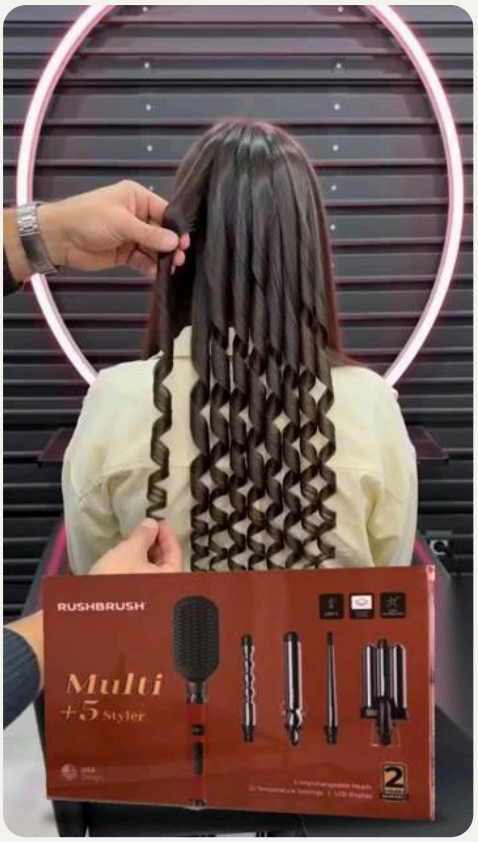
Case study 10 · RUSHBRUSH Multi +5 Styler

# Salon Curls in Minutes




| | |
|---|---|
| **600K** Views | **15 sec** Length |
| **9:16 vertical** Format | **0** Hard cuts |

### The goal

Prove the Multi +5 Styler gives salon-level spiral curls, and keep the product box on screen the whole time.

### The idea

A professional stylist working from behind the chair in one continuous shot. The viewer watches the curls build section by section while the box sits in front, like a real salon demo filmed for social media.

### Tools

Nano Banana · Seedance · Veo · Claude · After Effects · Premiere Pro

The edit

# Second by second



**0.1s**
Before

**Straight hair, salon ring light, box in front.**

**Why:** The box is in frame from the first second, so the product is never off screen. The salon setting says professional result.



**1.7s**
First curl

**The stylist wraps the first section.**

**Why:** No talking, just hands at work. Process videos like this are watched for the satisfaction of seeing a skill.



**5.0s**
Proof

**One perfect spiral against straight hair.**

**Why:** A single finished curl next to straight hair is an instant before and after inside one frame.



**8.2s**
Build

**Half the head is curled.**

**Why:** Watching the curls multiply keeps people waiting for the full result.



**11.5s**
Almost

**Nearly all sections done.**

**Why:** The rhythm stays the same on purpose: one calm move after another makes it look easy to copy at home.

The edit

# Second by second (continued)



**14.7s**
Result

**Full spiral curls above the box.**

**Why:** The video ends on the finished hair and the box together, so result and product are the last image.

Behind the scenes

# How it was made

1

### Plan with Claude

Planned the shot list and pacing for a continuous salon demo.

2

### Key frames in Nano Banana

Built the salon, the model, the stylist's hands and the box with an identical design.

3

### Motion in Seedance and Veo

Animated the curling sections step by step from the same camera angle.

4

### After Effects and Premiere Pro

Kept the box sharp and readable, smoothed the hair, and edited it as one continuous take.

Takeaways

# Why it worked

- The product box is on screen for all 15 seconds.
- One continuous shot feels like a real salon video.
- Each curl is a mini before and after.
- A calm, repeatable move makes it look easy at home.

**600K views**

A clean product demo where the box sold itself while the curls did the talking.