

NovaSkin — Social Media Campaign

Product: A luxury face serum that glows in the dark

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NovaSkin Social Media Campaign: Glow-in-the-Dark Luxury Face Serum

Post 1: Instagram

Platform: Instagram (Feed / Carousel)

Caption:

■ Your skin doesn't clock out at midnight — why should your serum?

Introducing NovaSkin Lumina Serum — the world's first luxury face serum that literally glows in the dark. Infused with bio-luminescent botanicals and 24K gold micro-particles, this isn't just skincare. It's a statement.

Watch the glow activate as the lights go down. Your nighttime routine just became an experience. ■

■ Tap to shop. Link in bio.

Hashtags:

#NovaSkin #GlowInTheDark #LuxurySkincare #LuminaSerum #SkincareRoutine #GlowUp
#NightSkincare #BeautyInnovation #DarkGlow #SkincareObsessed

Image Prompt:

A hyper-realistic product photography shot of an elegant glass face serum bottle with gold accents, glowing with a soft ethereal bioluminescent blue-green light in a completely dark room. The serum liquid inside the bottle emits a magical luminous glow. A single drop of glowing serum sits on a black marble surface, reflecting light. Moody dark background with faint gold dust particles floating in the air. Luxury cosmetics aesthetic, studio lighting from below, 8K, ultra-detailed, cinematic, editorial beauty photography, dark and dramatic atmosphere

Post 2: TikTok

Platform: TikTok (Short-form video concept — visual described for thumbnail/key frame)

Caption:

POV: You turn off the lights and your skincare routine becomes a whole VIBE ■■

NovaSkin Lumina Serum hits different in the dark. No filter. Just glow. ■

Drop a ■ if you need this in your life.

Hashtags:

#NovaSkin #GlowInTheDarkSerum #SkincareCheck #NightRoutine #GlowUp #LuxuryBeauty
#SkincareAesthetic #TikTokMadeMeBuyIt

Image Prompt:

A beautiful young woman in a dark bathroom applying a glowing luminescent serum to her cheekbone, the serum trails leaving soft neon blue-green bioluminescent streaks on her skin. The room is dark with only the glow from the serum illuminating her face softly. Close-up beauty shot, smooth dewy skin, her eyes are closed in a serene expression. Cinematic shallow depth of field, dreamy atmosphere, soft bokeh lights in background, beauty editorial style, TikTok vertical format 9:16, hyper-realistic, 4K, moody ambient lighting

Post 3: LinkedIn

Platform: LinkedIn

Caption:

We put bioluminescence in a bottle — here's why.

At NovaSkin, we spent 3 years in R&D; partnering with marine biologists and cosmetic chemists to harness the same light-producing compounds found in deep-sea organisms — and formulate them into a luxury serum that genuinely glows in the dark.

But the glow isn't just a gimmick. It's a visual indicator of active ingredient absorption. When the serum glows, the bio-actives are still working on the skin's surface. As the glow fades, it signals full penetration

into the dermal layer.

This is where science meets luxury. Where biotechnology meets beauty.

The beauty industry is worth \$571B globally. The brands that will lead the next decade won't just promise results — they'll make results visible.

We're not just launching a product. We're launching a new category.

■ NovaSkin Lumina Serum — See your skincare work.

Hashtags:

#NovaSkin #BeautyInnovation #BioTechBeauty #LuxurySkincare #CosmeticScience #StartupLife
#BeautyIndustry #ProductInnovation #Bioluminescence

Image Prompt:

A clean, minimalist flat-lay product shot on a white laboratory surface showing a luxury glass serum bottle