

Shark



Social Media Concept Scripts + Swipe





Putting The Power In Your Hands

Puff Off! Direction 1

TikTok / IG / Facebook Reel • GEN-Z, Millennial, GEN -X

Scene 1 Tired, puffy face in morning light
(zoom in on under eyes, jawline—face says “I’ve had it.”)

Supers (stacked, quick cuts)

Work drama? / Another sleepless night? / Texts from your ex at 2AM?
Hormones out of control? / Hangover? / Too many “one last” glasses?
Red wine and regrets? / Cried in the Uber home? / Booked the red-eye again?
Jet lag face? / Three kids. No silence. / Life happened. Your face caught it.

They look in the mirror and grimace

VO/Super “Ugh. Puff off!”

Scene 2 They pick up Depuffi and glide it under eyes, jawline, cheeks.
Skin starts to visibly calm and lift. Tension melts.

VO/Super Hot + Cold Therapy = Puff’s Worst Enemy
Lift. Tighten. Let it all go!

VO “Stress shows up on your face [or] Puff happens! “DePuffi gives you back control.”

VO or Supers “Your/my face. Your/my rules. Sculpted, not sorry.”

End Scene Product hero shot

Supers: Puff off. DePuffi.



Putting The Power In Your Hands

Puff Off! Direction 2

TikTok / IG / Facebook Reel • GEN-Z, Millennial, GEN -X

Scene 1 Night out montage (low lighting, good vibes). Clinking glasses.
Fries on the table. Laughter. One friend is mid-bite or sipping a cocktail.
Friend leaning in, playful but judgy:

OC “Don’t eat that—you’ll be puffy tomorrow.”

Cut to another moment

OC “You sure you want that second drink, you know what tequila does to your face?”

Cut to 2AM moment at the curb:

Scene 2 Girl (calm, confident) looks at her friend

OC: “You know what? Puff off!”

Scene 3 Cut to next morning. She’s in her bathroom, a little tired but totally unbothered.
Picks up DePuffi, glides it under her eyes, jawline. Face visibly lifts.

Mood: sculpted, not sorry.

Onscreen Supers

Life happens. Puff off. [or] When Life happens, Puff off.

DePuffi. Hot + Cold Contrast Therapy

Sculpted. Not sorry.



Putting The Power In Your Hands

Puff Has Its Place

TikTok / IG Reel / YouTube Short • Gen-Z

Visual Description: Bold typography over a soft, puff-textured background (think quilted or marshmallow-like).

Copy: Puff Has Its Place. Your face? Not one of them.

Visual: A perfect marshmallow, puffer coat, or a chubby-cheeked puppy.

Copy: Puff on a coat = cozy. Puff on your face? ...Not so cute.

Visual: Teddy bear, fluffy clouds, a flaky croissant.

Copy: Puffy clouds? Dreamy. Puffy eyes? Not So Much.

Visual: Relatable selfie of a puffy morning face.

Copy: Pillow Face? We've all been there.

Visual: Enter DePuffi—gliding across skin.

SUPER: Puff Happens. DePuffi Can Help.

Inspired by Gua Sha hot + cold Therapy it works to:

- ✓ Drain fluid ✓ Boost Collagen
- ✓ Sculpt Skin ✓ Brighten + Tighten ✓ Increase Circulation

Visual: Before/after, natural lighting.

Super/VO: From pillow face to profile-ready in 3 minutes.

Visual: Stylized product image.

Copy: Puff belongs in pastries. Not on your face.

#Depuffi #SculptedNotSorry



Putting The Power In Your Hands

“Woke Up Puffy” Check

(like “fit check” but for skin)

TikTok / IG Reel • Gen-Z, Millennial, Gen-X

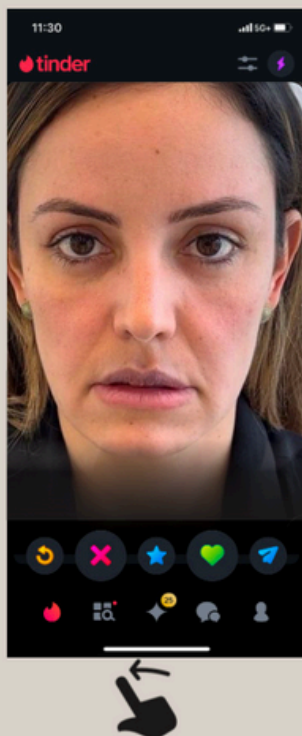
Scene 1 TikTok type trend idea: Show swollen morning face with someone getting ready and doing the stand back “puff check” while grimacing at their reflection.

Scene 2 Jump to the same person using Depuffi, matcha latte close by and scrolling their phone

Super 3 minutes to a flawless face with the “Fit Fix.”

VO/OC All I need is 3 minutes to relax and scroll... and I've got control.

Super Depuffi. Putting the power in your hands. [or] Puff's worst enemy!



Putting The Power In Your Hands

Puff? Swipe left. Sculpt? Swipe Right

ALT Swipe right on skincare goals
Carousel • Millennial, Gen-X



Scene 1 Show person holding the Depuffi and looking into the mirror, smiling.

VO "Time to swipe left on puffy skin..."

Scene 2 Show them gliding the DePuffi under eyes, cheeks etc.

Super Swipe left on puffy.

Super Swipe left on stressed skin.

Super Swipe left on dark circles.

VO "Say goodbye to puffiness, dull skin, and dark circles..."

Scene 3 Face is now visibly more glowy + sculpted. Show slow, luxurious swipes over cheekbones, under eyes or jaw etc.

Super Swipe right on sculpted.

Super Swipe right on lifted.

Super Swipe right on tight skin.

End Scene DePuffi. **Meet Your Skin's Perfect Match.**

Hot + Cold. Just Like Your Ex.

TikTok / IG Reel • Gen-Z, Millennial, Gen-X



Scene 1 Morning mirror moment — show person with tired, puffy face

Super Woke up puffy? Again?

VO/OC "Life's been a little... extra lately. And your/my face shows it."

Scene 2 Show DePuffi gliding under eyes + jawline. Sarcastic tone if OC

VO/OC You/I Need Hot + cold. Just like your/my ex... But this one lifts + lets go."

Alt But this one detoxes. Depuffs. Done.

VO Depuffi uses contrast therapy—heat to relax, cold to tighten.

Super Your puff? Handled.

End Scene VO/Super No baggage, just great skin.
[or] No baggage, just glow.

Putting The Power In Your Hands



**Sculpted
Not Sorry**

Putting The Power In Your Hands

Fight Puff with Power Direction 1

ALTS Knock Out Puff, Everytime

Tough on Puff. Easy on Skin.

Built to Handle Real Puff

TikTok / IG Reel • Millenial, Gen-X

Scene 1: Locker room / training aftermath Close-up of the fighter post-sparring—sweaty, swollen, towel around neck.

Fighter (to camera): “You think you’re puffy after a long night? Try taking a few hits to the face.”

Scene 2 At home, clean bathroom—DePuffi in hand. Cut to the fighter using DePuffi—gliding it under the eyes, jawline, cheeks. Calm music.

Fighter VO or OC “This thing? DePuffi. Hot and cold therapy. Contrast sculpting. It works.”

Scene 3: Side-by-side shots—before/after using DePuffi.

Show Visible reduction in puffiness, sharper jawline, more awake eyes.

Fighter VO or OC “I use it after fights, flights, even late nights.”

Super Built to handle real puff. Not just fluff.

Scene 4 Final punchline to camera. Fighter smirks, holds up DePuffi device.

Fighter VO or OC “If it can handle this face... it can handle yours.”

Super DePuffi. Sculpted—not sorry.

ALT DePuffi: Hot + Cold Therapy. Fight puff with power.

Fight Puff with Power Direction 2

TikTok / IG Reel • Millenial, Gen-X

Scene 1: Training montage Fast cuts: heavy bag, jump rope, sweat, close-up of swollen face post-sparring. Close-up of the fighter post-sparring—sweaty, swollen, towel around neck.

VO Fighter “I know what a hit feels like. My face shows it.”

Scene 2 Close-up in mirror, DePuffi in hand Cool, controlled motion. DePuffi glides under the eyes, along the jaw.

VO/OC continues “That’s why I use power to fight back. Hot to loosen. Cold to tighten. No fluff. Just real results.”

Scene 3: Side-by-side: before/after DePuffi use.

Puff is visibly calmed. Skin looks more sculpted.

Super DePuffi. Built to go rounds. Hot + Cold Contrast Therapy.

Direct to camera Fighter (smirking)

“This is how I recover. Puff doesn’t stand a chance.”

Final DePuffi Product Shot

Supers

Fight puff with power.

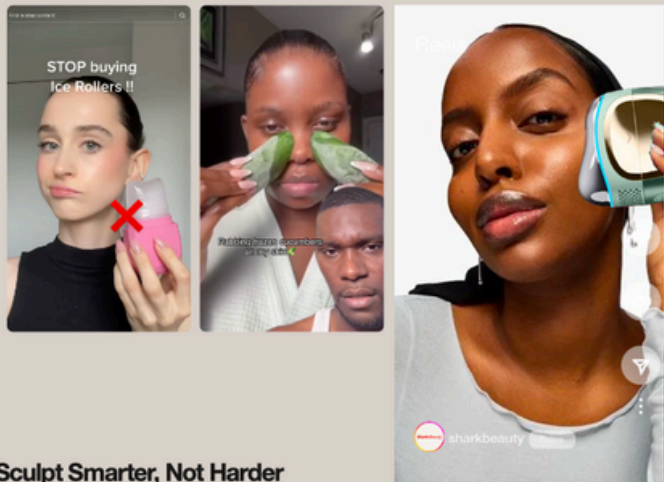
Sculpted. Not sorry.

DePuffi.



**Sculpted
Not Sorry**

Putting The Power In Your Hands



Sculpt Smarter, Not Harder

Ditch The Complicated DIY Depuffing

No More Puff. No More Fails. Just Results.
TikTok / IG Reel • Millennial, Gen-Z

Opening Scene Fast cuts, fun music — show UGC-style clips of people doing the wildest DIY de-puffing trends

VO/OC "Tired of DIY Depuffing designed to make you suffer?"

Visuals

Face dunking in bowls of ice / Rubber bands on ears / Spoons under eyes
Elaborate 10-minute face massages / Ice/cubes rollers taped to cheeks/under eyes
A cucumber-mask slip fail

Scene 2 VO/OC "You could do that?" (maybe show a person shrugging)

VO/OC (now confident tone smiling) "Or... you could just use Depuffi."
(nice image of Depuffi usage with the supers below)

Supers on screen

✓ Instant hot + cold therapy ✓ Brightens skin and boosts circulation (promotes collagen/fine lines) ✓ Depuffs in just 3 minutes ✓ No gimmicks. Just glow.

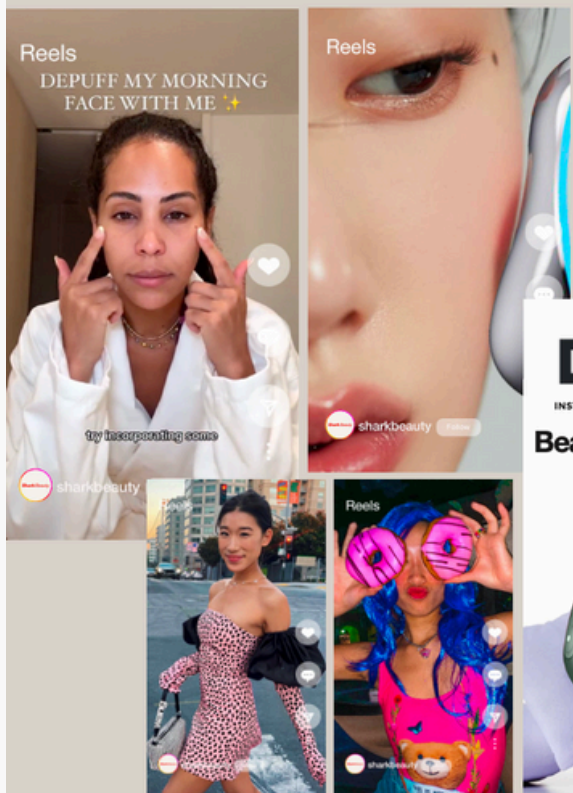
VO: "No ice baths. No silly spoon tricks. No drama."

[Split screen on a person smiling, relaxed, vs someone furiously tapping their face to depuff]

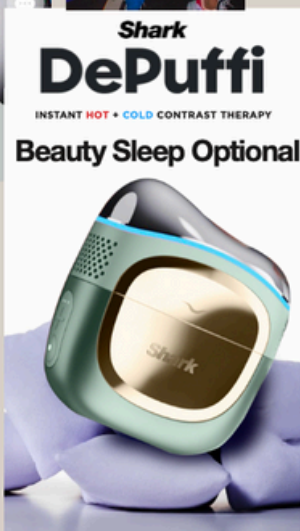
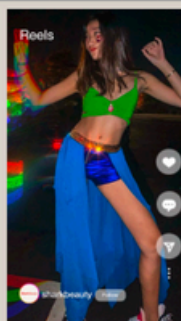
VO/OC: "Smooth skin shouldn't be this hard."

Scene 3 Split screen then slides to focus on the relaxed person.

End Scene Supers: Depuffi. Sculpt smarter, not harder.



Sculpt Smarter, Not Harder



Beauty Sleep Optional

Who needs sleep when you've got sculpting technology...
TikTok / IG / Facebook Reel • GEN -X

Scene 1: Disheveled person, early morning with robe on, holding coffee, puffy eyes.

Super: Didn't sleep but need a skin fix, quick?

VO: "Forget 8 hours of rest—we've got you!"

Scene 2: Same person sits, turns on DePuffi and glides it slowly under one eye, along the jawline etc. Background music shifts to something calm and soothing..

Supers pop up on screen

Instant hot + cold contrast therapy:
Contours cheeks / Lifts jawline
Brightens dark circles / Drains puffiness in 3 minutes

VO/OC: "No sleep? No problem! Just reach for your morning pick-me-up."

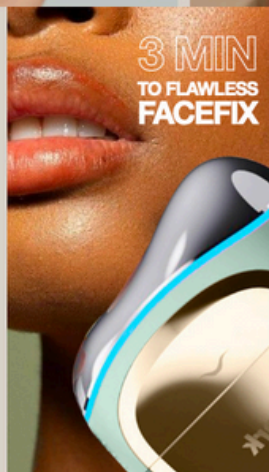
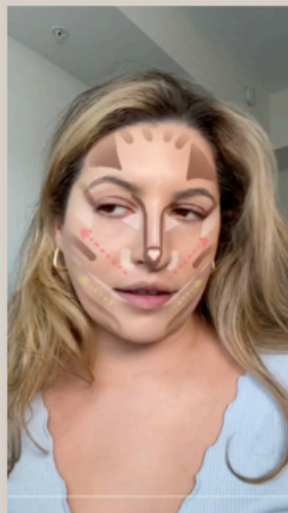
Alt "Who needs sleep when you've got Depuffi. Just reach for your morning face fix"

Super: Powered by innovation, not REM cycles.

End scene: Close-up of fresh confident face.
They sip coffee, give a wink or a smirk to camera.

Super: Depuffi. Beauty Sleep Optional.

PROPOSE INFLUENCER: [BECCA BLOOM 1.3M Followers](#)



Sculpt Smarter, Not Harder

Contouring, But Make It Tech— no makeup required

TikTok / IG / Facebook Reel • GEN -X

Scene 1: Person holds up a contour stick or makeup palette, stares at it like "not today." They put it down and pick up the DePuffi with a smile.

Super Makeup Contouring? *Cakey. Streaky. Fake Looking/hard to master!*

OC "I used to paint on sculpted skin. Now I just turn it on."

Scene 2 User glides DePuffi along cheekbone, under chin, jawline etc. Each glide shows a subtle glow + lift. Supers pop up as it glides.

Supers

Contours naturally—no messy product / Smooths puffiness + brightens tone

Boosts Circulation/Collagen + brightens tone / Tech-powered definition in 3 minutes

VO/OC "Why/Can't fake it with makeup? Sculpt it for real"

Scene 3 Show Split Screen

Left Makeup contour brushes, blending paraphernalia = Effort and a big mess.

Right DePuffi gliding across glowing, gorgeous skin. = A relaxing Ritual

VO: "Makeup's messy and wipes off in an **instant**"

Super/VO: Instant Hot + Cold Therapy Sculpts, Tones + Lifts. **No Fuss. No Muss!**

End Scene: Image of product

Super/VO: Depuffi. **Contour, smarter not harder...** #nomakeuprequired.



Sculpt Smarter, Not Harder

Hey Puff Guy

UCG/Paid Video • Millennial Man

Scene 1 Intro – Face Check. Guy in the mirror—morning face, puffy eyes, maybe slight stubble, looking groggy.

VO (cheeky tone) "Hey Puff Guy... face feelin' swole?"

Scene 2 He raises an eyebrow, nods reluctantly like "yeah..."

Super Not the kind of gains you were going for?

Scene 3 Enter Depuffi. He picks up DePuffi, turns it on. Smooth swipe under one eye, across jaw etc.

VO DePuffi's hot + cold tech drains puff, smooths skin, and brings that face back to fighting shape.

Scene 4 Maybe a Side-by-Side. Left side still puffy, right side after using DePuffi—more sculpted, fresher, cleaner.

Super Real results. Zero work(out) time.

Scene 5 He smirks in the mirror.

Tosses a spoon in the bin and maybe checks his muscles.

VO No tricks. No hacks. Just smart skincare.

Scene 6 Puff happens.

Super: Sculpt smarter with DePuffi.



Sculpt Smarter, Not Harder



Chisel & Chill

UCG/Paid Video • Millennial Man

Scene 1 Show someone in sweats, tv remote in hand

VO "Time to press play, binge watch your faves... and chill the puff out."

Scene 2 They pick up the Depuffi in the other hand + start gliding it over their face.

Super Hot + cold therapy while you scroll? Yes [or] Tech please!

VO/Super Diminish dark circles, boost brightness, and sculpt skin—in just 3 minutes.

Final Scene Close-up of smooth skin, device in hand.

VO "Depuffi does all the work, while you just chisel and chill."
Super Depuffi. Chisel + Chill

Shark

