

NEW SHADES 3in1 Lipstick 2.0

LIP CARE INFUSED VERSION

OLD SHADES



NEW SHADES ALERT !!! with shimmers



IMPORTANT TEXT TO ADD IN THE VIDEOS

HOOK / OPENING TEXT

- NEW AND IMPROVED JMCY 3IN1 LIPSTICK
- JMCY 3IN1 (LIPSTICK + LIP CARE + LIP GLOSS IN ONE)
- GET KIKO MILANO + ISSY HYDRAGLOSS FOR A PRICE OF 200+PESOS WITH JMCY 3 IN 1 LIPSTICK
- JMCY VIRAL 3IN1 NEW SHADES?

SELLING POINTS:

- ◆ Shimmer End – Hydrating Lip Treatment
- ✓ Infused with Korean Jeju Citrus Reticulata for deep hydration & reduced lip lines
- ✓ Delicate pearl shimmer for a naturally glossy look (Can be worn alone – ₱349 value)
- ◆ Matte End – Long-Lasting & Smudge-Proof
- ✓ Velvety matte finish – Non-drying, no cracking, all-day wear
- ❤ Use Both for the Ultimate Glossy Effect!
- ✓ Layer shimmer + matte for a high-shine, luxurious gloss (Get Kiko Lip Gloss effect – worth ₱1,050! for only 200 pesos)

CTA:

- CLICK THE YELLOWBASKET
- GRAB YOURS NOW
- TRY IT OUT

STEP BY STEP VIDEO GUIDE!

Hook (first 3 seconds):

“NEW and better than ever ✨ You’re gonna need all 6 shades!”

“Guess who just got a shimmer glow-up? 🌟”

“GET KIKO MILANO + HIGH SHINE LIP CARE FOR 200+ pesos!!”

Do the Everything-Proof Test

– Just like in our previous videos, please do the:

- Waterproof Test
- Smudge-Proof Test
- Transfer-Proof Test

Application + Product Talk

– Apply the product evenly on the lips

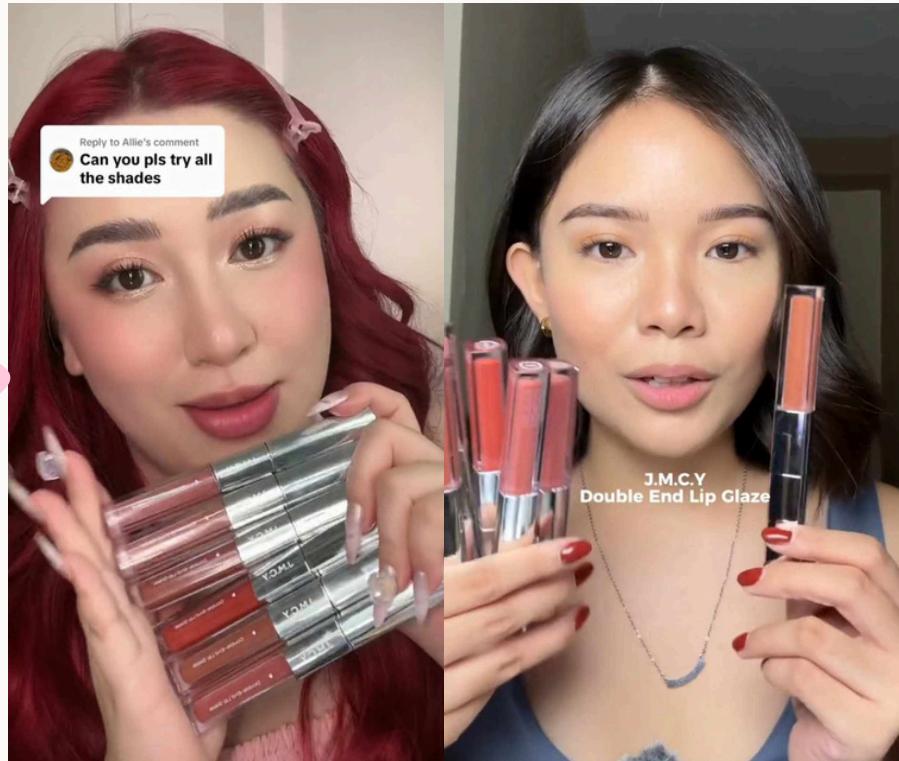
– While applying, explain the unique selling points:

- ✨ New shades available
- ✨ Now infused with lip care treatment for extra hydration

Final Message

- Let your audience know that this improved version is now much closer to Kiko Milano quality – BUT with an added lip care benefit
- Encourage them to check it out now!

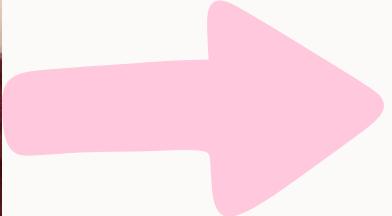
SHOT LIST



1. Hook clip: Show this clip
at the beginning

2. Hold the product and
show the packaging

3. Shades swatches



4. Lip Swatches

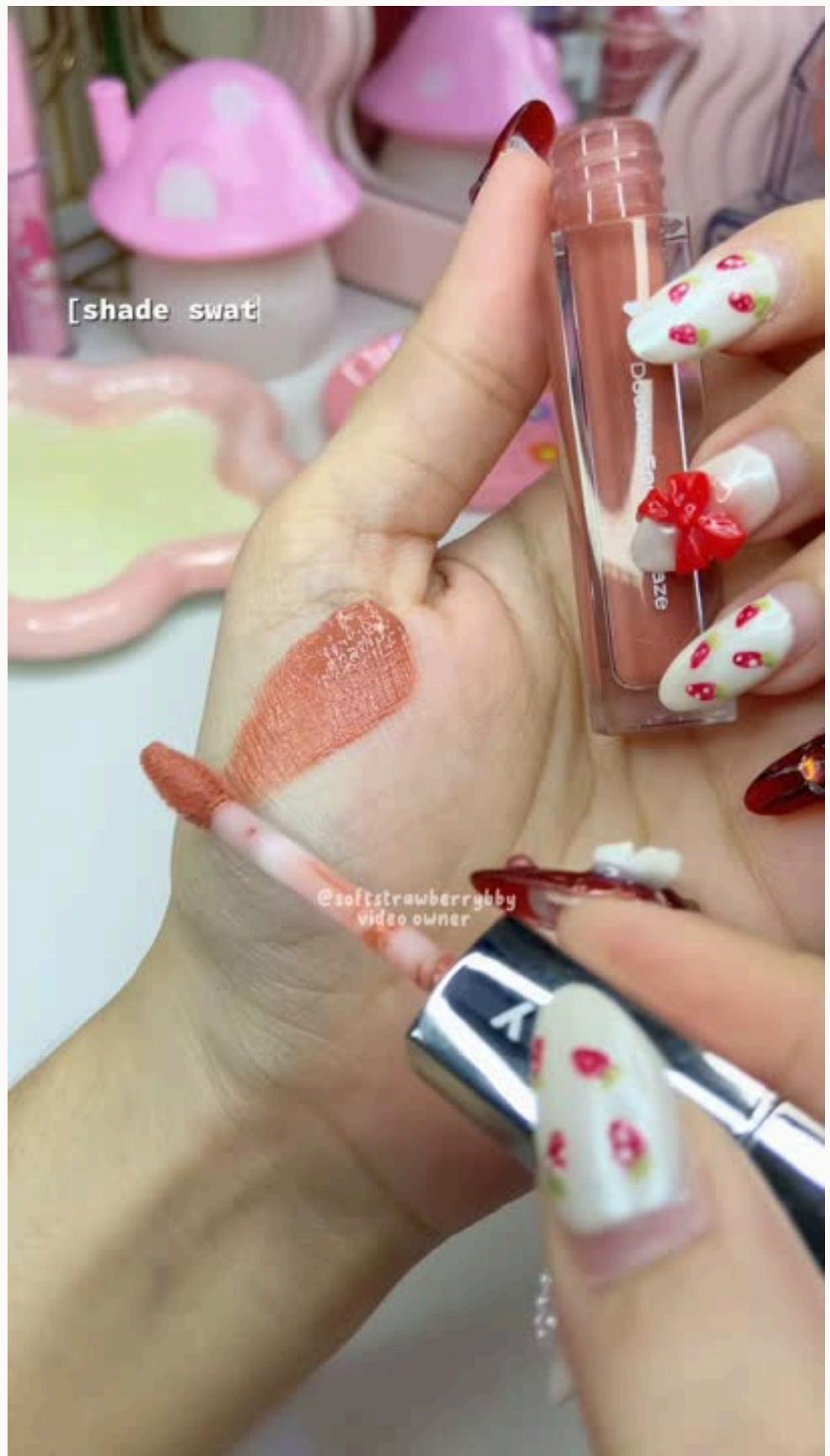
5. Show the swatches
how plump the lips

6. put text on the last clip
(‘get yours now’)

PRODUCT REVIEW



UNBOXING REFERENCE



IMMERSIVE



TRENDING MUSIC

