

Big Idea 1

UGC Video Scripts:

Hook 1:

If you have to dump out all your beauty products to find your favorite lipstick...

Then this isn't a makeup bag.

[hold up messy bag]

It's a makeup storage container.

Here's what a convenient makeup bag looks like in 2025...

Hook 2:

Girl, if you think putting on makeup is fun, please be my bestie.

It's a chore to dig through tangled brushes, broken compacts, and mystery tubes...

...just to get my basic foundation, mascara, and lipstick. Here's a better option...

Hook 3:

Tell me where you'll find your nude eyeshadow palette in this.

[show dirty bag]

Tell me where you'll find it in this.

[show clean bag]

It's right in your face.

Here's the simple makeup bag ladies are transitioning to in 2025...

Hook 4:

We make fun of boys for how disorganized and messy they are...

But we're the same way when it comes to makeup.

We have this bag full of 27 different products jumbled together that we have to dig through every morning to find 4 basic items.

That's why I'm transitioning to this in 2025...

Hook 5:

You have 19 seconds to grab your foundation, mascara, and lipstick.

Will you get it from here... or from here?

[show dirty bag then junkie bag]

We both know which option is better.

Hook 6 - POV view:

I need my Charlotte Tilbury foundation, where is it...

[digs through dirty bag]

No...

[digs through dirty bag]

That's not it...

[digs through dirty bag]

Not it either...

[digs through dirty bag]

Ahhhh... [throws makeup bag across the room]

There's gotta be an easier way to get my makeup.

Body 1:

If you're ok with playing hide & go seek with your makeup every morning...

Please don't watch this.

...Because there's an expandable makeup bag called Makeup Junkie Bags that keeps your beauty supplies as organized as a silverware drawer.

It opens up flat like a placemat, this way you can grab what you need in 3 seconds & go.

There's no digging through a jungle of makeup products

All bags are lovingly handmade in Texas with premium materials.

They come in 5 different sizes.

Each one holds 40+ products in perfect organization.

Plus, there's a love-it-for-life guarantee where you have the option to refund forever.

If you're ready to join the 5,365+ women who've made their makeup routine more peaceful with a beautifully organized Makeup Junkie bag...

Tap the button below to get one today!

We even have special colors to support USA!

Ad Copy:

Fun makeup question for my girlies. 🙌 🚫

Why can't putting on makeup be simpler?

No...

✗ Digging through a jungle of tangled brushes?

✗ Dumping everything onto your bathroom counter?

✗ Frantically searching for your favorite lipstick when you're already running late?

It's a mess because regular makeup bags just stuff everything together in one cramped space.

That's why 5,365+ women just like you are transitioning to Makeup Junkie bags.

It's a makeup bag that opens completely flat, so every product is organized & visible to grab in 3 seconds.

No digging through a pile of 47 products.

All our bags...

♥ Are lovingly handmade in Texas with gentle fabric.

♥ Come in 5 different sizes to fit your needs.

♥ Hold 40+ products in perfect organization.

There's also a lifetime guarantee!

When you're ready to experience a beautifully organized makeup routine...

Tap the link below to get a makeup junkie bag today!

 [<LINK>](#)

We're even offering USA colors! 

Images:

Image 1:

Makeup Bag... Or CHAOS Bag??

Image 2:

Can You Find What You Need in 10 Seconds?

<image dirty>

<clean image>

Image 3:

Makeup Ends Up Like This? You Need a Makeup
Junkie Bag

<pile of makeup products dumped out>

Image 4:

Putting On Makeup? Or Playing Hide & Go Seek
With Your Products?

Image 5:

New Way To Put On Makeup!

Old Way: Regular Makeup Bag	New Way: Makeup Junkie Bag
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Dig Through 40+ Products	Open Flat Makeup Bag
Dump Everything On Counter	See All Products Instantly
Search For 5 Minutes	Grab What You Need
Break Your Favorite Lipstick	Apply Makeup Calmly
Rush & Feel Stressed	Result: Beautiful & On Time
Result: Messy Face & Late Again	

Image 6 (gif):

[opens up messy makeup bag]

[Scream sound effect]

[opens up makeup junkie bag]

[heaven sound effect]

Big Idea 2

Big Idea:

The "Beauty Routine Sabotage" - Why Chaos Kills Confidence

Big Idea: Disorganized makeup storage is scientifically proven to increase stress and reduce self-confidence.

Supporting Facts:

- Studies show clutter increases cortisol (stress hormone)
- Rushed morning routines from disorganization affect mood
- Can't find products = skipped beauty steps = lower confidence
- Women report anxiety about forgetting items when traveling
- MJ's organization reduces decision fatigue and morning stress

Video Scripts:

Hook 1:

Makeup doesn't make you look hotter.

Not because you're ugly...

Not because your makeup is bad...

And not because you're applying it wrong.

It's because you're doing something in your beauty routine that drains your confidence...

Hook 2 - POV:

Where's my go-to nude lipstick? I have to leave in 9 minutes.

That's not it...

That's not it either.

This isn't it.

[cut scene with UCG creator over the phone]

Ladies, pause.

This stressful situation we go through every morning drains our confidence when we should be feeling beautiful and empowered.

Here's what I'm doing instead...

Hook 3:

In your makeup routine - If you do one of these 3 things...

...It's a sign you're destroying your confidence.

1. You dig through a jungle of beauty products to find what you want

[show makeup routine of digging through products]

2. You pour out everything to find one lipstick

[show makeup bag being poured out]

3. You skip makeup steps because you can't find what you need and you're already running late

[show women walking out of bathroom mad]

Those all destroy your confidence...

...here's why & what to do about it in 2025.

Hook 4:

Makeup bags are a toxic relationship.

You think it makes you beautiful...

But with the stress of digging through 29 different products, broken compacts, and dried-out mascara every morning...

It subconsciously makes you feel worse about yourself.

Here's what women are transitioning to in 2025...

Hook 5:

Makeup race.

Start the timer... you have 7 minutes to put on foundation, concealer, mascara, and lipstick.

Who wins?

Your stress levels do.

They're through the roof trying to search, scramble, and settle for whatever you can.

Here's what I'm transitioning to instead...

Hook 6:

This is my face in 2024 with the old way of putting on makeup.

[show unconfident - not happy face]

This is in 2025 with my new way.

[show confident - happy face]

Almost nothing changed.

Same makeup, same face, and same routine.

The only difference was this...

Body 1 - POV view:

First... can you tell me where your MAC Ruby Woo lipstick is here?

[show messy bag]

Likely not.

But you need to know to get your signature red lip look on.

And shoot, you only have 9 minutes before you leave for work.

[show clock on your hand]

You dig through the pit of craziness in your makeup bag...

Dump it on the ground...

Just for you to find your lipstick rolled under your bathroom cabinet with the cap cracked.

[show lipstick rolled under cabinet & cracked]

Fine?

Not for your stress levels. They're now through the roof..

...And according to research, high stress levels spike your cortisol, levels resulting in less confidence

So, even though you put all this makeup on to look beautiful...

You don't feel that way because of the stress you just experienced to get there.

All because this stupid makeup bag is so unorganized.

That's why 5,693+ women are transitioning to Makeup Junkie Bags.

It's an expandable flat-lay makeup bag that opens up completely flat like a placemat...

This way, you can grab what you need in 3 seconds.

No digging through a pile of 47 products.

But most importantly? No stress.

So you can begin each morning feeling confident and beautiful - because you deserve it.

If you want to experience stress free makeup mornings, tap the button below to get a Makeup Junkie Bag today.

All bags are lovingly handmade in Texas with gentle fabric.

They come in 5 different sizes to fit your exact needs.

Each bag expands to hold 40+ products while laying flat.

Plus, there's a love-it-for-life promise - if at any point you don't absolutely love your bag, simply email us and we'll happily refund every penny.

If you're ready to join the 5,693+ women experiencing a stress-free makeup morning...

Click the link below to get a Makeup Junkie bag today and start feeling more confident!

They even have USA colors in stock!

Ad Copy:

Do this when putting on makeup? It's a sign you have low confidence. 🙅

How stressful is putting on makeup on a scale from 1-10? 🚫

For most women?

If they have a makeup bag filled with 27 different products...

...and they only have 8 minutes to put everything on...

The answer? 10. Extremely stressful.

According to research, stress is directly correlated to decreased self-esteem.

So even if your makeup makes you “look good” on the outside...

The stress from putting it on will sabotage your confidence on the inside.

This is why 5,693+ women are turning to Makeup Junkie Bags.

It's a makeup bag that opens completely flat, so every single product is visible in 3 seconds.

So no...

- ✗ Frantically digging through a 27+ products
- ✗ Dumping everything onto your bathroom counter
- ✗ Starting your day feeling frazzled and behind

Just a peaceful makeup routine that empowers you with confidence.

All our Makeup Junkie Bags...

♥ Are lovingly handmade in Texas with gentle fabric.

♥ Come in 5 different sizes to fit your needs.

♥ Hold 40+ products.

There's also a love-it-for-life guarantee! You're always available to refund!

Ready for stress-free makeup mornings that leave you feeling confident and beautiful?

Tap the link below to get a Makeup Junkie Bag today!

👉 [<LINK>](#)

We're even offering USA colors! 🇺🇸

Image Creatives:

Image 1:

How Stressful Does This Look?

<image of messy bag>

It doesn't have to be like this with Makeup Junkie Bag

Image 2:

The Easiest Way To Find Your Makeup Products?

<dirty bag>

<expandable bag>

Image 3:

How To Make Morning Makeup Stressful. 📌

<image of messy bag>

Get a Makeup Junkie Bag Today! →

Image 4:

Escape The Makeup Bag Dark Hole With
Makeup Junkie Bag

Big Idea 3

Big Idea:

The "Hidden Makeup Tax" - How Bad Bags Cost You \$500+ Per Year

Big Idea: Poor makeup bag design is secretly costing women hundreds of dollars annually in wasted products, time, and replacements.

Supporting Facts:

- Products spill and break in traditional bags (documented in their demos)
- Time wasted searching = opportunity cost
- Buying duplicates of "lost" products in messy bags
- Replacing broken/spilled makeup
- TSA confiscations from poor travel organization
- MJ bags prevent all these costs with spill-proof, organized design

Video Scripts:

Hook 1:

[video of makeup spilling in a traditional makeup bag]

There goes my \$92 Charlotte Tilbury Airbrush Flawless Foundation.

I never lost products, broke compacts, or wasted expensive makeup again once I did this...

Hook 2 - POV:

Ahhhhh my entire \$340 Sephora haul is covered with leaked foundation and broken eyeshadow powder.

[open up bag & show how something spilled]

Hook 3:

This makeup list shows all the products I've either lost, broken, or had to repurchase in 2024.

[show list of products & prices]

But now in 2025?

That list is empty because I transitioned my makeup bag to this...

Hook 4:

How many times do I have to shake this traditional makeup bag for something to break?

The answer would be 1 if you asked me a year ago when I used a regular zippered pouch.

But now that I'm using this...

[hold up product]

...you can shake it unlimited times & nothing will break.

Here's how...

Hook 5:

Girl, I just bought this new Tom Ford lipstick for \$195 dollars — WTF.

[open up bag to show the lipstick spilled everywhere]

Oh my gosh, it spilled all over the freakin place cause of this stupid makeup bag.

I'm never using this bag...

Body 1:

Girl, does this annoy you?

[video of spilling makeup]

It annoys my wallet.

From the amount of expensive products that would either spill, get lost, or break from this "jam packed" makeup bag...

I've lost over \$607 in 2024.

If I could just grab what I needed from an organized, protective bag, there'd never be any spilling, breaking, or buying products twice.

I'd save sooooo much money.

That's exactly I'm doing with my Makeup Junkie Bag in 2025.

It's an expandable flat-lay design that opens up completely like a placemat - this way you can just grab exactly what you need & go.

This way... your makeup is all organized so there's no spilling, losing \$50 foundations, or repurchasing products you already own but can't find.

If you want a makeup junkie bag today, tap the button below to get one now.

All bags are lovingly handmade in Texas with protective, spill-proof lining.

They come in 5 different sizes to fit your collection perfectly.

Each bag safely holds 40+ products without any risk of damage.

Plus there's a love-it-for-life promise - if you ever want your money back, send them a message, and they'll refund every penny.

If you're ready to join the 5,365+ women who've stopped wasting money on broken and lost makeup with a protective Makeup Junkie bag...

Tap the button to get a bag today & start saving money.

They even have USA colors in stock!

Ad Copy:

 Red flag 99.2% of women ignore with their makeup bag.

Opening up your bag to find your \$85 foundation leaked everywhere...

Smashed \$45 eyeshadow palettes...

Even worse? Your \$120 Charlotte Tilbury lipstick completely destroyed.

How much money have you lost from broken, spilled, or repurchased products?

Me? \$602 in 2024 alone.

That's why me & 5,352+ women are transitioning to Makeup Junkie Bags.

It's an expandable makeup bag that opens completely flat so you can see & grab all your products in 3 seconds.

But more importantly?

Stores all beauty products without having to worry about spills, breaks, or damage.

Aka: Saving you money from safe & simple makeup bag protection.

All bags are...

♥ Are lovingly handmade in Texas with gentle fabric.

♥ Come in 5 different sizes to fit your needs.

♥ Hold 40+ products.

They even offer a lifetime guarantee!

When you're ready to save money from having a safe makeup storage solution...

Tap the link below to get your hands on a makeup junkie bag to store all your expensive beauty products!

👉 [<LINK>](#)

We're even offering USA colors! 🇺🇸

Images:

Image 1:

My Makeup Bag Lost Me \$582.53

La Mer The Foundation - \$195.00

Tom Ford Lipstick Collection (5 shades) - \$290.00

Charlotte Tilbury Complete Makeup Kit - \$97.00

**The “safe” makeup bag 5,635+ women are transitioning to in
2025**

Image 2:

Never See This Again With Makeup Junkie Bags

<image of broken bag>

Image 3:

Makeup Junkie Bags Don't Just Save You
Time...

...they save your products

<image of broken products in a case with an x over it>

Image 4:

Keep Your Makeup Safe & Organized

<image of bag & it organized>