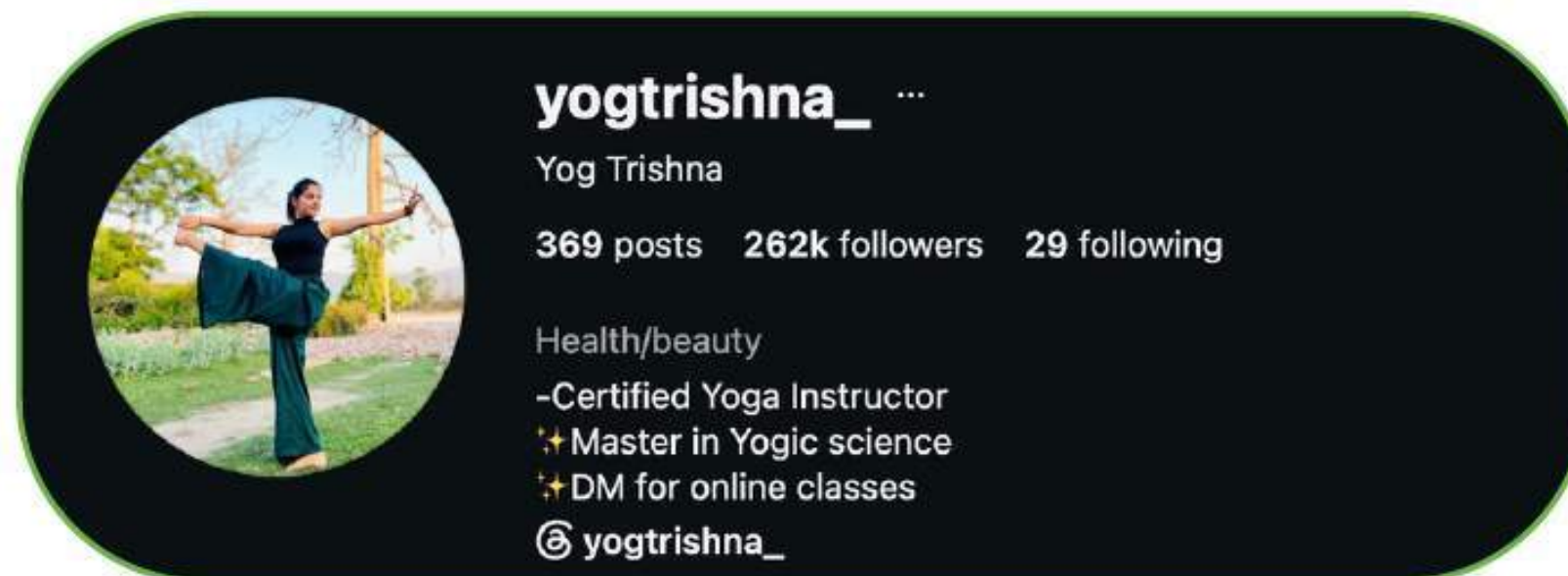


YOG TRISHNA ✕ ARTHO SURE JUICE

The overall direction is to seamlessly integrate Kapiva Artho Sure Juice into aspirational yoga and wellness visuals rooted in raw natural aesthetics, earthy textures, and cinematic storytelling. Through yoga, movement, and nature-connected imagery, **we want the product to feel associated with flexibility, mobility, healing, and mindful living** — transferring the trust, calmness, and aspirational value of yoga into the visual identity of Artho Sure Juice.



Outfit & styling



Raw Earth Dressing

Raw **khadi** and cotton in earthy **muted tones** inspired by nature and simplicity.

Neat Slick Back

Hair **pulled back neatly** with a smooth, sleek finish.

Minimal Makeup

Use makeup only if needed to **even out skin tone** or cover marks and under-eyes. Otherwise, keep the skin natural, **glowing**, and minimal

Video Mood & Environment



Video Mood & props



raw cotton fabric



muslin cloth



khadi textures



linen throws



copper lota



brass urli bowl



incense sticks / agarbatti



incense smoke



mitti ka bartan



terracotta bowls



clay cups / kulhads



wooden spoons



mortar and pestle



jute mat



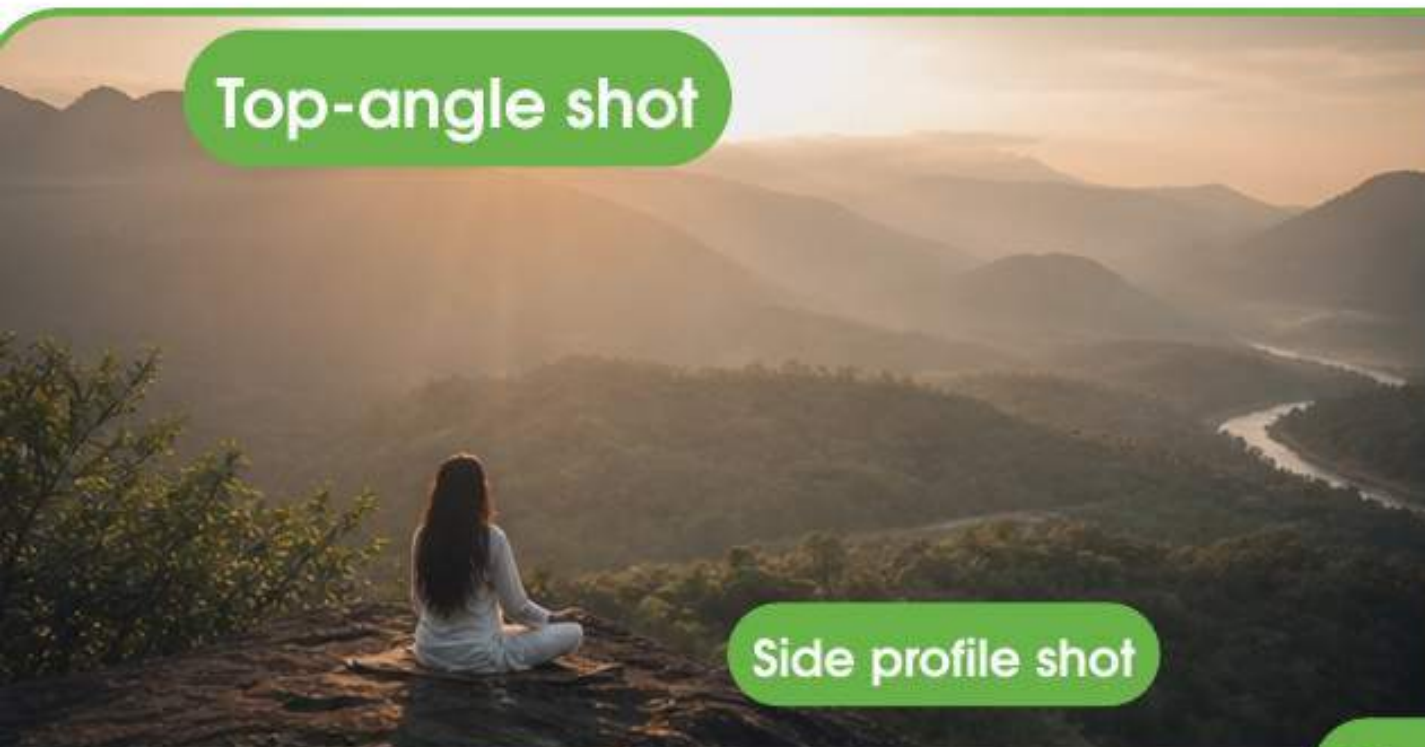
jute mat

Lighting



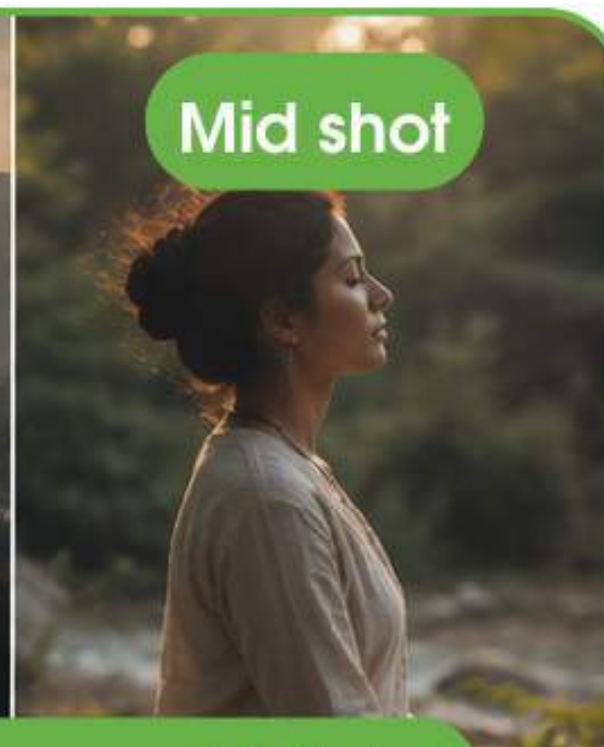
MODEL FRAMING

Top-angle shot



Side profile shot

Mid shot



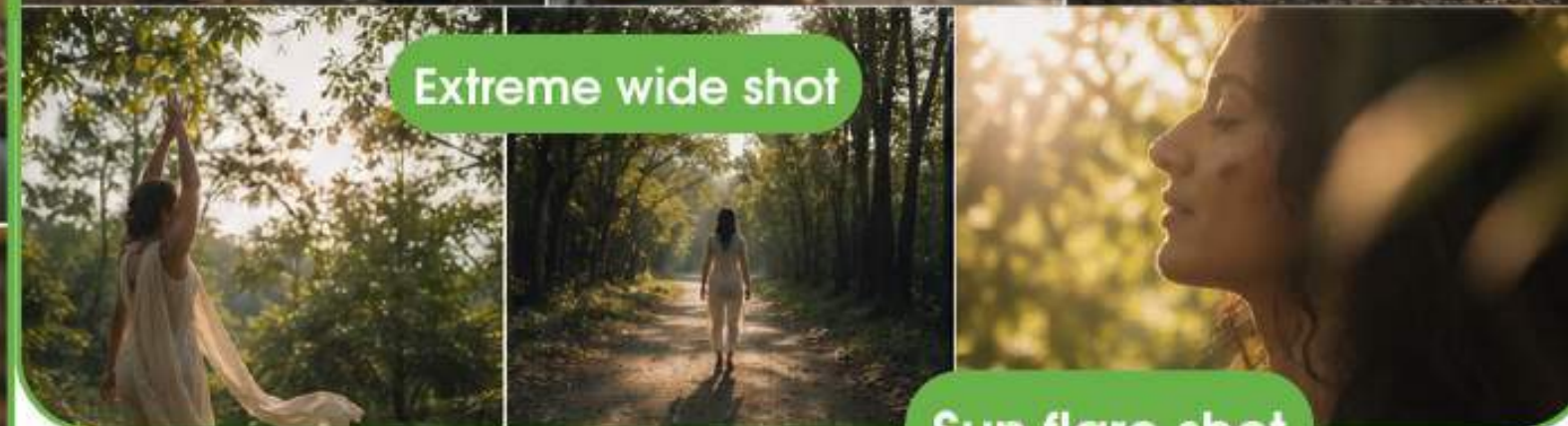
Close-up detail shot



Barefoot grounding shot



Extreme wide shot



Sun flare shot



PRODUCT integration

premium



calm environmental sound



sunlight flicker



authentic



incense burning



riverside



pouring juice slowly



quiet breathing



bottle on rock/wood



SHOOTING GUIDELINES

- Shoot all footage in 4K 60 FPS for smooth cinematic slow motion and flexibility in post-production.
- Use soft natural or golden-hour lighting; avoid harsh sunlight and overexposed highlights.
- Ensure skies and backgrounds retain proper exposure and natural detail.
- Keep the product brighter than the background during hero/product shots for better visual separation.
- Maintain earthy cinematic framing with scenic depth, layered foregrounds, and negative space.
- Record all voiceovers in a quiet environment with crisp, clean audio and minimal ambient noise.
- Focus on cinematic detail shots — fabric movement, sunlight, breathing, incense smoke, textures, hands, grass, and yoga transitions.
- Avoid overly commercial product framing; the product should feel naturally integrated into the wellness environment.

THE GOAL

To transfer the trust, calmness, flexibility, and aspirational value associated with yoga and mindful living into the visual identity of Artho Sure Juice through grounded cinematic storytelling.



khushi dei × Digesti Care+ Juice

Kapiva Digesti Care+ Juice will be integrated into **Khushi's village lifestyle** by contrasting **modern eating habits** and fast living with slow, natural rural practices. Through homemade digestive recipes, traditional ingredients, village cooking, and everyday Himachali life, the content should show how **simple rural habits and natural wellness** practices can help support better digestion.



Outfit & styling



Himachali Homewear

Casual yet colorful homewear inspired by **everyday Himachali village life**. The outfits should feel comfortable, lived-in, and natural — like she's spending the day cooking, working, and moving around at home.

Himachali-style headscarves

slightly **contrasting colors** and soft prints to add warmth and character to the outfit. The styling should feel natural and practical, like something she would genuinely wear while **working at home**.

Minimal Makeup

Use makeup only if needed to **even out skin tone** or cover marks and under-eyes. Otherwise, keep the skin natural, **glowing**, and minimal

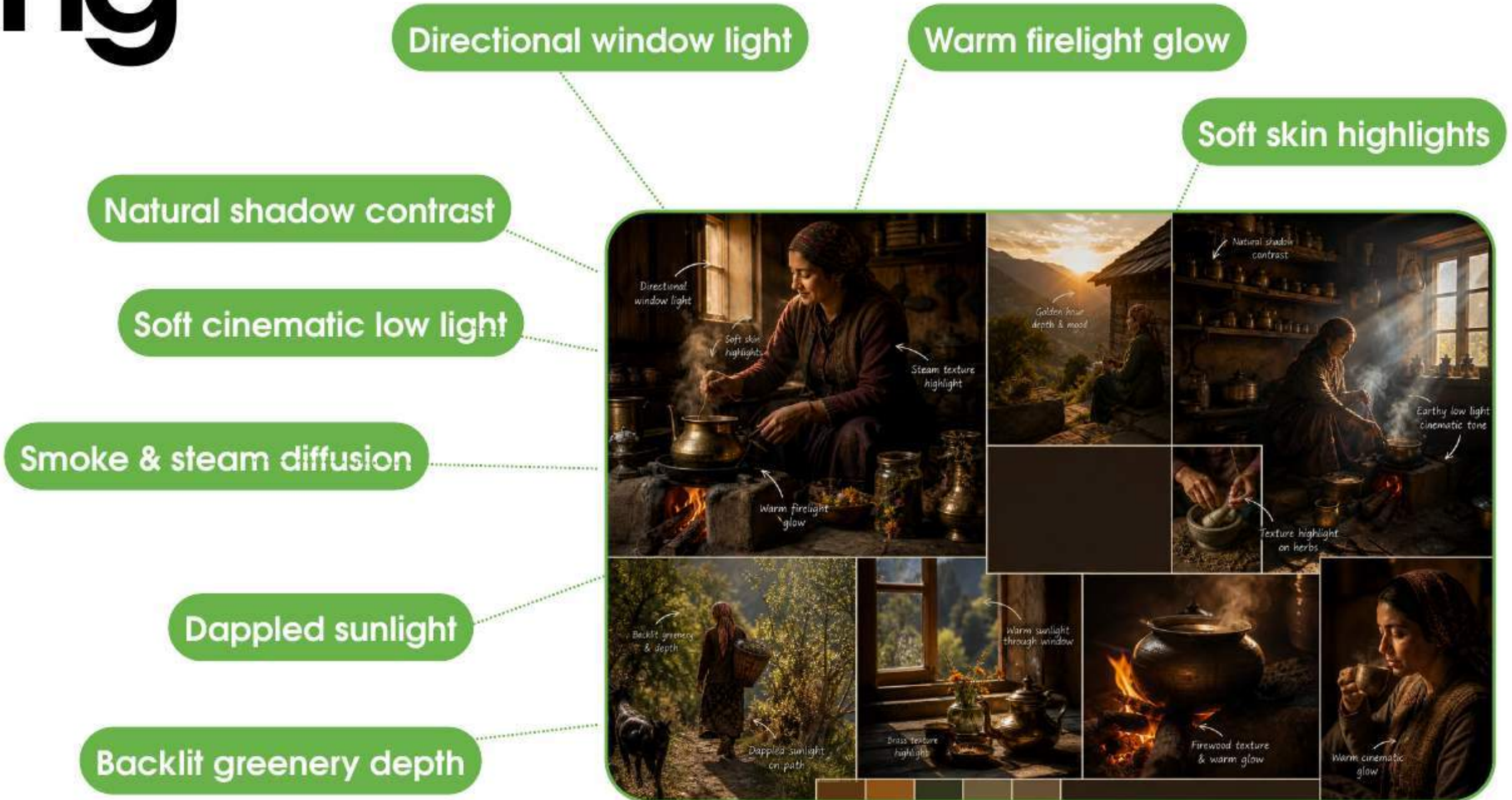
Video Mood & Environment



Video Mood & props



Lighting



MODEL FRAMING

Overhead framing



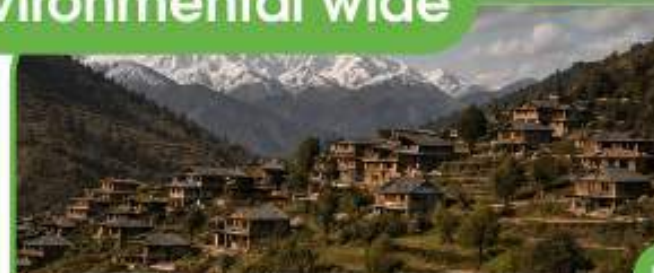
Side-profile portraits



Rear profile



Environmental wide



Intimate closeups



Hand-detail shots



Observational framing



Sun flare shot



PRODUCT integration

premium



Natural product placement



Slow-living wellness

Ingredient-led integration



Slow-living wellness



Ingredient-led integration

Ayurvedic kitchen storytelling



Slow-living wellness

SHOOTING GUIDELINES

- Shoot all footage in 4K 60 FPS for smooth cinematic slow motion and flexibility in post-production.
- Use soft natural light wherever possible; use artificial lighting only when necessary to recreate natural window light or warm village ambience.
- Ensure the model is always properly lit indoors with soft directional lighting on the face and cooking area.
- Keep the product brighter and more visible than the background during all product integration shots.
- Use practical motivating lights like windows, firelight, lamps, and sunlight for a natural cinematic feel.
- Maintain warm earthy tones, soft shadows, smoke, steam, and cozy low-light village interiors. Avoid harsh white lighting or overexposed highlights.
- Keep frames clean and visually balanced. Show rural village life naturally without making the frame feel messy or overcrowded.

SHOOTING GUIDELINES

- Clean and organize the cooking space and surrounding areas before shooting while maintaining the authentic village aesthetic.
- Focus on cinematic detail shots — hands cooking, mortar and pestle, steam, herbs, pouring liquids, brass utensils, firewood, fabric movement, and sunlight textures.
- Use slow handheld movements, observational framing, and environmental wide shots to maintain the slow-living documentary aesthetic.
- Avoid overly commercial product framing; the product should feel naturally integrated into Khushi's daily village lifestyle and wellness routine.

THE GOAL

To integrate Kapiva Digesti Care+ Juice into Khushi's rural village lifestyle by showing how modern eating habits and fast living are leading to digestion issues, while slow village living, traditional ingredients, and natural homemade wellness practices represent a simpler and more grounded approach to better digestion.

