Beauty & Cosmetics commercial scripts

30 practice scripts from VO Journey Academy. Free to record, free to use in your reel. Download the PDF to mark up in the booth, or print it straight from here.

Nocturne

Fragrance · Adult (25-40) · Neutral American · 15 seconds

Midnight. A silk dress. A door left open, just slightly, onto a warm city.

Someone turns as you pass. They don't quite know why.

Nocturne. Wear the night. The new fragrance from Maison Oriane.

Ironwood

Fragrance, men's · Adult (30-45) · Neutral American · 30 seconds

Cedar. Leather. The smoke from a fire that burned all night.

Ironwood, from Caskwell, is not a scent for everyone. It isn't loud. It doesn't try too hard. It sits close to the skin and stays there, long after you've left the room.

Wear it to dinner. Wear it to a meeting that matters. Wear it on a Tuesday, for no reason at all.

Will they notice?

You'll know.

Ironwood. By Caskwell.

Three Steps

Skincare · Adult (30-45) · Neutral American · 30 seconds

My morning routine used to have eleven steps. I'd get to step six and give up.

Now it's three. Cleanse, with the Sorrel and Salt gel wash. Moisturize, with the light day cream. And a little of the facial oil, if my skin's feeling dry.

That's it. Two minutes. Skin that feels soft, smells like a garden and is ready for whatever the day has planned.

Sorrel and Salt. Skincare that keeps it simple.

Every Single Day

Skincare, sunscreen · Young adult (18-25) · Neutral American · 15 seconds

Sunny? Sunscreen. Cloudy? Sunscreen. Snowing? Yep. Sunscreen.

Sunshade Daily is light, invisible and never greasy, and it sits nicely under makeup, so wearing it every single day is easy.

Sunshade Daily. Wear it every day.

Lash Drama

Makeup, mascara · Young adult (18-25) · Neutral American · 15 seconds

Your lashes, but louder. So much louder. Like, front-row louder.

Marigot Beauty Loudlash Mascara. Volume, length and curl, all in one sweeping swipe. No clumps. No flakes. No smudges. No apologies.

Marigot Beauty. Be heard.

Red Letter Day

Makeup, lipstick · Adult (40-55) · Neutral American · 30 seconds

There's a red lipstick for every occasion. The job interview. The first date. The day you signed the divorce papers.

Carmine and Co. makes eleven shades of red, rich, creamy and made to last from your morning coffee to your very late dinner.

Brick, cherry, wine, poppy. There's one that's been waiting for you.

Is today an occasion? Maybe not.

Or it is now.

Carmine and Co. Find your red.

Your Shade

Makeup, foundation · Adult (25-40) · Neutral American · 30 seconds

For years, I stood in front of the makeup counter and did the math. Too light. Too orange. Too gray. Close enough, I guess.

Until now.

Fortyshade Cosmetics makes foundation in forty shades, with warm, cool and neutral undertones in every one. Light, breathable coverage that looks like skin, because it finally matches yours. All day long.

Close enough was never good enough. Not anymore.

Fortyshade Cosmetics. Find your shade.

Mermaid Hair

Haircare, shampoo · Young adult (18-25) · Australian · 30 seconds

Salt water. Sun. Wind. My hair has been through it this summer. It was dry, it was tangled, it was basically seaweed.

Tidepool fixed that. Their shampoo and conditioner are made with sea kelp and coconut oil to soften, smooth and add shine, without weighing anything down.

Now my hair looks like I spent the summer at the beach. In a good way.

Tidepool Hair. Soft, even after the surf.

Wash Day

Haircare, natural hair · Adult (25-40) · Neutral American · 60 seconds

When I was little, wash day took all of Sunday. My mother, a wide-tooth comb, a jar of something that smelled like vanilla, and me, wriggling on a kitchen chair for four hours.

I used to hate wash day. I thought my hair was a problem to be solved.

Then I found Curl and Canopy.

The cleanser is gentle enough that my curls don't feel stripped. The leave-in conditioner gives me slip for days, so detangling takes minutes, not hours. And the curl cream? Definition, no crunch, and a shine that makes strangers ask me what I use.

Now wash day is my time. Candle lit. Music on. A little self-care, and a lot less wrestling.

And somewhere along the way, I figured something out. I love my hair. I always did. I just needed the right products.

Curl and Canopy. Made for your curls, coils and crowns.

The Big Chop

Salon, local, duet · Adult (30-45) · Neutral American · 60 seconds

Cast: LENA DANA

LENA Okay, Dana. You sure about this?

DANA No. Yes. I don't know. It's been long my whole life.

LENA And you've been wearing it in a ponytail your whole life.

DANA It's a very nice ponytail.

LENA It is. It's also giving you a headache every day.

DANA ...It is.

LENA Close your eyes. I've been cutting hair at The Velvet Chair for fifteen years. I do not do bad haircuts. I do not know how.

DANA That's what they all say. Every single one.

LENA That is not what they all say. Deep breath.

SFX: scissors

LENA Okay. Open.

DANA Oh.

LENA Yeah.

DANA Oh, I look like... me.

LENA You look like you. Only lighter. And a lot less ponytail.

DANA Can I cry? Is that allowed in here?

LENA Honey, it's a salon. Tissues are next to the hairspray.

DANA The Velvet Chair Salon, on Orchard Street in Millhaven.

LENA New clients welcome. Brave ones especially.

Beard Oil

Men's grooming · Adult (40-55) · Scottish · 30 seconds

I've had this beard for twelve years. For eleven of them, my wife called it the hedge.

Then I started using Heathwick Beard Oil. A few drops of cedar, bergamot and a wee bit of heather, worked through every morning. Soft. Tidy. No more itch.

She stopped calling it the hedge last spring. Now she calls it handsome. Well. Handsome-ish.

Heathwick Grooming Company. Made in the Highlands, for beards that mean it.

First Shave

Men's grooming, razors, duet · Any · Neutral American · 30 seconds

Cast: DAD SON

DAD Okay. Wet face. Little bit of cream. Then go slow, with the grain.

SON Dad, it's four hairs.

DAD Four hairs today. That's how it starts.

SON Is this razor new?

DAD Sharpling. Five blades, a head that bends with you, and it shows up at the door every month, so you never run out.

SON Every month? For four hairs?

DAD You'll thank me.

SON ...Thanks, Dad.

DAD Sharpling Razors. A good start.

Two Chairs

Men's grooming, barbershop, local · Adult (40-55) · Neutral American · 30 seconds

My shop's got two chairs. Mine and my brother's. That's why we called it Two Chairs Barbershop. We're not creative, we're barbers.

Fades, tapers, beard lineups, hot-towel shaves, and a kids' cut with a lollipop at the end. And we take our time. We don't do rushing.

Walk-ins welcome, six days a week, on Garland Avenue, right across from the fire station.

Two Chairs Barbershop. Sit down. We got you.

What's Not In It

Clean beauty · Adult (30-45) · Neutral American · 30 seconds

Here's what's not in Plainleaf. No synthetic fragrance. No harsh sulfates. No ingredients you have to look up.

What's in it is simple. Plant oils, aloe, shea butter, and a short list you can read in ten seconds, right on the front of the bottle.

Cleansers, creams and balms for your face, body and hands. Gentle enough for the whole family.

Plainleaf. Beauty with nothing to hide.

The Kitchen Table

Clean beauty, founder story · Mature (55+) · Neutral British · 60 seconds

It started at my kitchen table in Almsbury, a little village in the Cotswolds, about thirty years ago.

My hands were raw from gardening. Nothing in the chemist's helped. So I did what my grandmother would have done. I went out into the garden.

Calendula. Chamomile. A little beeswax from the farm down the lane. I melted it all together in a saucepan, poured it into an old jam jar, and within a week my hands felt like my own again.

My neighbour asked for a jar. Then her sister. Then a lady from Bath I'd never met.

The rest is a very long story.

Today, Almsbury Botanicals makes balms, creams and cleansers from plants we still grow, by hand, just outside the village. The saucepan has been upgraded. The recipe hasn't.

Almsbury Botanicals. From our garden to your hands.

Ten Little Canvases

Makeup, nail polish · Young adult (18-25) · Neutral American · 15 seconds

Mango Tango. Midnight Diner. Blush Hour. Mint Condition. Sunday Best.

Tenfold Nails. Seventy shades, a glossy gel-like finish and a whole week without a single chip.

Ten little canvases. Go wild.

Blowout

Haircare, tools · Adult (25-40) · Neutral American · 30 seconds

The salon blowout. Glossy, bouncy, perfect. For about a day and a half.

Now you can do it yourself, every morning, without the appointment. The Aerolle Styler dries fast with less heat, and it smooths and shapes as it goes, with three attachments for sleek, waves or volume.

Salon-smooth hair, in about fifteen minutes, in your own bathroom, in your favorite pajamas.

Aerolle. Your blowout, at home.

Lumberjack in a Bottle

Men's grooming, body wash · Young adult (18-25) · Neutral American · 30 seconds

He fells trees with his bare hands. He wrestles bears. He showers in a glacier-fed waterfall. Daily. He smells like cedar and smoke and adventure.

Okay, fine. I work in accounting. Mostly spreadsheets. But I smell like all that, thanks to Lathery Cedar and Smoke Body Wash.

Rich lather, a scent that lasts all day, and skin that doesn't feel like a tree trunk.

Lathery. Smell legendary.

Seventy Summers

Skincare, mature skin · Mature (55+) · Neutral American · 60 seconds

I've got a line right here from laughing at my husband's terrible jokes. Forty-four years of them.

This one's from squinting at the sea on a hundred summer vacations. And this one? My grandson's first steps. I'm not giving that one back.

So when I found a skincare line that didn't promise to make me look twenty-five, I paid attention.

Seventy Summers Skincare is made for grown-up skin. Rich creams that soak right in. A gentle cleanser that doesn't leave my face tight. A serum that gives me a glow I haven't seen since, well, a few summers ago.

It's not here to erase anything. It's here to take care of the face I've earned.

And it feels wonderful. Every morning, every night, a little moment that's just for me.

Seventy Summers Skincare. Every line has a story. Keep them glowing.

Bath Bomb

Bath & body · Young adult (18-25) · Neutral American · 30 seconds

Long day? Bad commute? An inbox full of things marked urgent?

Grab a Fizzbomb. Drop it in. Fizz! Pop! Swirl! Glitter! Lavender! Ocean blue! Everywhere!

Handmade with shea butter, essential oils and a little bit of glorious chaos, in twenty scents, from Sleepy Lavender to Birthday Cake.

Then climb in, close your eyes, and sink.

Ahh.

Fizzbomb Bath Co. Loud in the tub. Quiet in you.

No Fuss

Men's grooming, skincare · Adult (30-45) · Australian · 30 seconds

I don't do skincare. Never have. My partner put a bottle next to the sink and said, just try it.

It's one bottle. Unhurried Face Wash and Moisturiser in one. You wash, you rinse, you go. Takes about as long as brushing your teeth.

My skin feels better. Doesn't shine like a frying pan by lunchtime. And I didn't have to learn any new words.

Turns out, that's skincare.

Unhurried. For blokes who don't bother.

Gray Area

Haircare, color · Adult (40-55) · Neutral American · 30 seconds

The grays came back. They always come back. And the next salon appointment is in three weeks, because my calendar is full and so is theirs.

Tintwright At-Home Color. Salon-quality shades, a no-drip formula and gloves that actually fit. Cover your roots in thirty minutes, on your sofa, with a glass of wine.

Twenty shades, from soft blonde to deep espresso, and a color-matching quiz online if you can't decide.

Tintwright. Your color, your schedule.

Arches

Salon, local, brows · Young adult (18-25) · Neutral American · 15 seconds

Brows too thin? Too thick? Just not quite you?

Archway Brow Bar. Threading, tinting and shaping in fifteen minutes, no appointment needed.

On Fenton Street, next to the bakery. Your face will thank you.

Getting Ready

Makeup, setting spray, duet · Young adult (18-25) · Neutral American · 30 seconds

Cast: MAYA ROSIE

MAYA My face is melting. It's a hundred degrees in that tent.

ROSIE Stop touching it. Close your eyes.

SFX: spray

MAYA What was that?

ROSIE Pomelle Holdfast Setting Mist. Keeps your makeup on for sixteen hours. Heat, tears, the lot.

MAYA Tears?

ROSIE It's a wedding. You're going to cry at the vows.

MAYA I'm not going to cry.

ROSIE You cried at the rehearsal dinner.

MAYA Pomelle Beauty. Stays put.

ROSIE Even when you don't.

The Quiet Room

Salon, day spa, local · Adult (30-45) · Neutral American · 60 seconds

Take a breath. Let your shoulders drop. Now take another one.

At The Quiet Room Day Spa, it starts the moment you walk in. Warm tea. Soft lighting. A robe that feels like a cloud.

Then comes the part you've been waiting for. A hot-stone massage that finds every knot you've been carrying since March. A facial with warm towels and something that smells like eucalyptus. Or both, if it's been that kind of year.

And for the next ninety minutes, your phone is in a locker. Your inbox doesn't exist. Nobody needs anything from you.

This is time that belongs to you, and you deserve it more often than you take it.

The Quiet Room Day Spa, on Linden Street in Ashford Falls. Book online or give us a call. Gift cards available, for someone who needs a break just as much as you do.

The Quiet Room. Come in. Breathe out.

My Father's Cologne

Fragrance, men's · Mature (55+) · Irish · 60 seconds

My father wore one cologne his whole life. A little glass bottle on the windowsill, next to his shaving brush.

Every Sunday morning, before Mass, two drops. One on each side of the collar. Never three. Three was for weddings.

It smelled of oakmoss, lemon and a bit of pipe smoke, though that part might have just been my father.

When I was eighteen and heading off to Dublin for university, he pressed the bottle into my hand at the bus station. Didn't say a word. Didn't need to.

Oakmoor and Sons has made that cologne in Cork for over a hundred years. Same recipe. Same little glass bottle. I've never worn anything else.

Now it's mine. Two drops on a Sunday. Three for weddings.

And last Christmas, I gave a bottle to my son.

Oakmoor and Sons. Handed down.

Day Three Hair

Haircare, dry shampoo · Adult (25-40) · Neutral American · 15 seconds

Alarm. Snooze. Alarm. Snooze. Alarm. No time to wash your hair.

Snoozebutton Dry Shampoo. Spray, fluff, done. Fresh-looking hair, and a little volume, in thirty seconds flat.

Nobody has to know it's day three.

Sunday Night

Skincare, self-care · Adult (25-40) · Neutral American · 30 seconds

Sunday night. The laundry's done. The lunches are made. Tomorrow's already knocking.

Not yet.

Run a bath. Light a candle. Smooth on a Moonsoak overnight sheet mask, with hyaluronic acid and a hint of lavender, then drift off while it does the work.

Wake up to skin that looks soft, dewy and rested. Even if you're not. Especially if you're not.

Monday can wait.

Moonsoak. Your Sunday night ritual.

Unboxing

Beauty subscription · Young adult (18-25) · Neutral American · 60 seconds

Okay, it's here. It's here! My Samplesmith Box. Let's open it.

Every month, you take a little quiz, and they send you five full-size and sample beauty products picked just for you. Skincare, makeup, hair, sometimes a little surprise.

Okay. First. A lip oil in a color called Fig Jam. That's a yes. Second, a face mist with rosewater. Smells like a garden. Third, a mini eyeliner, and look, it's a gel pencil, so no smudging, finally.

Four... a hair serum. Hmm. We'll see. I have a lot of hair.

And five. Wait. Is this a full-size blush? In peach? Okay, I'm obsessed.

The best part? If you love something, you can buy the full size right in the app, and they'll remember what you liked for next month's box.

Five products, every month, for less than you'd spend on one.

Samplesmith Box. Try something new.

Backstage

Makeup, professional · Adult (40-55) · Neutral British · 60 seconds

Half an hour to curtain. Eleven faces to paint, one leading lady who's lost an eyelash, and a chorus boy who has sweated through two layers already.

I've been doing makeup for the stage for twenty-five years. West End, touring, a very long summer of pantomime. And there's only one kit I trust under hot lights.

Proscenia. The foundation doesn't slide. The powder doesn't cake. The lipstick survives a stage kiss, two songs and a sword fight. And the setting spray, frankly, deserves its own bow.

Now it's in the shops, so you can wear what the professionals wear, whether you're dancing eight shows a week or dancing at your cousin's wedding.

Five minutes. Last touch of blush. Deep breath, everyone.

Curtain up.

And there they are. Glowing. Every one of them. That's my favourite moment.

Proscenia. Made for the spotlight.

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