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sstkDiverseBeauty

A Shutterstock Content Brief





Overview

Inclusive beauty content

As demand for global beauty content grows, brands turn to Shutterstock for authentic, high-quality beauty visuals. Customers focus on face close-ups, visible skin texture, and real results from procedures. There is a strong demand for skincare product usage and routines, and clinical, dermatology, and treatment-based visuals. All while representing real people of various races, backgrounds, ages, skin tones, and abilities.

This brief provides the current top opportunities for beauty and skincare content. When submitting the relevant content to Shutterstock, include 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. Showcase products such as cleansers, serums, and moisturizers. Include step-by-step application, close-ups of product texture, and mirror point of view.

Makeup for different skin tones: Showing diverse complexions, makeup styles, tight face framing, skin texture visibility, and before/after looks.

Hair care across cultures: Highlighting natural curls, protective styles, braiding, and different hair textures. Show salon environments, the styling process (cut, wash, blow dry), and interactions with different tools such as brushes and scissors.

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



Scenarios

Inclusivity and identity

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 and 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. Include close-ups of wrinkles, texture, and unretouched real skin.

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.

Unretouched skin: Celebrate skin diversity by featuring individuals confidently embracing their unique skin features. Show scars, vitiligo, and birthmarks, acne, pores, pigmentation, psoriasis, and close-up of realistic skin details.



Scenarios

Clinical and treatment based beauty

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.

For all these treatments, show consultations with the professional and the patient interacting with each other. The environment should be neutral, clean, and clinical. Include close-ups of the treatment areas.

Models and Styling



Casting

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



Composition

Include shots that are tightly framed especially of the face, skin, and hands, and macro or detail shots, showcasing texture, pores, and products. Make sure retouching is minimal and you include copy space.

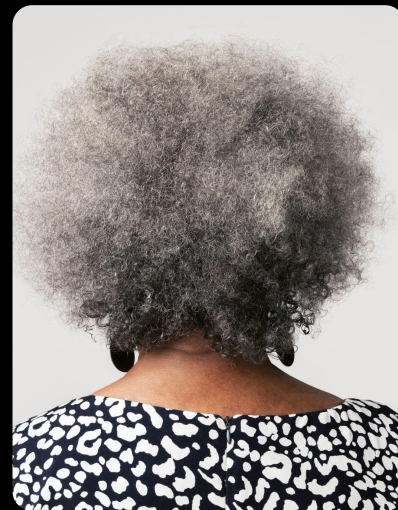
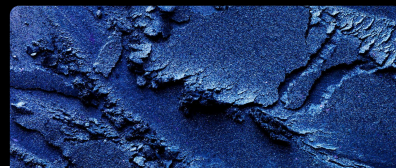


Aesthetics

The content should feel natural and candid, with a documentary-style approach that emphasizes real moments, soft lighting, and minimal retouching. Wardrobes should reflect authentic, modern, and diverse personal styles.

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 visible trademarks, intellectual property, and personally identifiable information. All content featuring recognizable people must be submitted with a valid model release.



Make sure customers find your content.

Metadata

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

Include information about location, occasions, actions, people, clothing, and concept into your metadata. Think like a customer. 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

Top literal and conceptual keywords

If these people, places, things, concepts, or themes 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, makeup, plastic surgery, salon, self care, skin, skincare, woman hair, adaptive beauty, age diversity, authenticity, beauty standards, body acceptance, confidence, cultural representation, diversity, empowerment, gender fluidity, inclusivity, individuality, natural beauty, real beauty, self-expression, skin positivity, unfiltered, unique features, beautiful woman face, beautiful woman skin, beauty face, beauty skin, clean skin, glowing skin, natural skin, skin texture, face close-up, skin close-up, human skin, skincare routine, morning skincare routine, night skincare routine, skincare products, skincare product, beauty products, cosmetic products, product application, applying cream, woman applying cream, serum, moisturizer, sunscreen, spf, sheet mask, facial mask, cleansing oil, exfoliation, hydration, anti aging, wrinkles, mature skin, sensitive skin, acne treatment, pimple, psoriasis, skin problem, before and after, skin before after, dermatology treatment, cosmetic treatment, botox, aesthetic treatment, medical beauty, clinic, beauty clinic, hair care, hair styling, hairstyle, healthy hair, hair treatment, barber, barbershop, makeup, makeup artist, foundation, eye makeup, nail care, manicure, pedicure, self care routine



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Thanks!

**We can't wait to see
what you create.**

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