



SHOOT BRIEF

Holistic Therapy

Keyword Code: **HOLISEP17**

Themes involving holistic or alternative therapies are not only popular in customer searches, but also always in need of updating based on current trends and styles. The shot list below is especially useful, being that you can incorporate many of these ideas as an extra supplement in any lifestyle shoot.

Shot List Thought-Starters:

- Yoga – Individual
- Yoga – Class
- Meditation
- Acupuncture
- Reflexology
- Rubbing essential oils into the skin
- Reiki
- Massage
- Growing herbs
- Using a juicer
- Mortar and pestle – crushing herbs
- Medicinal marijuana dispensaries, farms, treatment, and usage
- Close up of hand rubbing sore joints, shoulder, lower back
- Portraits

Suggested Keywords: Mindfulness, Healthy Lifestyle, Wellbeing, Exercise, Alternative Medicine, Holistic Therapy, Relaxation, Comfort, Relief

Typical Users: Pharmaceutical, Hospitals, Food and Beverage, Insurance Providers, Health and Beauty Industries

Holistic Therapy

Pro-Tip:

It's important to take an opportunistic approach to your shoots, especially when wonderful things happen outside of your control. Allow spontaneity to happen with your actors. Authenticity demands that you take an attitude with your work that coats the banalities of everyday life with an aspirational gloss.

Location Diversity: Urban, suburban, and rural interiors and exteriors.

Casting Considerations: Age, gender, and race diversity. Authenticity and diversity will play an important role in the success of your shoot. "Real" body types recommended.

Before You Shoot:

- Please check what content already exists in the Pond5 marketplace
- Think about a visual approach that will result in new and fresh footage

Submission Checklist:

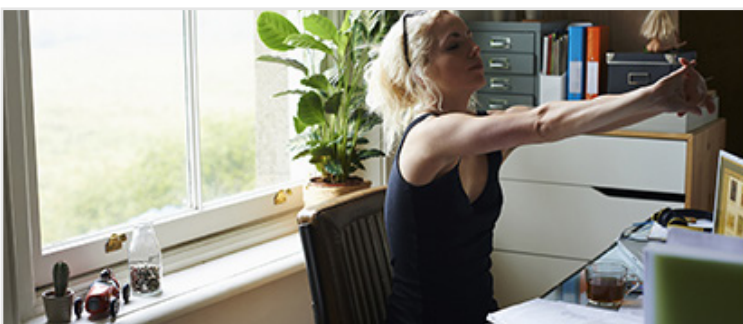
- Remember to tag your clips with the keyword code: **HOLISEP17**
- Have all **property** and **model releases** filled out and submitted
- No logos or brands may be visible in any of the clips
- Don't forget to add any applicable conceptual keywords

Check Out These Additional Pond5 Shoot Briefs:



SHOOT BRIEF

Heroes >



SHOOT BRIEF

Telecommuting >