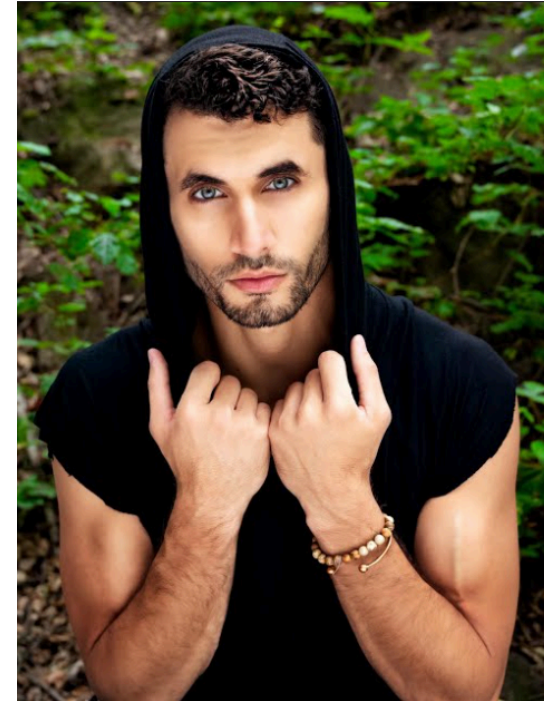


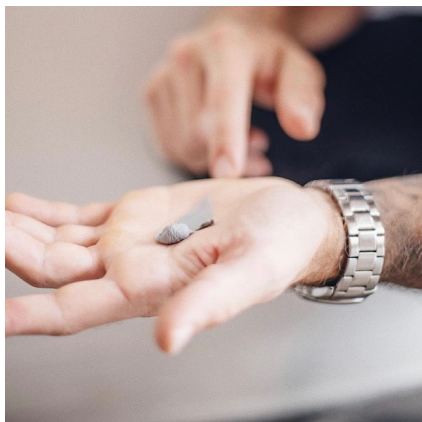
Schedule

- **10:30am:** Betty & Xanthia arrive & set-up in barbershop
- **11am:** Quen arrives, fills out forms and changes
- **11-11:50am:** Betty gives haircut to Quen. Xanthia be shadowing since this is her first shoot. Ralph will capture images in barbershop alongside our videographer who will be filming a “product use” video during this time.
- **12pm:** Marcio arrives, fills out forms and changes
- **12-12:50pm:** Xanthia gives haircut to Marcio. During this time, Betty, I and the videographer will be in the studio capturing content with Quen. Ralph will remain in the barbershop to snap more images.
- **1-1:45pm:** Ralph captures studio images, altering between models
- **1:45pm:** Models change
- **1:45-2:30pm:** Ralph captures outdoor images of both models
- **2:30-3pm:** Ralph captures lobby images of Marcio



Goal #1 Capture Prep Images & Video: 11-11:50am/Quen, 12-12:50pm/Marcio

Capture bright product images, styling and each step of the Lava application process both vertically and horizontally. Also snap images of Betty and Xanthia styling. During the first 11-11:50am window, the videographer **needs** to capture the following steps: Applying Code B., blow-dry, Lava Clay, Gem and Razor edge up. Ralph can snap more detailed images of Lava Clay and a shave service during the 12-12:50pm window.



Swatch + emulsify



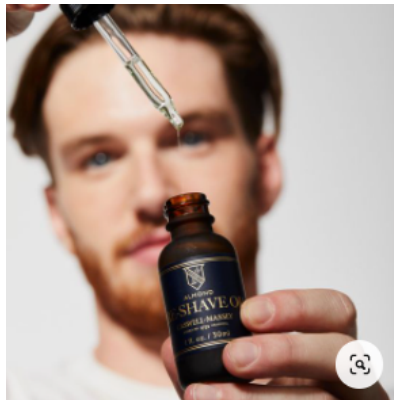
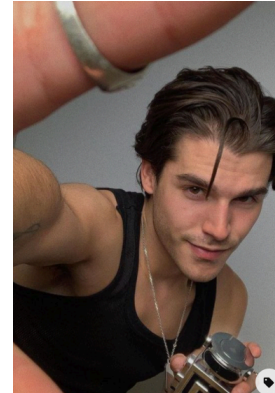
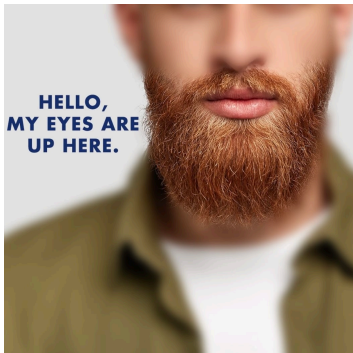
Goal #2 Capture Video & Studio Shots: 12-12:50pm / 1-1:45pm

Capture retail driven video of Quen at 12-12:50 while Ralph is capturing more prep of Marcio. Once Marcio is ready we will have 45 minutes to capture straight hair images of both male models. We will start with Quen then move on to Marcio. Additionally, capture images of model styling own hair with Lava Clay, shaving, etc. both horizontally and vertically. If we also keep facial hair lets get closeups of beard and images applying shave cream.



Goal #2 Cont. Capture Video & Studio Shots: 12-12:50pm / 1-1:45pm

Capture retail driven video of Quen at 12-12:50 while Ralph is capturing more prep of Marcio. Once Marcio is ready we will have 45 minutes to capture straight hair images of both male models. We will start with Quen then move on to Marcio. Additionally, capture images of model styling own hair with Lava Clay, shaving, etc. both horizontally and vertically. If we also keep facial hair lets get closeups of beard and images applying shave cream.



Products: Lava Clay, Shave Cream, Gem, Lifted, Beard Booster, Sets, Control, Fuddy , Dopp bag

Goal #3 Outdoor Shots: 2-2:30pm with Both Models

After models both change, head behind warehouse to capture outdoor images of both models separately and a few together. Also bring product bag to snap some photos in daylight.

