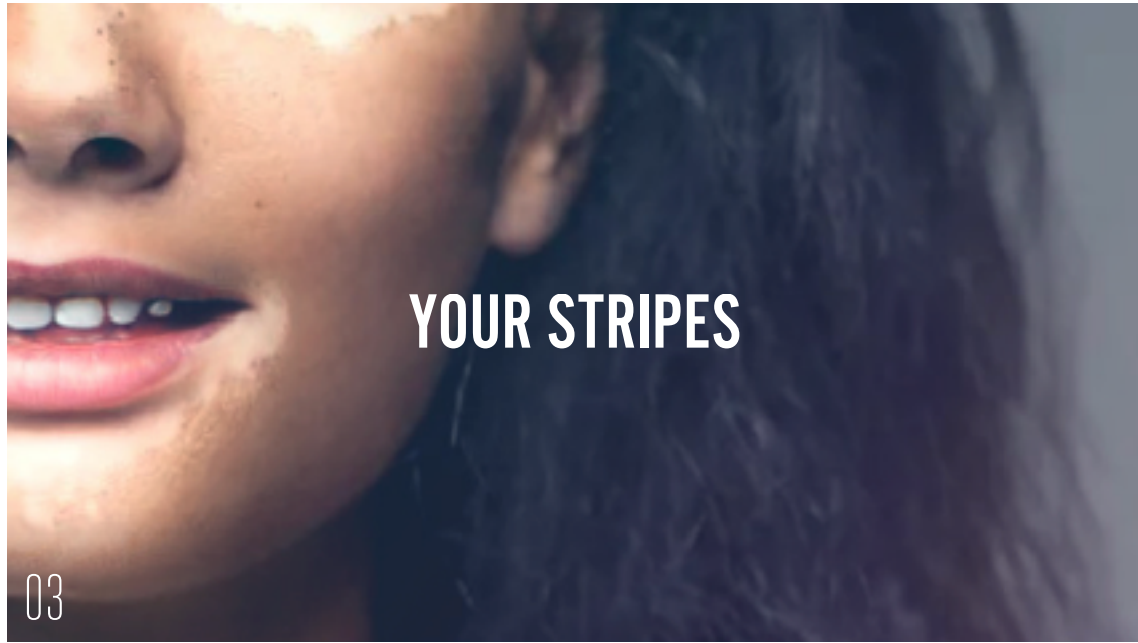
Tight shot of half shaved head

You love Your edge
Music starts



Cut to another subjects tatoo always making sure that hair remains a focal element

...your ink



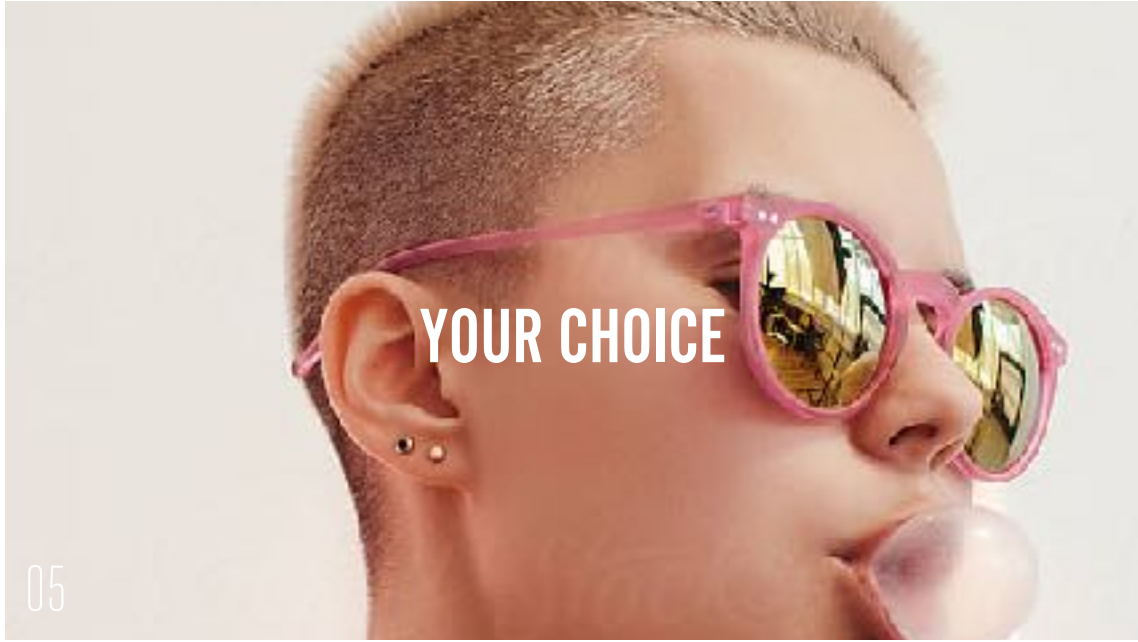
Cut to model with visble vitiligo marks with layered highlights

...your stripes



model with wild hair colors

...your mood



Lastly, introduce androgynous subject

...your choice



Lastly, introduce man with bottle logo at 3 seconds

The self-assurance to be yourself
Music stops



Love is in your hair



End-cap with URL

SPIRIT OF SELF-EXPRESSION

ALT

assuming they have a problem ending on a man



Tight shot of half shaved head

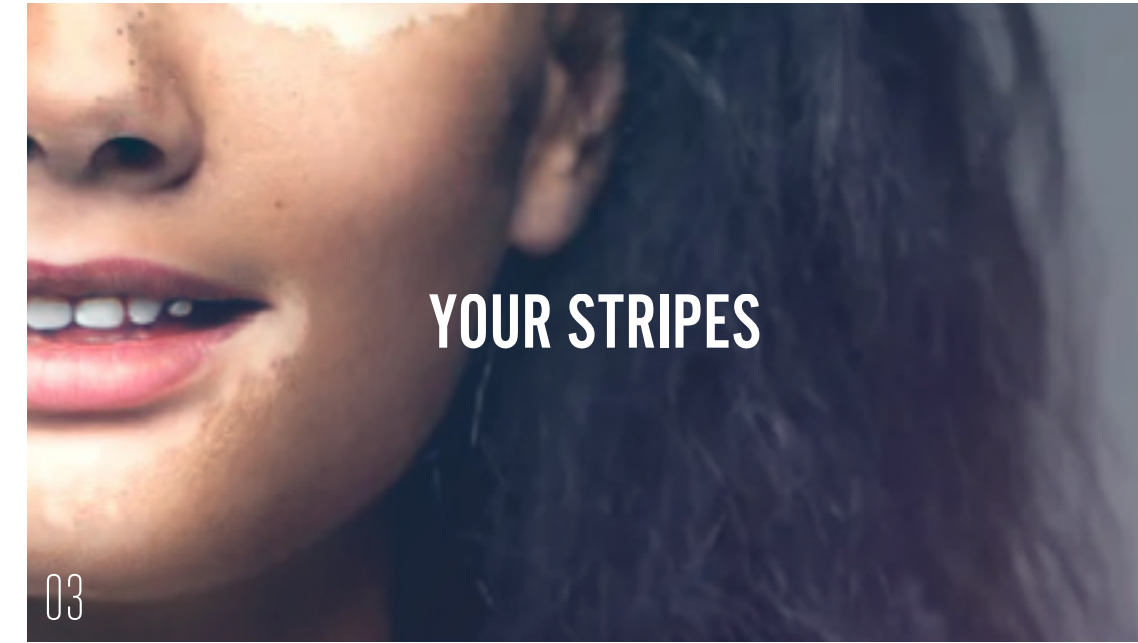
You love Your edge

Music starts



Cut to another subjects tatoos always making sure that hair remains a focal element

...your ink



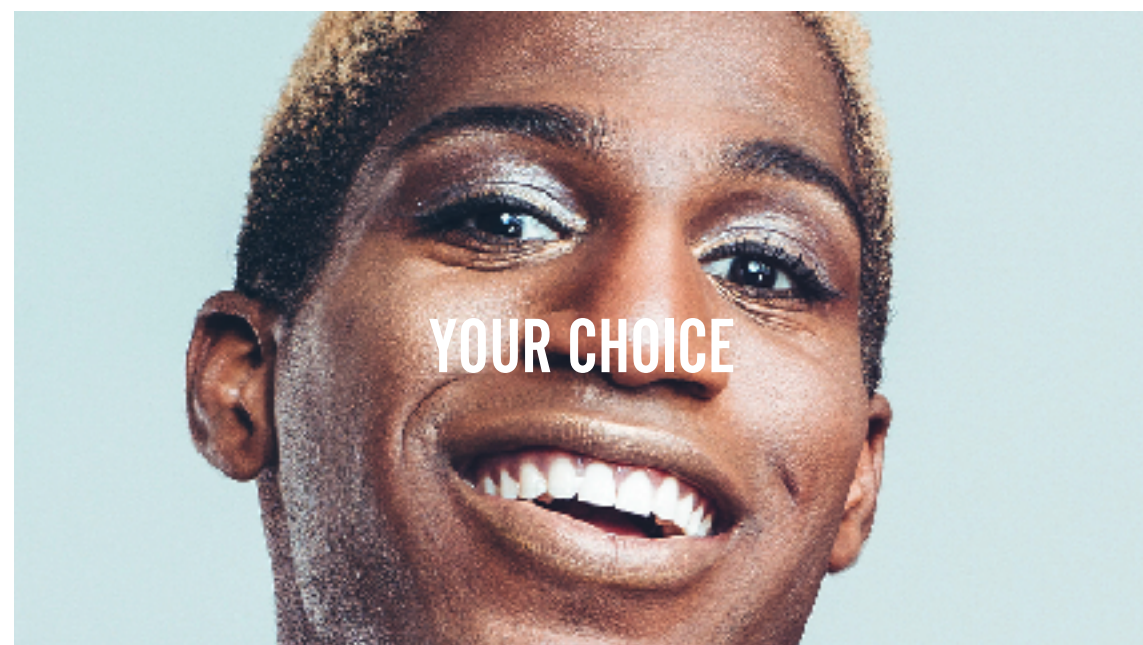
Cut to model with visible vitiligo marks with layered highlights

...your stripes



model with wild hair colors

...your mood



Introduce male talent

...your choice

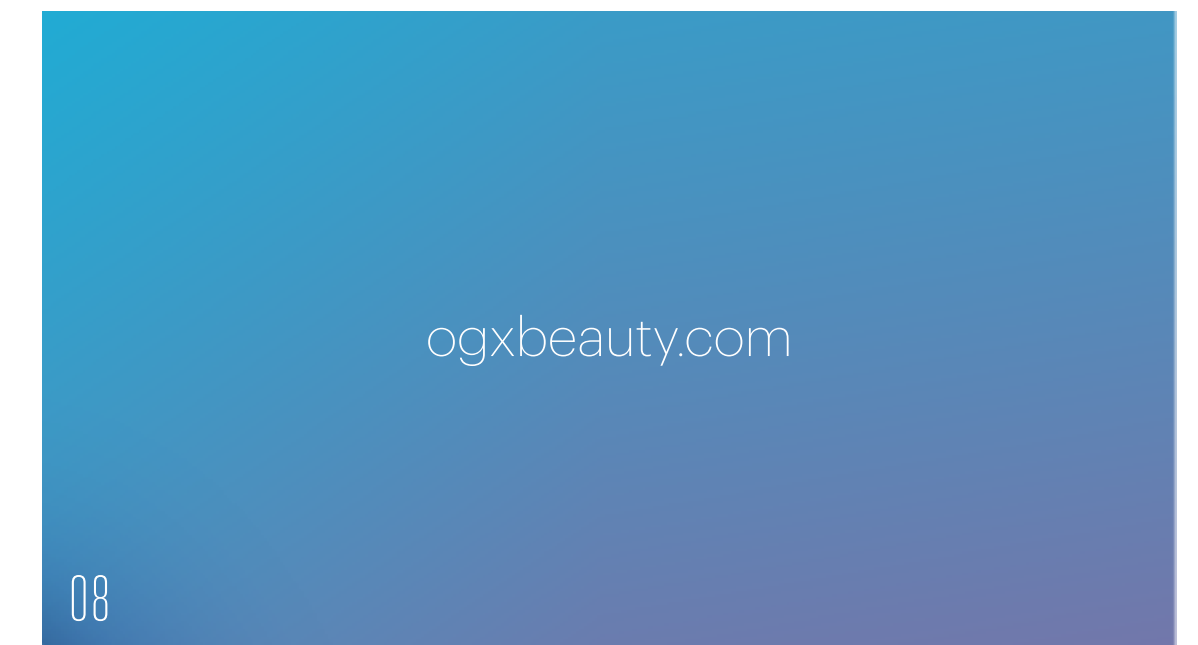


Bring in bottle logo at 3 seconds

The self-assurance to be yourself
Music stops



Love is in your hair



End-cap with URL

SPIRIT OF SELF-EXPRESSION

ANOTHER ALT



Tight shot of half shaved head

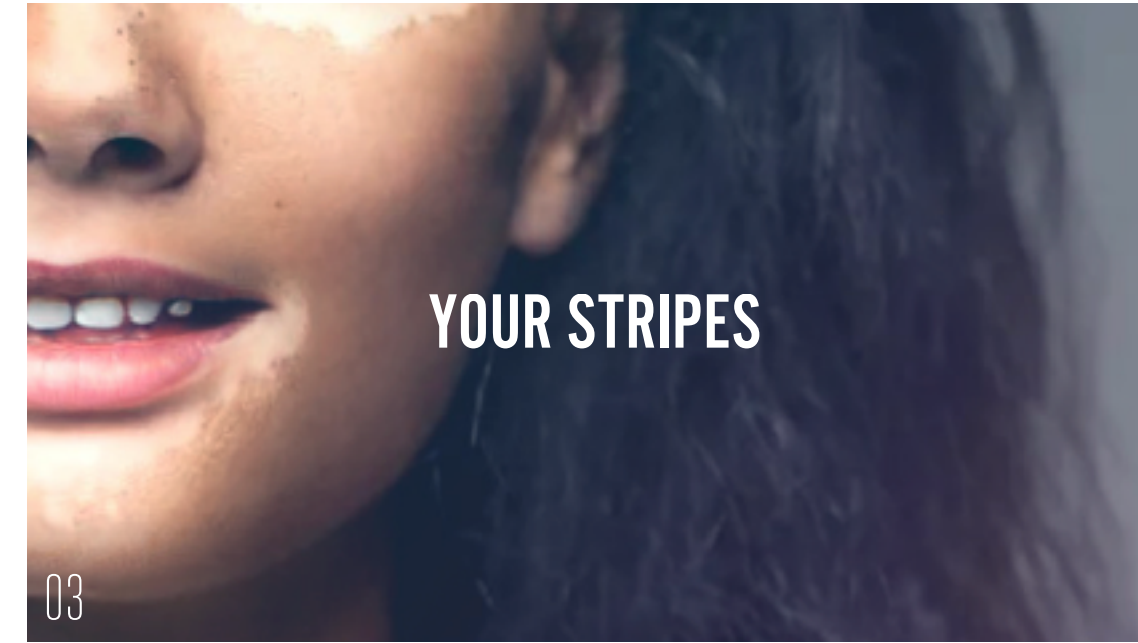
You love Your edge

Music starts



Cut to another subjects tatoos always making sure that hair remains a focal element

...your ink



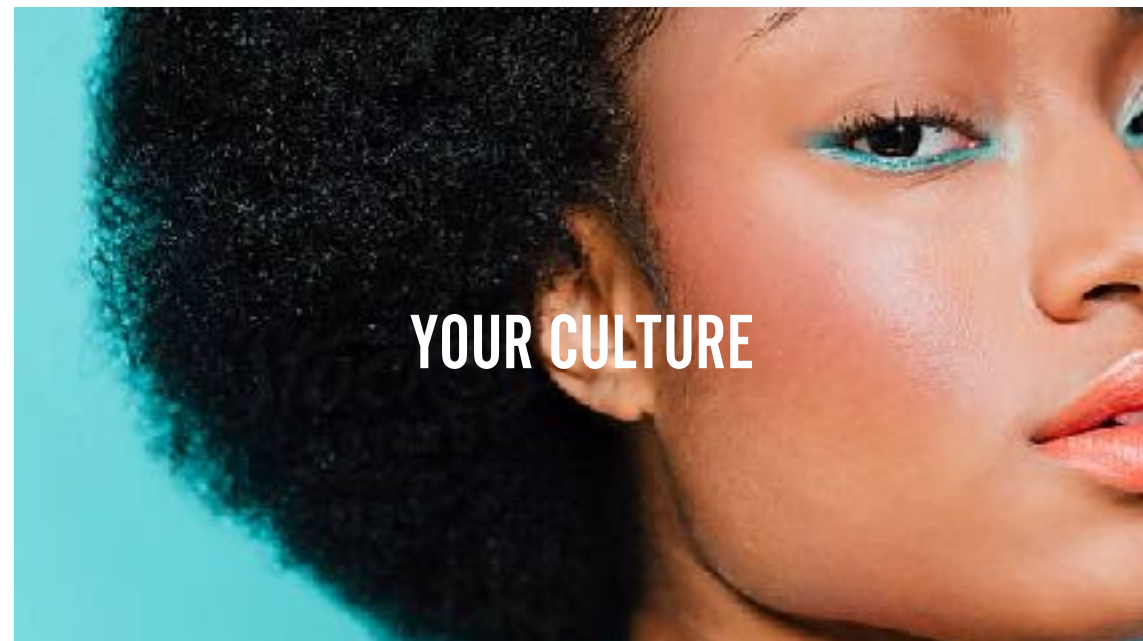
Cut to model with visble vitiligo marks with layered highlights

...your stripes



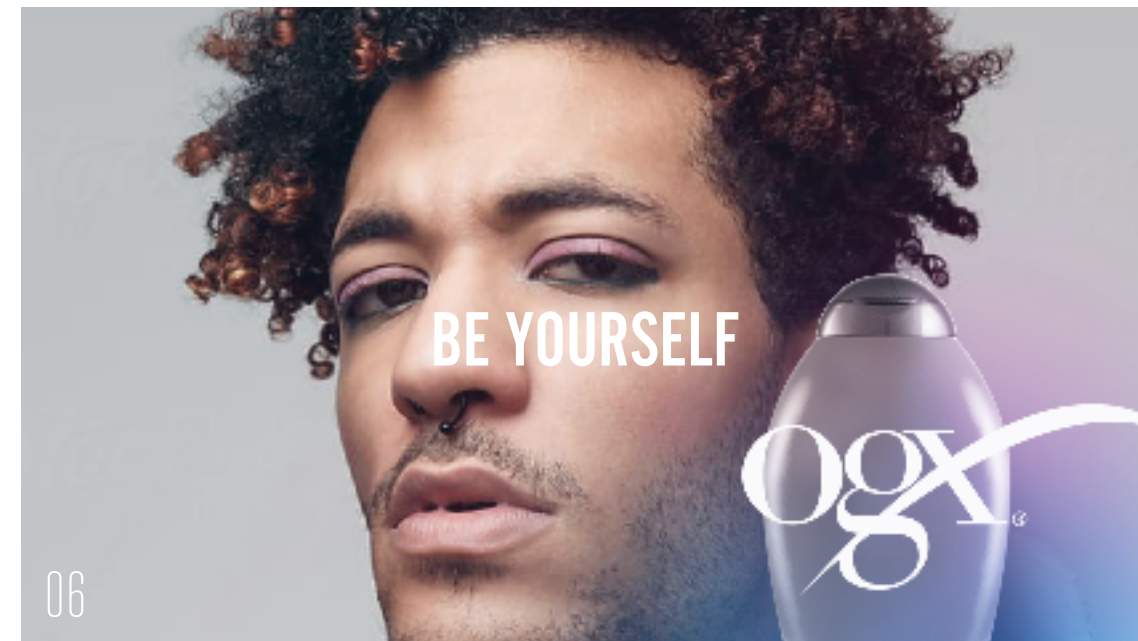
model with wild hair colors

...your mood



Model with big natural hair and strong cultural cues

...your culture

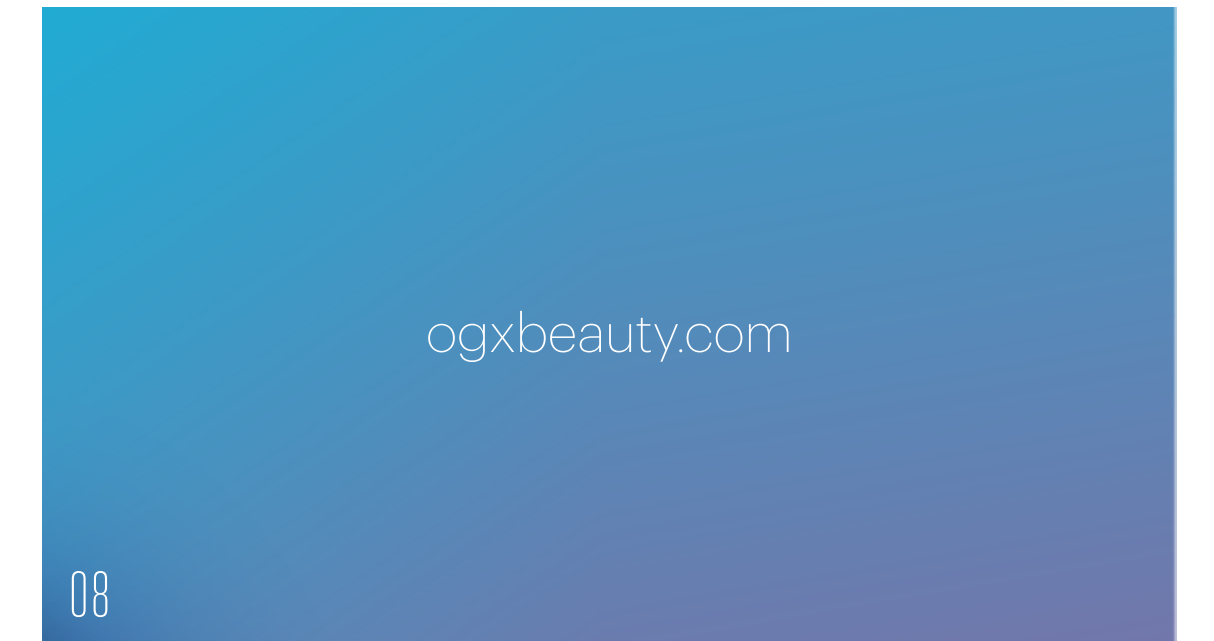


Lastly, introduce man with bottle logo at 3 seconds

The self-assurance to be yourself
Music stops



Love is in your hair



End-cap with URL

SPIRIT OF SELF-EXPRESSION



Your edge

Your ink

Your stripes

Your mood

Your choice

The self-assurance to be yourself

Love is in your hair

WITH YOU ON THIS JOURNEY



Tight shot of natural curly haired girl

Up



Cut to straight hairstyle

Down



Close cut

Buzzed



Modern Pixie

Pixie'd



Beautiful afro

Or Fro'd out



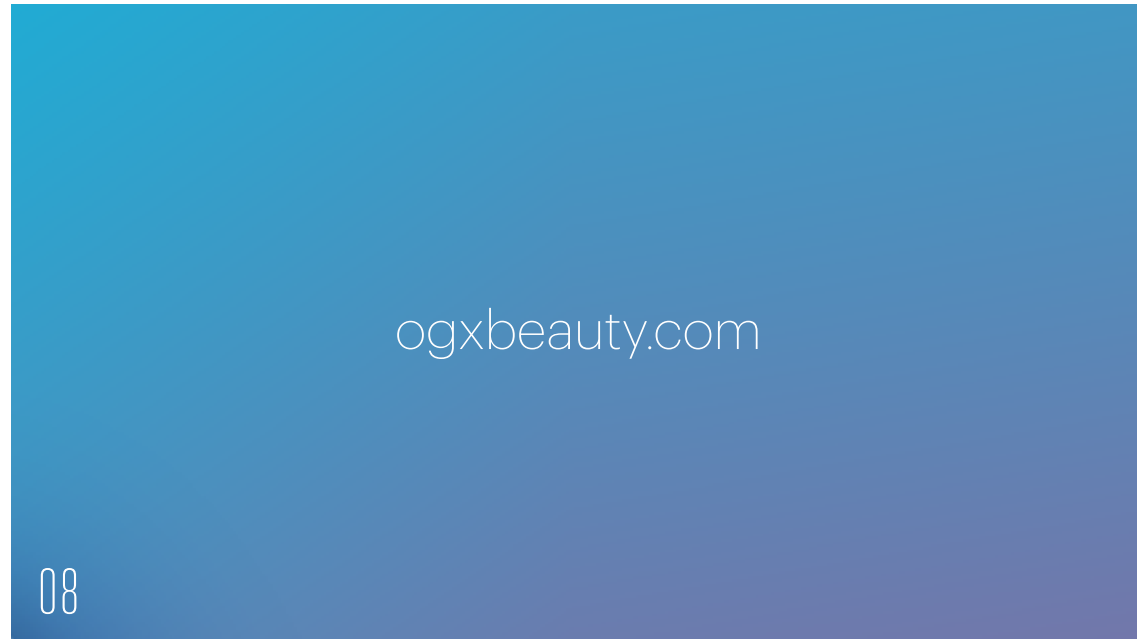
Pan out a bit to reveal an authentic moment

Your perfect hair starts in you



Introduce bottle lockup at :03 sec mark

And OGX is with you



End-cap with URL

OGX. Love is in Your Hair

WITH YOU ON THIS JOURNEY



Up

Down

Buzzed

Pixie'd

Or Fro'd out

Your perfect hair starts in you

And OGX is with you

OGX... Love is in your hair

BEAUTY IN EXPERIMENTATION



For those who celebrate their
individuality

Who know their beauty lies in
their difference

And see themselves anew...

OGX sees you and is your trusted
partner in...