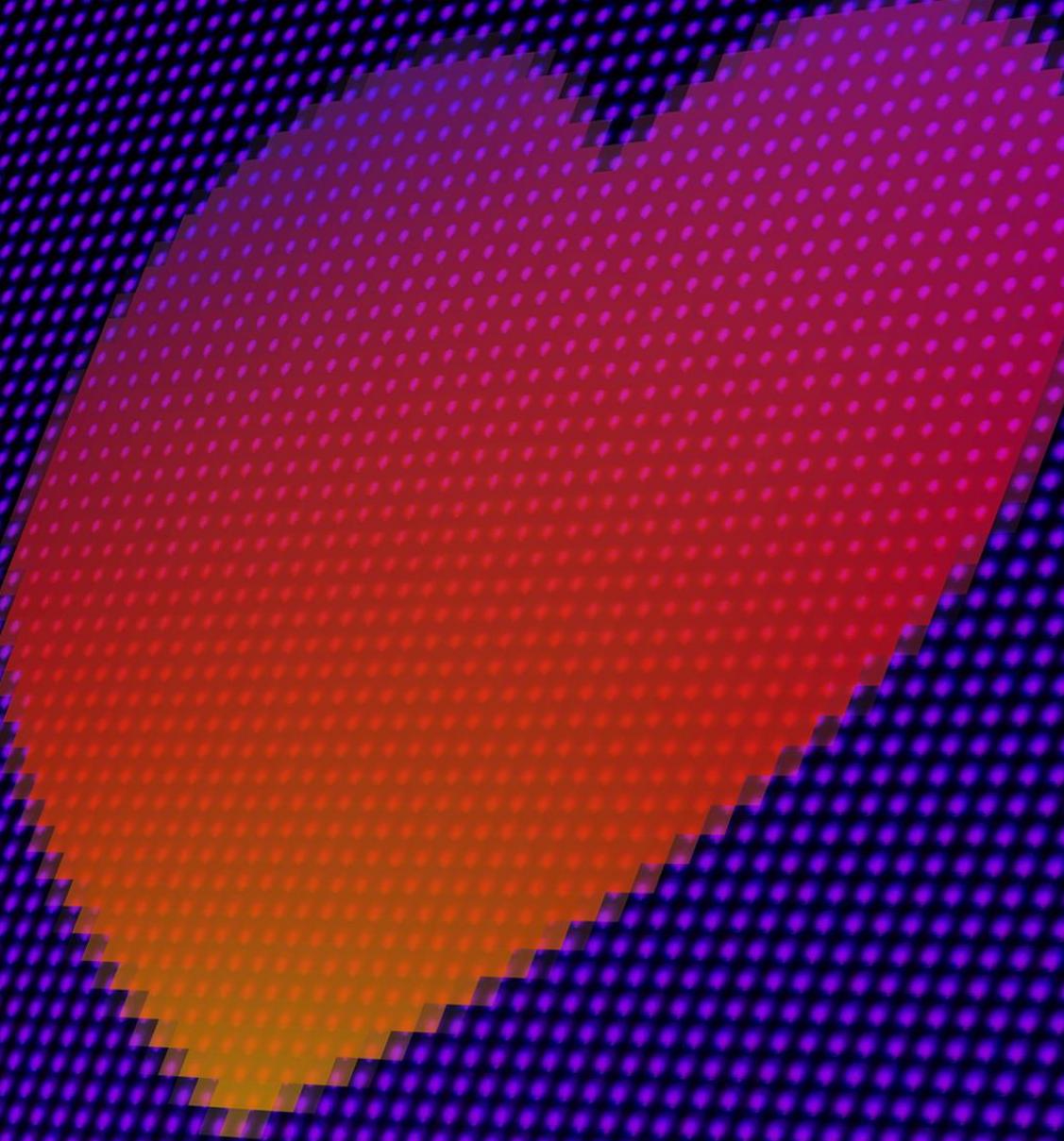




The 'like' button has shifted the way we define beauty, turning it into a public vote rather than a personal expression. It's no longer just about sharing what you love—it's about how others react to it.



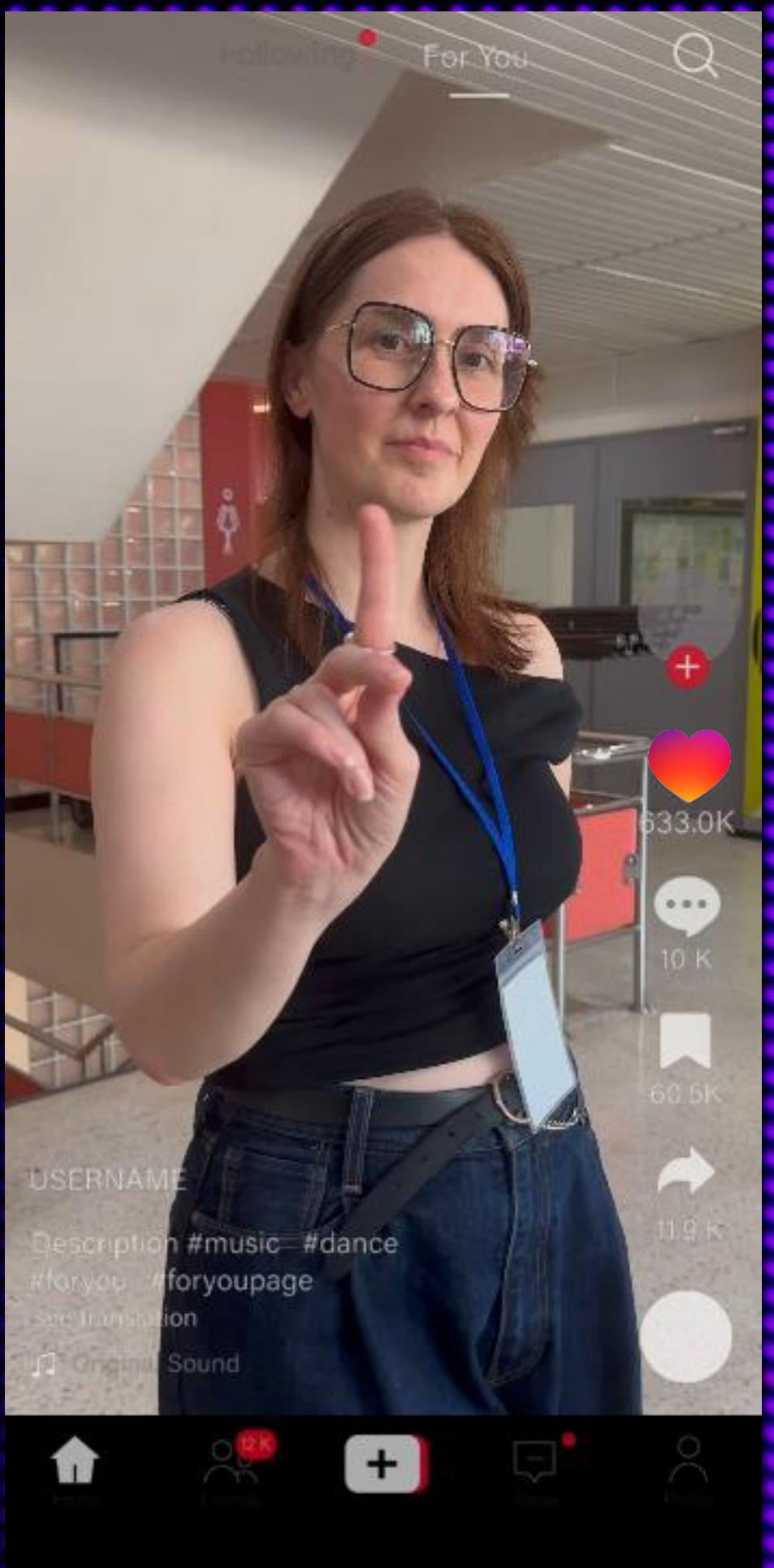
This constant feedback loop pushes people to prioritize external validation over their own tastes, ultimately eroding individuality and narrowing the definition of what is considered beautiful.

LUX believes beauty
should be a source of strength,
not a quest for validation.



1

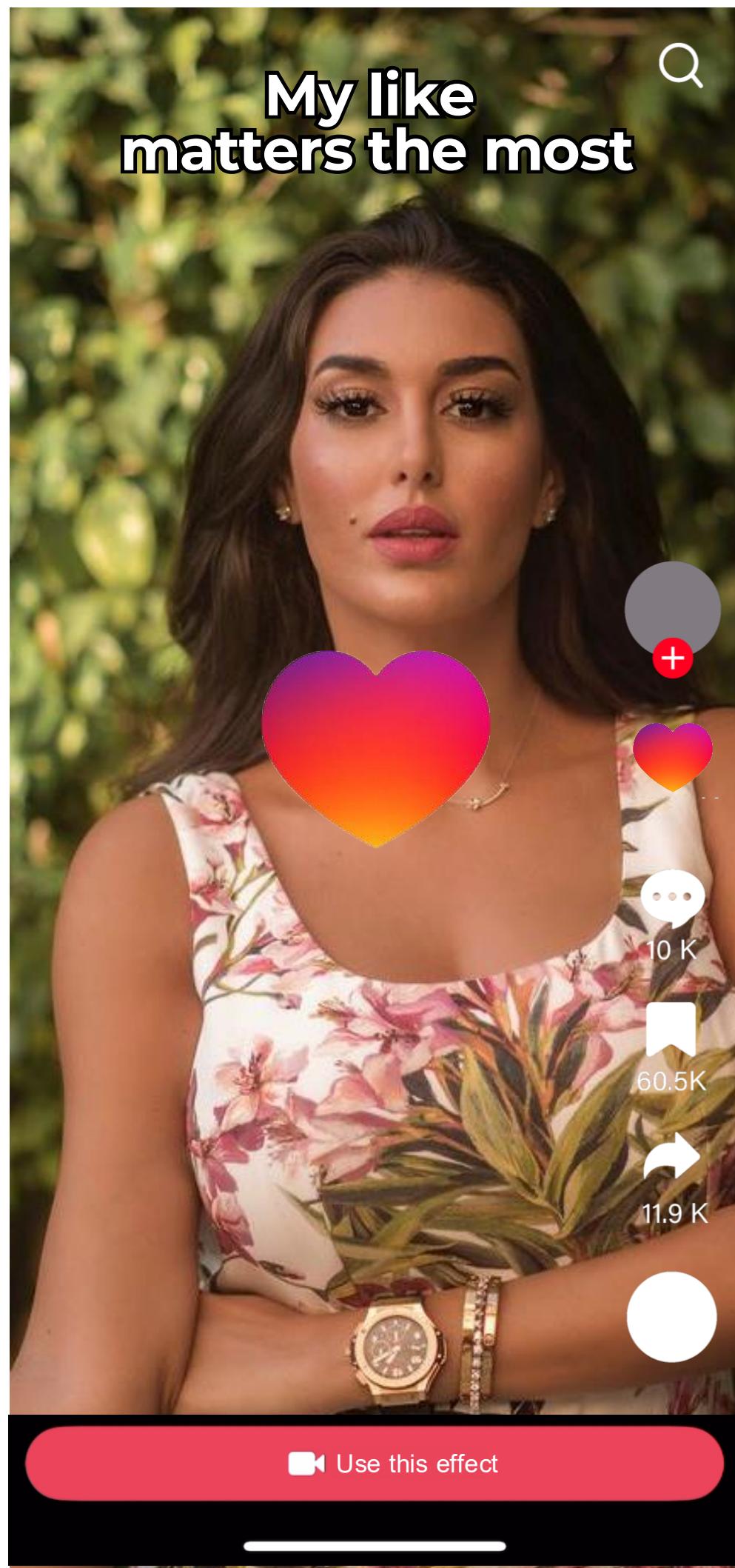
Let's give the first like to ourselves.
That's what matters most.



**This time, the like
comes from the other
side of the screen.**

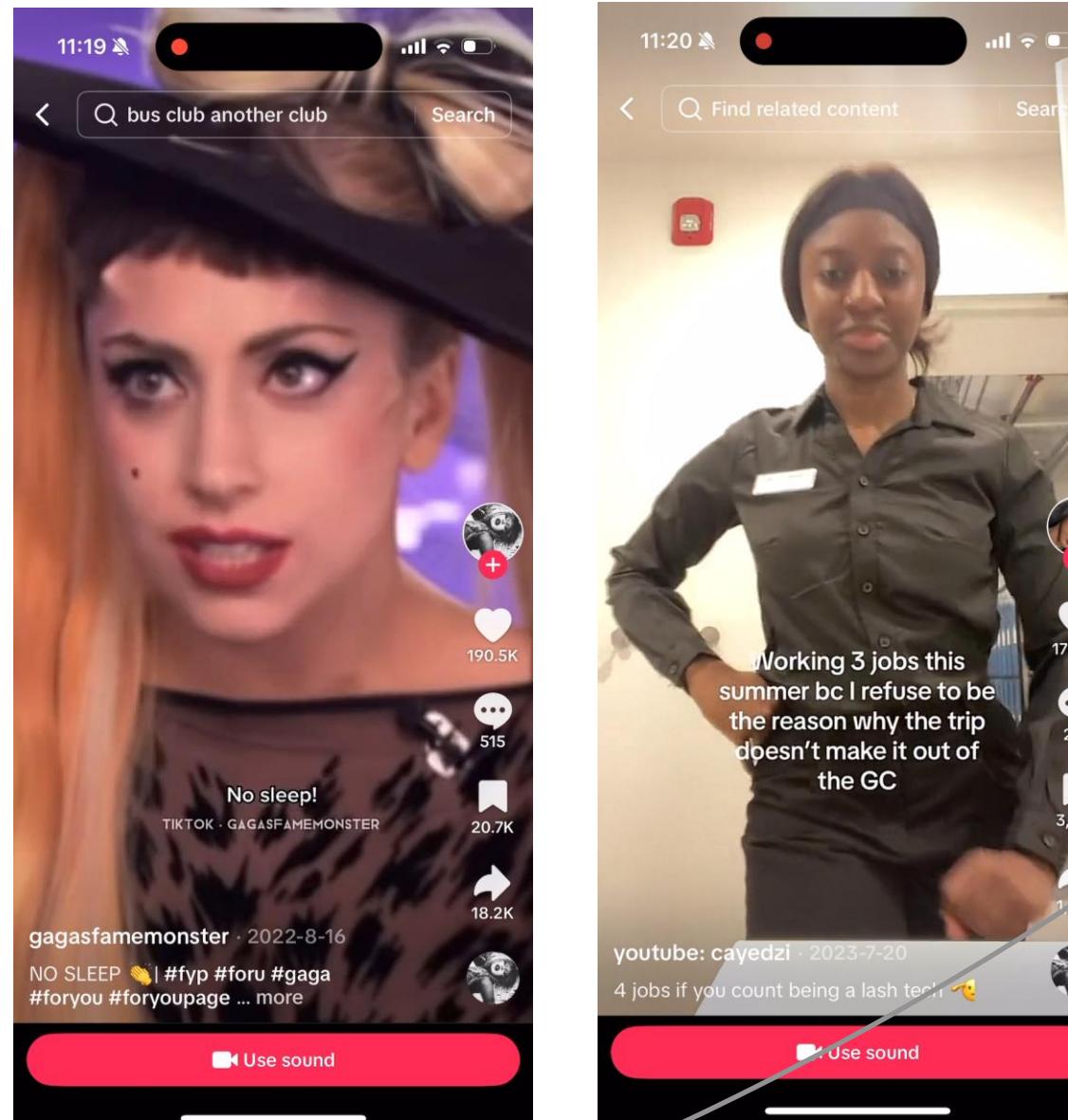
LUX
MY LIKE FIRST 





Yasmine and influencers spread the message.

we will create
a sound + effect



Yasmine dub the sound:

I look this fine.

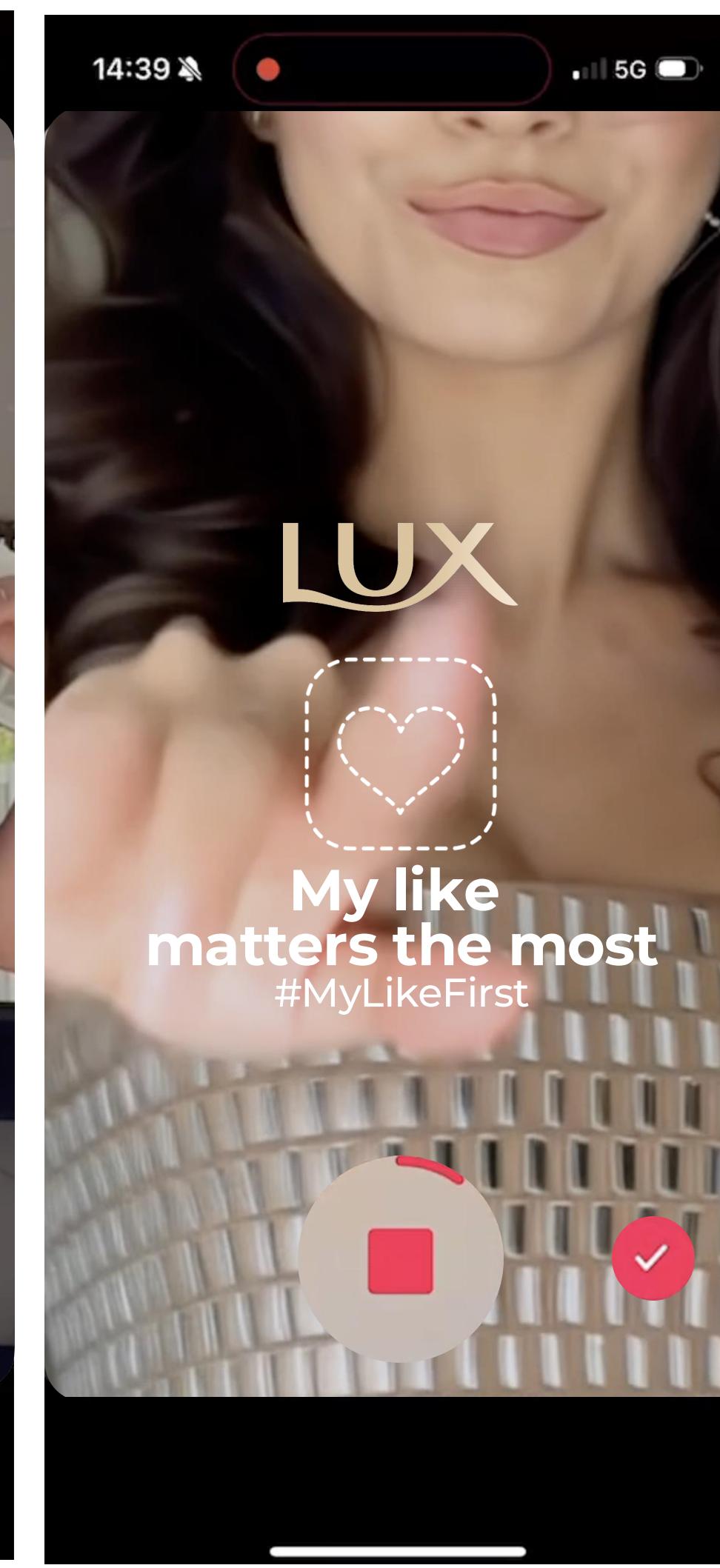
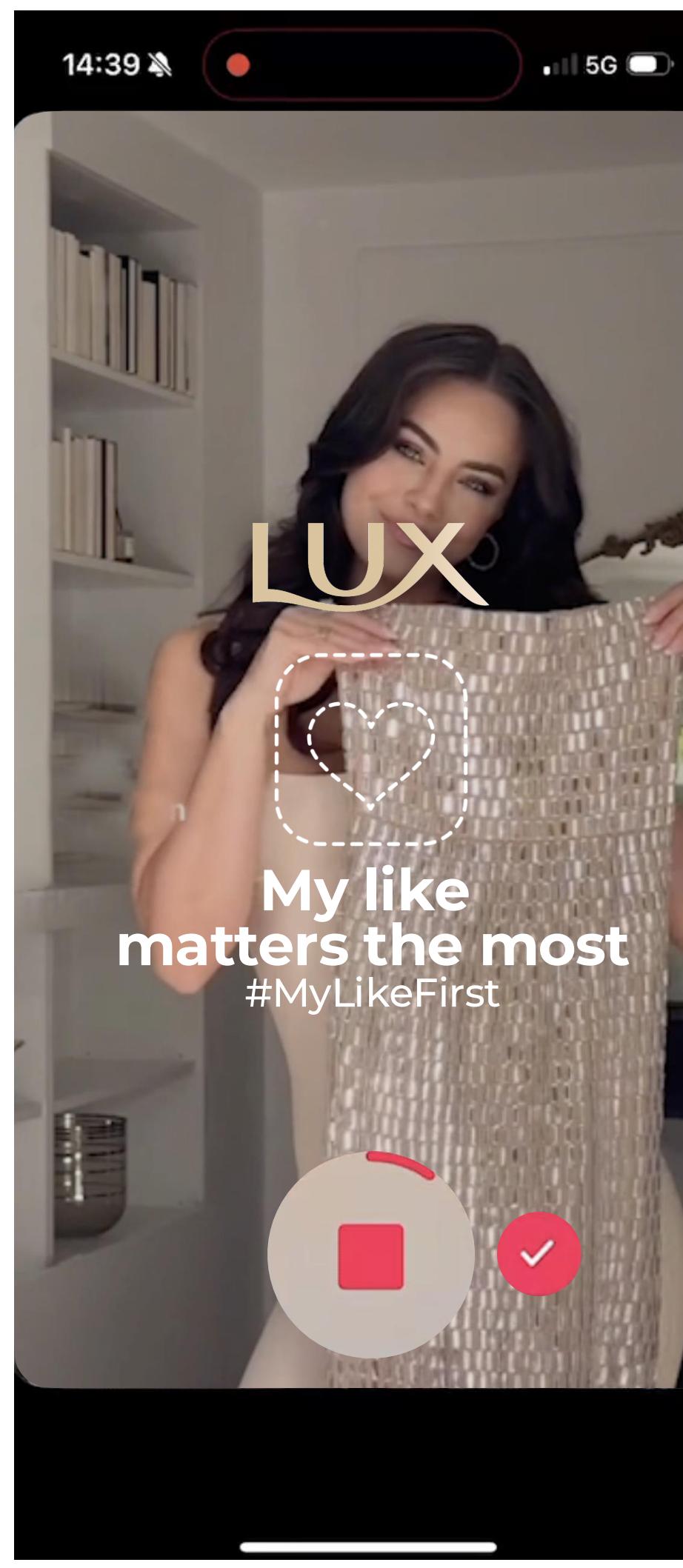
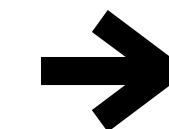
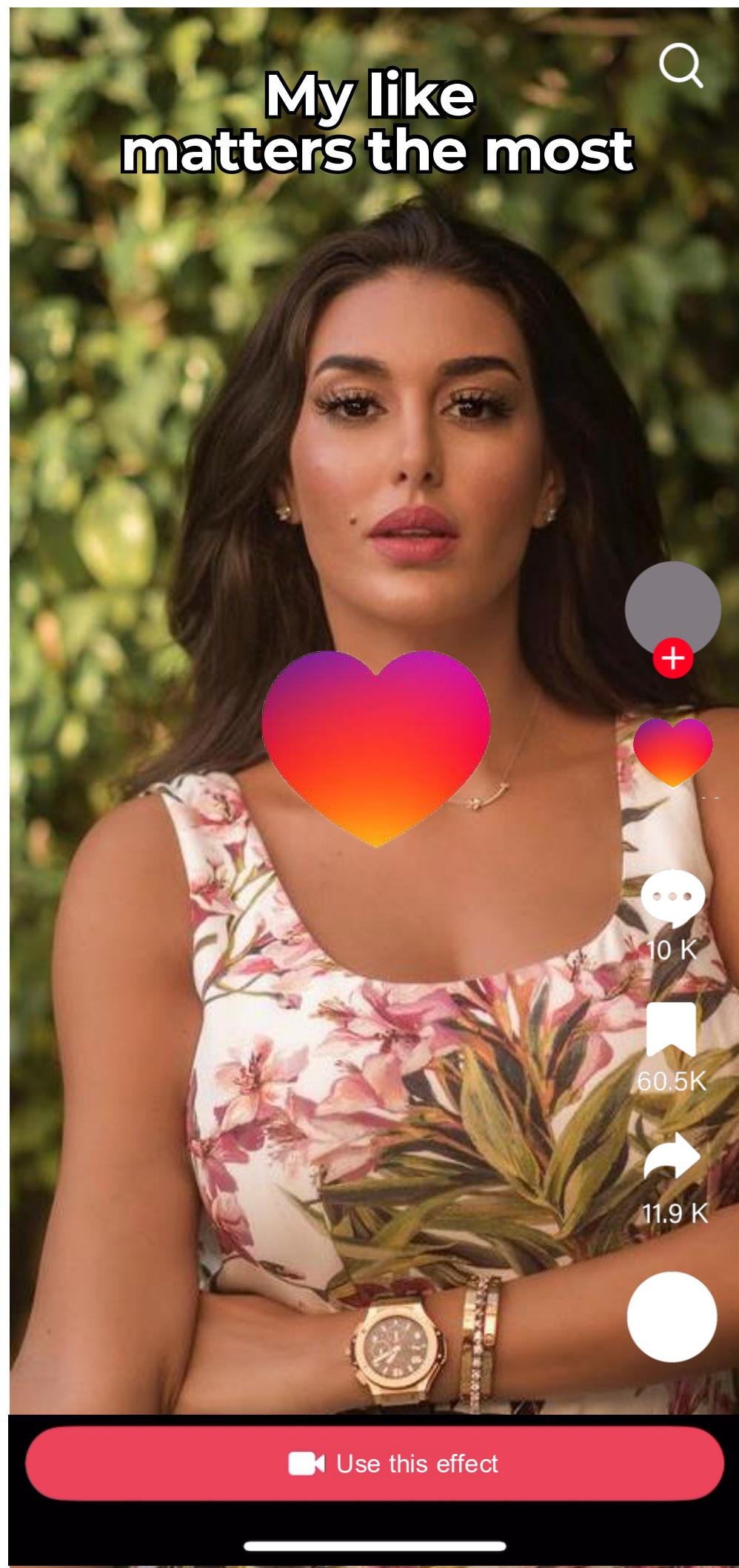
I feel this fine.

**The like that
matters the most...**

...is mine.
[double tap]

My like first.

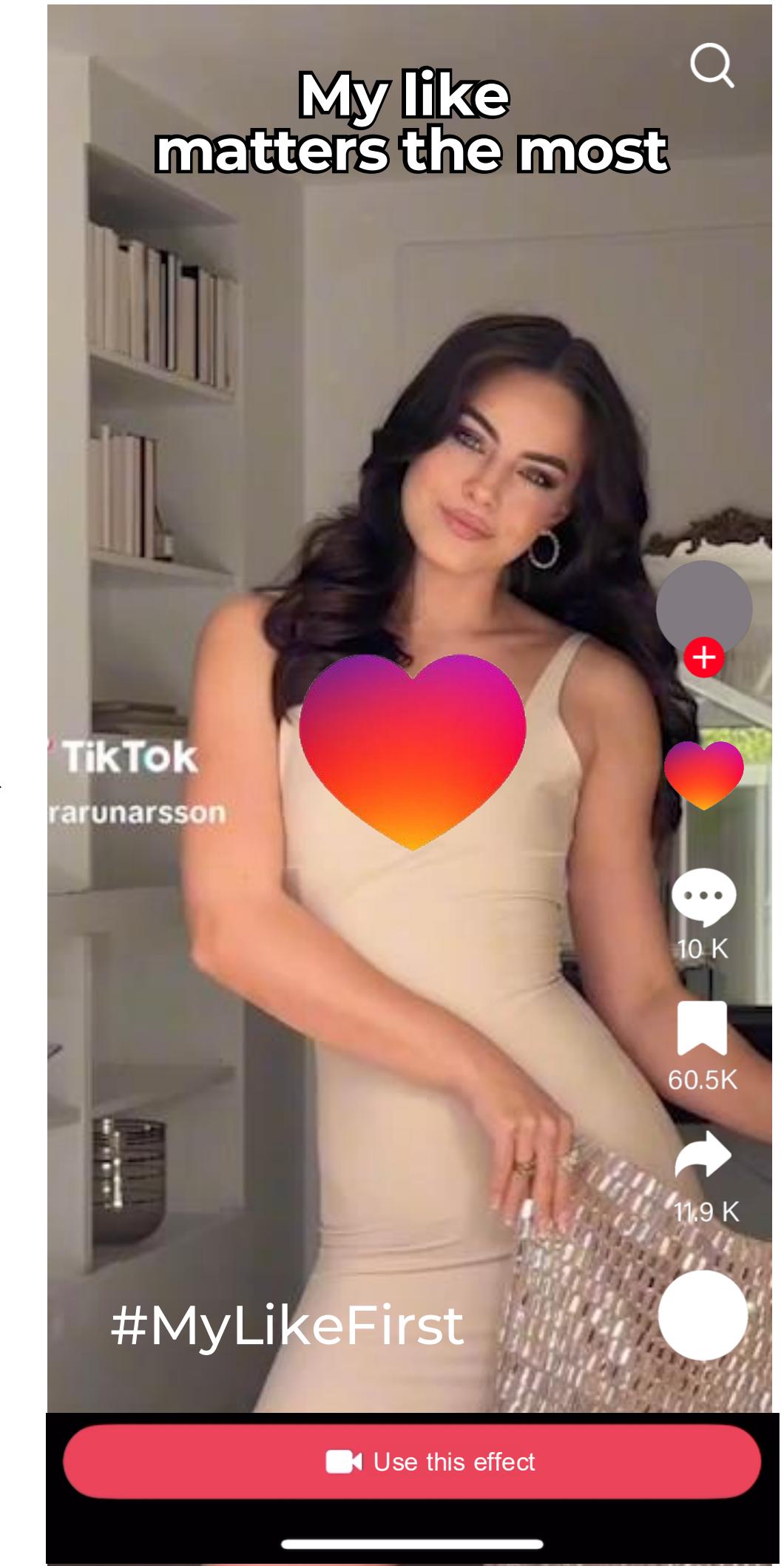
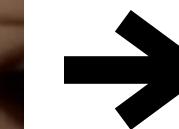
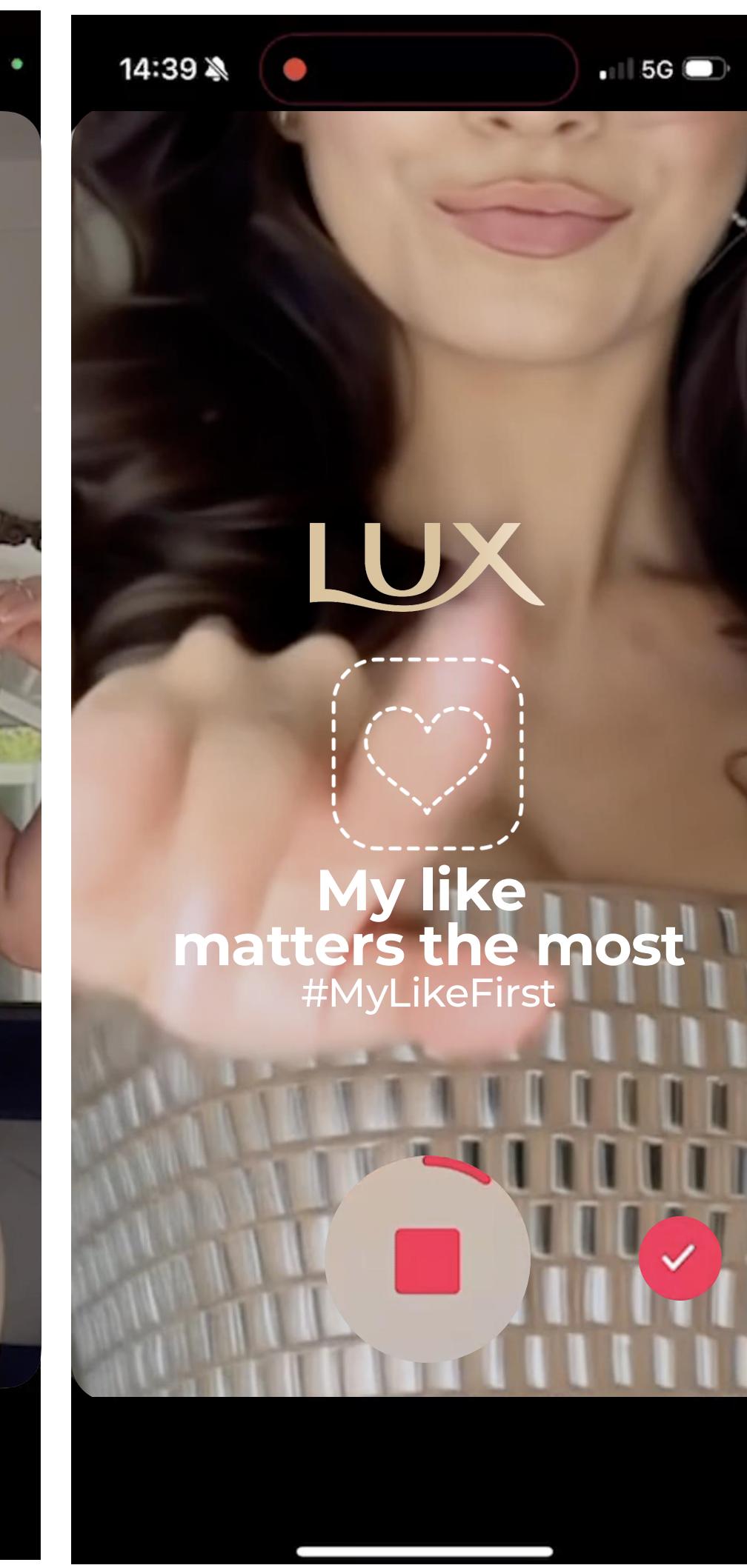
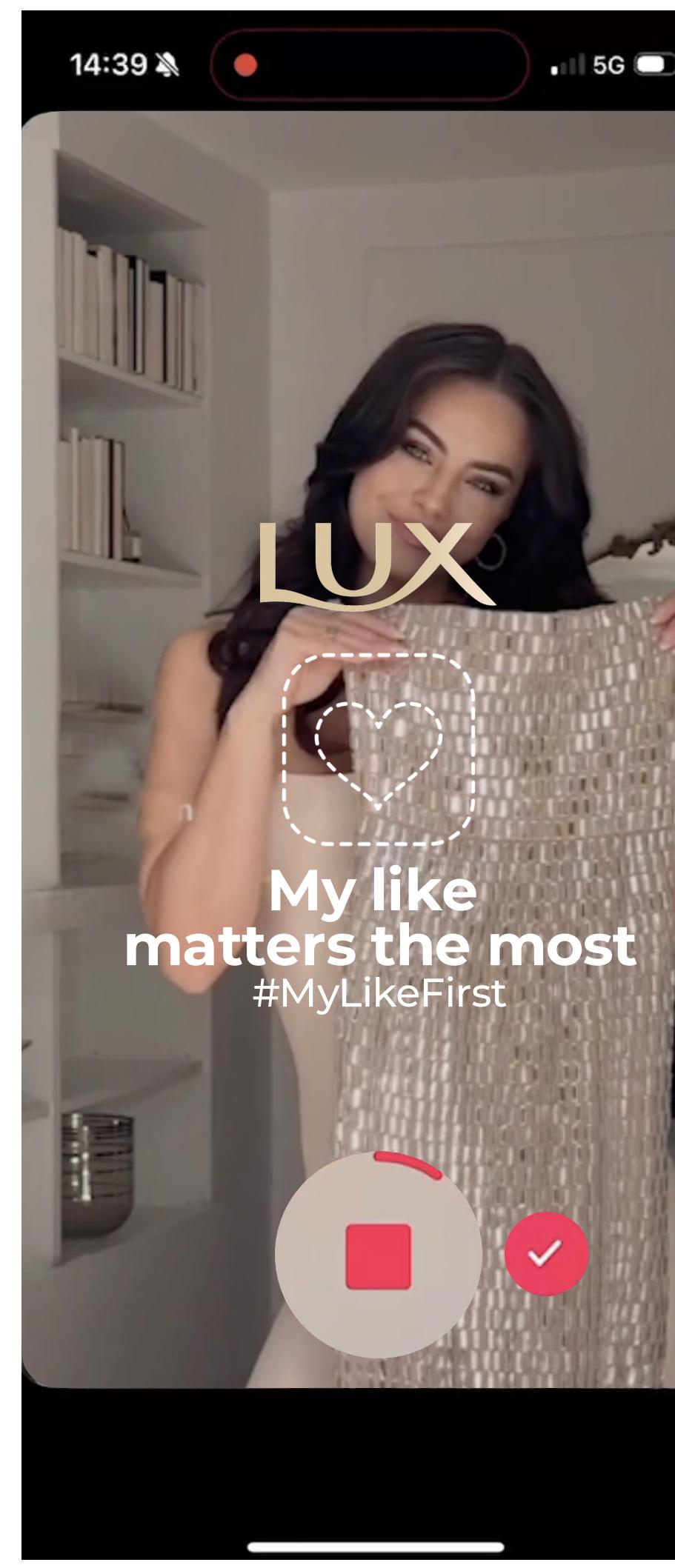
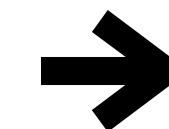
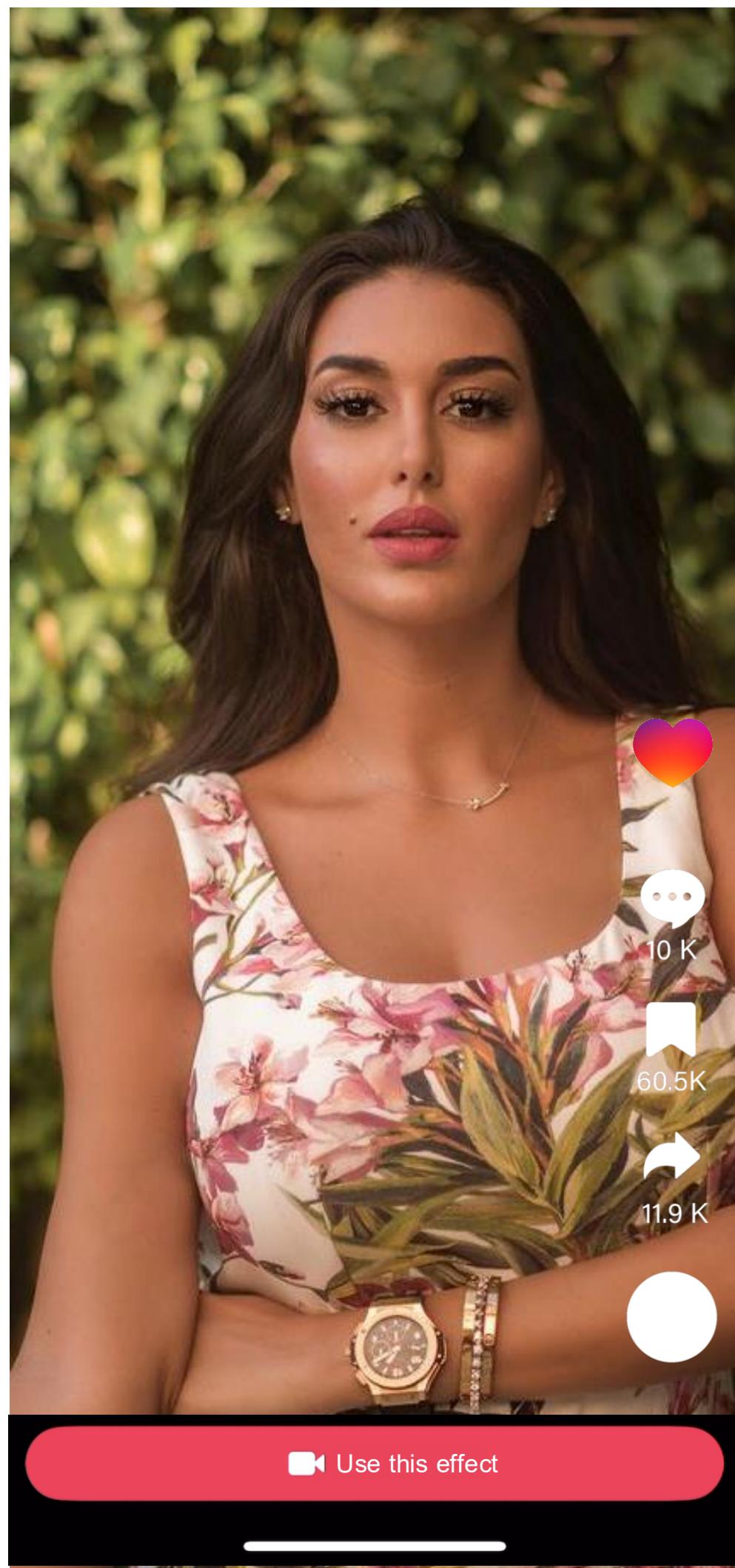
**List of potential scripts in appendix.



Filter template
is where we
will have the brand..

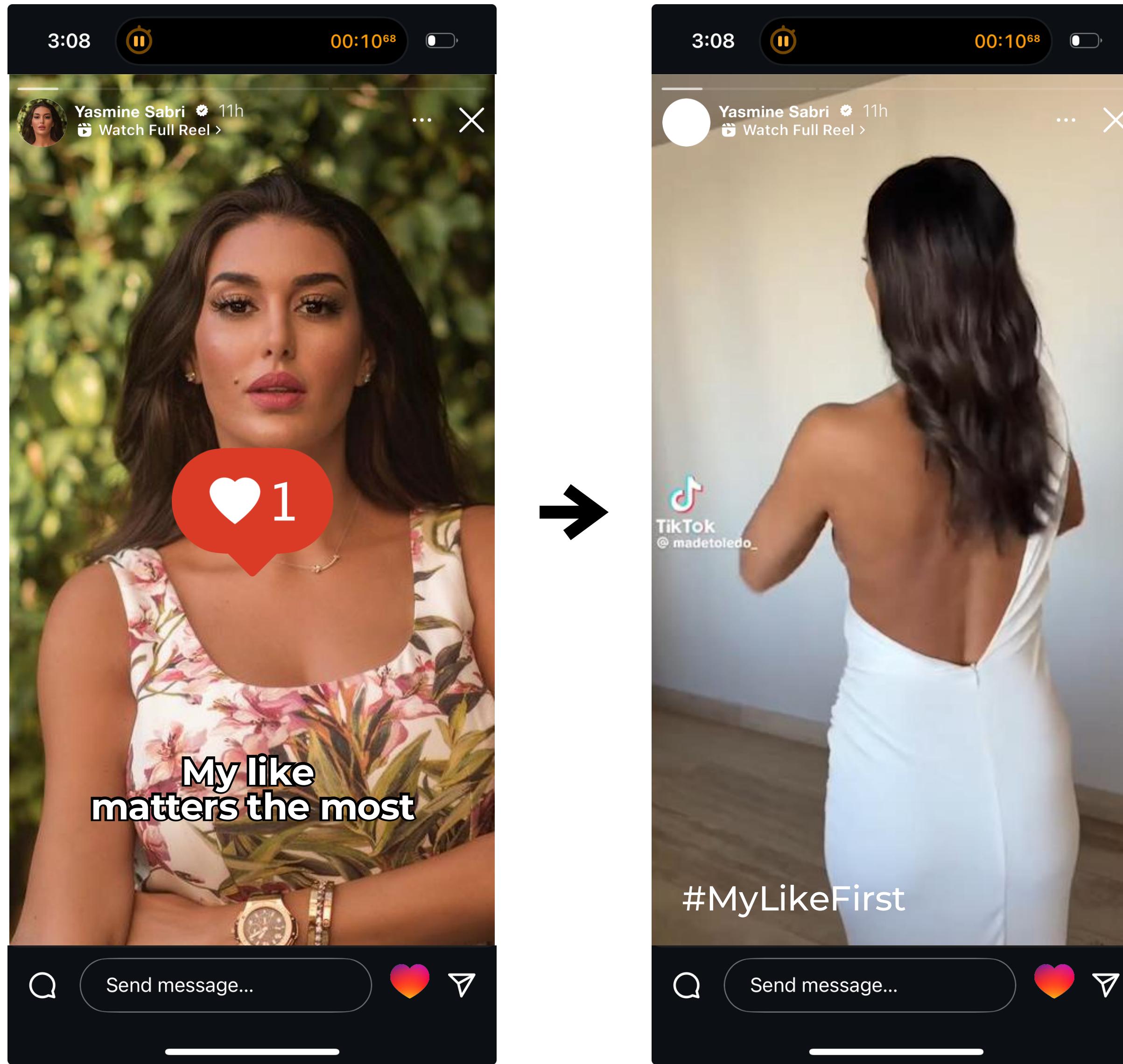
Everyone can
reproduce the
“my first like” template
and share.

#MyLikeFirst



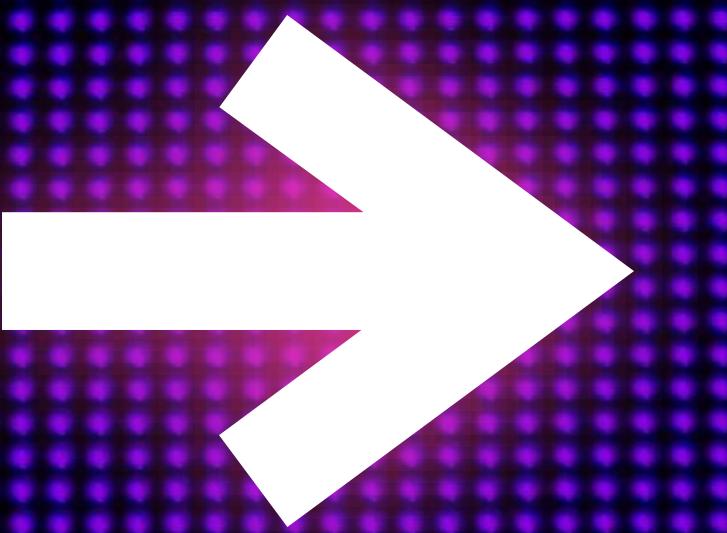
The effect/gesture triggers
the real like automatically





Easy to do in reels.

1. You edit your film
2. You add the sticker (one exists natively)
3. You then edit when the sticker appears



day one

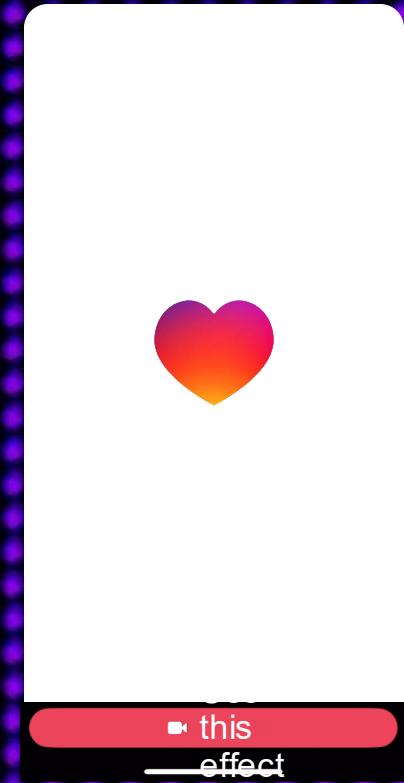
day 2/3/4/5

one week

after
celebs

after
week one

Big
Influencers
launch



Boost
their
posts
-media-

boost
engagement

More
influencers
reaction



select and
engage
celebs and
KOL's



PR
News

headlines



Post,
comments,
interview
with celebs
KOL's

Celeb/KOL's



Make the
gesture
in real life.
i.e.
answering
to a
comment
or
criticism

APPENDIX



(Retro hollywood sass)

Listen up y'all.

A woman looking this fine
has two choices:
Wait for others to like her.
Or
Wait for no one.

(pfff)
Easiest decision of my life!

(Double taps screen)

My like first.



I'm feelin lit.

I'm rockin it.

I'm ownin it.

Yeah, I like it.

(Double taps screen)

My like first.



Vain?

Desperate?

Cringe?

Please.
Can't please everyone.
Might as well please me!

(Double taps screen)

My like first.