

butter | LONDON

Shoot Guide

Amazon A+ Content



What Are We Doing?

Building the butter LONDON imagery library to show the component and swatch of products for Amazon A+ pages. A template has been created for these pages. Images in red are what needs to be shot.

Why Are We Doing This?

We are updating the Amazon pages to feature A+ content to increase customer knowledge of our top products. Imagery for the top products are needed to keep all pages consistent and clean to help increase sales.

Where Will This Be Used?

Amazon+ pages desktop and mobile applications.

MELLOW THE YELLOW
Nail Brightening Treatment

Instantly Brighten The Look of Yellowing Nails

This best-selling opalescent Nail Brightening Treatment combines the power of Vitamin E and a blend of natural exfoliants, including Lemon Fruit Extract, to gently exfoliate dry, damaged nails. Its skin-conditioning skincare-infused formula gently scrubs the surface of your nails to help improve the appearance of yellowing nails, leaving them brighter, smoother and looking renewed.

Feel Good Beauty

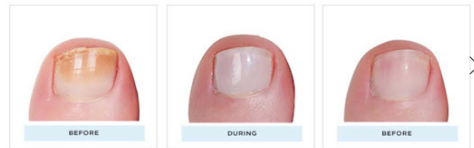
- Conceals the yellow upon application, while targeting the root of the problem
- Brightens the look of nails
- Helps repair damage from harsh nail formulas and practices
- Revolutionary pearly white nail colour gives the effect of a shimmery manicure
- Always Cruelty Free



REAL RESULTS

Before, During & After

The results are clear... brighter-looking nails for better-looking manicures that are just as fierce as you!



*Based on a 10-day study

"This is amazing. I've tried dipping, soaking, scrubbing, you name it, but this is the first product I am reviewing to say---It Just Works!!"
- Kristen R., verified butter LONDON Customer



"This polish is amazing! If you wear polish all the time - there's always a little yellow stain. This polish does exactly what it says. My nails look shiny, fresh and natural. Really happy with this polish!"
- Nia G., verified butter LONDON Customer

"I love this nail treatment because it instantly brightened my nails and gave them a beautiful opalescent shine."
- Charity, verified butter LONDON Customer



Skin-Care Inspired Ingredients



CITRUS MEDICA LIMONUM (LEMON) FRUIT EXTRACT
Contains brightening properties to conceal yellow



VITAMIN E
Provides antioxidant nail protection



RED ALGAE
Condition, hydrate, and help protect and improve nail appearance

Award-Winning Clean Beauty



Cruelty-Free



Paraben-Free



Formaldehyde-Free



Gluten-Free



Xylene-Free

butter LONDON does not add Formaldehyde, Formaldehyde Resin, DBP, Toluene, Camphor, Ethyl Tosylamide, Xylene, Parabens, Gluten or TPHP to any of its nail product formulas



HERO BANNER IMAGE | OBJECTIVE: To show a swatch and the product component

USAGE/INSPO:

MELLOW THE YELLOW
Nail Brightening Treatment

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Look of Yellowing Nails*

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Feel Good Beauty

-  Conceals the yellow upon application, while targeting the root of the problem
-  Brightens the look of nails
-  Helps repair damage from harsh nail formulas and practices
-  Revolutionary pearly white nail colour gives the effect of a shimmery manicure
-  Always Cruelty Free



DIRECTION

- Flat lay of multiple components
- Cap on and off
- Product swatch
- White Background
- Sharp Shadows

SHOTS NEEDED:

- SHOT 1: MELT AWAY
- SHOT 2: QUICK FIX
- SHOT 3: HARDWEAR
- SHOT 4: HORSE POWER
- SHOT 5: RED JELLY PRESERVE
- SHOT 6: PURPLE JELLY PRESERVE
- SHOT 7: GREEN JELLY PRESERVE
- SHOT 8: ORANGE JELLY PRESERVE
- SHOT 9: QUICK DRY DROPS
- SHOT 10: STROKE OF WOW MASCARA
- SHOT 11: LUMI MATTE PRIMER

POST PRODUCTION NOTES:

- All images retouched so labels are clear and legible
- Caps are clean from finger prints or smudges
- Images to be saved uncropped, hi res jpgs

REVIEW BANNER IMAGES | OBJECTIVE: To show a close up image of brush/applicator and swatch of product

USAGE/INSPO:



DIRECTION

- Macro shot of applicator/brush
- Macro shot of swatch
- White background
- Sharp Shadows

2 SHOTS NEEDED PER PRODUCT: (22 SHOTS TOTAL)

SHOT 1: MELT AWAY

SHOT 2: QUICK FIX

SHOT 3: HARDWEAR

SHOT 4: HORSE POWER

SHOT 5: RED JELLY PRESERVE

SHOT 6: PURPLE JELLY PRESERVE

SHOT 7: GREEN JELLY PRESERVE

SHOT 8: ORANGE JELLY PRESERVE

SHOT 9: QUICK DRY DROPS

SHOT 10: STROKE OF WOW MASCARA

SHOT 11: LUMI MATTE PRIMER

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End

