

BREEZE BALM

SS / 26

THE ULTRA RICH LIP BALM LOOKBOOK

CRUSH SEASON

a summer dipped in watermelon.

LARGER THAN SUMMER ITSELF.

One shade. One feeling. Watermelon Crush.

Breeze Balm goes monumental. We took the Ultra Rich Lip Balm and blew it up to the scale of the season — sand underfoot, salt in the air, and a glow that refuses to quit.

The campaign trades polish for presence: bare skin, wet hair, and a coral tube you simply cannot miss. Beauty, sized like a billboard for your beach bag.

A woman with dark hair, wearing a black bikini and a white towel draped over her shoulder, stands on a sandy beach. She is leaning against a giant, oversized tube of BreezeBalm lip balm. The tube is coral-colored with a white cap and features the brand name 'BREEZEBALM' in large white letters. Below the brand name, it says 'ULTRA RICH LIP BALM' and 'Watermelon Crush'. The background shows the ocean and a clear blue sky.

BREEZEBALM[®]

ULTRA RICH
LIP BALM

Watermelon Crush

*“The hero shot,
scaled to the sun.”*

03





BREEZZBALM

THE PRODUCT

ULTRA RICH LIP BALM

Watermelon Crush

Weightless, high-shine moisture

A juicy wash of watermelon tint

Melts in, never sticky

Made for sun, salt & reapplication





01 · THE MACRO



02 · HERO / RIGHT



03 · HERO / LEFT



04 · GOLDEN HOUR



05 · THE DETAIL

*Coral, salt
& high shine.*

BREEZE BALM

Crush Season

ART DIRECTION & AI PRODUCTION

ANGIE PÉREZ — @ANGIEPEREZEER

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