

1. Determine Your Face Shape

Positioning/direction: Show internal team members of different face types

Who: Amy, professional makeup artist (on screen only)

Have you always wanted to know the shape of your face but didn't know where to start? Today, I'm going to teach you how to identify your face shape in a few easy steps. Once you know your shape, you can apply makeup techniques like contouring to accentuate your best features and let your individuality shine!

Let's get to it!

Pull your hair away from your face and look in the mirror. After you've told yourself you're gorgeous, grab your Savvy lipstick and trace the outline of your face on the mirror.

If the distance from temple to temple is wider than the width of your jawline, and the outline gently narrows toward your chin, you have a heart-shaped face.

If you have softer features and a similar width from forehead to chin as cheek to cheek, your face shape is round.

If the distance from forehead to chin is longer than cheek to cheek and you have a curved jawline slightly narrower than your forehead, you have an oval-shaped face shape.

If your face features a similar width temple to temple as jawline to jawline and a less-pointed chin, your face shape is square.

Now that you know your face shape, learn how to accentuate those stunning features in our contouring video, which is coming soon!

2. How to Contour

Positioning/direction: Include contour infographic based on face shapes – on herself

Who: Amy, Professional Makeup Artist (on screen only)

Contouring is a technique that involves the use of light and dark to shape and define your features—and it's easier than you think!

If you wear our Savvy Minerals® cool or warm tones, you can use our Savvy Minerals Dark Foundation shades to create the perfect contour. Today, I'm using Dark (insert color here) to show you how to accentuate your features.

For a simple defined look, take your Savvy Minerals Contour Brush and dip it into Dark (insert color here). Tap off the excess and sweep it from back to front just under the cheekbone to give it extra definition. Next, dip the brush in the foundation again, tap off the excess, and sweep it against your nose line. Blending is key to reducing harsh lines and keeping the look natural. When in doubt, keep blending!

Commented [EH1]: Word count 208

Commented [EH2]: Per Pam: Amy to demonstrate on herself and then head into identifying shapes.

Commented [PS3]: When she describes each face shape, we'll want to pull up the face shape on screen – could this be done from stock images versus having to bring in models?

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(while blending) Did you know we create our Savvy Minerals foundation with the cleanest ingredients? You'll feel fresh wearing makeup that harnesses the best of nature to bring out the best in you.

And that's it—a few simple steps to create a contoured look with confidence!

3. **The Perfect Brow** – on model (Micaela)

Positioning/direction: On model (Micaela)

Who: Amy, professional makeup artist (on screen only)

Are your brows besting you when it comes to your makeup routine? If your brows need defining but the task is daunting, try our Savvy Minerals® MultiTasker.

First, determine shape. Find where your brow should start by resting a pencil against the outside of your nose and inner corner of your eye. Identify where it should end by aligning the pencil to the outside corners of your nose and eye. Find your arch by resting the pencil on the outside edges of your nose and iris.

Next, determine color. Our model, Micaela, has very light brows. We'll want to add shape *and* color using [the](#) MultiTasker in Light. If our shades aren't an exact match for your brows, try mixing two or more to create a custom color.

Now, let's define! Dip your eyebrow brush in the MultiTasker and apply using upward strokes while moving across the eyebrow.

(while doing the eyebrow) Did you know our MultiTasker is made with clean ingredients? We use only natural, plant-based products and minerals to create our four brow-boosting colors.

After you're done, take the brush through [your](#) brows for a flawless finish. For more dramatic brows, spray your brush with our Misting Spray to darken the color and create a more precise line. Redefined brows in record time!

4. **How to Use Bronzer**

Positioning/direction: On herself

Who: Amy, professional makeup artist (on screen only)

Say hello to bronzer, your new best friend! With Savvy Minerals® Bronzer, you can create that back-from-the-beach look or enhance your natural, healthy glow in a few easy steps.

Savvy Minerals Bronzer is created with clean ingredients—only plants and minerals—and comes in two colors: Summer Loved and Crowned All Over.

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Summer Loved is your go-to bronzer for a tanned look, while Crowned All Over is a must-have highlighter for light to medium complexions. Today I'll show you the best way to use bronzer for a radiant summer glow.

Dip your Savvy Minerals Bronzer brush into Summer Loved, tap off the excess, and swirl into the apples of your cheeks, across your forehead, and along the sides of your nose. Next, dip the brush into Crowned All Over, tap off the excess, and gently sweep the brush over your entire face to blend the Summer Loved bronzer.

Dip your brush into Summer Loved again, tap off the excess, and apply the bronzer to areas that naturally catch sunlight, like above the cheekbone and along the bridge of your nose. Brushing bronzer on these areas highlights cheekbones and flatters facial features.

Now you're ready to hit the town with a sun-kissed glow, thanks to makeup that harnesses the best of nature to bring out the best in you!

5. **How to Achieve the No-Makeup Makeup Look** – on herself

Positioning/direction: On herself

Who: Amy, professional makeup artist (on screen only)

Being constantly on the go, we often need a polished look without a lot of prep. Today I'm going to show you what I like to call the no-makeup makeup look.

To create this look, you'll need Savvy Minerals® Foundation in (insert color for Amy here) your personal shade, Bronzer in Crowned All Over, Mascara, and Lip Gloss in Abundant.

First, the foundation. For the best coverage, spray Savvy Minerals Misting Spray on your foundation brush. Gently tap the foundation into the lid and dip your brush into the powder. Tap off the excess and swirl evenly over the face.

Now dip your bronzer brush into the Crowned All Over Bronzer. Tap off the excess and apply from the top of your cheekbones toward your nose. Then apply across your forehead and along the bridge of your nose.

Next, swipe Savvy Minerals Mascara on your lashes to make your eyes pop. Apply two to three thin, even coats, letting each coat dry between applications.

Finish your look with our universally flattering Peppermint-infused Abundant Lip Gloss. Like our other Savvy Minerals products, our lip gloss contains only clean, natural ingredients.

And that's it! In less than five minutes, you can start your day with a clean, natural, flawless face, thanks to makeup that brings out the best in nature—and in you.

6. **Brush Cleaner and Pad**

Commented [SD7]: I know the word counts are tight on these, but it's gonna sound really unnatural to remove "the" and "your" every time when speaking.

Commented [EH8]: Word count cut from 325 to 219

Commented [SD9]: We want them to use their own shade, right? Not Amy's?

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Positioning/direction: Ingredient based and how to talk about the products; how to clean the brushes, craftsmanship, new brush cleaner; on herself, with hands
Who: Amy, professional makeup artist (on screen only)

Have you heard about our new Savvy Minerals® Solid Brush Cleaner and Silicone Brush Cleansing Pad? Without proper care, your makeup brushes can collect all kinds of things between the bristles, like days-old makeup and dead skin cells. A once-a-week deep cleaning with this duo will keep brush bristles soft and makeup application smooth.

The plant-based Solid Brush Cleaner includes shea butter, jojoba oil, and moringa seed oil to extend the life of your brushes. Pair it with our Silicone Brush Cleansing Pad to keep brush bristles soft and makeup application smooth. Here's how!

Wet your brush under running water with the bristles pointing down. Swirl the bristles into the Solid Brush Cleaner. Take a moment to enjoy the refreshing scent of Lemon, Orange, and Lavender essential oils.

Next, lightly swirl your now-bubbly brush against the Silicone Brush Cleansing Pad for an extra-deep clean. Finally, rinse your brush until the water flows clean and clear of soap and makeup. Reshape the brush and lay flat to dry. Your brushes never looked—or felt—so good!

Clean your brushes at least once a week to keep bristles conditioned and brushes looking brand new! Pick up this powerful duo at SavvyMinerals.com.

Commented [SD11]: This is verbatim from the paragraph before. Consider rewording.

Commented [EH12]: Thought maybe Amy could pause for a moment and inhale? I'm no director—just throwing out ideas!

Commented [PS13R12]: Love it!

Commented [EH14R12]: nice