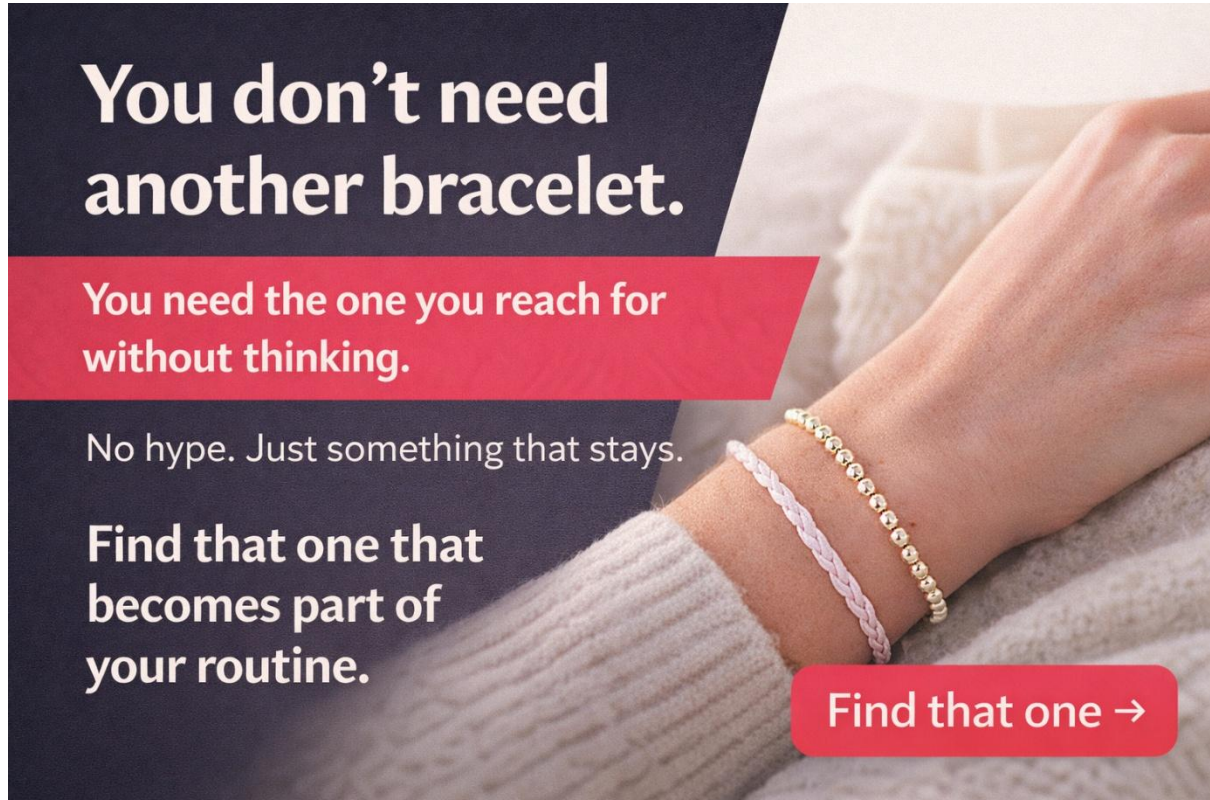


## AD BANNERS

**Brand:** Pura Vida Bracelets

**Tone:** confident, human, quietly bold

### 1. The Anti-Ad (Expectation Breaker)



**You don't need  
another bracelet.**

**You need the one you reach for  
without thinking.**

No hype. Just something that stays.

**Find that one that  
becomes part of  
your routine.**

**Find that one →**

**Headline:**

You don't need another bracelet.

**Subtext:**

You need the one that becomes part of your routine — the one you reach for without thinking.

**Micro Line (optional):**

No hype. Just something that stays.

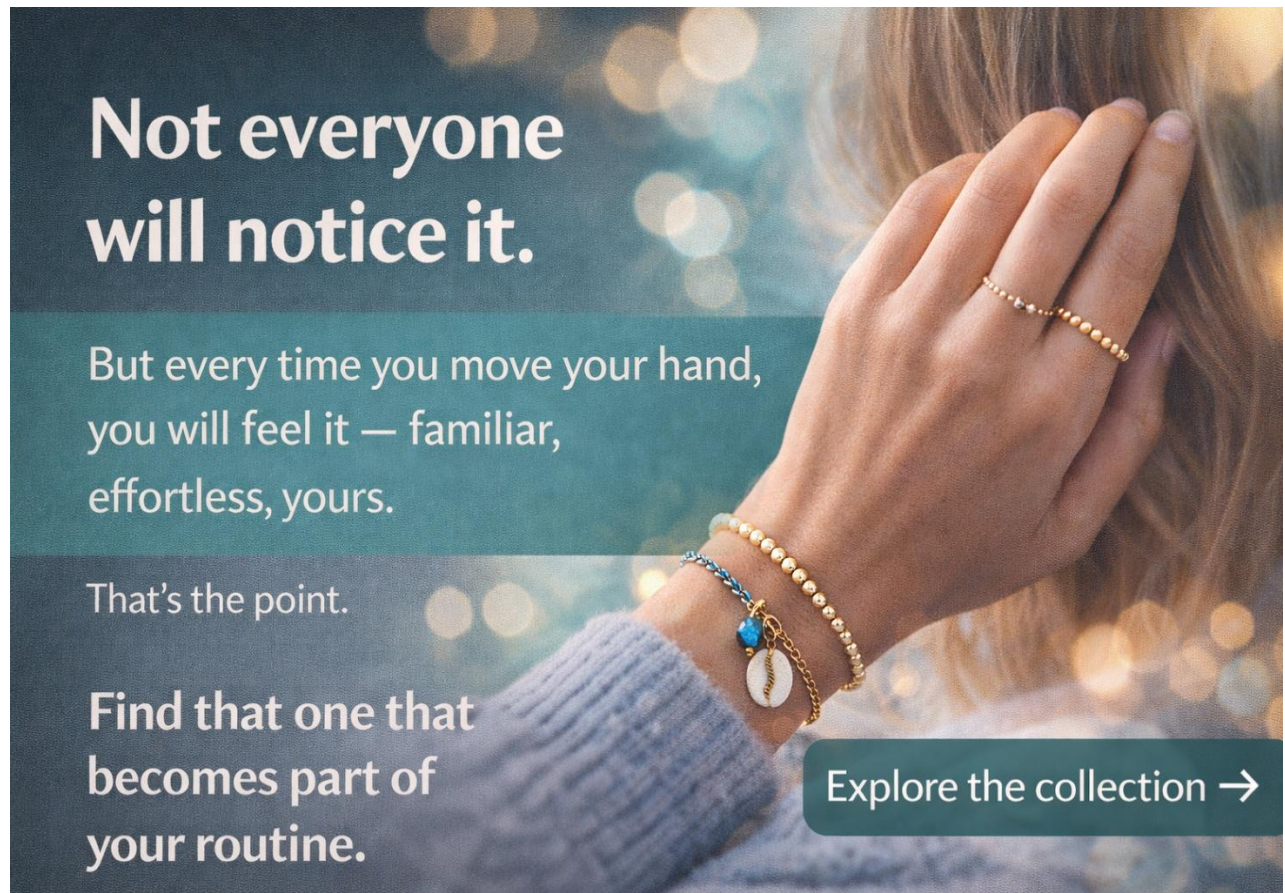
**CTA:**

Find *that* one →

**Why this hits harder:**

It rejects consumer noise, then reframes desire in a more personal way.

## 2. The Quiet Flex (Inner Validation)



**Not everyone  
will notice it.**

But every time you move your hand,  
you will feel it — familiar,  
effortless, yours.

That's the point.

**Find that one that  
becomes part of  
your routine.**

Explore the collection →

**Headline:**

Not everyone will notice it.

**Subtext:**

But every time you move your hand, *you* will feel it — familiar, effortless, yours.

**Micro Line:**

That's the point.

**CTA:**

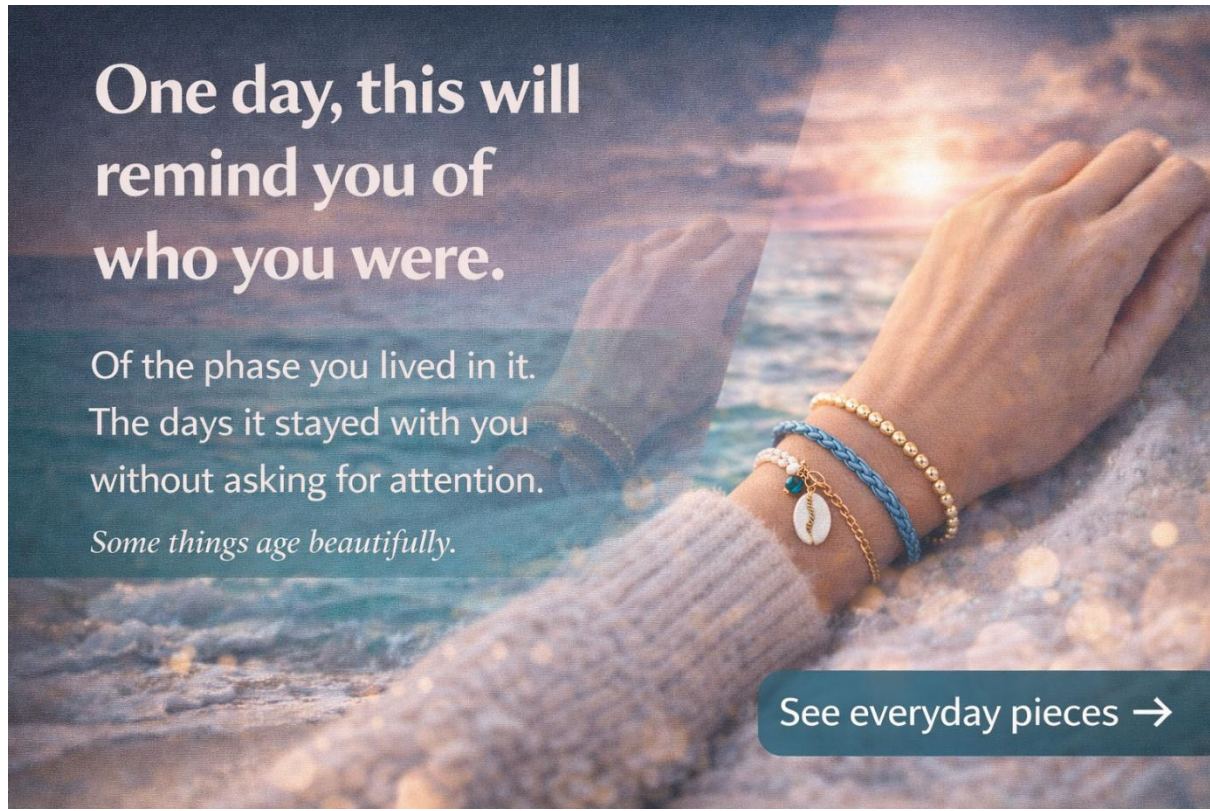
Explore the collection →

**Why this hits harder:**

This turns jewelry into a private ritual, not public approval.



### 3. The Time Capsule (Memory Trigger)



**Headline:**

One day, this will remind you of who you were.

**Subtext:**

Of the phase you lived in it.

The days it stayed with you without asking for attention.

**Micro Line:**

Some things age beautifully.

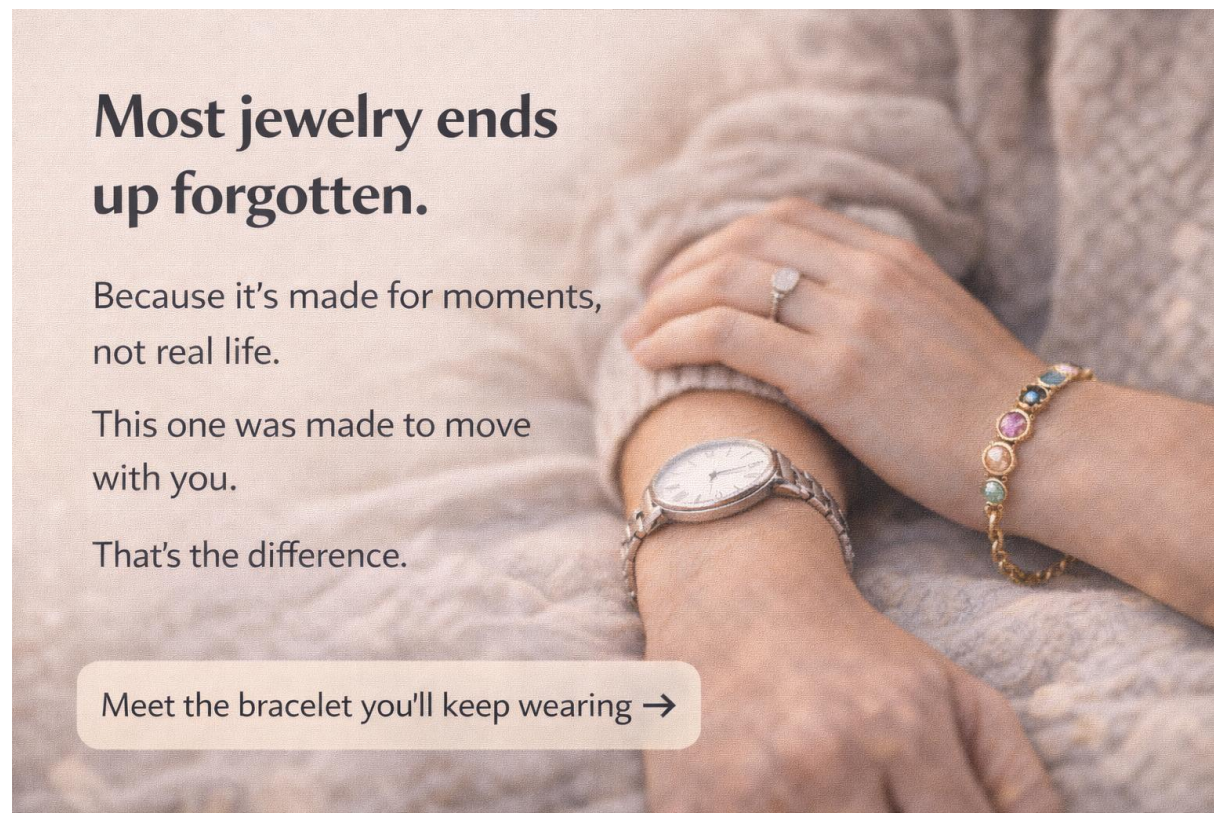
**CTA:**

See everyday pieces →

**Why this hits harder:**

It transforms the bracelet into a memory anchor — rare and powerful.

#### **4. The Uncomfortable Truth (Radical Honesty)**



**Most jewelry ends  
up forgotten.**

Because it's made for moments,  
not real life.

This one was made to move  
with you.

That's the difference.

Meet the bracelet you'll keep wearing →

**Headline:**

Most jewelry ends up forgotten.

**Subtext:**

Because it's made for moments, not real life.  
This one was made to move with you.

**Micro Line:**

That's the difference.

**CTA:**

Meet the bracelet you'll keep wearing →

**Why this hits harder:**

It validates frustration people already feel — and positions the brand as the solution.