



Bliss: Gift of Bliss

Brand Overview: Founded in 1996, [Bliss](#) championed skincare as self-care before it was trendy. We're a certified clean, cruelty-free, planet-friendly, dermatologist-tested skincare brand who believes taking care of ourselves, each other & the environment is fundamental to achieving a higher state of happy. Find us on [IG](#) & [TikTok](#).

Product Overview:

1. **Pimple Patches:**
 - Please refer to our packaging for details on our **Pimple Patches** overview.
2. **Mint Scrub Soap**
 - Infused with a refreshing minty fragrance that provides a cooling and revitalizing sensation.
 - Specially crafted with unique nubs that massage your muscles, helping to relieve tension.
 - Enriched with spherical jojoba beads to gently remove dead skin cells, revealing a fresh, soft, and ultra-clean complexion.
3. **Brighten Up Duo**
 - **Vitamin C & Peptide Serum**
This daily serum delivers a bright, glowing complexion with antioxidant-rich Vitamin C to reduce dark spots and protect collagen.
 - **Brightening Moisturizer**
Infused with a citrus scent, this hydrating moisturizer is powered by clinical-grade Vitamin C and a tri-peptide blend to boost skin elasticity and radiance in one step.
4. **Mighty Marshmallow Brightening Face Mask**
 - Infused with marshmallow root extract, this lightweight whipped mask hydrates deeply for an instant glow.
 - Revitalizes dull skin, giving a radiant, "lit from within" look.
 - Smooths uneven skin tone and reduce discoloration.
5. **Mask For More Dual-Ended Facial Exfoliator & Mask Spatula**

- This 2-in-1 tool features a soft silicone scrubber for deep cleansing and a spatula for mess-free mask and treatment application, perfect for your daily Bliss routine.

Deliverables: (To be submitted via Google Drive or WeTransfer link)

- (1) one 9:16 (60 seconds or under video) following the directions below

Campaign Details: This campaign focuses on creating a gift guide for the above Bliss products. Demonstrate how these featured products are a must-have to gift to friends or family during this holiday season. Emphasize how these products would be a great stocking stuffer. This brief primarily focuses on why the “Gift of Bliss” would make the perfect holiday present. We would love to hear your natural, authentic reactions! We love these products and we think you will too :-)

Deadline: ~ 5 days from receiving the product.

Shipping: Client will ship product to creator. Creator to provide their address to AS Beauty

Inspiration Videos: Please create your video similar to the inspo videos linked below.

- [Video Inspo](#)

Topics to Address

PRIMARY:

- Showcase the **Vitamin C & Peptide Serum & Moisturizer Duo** for glowing skin, the **Mighty Marshmallow Brightening Face Mask** for an instant boost of radiance, and the **Mask For More Dual-Ended Facial Exfoliator & Mask Spatula** for a perfect addition to any skincare routine.
- How our **Pimple Patches** absorb impurities from breakouts overnight, emphasizing they come in multiple sizes.
- Demonstrate how each product provides a self-care moment that brings joy and relaxation during the busy holiday season.
- Showcase the chic packaging and how effortlessly they fit into stockings or small gift sets.
- Highlight their luxurious feel and immediate results, making them the perfect "Gift of Bliss."
- How the products feel on your skin.
- Your reactions to the products.

SECONDARY:

- The benefits of applying all mentioned products.
- The significance of gifting these products during the holiday season.

DOs and DON'TS

DOs	DON'Ts
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- **DO** film in bright + high quality lighting (dark / grainy footage will not be approved)
- **DO** use a plain aesthetic / photogenic background (i.e. avoid clutter, background distractions, art / posters, a toilet, piles of items, etc.)
- **DO** wear neutral & unbranded attire (no visible logos)
- **DO** ensure brand logo/product name faces forward & is legible
- **DO** always have products in frame (being held in hand) and/or in-use (applying) when speaking about the product benefits
- **DO** actually use the product
- **DO** highlight the product's features
- **DO** be energetic and excited
- **DO** end with a CTA to shop at blissworld.com

- **DO NOT** shoot content directly on TikTok or Instagram
- **DO NOT** add any filters or color grading to your submitted content
- **DO NOT** show any other products besides what's included in the Skin Bliss Starter Kit
- **DO NOT** use licensed or copyrighted music. Music must be unlicensed / royalty free.
- **DO NOT** use profanities, political, religious, or any potentially controversial statements.