shutterstock

sstkDiverseBeauty

A Shutterstock Content Brief

Overview

Inclusive beauty content

The global beauty market surpassed $500 billion in 2023 and is projected to exceed $650 billion by 2025. As demand grows, brands turn to Shutterstock for authentic, high-quality beauty content. Searches for "beauty," "skincare," and "wellness" are among the most popular on our platform. Beauty content is also one of Shutterstock's top six content needs, making it a prime opportunity for contributors.

Customers seek diverse representation in beauty content, featuring real people of various races, backgrounds, ages, skin tones, and abilities. Yet, despite millions of images and videos, our collection still needs more diverse content to fully meet this demand.

We're therefore inviting you to submit stunning and inclusive beauty content. When uploading, please use the keyword **sstkDiverseBeauty** to ensure your work is discovered by customers.

Scenarios

Reflect a diverse range of races and ethnicities

Customers are increasingly seeking beauty content that reflects a diverse range of races and ethnicities, with a growing demand for Black, Southeast Asian, Japanese, and Hispanic models.

Morning Skincare Routine: Feature people of different skin types, tones, and textures. Highlight products such as cleansers, serums, and moisturizers.

Makeup for Different Skin Tones: Showing diverse complexions and makeup styles.

Hair Care Across Cultures: Highlighting natural curls, protective styles, braiding, and different hair textures.

Men's Grooming and Skincare: Show men of different ages, races, and ethnic backgrounds engaging in skincare and grooming. Feature beard care (trimming, oiling, shaping), shaving routines, scalp care for bald men, and everyday hairstyling.

Scenarios

Adaptive Makeup Techniques: Feature individuals with disabilities applying makeup using adaptive tools (e.g., makeup grips, mouth-held brushes, one-handed application techniques). Show step-by-step routines with a focus on ease, dignity, and personal independence.

Aging & Beauty: Highlight skincare and beauty routines for mature individuals, including anti-aging treatments, silver hair care, and embracing wrinkles as a sign of wisdom and experience.

Gender-Expansive Beauty: Capture non-binary, transgender, and gender-fluid individuals expressing themselves through beauty. Feature makeup that enhances or neutralizes features, gender-affirming skincare, and diverse hairstyling that aligns with personal identity.

Scars, Vitiligo, & Birthmarks: Celebrate skin diversity by featuring individuals confidently embracing their unique skin features.

Scenarios

Scar Revision and Treatment: Showcasing the role of cosmetic procedures in reducing the appearance of scars from injury, surgery, or acne, and the emotional impact of scar revision.

Non-Surgical Enhancements: Featuring individuals undergoing minimally invasive treatments like Botox, dermal fillers, or laser skin resurfacing to enhance their features without permanent changes.

Cosmetic Surgery for Gender Affirmation: Focusing on individuals who undergo procedures as part of their gender-affirming transition, such as facial surgery, chest augmentation, or voice surgery.

Cosmetic Surgery and Aging: Showcasing older individuals choosing surgeries like facelifts, eyelid surgery, or neck lifts to address signs of aging and feel revitalized.
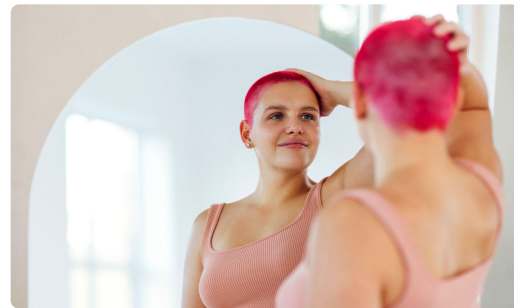
Models and Styling

Casting

Customers are particularly interested in the following ethnicities and races within the beauty category: Black, Japanese, Southeast Asian, and Hispanic.

Styling

Wardrobes should reflect authentic, modern, and diverse personal styles.

Aesthetics

The content should feel natural and candid, with a documentary-style approach that emphasizes real moments, soft lighting, and minimal retouching.

Visual Examples

The images included in this brief represent the subject matter and style that customers want when searching for **sstkDiverseBeauty** content. For more examples, view this content collection. We encourage you to use these examples as references while creating content that is also sincere to your unique style and part of the world.

Shooting video? Keep these specs in mind.

Video Specs

Frame Rate:	23.98p
Resolution:	**Horizontal** (Cinema 4k) 4096x2160 (UHD) 3840x2160 (HD) 1920x1080 **Vertical** HD – 1080x1920 4K – 2160x3840, 2160x4096, 2304 x 4096
Shutter Speed:	180 (1/48th)
Gamma:	Rec 709 Wide Dynamic Range (Cinema Style) Log–C
Compression:	Pro–Res 422 (HQ) H.264 (max bit rate and depth)

Customers want commercial-use content.

Legal Requirements

What is commercial-use content?

As the name suggests, commercial content can be used to commercialize, monetize, sell, promote, and advertise a product, business, or service. Content that is licensed for commercial use has many more restrictions than content that is licensed for editorial use because commercial content is used for advertising and promotional purposes.

Please make sure the content you submit to this brief does not include any <u>visible trademarks</u>, <u>intellectual property</u>, and <u>personally identifiable information</u>. All content featuring recognizable people must be submitted with a <u>valid model release</u>.

Make sure customers find your content.

Metadata

Providing relevant and robust metadata is the best way to guide customers to your content.

You can include up to 50 keywords and a 200 character description for each image or clip. Include information about location, occasions, actions, people, clothing, and concept in your metadata. This helps customers ensure that the content accurately reflects the cultural and aesthetic nuances specific to the area. The more descriptive metadata you provide, the more likely a customer can find and license your content.

Include the keyword **sstkDiverseBeauty** when submitting content for this request! The following page contains other keywords that are relevant to this content brief.

Top sstkDiverseBeauty keywords

Literal Keywords

If these people, places, or things appear in your content, add them to your keywords.

Acne, Beautiful woman, Beauty salon, Collagen, cosmetics, Dermatologist, Dermatology, Face, Faces, Facial, Fashion, Fashion model, Hair model, Hair salon, Hairdresser, Laser hair removal, Lipstick, Make up, Plastic surgery, salon, Self care, Skin, Skincare, Woman hair

Conceptual Keywords

If these themes, feelings, or ideas are represented in your content, add them to your keywords.

Adaptive beauty, Age diversity, Authenticity, Beauty standards, Body acceptance, Confidence, Cultural Representation, Diversity, Empowerment, Gender fluidity, Inclusivity, Individuality, Natural beauty, Real beauty, Self-care, Self-expression, Skin positivity, Unfiltered, Unique features

shutterstock

Thanks!
We can't wait to see what you create.