yukti. FOR Dang!

FOR THE DANG! LIFESTYLE MARKETING TEAM

Your serum videos run for months. The ceramide one ran 2 days.

Your Azelaic and Snail Mucin videos each ran about 100 days. The ceramide serum has had one video. It was 80 seconds long and ran 2 days. Here are 3 short ones, each built on an ad that ran for months.

~100 Your Azelaic and Snail Mucin videos

2 Your ceramide serum video

Days live on Meta. Your ads, checked 20 Nov 2026



Collagen And Hydrating Serum With Ceramides
30ml · ₦17,000 · ceramides, peptides, hyaluronic acid

A. One drop, up close
18s · From our email

B. My morning routine
25s · Step by step

C. Here's the tea
15s · Built on your own ad

WHY IT WORKS ON META

Every idea is built on an ad that lasted.

DAYS LIVE: BARRIER AND MELANIN-RICH SKINCARE VIDEOS

GloMelanin, hands-on demo	349 days · still live
Nip+Fab x Ruth Langsford, routine	274 days
Nip+Fab x Alex Jones, morning routine	258 days
Nip+Fab x Sophie Crompton, Ceramide Fix	240 days
Earthly Derm, melanin-rich skin	239 days · still live

DAYS LIVE: YOUR SERUM VIDEOS

Azelaic, reply to a comment	100 days
Snail Mucin, face to camera	97 days
Azelaic, POV	96 days
Ceramide serum video	2 days

Brands stop ads that don't sell. These kept going.
239 to 349 days

C is built on your own ad. It ran 100 days.
Azelaic reply, 100 days

Serum sells on texture. A shows one drop up close.
GloMelanin, 349 days

Each ad shows the purple bottle in the first 3 seconds.
3 hooks each

The words are on screen, so it works with the sound off.
All 3

Tall 9:16, full screen in Reels and Stories.
9:16

Short, so people watch to the end.
18s, 25s, 15s

Three styles give Meta more to test.
Hands, routine, reply

Skin like your buyer's, on camera.
Melanin-rich skin

Source: Meta Ad Library, checked 20 Nov 2026. Ad IDs: GloMelanin 836947915710478, Nip+Fab x Ruth Langsford 1344712230369649, x Alex Jones 1551910912463076, x Sophie Crompton 1251922320312702, Earthly Derm 2178788112896866. Your ads: Azelaic reply 1679741776300820, Snail Mucin 3843510682613322, Azelaic POV 800590726071270, ceramide serum video 1621795472816444. Meta points are general good practice, not your account data.

A

FROM OUR EMAIL · 18S · 9:16 · HANDS ONLY, VOICE OVER

One drop, up close

"If your skin goes ashy by noon, watch this."

Based on **GloMelanin, hands-on demo**, live 349 days, still live



A01 0 to 2s

Serum set down by the day cream.

Ashy by noon? · "If your skin goes ashy by noon, watch this."



A02 2 to 4s

Hand lifts the purple bottle.

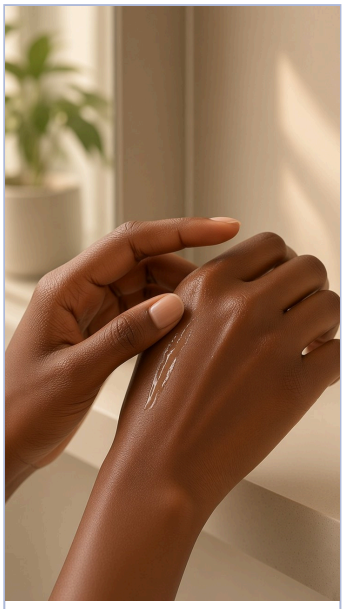
Collagen + Hydrating Serum with Ceramides · "This is the one with ceramides."



A03 4 to 6s

One drop lands on the hand.

One drop. · "Look at the texture."



A04 6 to 9s

Fingers spread it. It sinks in.

Ceramides. Peptides. Hyaluronic acid. · "It sinks in fast. Not sticky."



A05 9 to 12s

She pats it into her cheek.

Fragrance free · "No scent, so it's gentle."



A06 12 to 15s

Day cream goes on top.

Then lock it in. · "Then my day cream on top."



A07 15 to 18s

End card. Serum and cream.

Made for melanin-rich skin. Dang! · "Made for melanin-rich skin."

B

STEP BY STEP · 25S · 9:16 · FACE TO CAMERA

My morning routine

"My skin used to feel tight by lunch. Here's my morning now."

Based on **Nip+Fab x Alex Jones, morning routine**, live 258 days



B01 0 to 3s

She talks to camera at the mirror.

My morning routine · "My skin used to feel tight by lunch. Here's my morning now."



B02 3 to 6s

She pats her face dry.

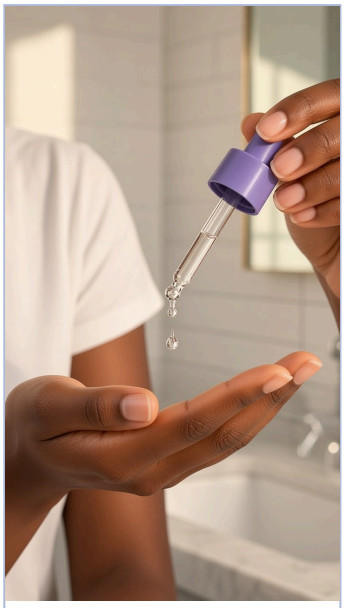
Step 1: cleanse · "I've already cleansed."



B03 6 to 9s

She holds the serum to the lens.

Step 2: ceramide serum · "Step two is all about the barrier."



B04 9 to 12s

A few drops on her fingertips.

Ceramides = the cement · "Ceramides are like cement between bricks."



B05 12 to 15s

She pats it into both cheeks.

Pat, don't rub · "It's more of a pat on than a rub in."



B06 15 to 18s

She holds up the day cream.

Step 3: Ceramide Buffet Day Cream · "Then the day cream on top."



B07 18 to 22s

Close on her skin in window light.

Soft. Not tight. Not ashy. · "And that's it. Soft all day."



B08 22 to 25s

End card. Both on the counter.

Shop the routine. Dang! · Music ends

C

BUILT ON YOUR OWN AD · 15S · 9:16 · REPLY TO A COMMENT

Here's the tea

"Everyone keeps asking why my skin never looks ashy."

Based on **Your Azelaic reply ad**, live 100 days



C01 0 to 2s

She smiles. A comment pops up.

"How is your skin never ashy?" · "Everyone keeps asking why my skin never looks ashy."



C02 2 to 4s

She leans in, laughing.

Here's the tea · "Here's the tea."



C03 4 to 6s

She pushes the bottle to the lens.

Collagen Serum with Ceramides · "It's the Dang! ceramide serum, babe."



C04 6 to 9s

A drop goes on her cheek.

After I cleanse · "A few drops after I cleanse."



C05 9 to 12s

Day cream on top.

Then moisturiser · "Then my day cream on top."



C06 12 to 15s

She smiles, hand on her cheek.

That's literally it. · "That's literally it. You're welcome."

Which one should we make first?

Reply A, B or C to vaarunsinhha@gmail.com. Each one comes with 3 hooks to test.

All frames are AI-generated spec concepts. A free sample, not run as an ad. Price from danglifestyle.co on 20 Nov 2026. The comment in C is a stand-in; swap in a real customer comment.