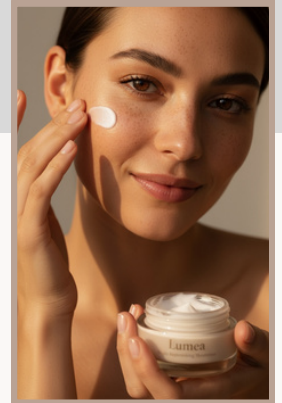


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# Cosmetics Brand Playbook

# Cosmetics Brand Playbook



**Tool: Nano Banana accessed via Openart.ai**

## **Prompt:**

Create a realistic close-up photo of a woman applying Lumea Night Replenishing Moisturiser to her face. She should have sun-kissed skin with natural freckles, a gentle smile, and softly glowing complexion. Show her using her right hand to apply a small amount of cream to her cheek, while holding the open Lumea moisturiser jar in her other hand.

## **Styling & lighting:**

- Soft golden-hour lighting with warm tones and subtle shadows.
- Background: neutral beige or soft cream, matching the Lumea product tone.
- The jar label should read Lumea – Night Replenishing Moisturiser in elegant taupe-gold serif text.
- Keep the focus on the model's face, the texture of the cream, and the natural light reflecting on skin.
- Overall mood: calm, nurturing, Scandinavian-inspired luxury – organic, minimal, and serene.

# Cosmetics Brand Playbook



**Tool: Nano Banana accessed via Openart.ai**

## **Prompt:**

Create a realistic packaging mock-up for a luxury skincare product named Lumea – Night Replenishing Moisturiser. Show a square or rectangular box beside or behind the glass jar. Use a soft beige or taupe colour palette with subtle gold or embossed lettering. The design should feel minimal, natural, and high-end, inspired by Scandinavian and organic beauty brands. Lighting should be soft and diffused, matching the warm tones of the original product photo. Include realistic texture detail on the box – like matte paper or linen finish.

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**Tool: Nano Banana accessed via Openart.ai**

## **Prompt:**

A professional, high-fashion editorial studio photograph of a single elegant female hand entering the frame horizontally from the right side, palm facing upward. Resting gracefully on the hand is the Lumea Night Replenishing Moisturiser jar, with its wooden lid on. The jar appears pristine, weightless, and central in the composition. The background is a smooth warm beige studio backdrop, minimalist and refined. Lighting matches the soft, golden daylight seen in the reference image of the woman – warm, directional, and flattering, revealing realistic reflections and natural skin texture. The product label “Lumea” is clearly visible. Focus on luxury skincare aesthetic, editorial realism, and natural human warmth. High resolution, sharp detail, soft shadows, and tactile realism.

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**Tool: Nano Banana accessed via Openart.ai**

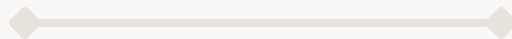
## **Prompt:**

Create a high-end editorial product photo featuring the Lumea Night Replenishing Serum and Moisturiser together. Arrange them on a soft neutral background with warm daylight and gentle shadows. Include the serum bottle (frosted glass with gold cap) and the moisturiser jar (wood lid, matching taupe box). Add minimal props such as a linen cloth, dried botanical sprig, or ceramic tray. The overall look should feel Scandinavian, natural, and luxurious, suitable for a beauty brand campaign. Focus on texture, calm tone, and premium realism.

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**Tool: Nano Banana accessed via Openart.ai**



## **Prompt:**

Create a realistic logo design for a luxury skincare brand named LUMEA. Use a refined serif font (similar to Playfair Display ) with elegant letter spacing and soft curves. The text should appear in muted taupe or warm gold on a neutral beige or ivory background. The design should feel minimal, modern, and organic, suitable for a high-end skincare brand. Optionally include a small botanical mark (like a single curved leaf or moon arc) in fine gold lines to hint at natural, restorative energy.

Lighting should be soft and editorial – the final logo should feel calm, premium, and timeless.

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**Tool: Nano Banana accessed via Openart.ai**

## Prompt:

Create a realistic close-up image of a woman applying Lumea Night Replenishing Serum to her face using a glass dropper. She should have sun-kissed skin with natural freckles, a soft smile, and calm, radiant expression.

## Scene details:

- She holds the frosted glass Lumea serum bottle in one hand and gently applies a drop of serum to her cheek or under-eye area with the dropper.
- The dropper should glisten slightly, catching soft daylight.
- The bottle label reads Lumea – Night Replenishing Serum in elegant taupe-gold serif text, consistent with the moisturiser design.
- Background: neutral beige or pale sand tone, softly blurred.

## Lighting & tone:

- Diffused warm daylight or soft golden-hour glow.
- Focus on skin texture, natural light, and reflective details.
- Mood: editorial, serene, and sophisticated – Scandinavian-inspired, quietly luxurious, and harmonious with the Lumea brand visuals.

# Cosmetics Brand Playbook



**Tool: Nano Banana accessed via Openart.ai**

## **Prompt:**

Create a realistic, high-end flatlay image featuring the Lumea Night Replenishing Moisturiser and Lumea Night Replenishing Serum together.

## Composition & styling:

- Arrange both products elegantly on a soft neutral background – like beige linen, plaster, or matte stone.
- Place the serum bottle (frosted glass, gold cap) beside the moisturiser jar (wood lid, ivory label), angled naturally.
- Include subtle organic props such as a dried botanical sprig, linen fabric fold, ceramic dish, or small wooden tray for warmth and texture.
- Optionally show a dab of moisturiser and a drop of serum for realism.

## Lighting & tone:

- Soft diffused daylight or gentle golden-hour light.
- Natural shadows and warm highlights – editorial but inviting.
- Avoid clutter; keep a sense of calm space and minimal elegance.

## Mood:

Calm, tactile, Scandinavian-inspired luxury.

Think of a premium skincare brand that embodies evening ritual, simplicity, and mindful beauty.

# Cosmetics Brand Playbook



**Tool: Nano Banana accessed via Openart.ai**

## Prompt:

Create a realistic packaging mock-up for the Lumea Night Replenishing Serum.

The packaging should match the design and tone of the Lumea Night Replenishing Moisturiser box.

Design direction:

- Elegant, minimalist box in soft taupe or warm beige matte finish.
- Subtle texture – like fine linen or soft-touch cardstock.
- The brand name Lumea appears in the same serif font and gold foil or embossed finish as the moisturiser box.
- Below, smaller text reads Night Replenishing Serum in a refined sans-serif.
- Optionally include a minimal leaf or botanical icon, printed in soft gold, for continuity with the moisturiser packaging.
- Add small text near the base: Scandinavian Origins · 50ml e 1.7 fl oz

Composition:

Place the frosted glass serum bottle slightly in front of or beside the box, on a soft beige background.

Lighting should be diffused daylight with natural shadows, consistent with the moisturiser image.

The final image should feel calm, premium, and cohesive within the Lumea visual identity.

# Cosmetics Brand Playbook



**Tool: Nano Banana accessed via Openart.ai**

## **Prompt:**

Create a photorealistic lifestyle image showing Lumea Night Replenishing Moisturiser and Lumea Night Replenishing Serum on a neutral linen surface near a window at golden hour.

A soft feminine hand reaches for the jar.

Include warm diffused light, dried botanicals, and natural shadows.

The mood is editorial, Scandinavian, and luxurious yet calm. See reference images attached.



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**Important Note:**

While these prompts are designed to help streamline your workflow and save time, always ensure that the information provided—especially when using AI-generated insights—is reviewed and verified for accuracy. Every project is unique, and final decisions should be based on your professional expertise, client requirements, and up-to-date industry standards.