



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.



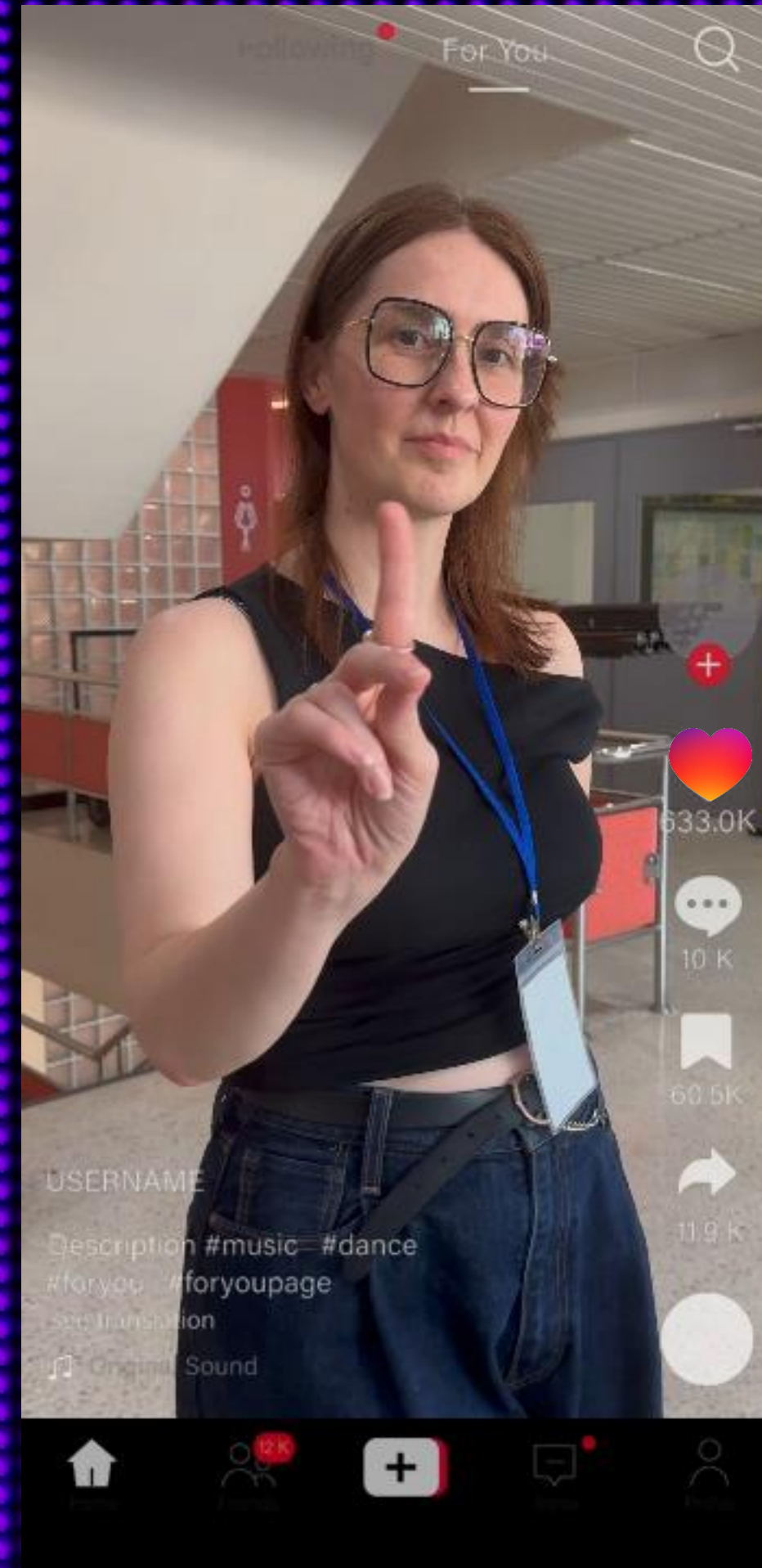
This constant feedback loop
pushes people to prioritize external
validation over their own tastes,
ultimately eroding individuality
and narrowing the definition
of what is considered beautiful.

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



1

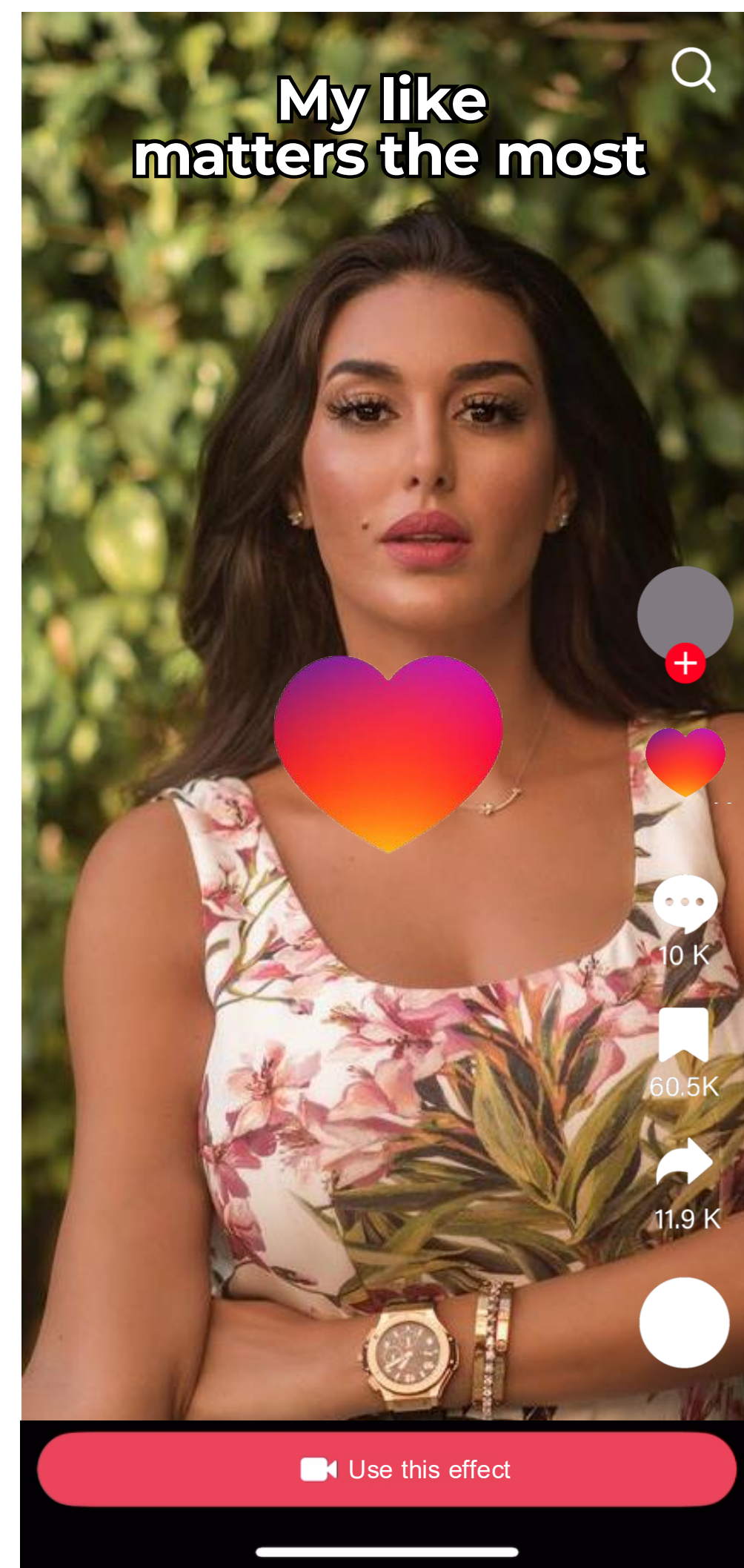
Let's give the first like to ourselves.
That's what matters most.



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

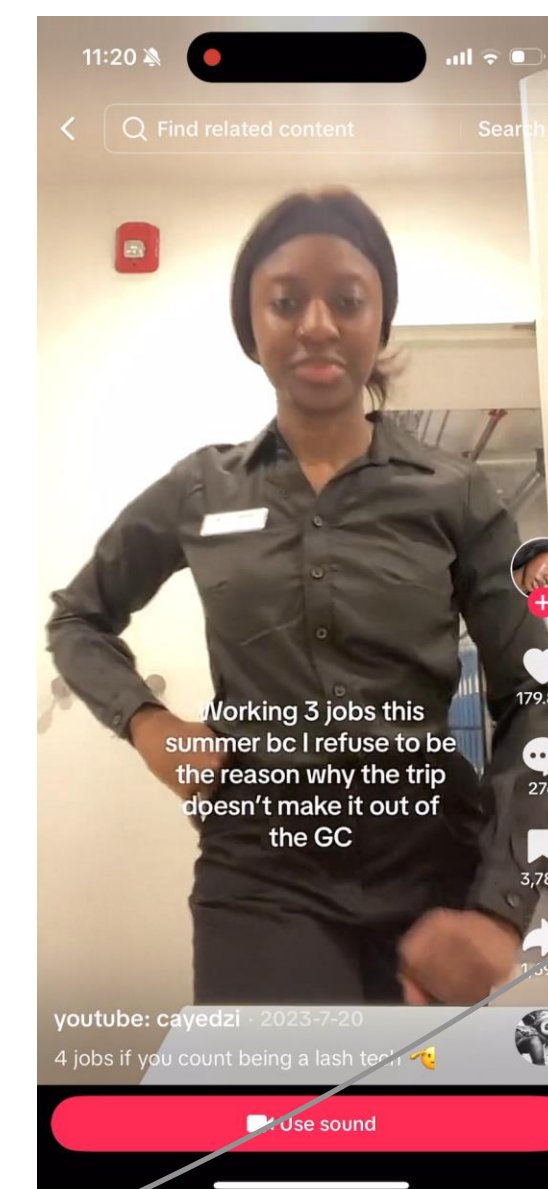
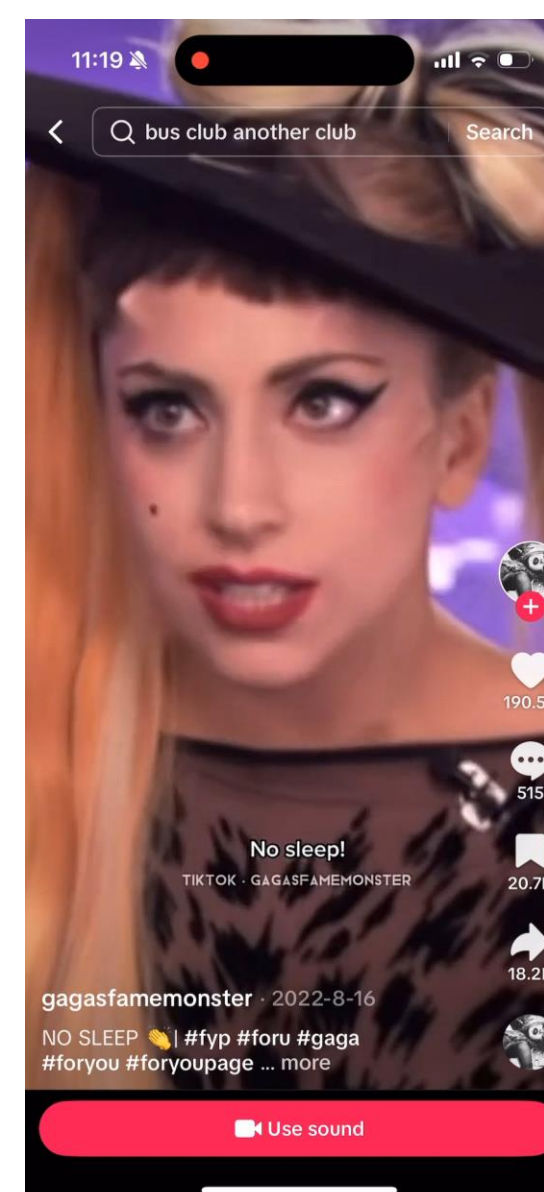
LUX
MY LIKE FIRST 





Yasmine and influencers spread the message.

we will create
a sound + effect



Yasmine dub the sound:

I look this fine.

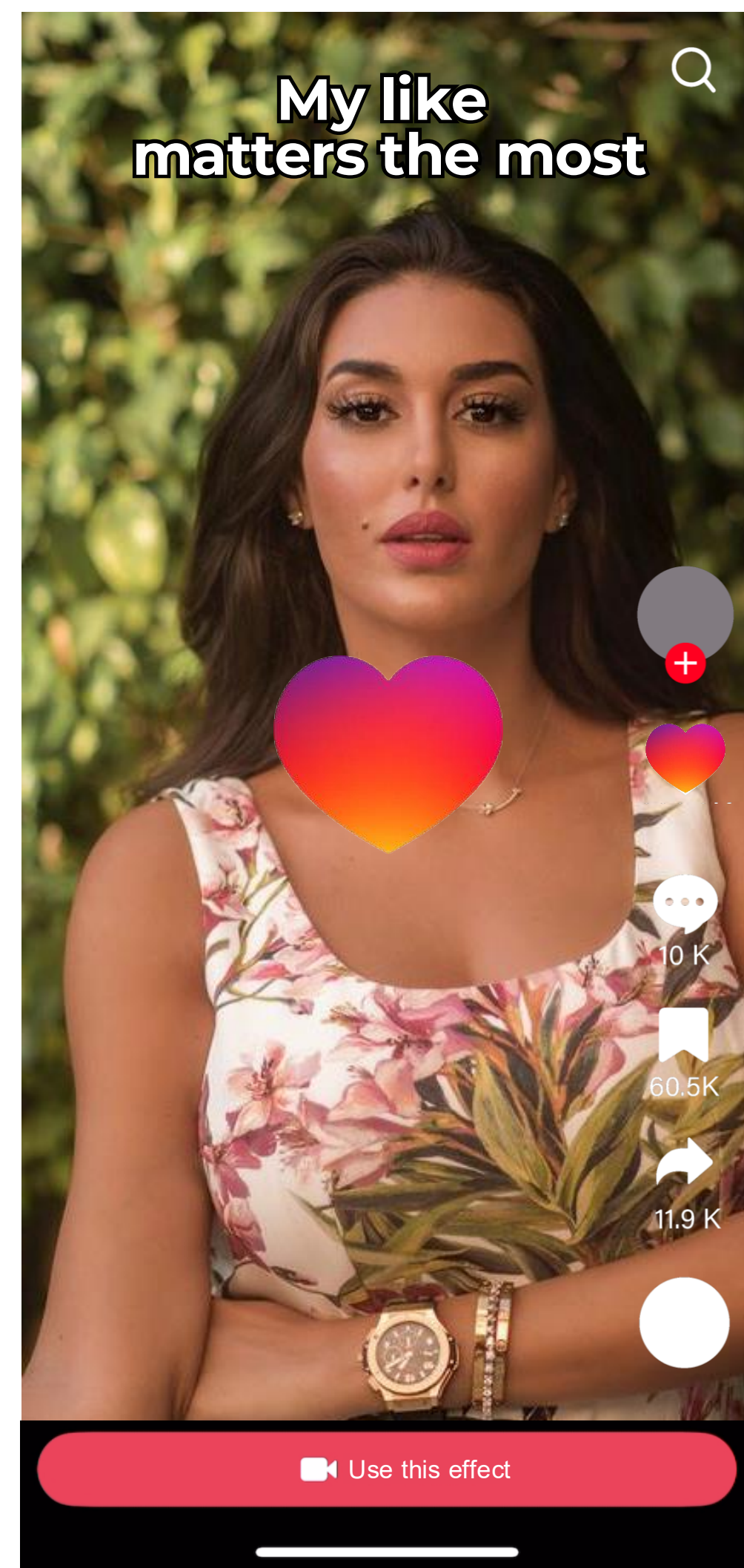
I feel this fine.

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

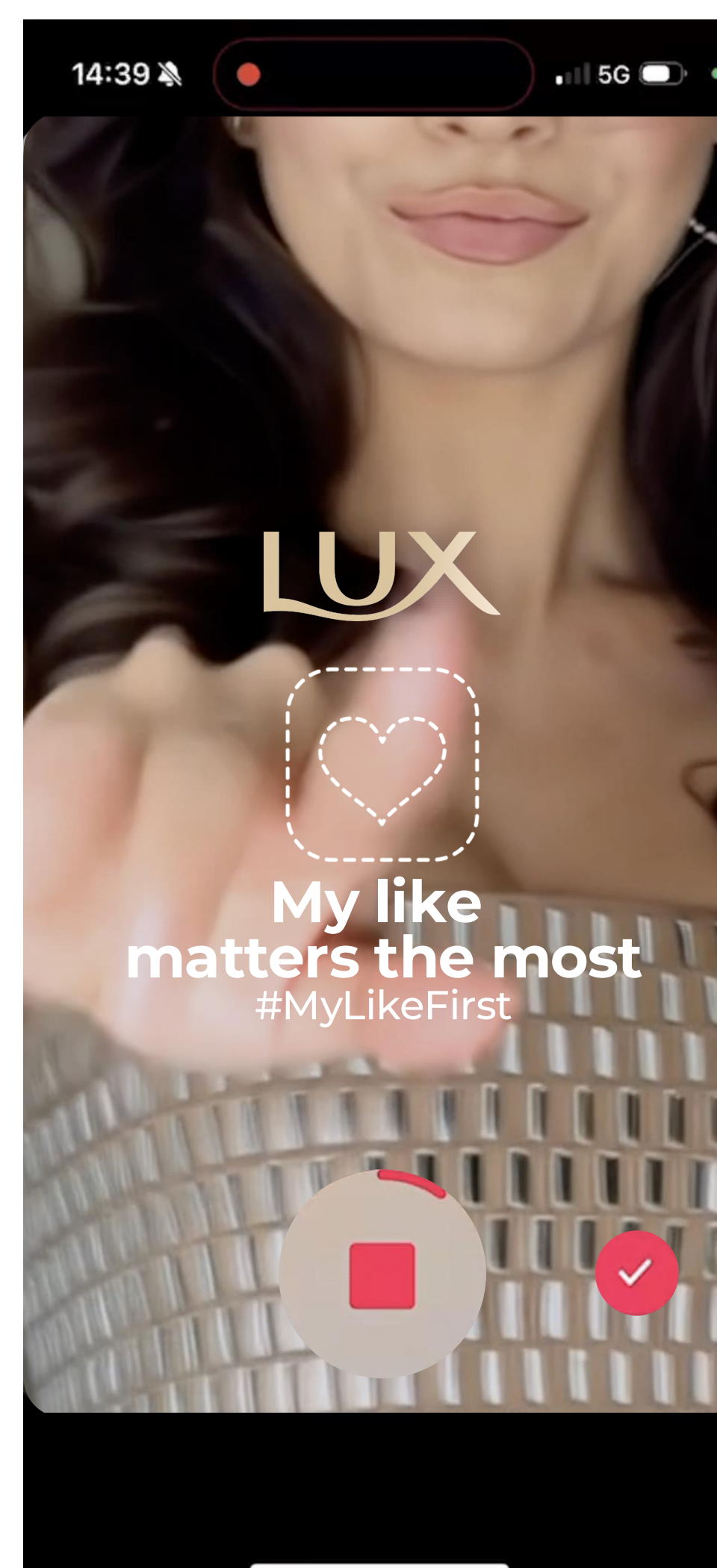
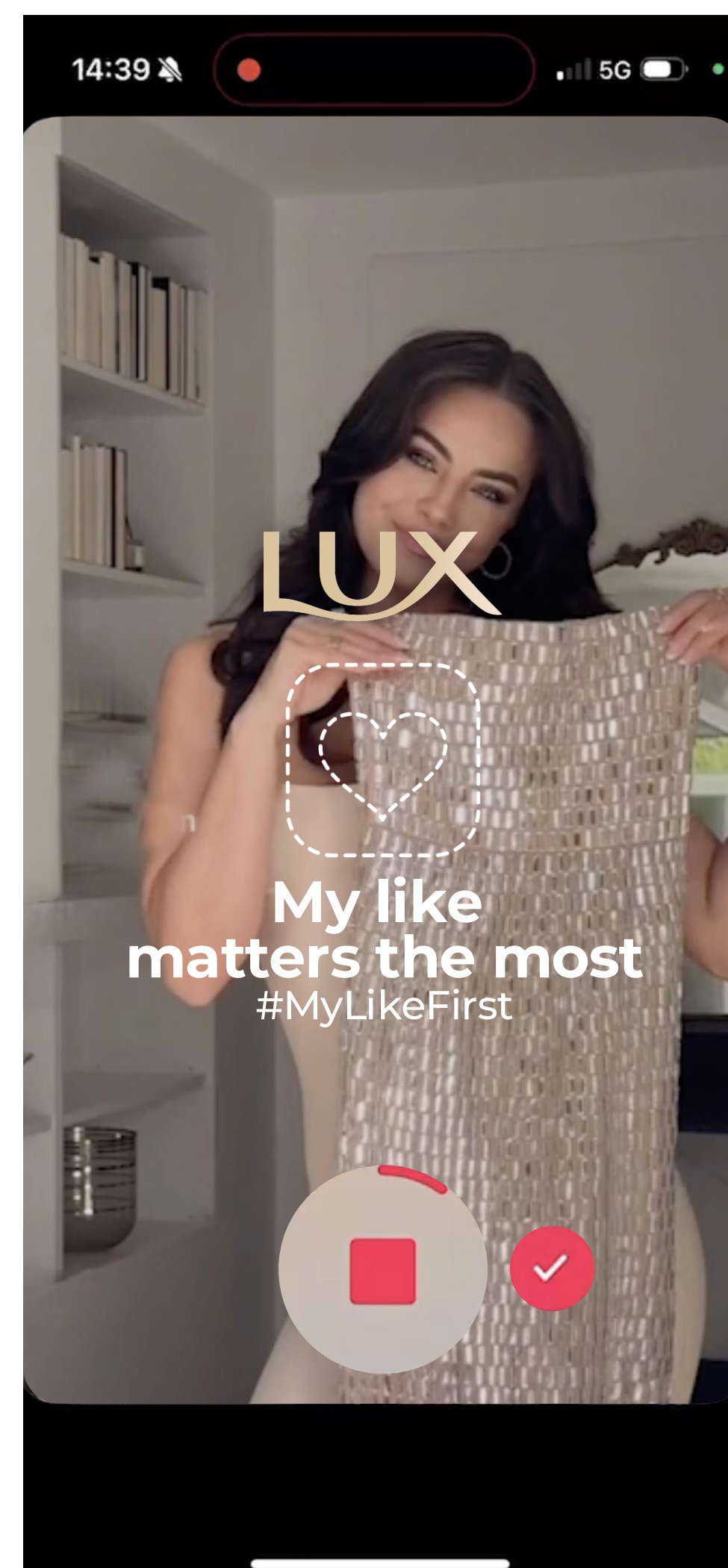
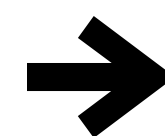
...is mine.
[double tap]

My like first.

**List of potential scripts in appendix.

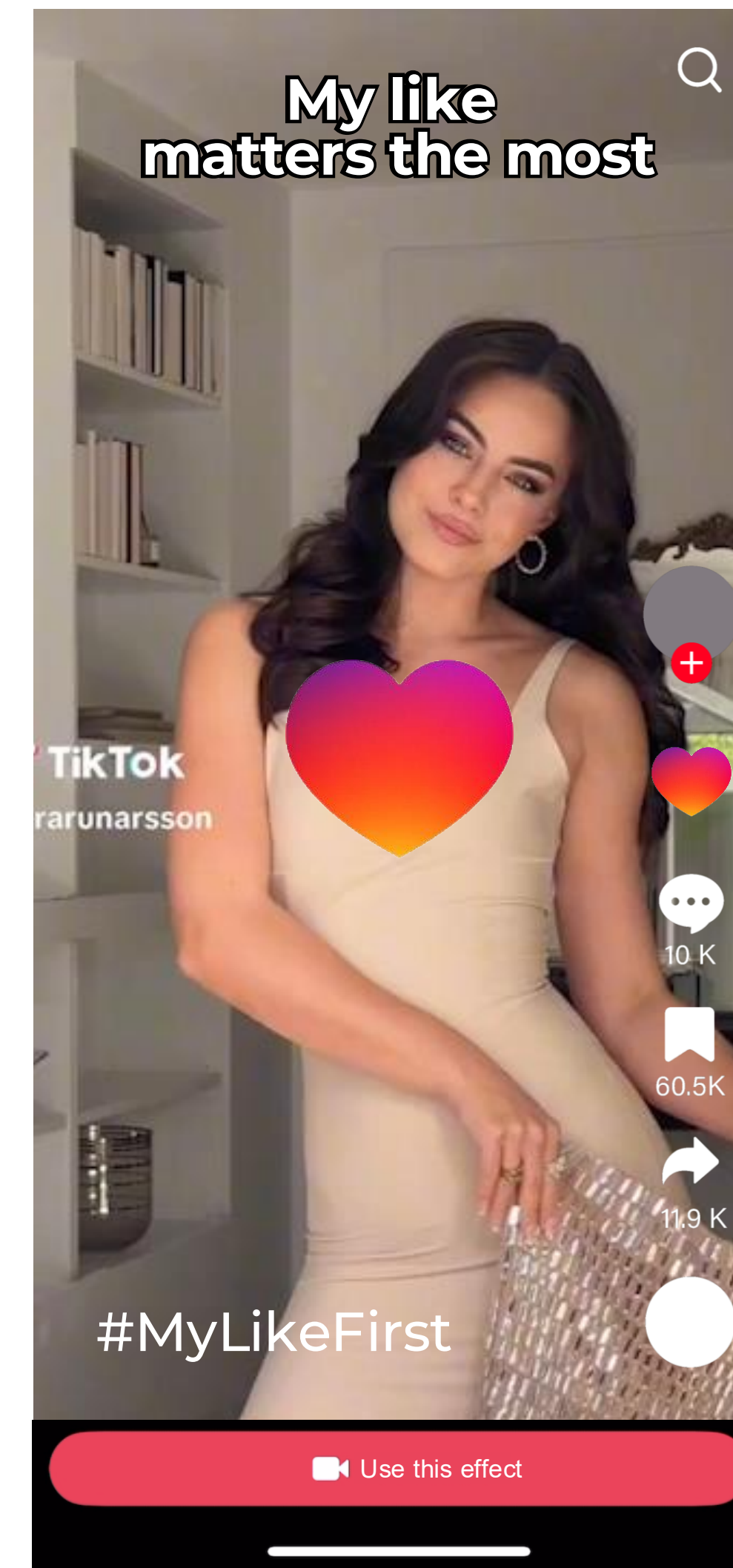
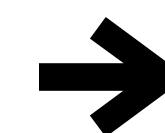
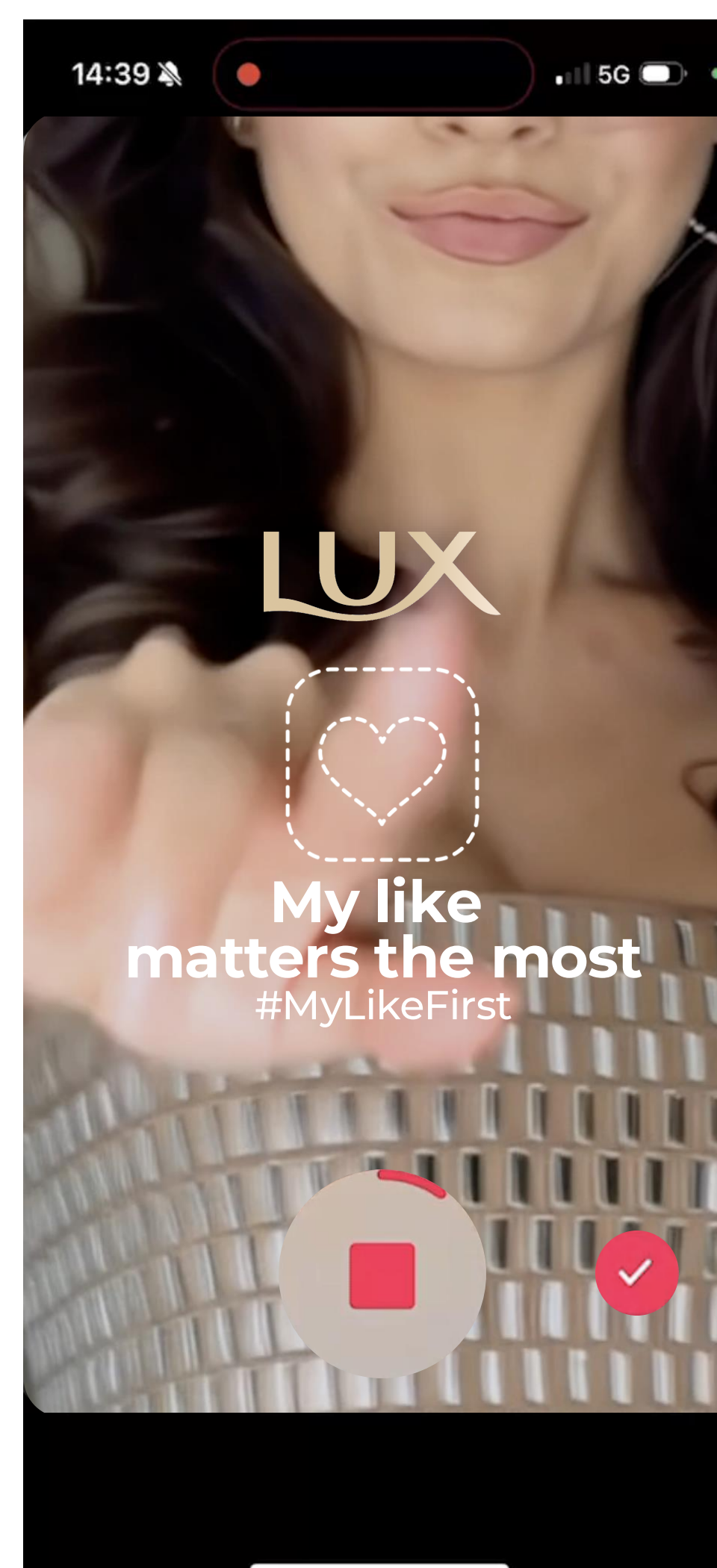
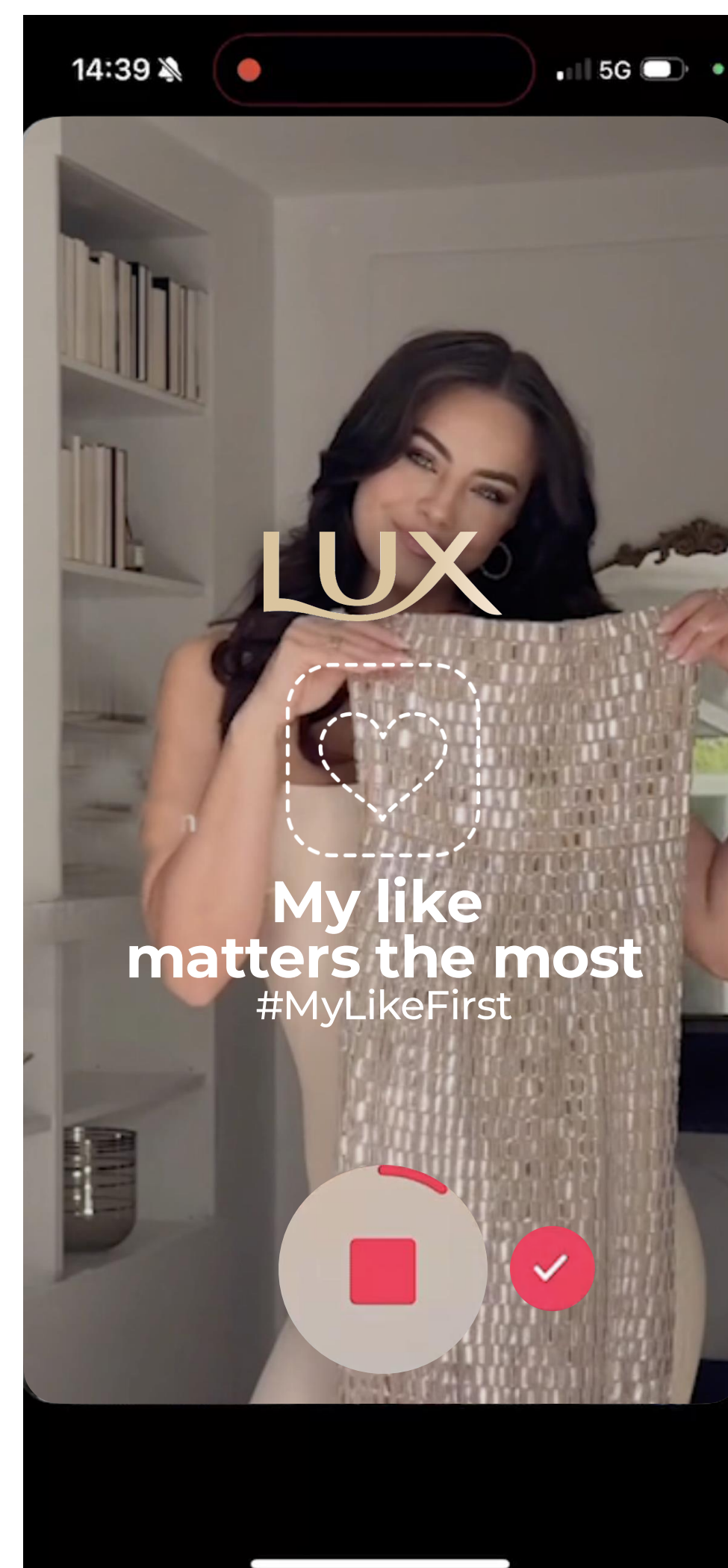
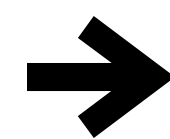
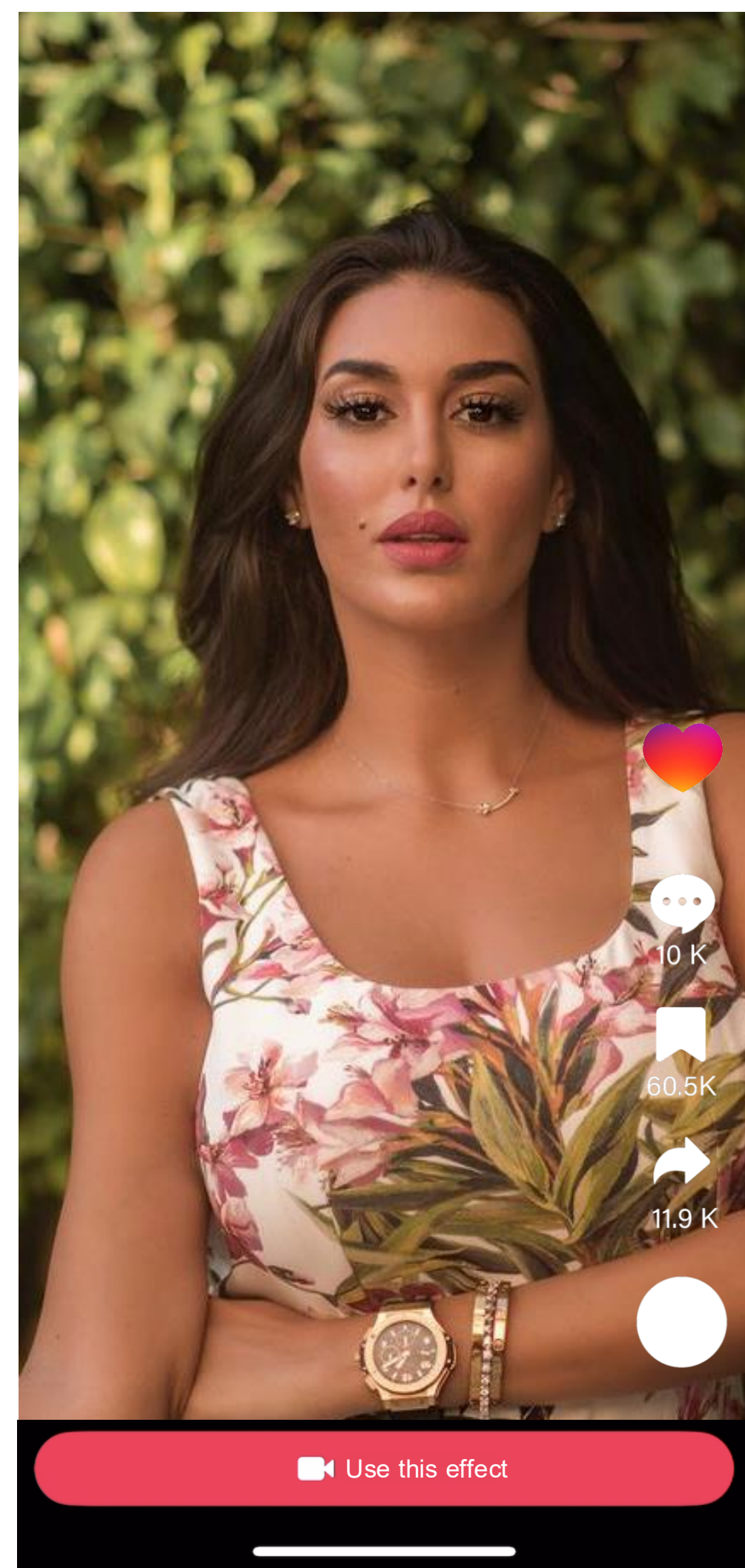


#MyLikeFirst



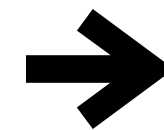
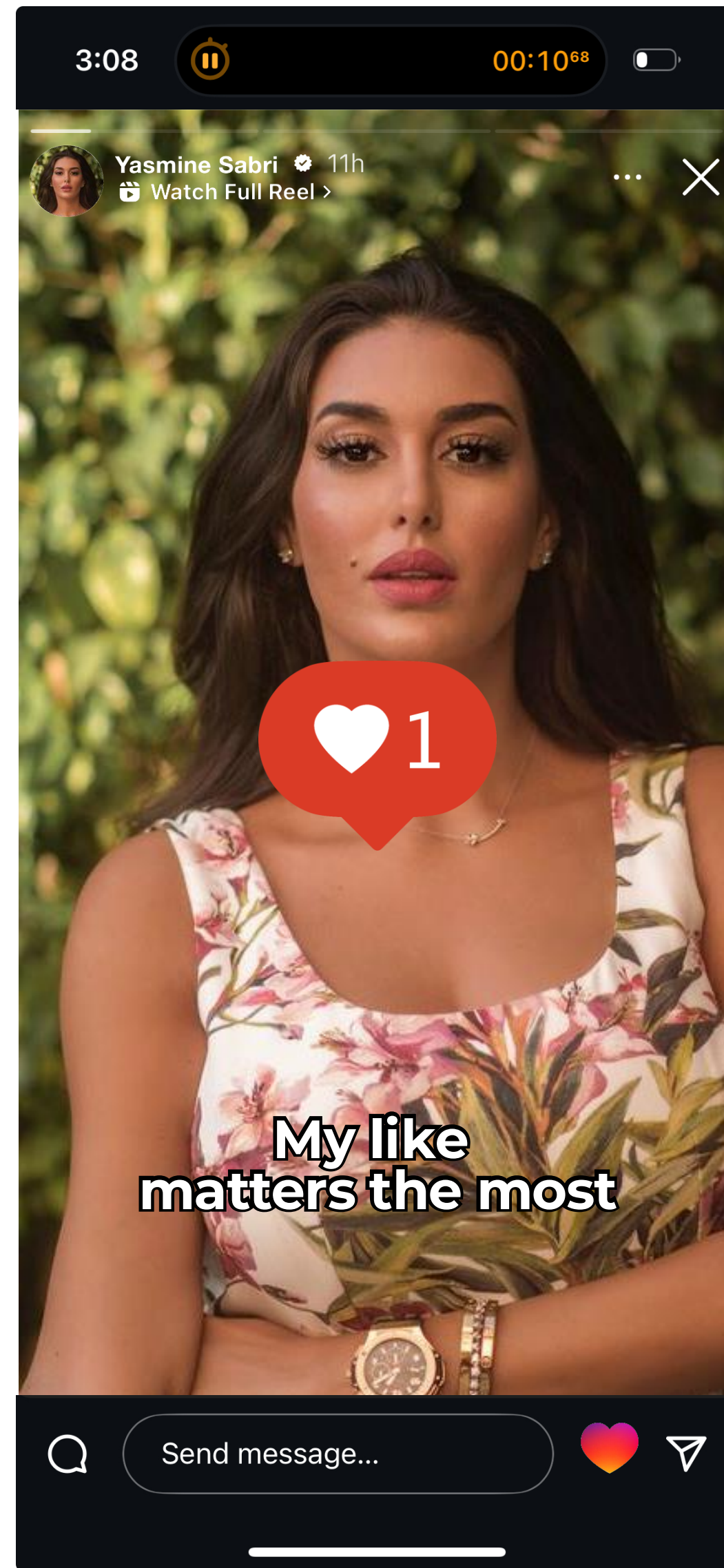
Filter template
is where we
will have the brand..

Everyone can
reproduce the
"my first like" template
and share.



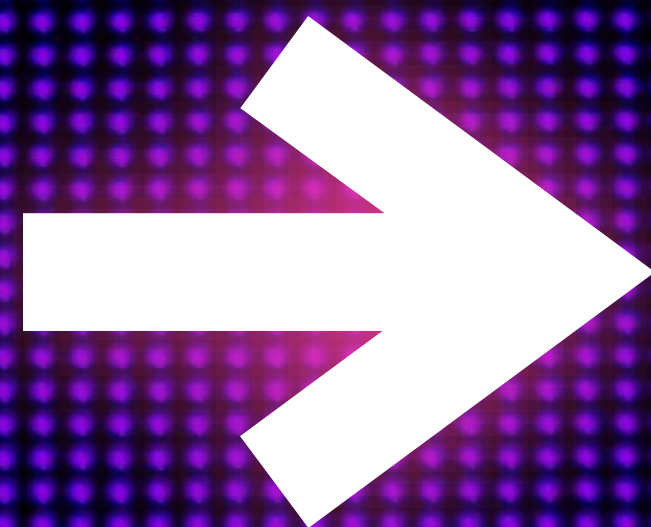
The effect/gesture triggers the real like automatically





Easy to do in reels.

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



day one

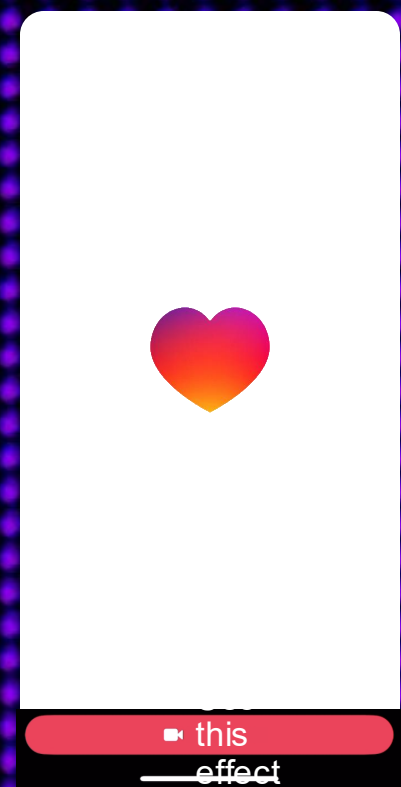
day 2/3/4/5

one week

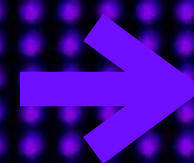
after celebs

after week one

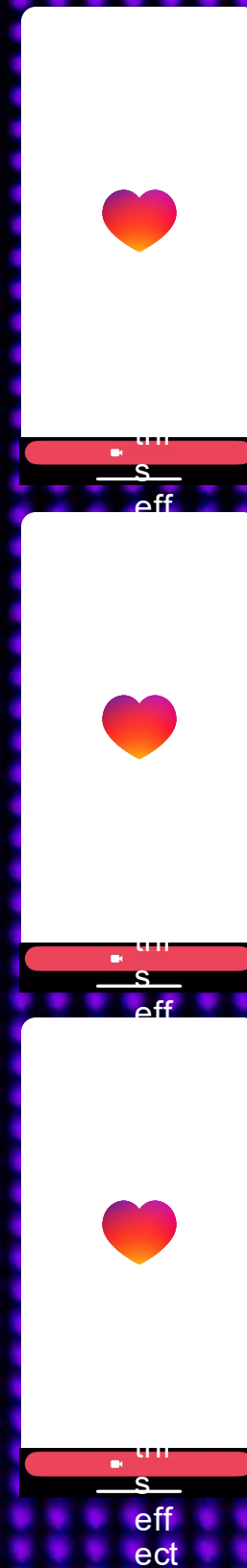
Big Influencers launch



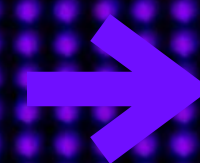
Boost their posts -media-



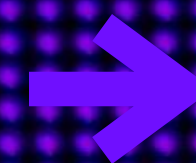
More influencers reaction



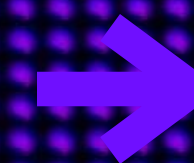
boost engagement



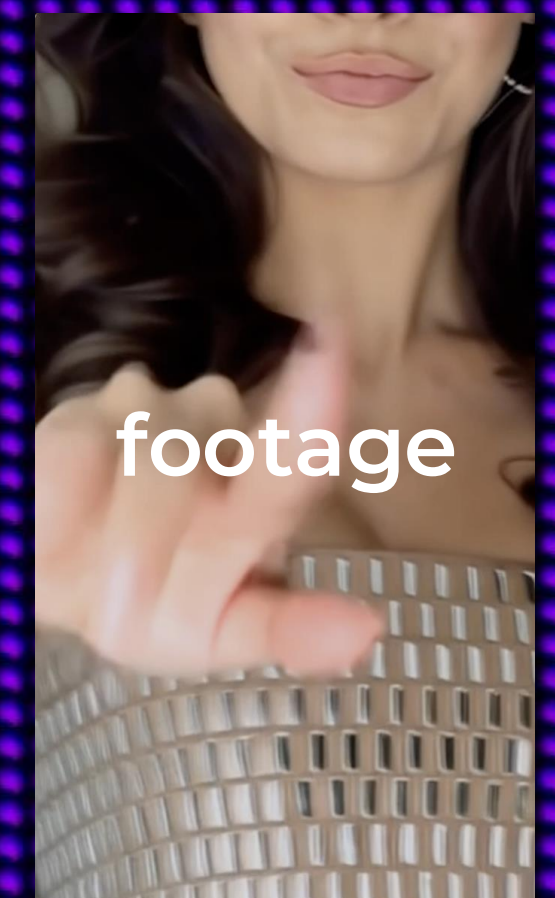
select and engage celebs and KOL's



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.