

FrameGen

AI Product Photography — Prompt Library

12 director-level master prompts, negative prompts, and JSON specs reverse-engineered from the FrameGen visual campaign — covering product-only hero shots, lifestyle scenes, and model-led beauty portraits.

Framegen Studio — Visual DNA Prompt System

SCENE 01

The White Background Hero



MASTER PROMPT

Close-up product hero shot of a single glossy pastel powder-blue pebble-shaped jar, smooth two-lobed ceramic form with a softly domed lid, centered on a seamless white-to-pale-grey backdrop with no props. The only legible text is a small clean “FrameGen” wordmark in thin coral-red lettering, no other text anywhere in frame. Shot on a 100mm macro lens at f/9, slight three-quarter angle revealing the jar’s rounded dimensionality, full sharpness edge to edge. Lit with flat, soft, even front-diffused studio light from a large overhead softbox, neutral 5500K white balance, one soft specular highlight rolling across the glossy dome, faint contact shadow beneath. Surface reads smooth and premium against the flat seamless backdrop. Composition is centered with generous negative space. Styled like high-end e-commerce and beauty-retail catalog photography. Evoking quiet, covetable simplicity.

NEGATIVE PROMPT

no extra text, no logos other than FrameGen, no colored background, no harsh shadows, no warped jar shape, no plastic-looking AI sheen, no props, no people

JSON VERSION

```
{
  "subject": "Single glossy powder-blue FrameGen jar, isolated product hero shot",
  "product_dna": "two-lobed pebble jar form, glossy ceramic finish, powder-blue colorway, soft specular highlight",
  "text_treatment": "FrameGen wordmark only, thin coral-red lettering, no other text",
  "camera": {
    "shot_type": "close-up product hero",
    "lens": "100mm macro",
    "aperture": "f/9",
    "angle": "slight three-quarter"
  },
  "lighting": {
    "source": "overhead softbox",
    "direction": "flat front-diffused",
    "quality": "soft, even",
    "temperature": "neutral 5500K"
  },
  "color_palette": [
    "powder blue",
    "white",
    "coral red accent"
  ],
  "composition": "centered, generous negative space",
}
```

```
"style_reference": "high-end e-commerce / beauty retail catalog photography",  
"mood": "quiet, premium, covetable",  
"negative_prompt": "no extra text, no extra logos, no colored background, no harsh shadows, no warped form, no  
plastic AI sheen, no props, no people"  
}
```

SCENE 02

The Overflowing Basket



MASTER PROMPT

Full shot of a dozen glossy pastel powder-blue pebble-shaped FrameGen jars piled and overflowing inside a white powder-coated wire basket, each jar reading the small clean “FrameGen” wordmark in coral-red, no other text in frame. Shot straight-on at eye level, 100mm macro lens at f/9 for edge-to-edge sharpness across every jar. Lit with flat, soft, even front-diffused studio light, neutral 5500K, gentle highlights rolling across the glossy domes, soft contact shadow beneath the basket on a seamless white-to-pale-grey backdrop. Composition centered and symmetrical, generous negative space surrounding the basket, products spilling slightly over the rim for an abundant feel. Styled like high-end e-commerce catalog photography. Evoking clean abundance.

NEGATIVE PROMPT

no extra text, no logos other than FrameGen, no colored background, no harsh shadows, no warped shapes, no plastic-looking AI sheen, no props, no people

JSON VERSION

```
{
  "subject": "Dozen glossy powder-blue FrameGen jars piled in a white wire basket",
  "product_dna": "two-lobed pebble jar form, glossy ceramic finish, powder-blue colorway",
  "text_treatment": "FrameGen wordmark only, coral-red, repeated per jar, no other text",
  "camera": {
    "shot_type": "full shot, product hero",
    "lens": "100mm macro",
    "aperture": "f/9",
    "angle": "eye-level, straight-on"
  },
  "lighting": {
    "source": "overhead softbox",
    "direction": "flat front-diffused",
    "quality": "soft, even",
    "temperature": "neutral 5500K"
  },
  "color_palette": [
    "powder blue",
    "white",
    "coral red accent"
  ],
  "composition": "centered, symmetrical, generous negative space, products overflowing rim",
  "style_reference": "high-end e-commerce / beauty retail catalog photography",
  "mood": "clean, abundant, premium",
  "negative_prompt": "no extra text, no extra logos, no colored background, no harsh shadows, no warped forms, no
```

```
plastic AI sheen, no props, no people"  
}
```

SCENE 03

The Bathtub Edge



MASTER PROMPT

High-angle three-quarter shot into the corner of a pastel powder-blue tiled bathtub, a single glossy FrameGen jar resting on the wet tile ledge at the water's edge, fine droplets beaded across its glossy surface. Only legible text is the "FrameGen" wordmark in coral-red. Shot on a 35mm lens at f/2.8, shallow depth of field keeping the jar sharp while sponge, soap, and caddy blur softly in the background. Lit with soft natural daylight from upper-left, cool-neutral, gentle reflections on bathwater and tile, no harsh shadows. Materials wet and tactile: glossy jar beaded with condensation, matte powder-blue tile with white grout, still water with soft reflections, a tortoiseshell comb in the foreground for scale. Monochromatic palette — tile, water, and product pulled into the same powder-blue family. Composition asymmetrical, jar in the right third, comb as foreground leading line. Styled like premium DTC bath-and-body editorial. Evoking quiet, hydrating calm.

NEGATIVE PROMPT

no extra text, no logos other than FrameGen, no second product, no warm tones breaking the palette, no harsh shadows, no dry product surface, no people, no plastic-looking AI sheen

JSON VERSION

```
{
  "subject": "Single glossy FrameGen jar resting on a wet tiled bathtub ledge",
  "product_dna": "two-lobed pebble jar form, glossy ceramic finish, beaded water droplets",
  "text_treatment": "FrameGen wordmark only, coral-red, no other text",
  "camera": {
    "shot_type": "high-angle three-quarter product-in-scene",
    "lens": "35mm",
    "aperture": "f/2.8",
    "angle": "elevated, looking into tub corner"
  },
  "lighting": {
    "source": "natural window light, upper left",
    "direction": "soft diffused side light",
    "quality": "soft, gentle reflections",
    "temperature": "cool-neutral daylight"
  },
  "color_palette": [
    "powder blue",
    "white grout",
    "coral red accent"
  ],
  "composition": "asymmetrical, jar right third, comb foreground leading line",
}
```

```
"style_reference": "premium DTC bath-and-body editorial photography",  
"mood": "quiet, hydrating, spa-like calm",  
"negative_prompt": "no extra text, no extra logos, no second product, no warm tones, no harsh shadows, no dry  
product surface, no people, no plastic AI sheen"  
}
```

SCENE 04

The Floating Arrangement



MASTER PROMPT

Six glossy FrameGen jars caught mid-air at varied tumbling angles against a seamless white-to-pale-grey backdrop, one open and tilted to reveal smooth creamy product texture inside. Only legible text the “FrameGen” wordmark in coral-red. Shot on a 90mm macro lens at f/8, eye-level, no distortion, crisp sharpness across every jar regardless of depth. Lit with soft, even diffused overhead light, neutral 5500K, gentle soft-edged shadows beneath each jar, no harsh hotspots. Composition scattered and asymmetrical, jars overlapping across foreground, midground, and background for rhythm, generous negative space at the edges. Styled like premium DTC levitation product photography. Evoking playful, weightless energy.

NEGATIVE PROMPT

no extra text, no logos other than FrameGen, no colored background, no motion blur, no harsh shadows, no warped jar shapes, no plastic-looking AI sheen, no props, no people

JSON VERSION

```
{
  "subject": "Six glossy FrameGen jars floating mid-air, one open showing cream texture",
  "product_dna": "two-lobed pebble jar form, glossy ceramic finish, powder-blue colorway",
  "text_treatment": "FrameGen wordmark only, coral-red, no other text",
  "camera": {
    "shot_type": "dynamic floating product arrangement",
    "lens": "90mm macro",
    "aperture": "f/8",
    "angle": "eye-level, no distortion"
  },
  "lighting": {
    "source": "overhead softbox",
    "direction": "even diffused top light",
    "quality": "soft, gentle shadows",
    "temperature": "neutral 5500K"
  },
  "color_palette": [
    "powder blue",
    "white",
    "coral red accent"
  ],
  "composition": "scattered, asymmetrical, overlapping depth, generous negative space",
  "style_reference": "premium DTC beauty levitation product photography",
  "mood": "playful, elevated, effortless",
  "negative_prompt": "no extra text, no extra logos, no colored background, no motion blur, no harsh shadows, no"
```

warped forms, no plastic AI sheen, no props, no people"
}

SCENE 05

The Pedestal Trio



MASTER PROMPT

Wide editorial shot of three glossy FrameGen jars in varying sizes — small, tall, small — lined along the front edge of a pale grey geometric pedestal cube. Only legible text the “FrameGen” wordmark in coral-red. Shot on a 65mm lens at f/5.6, slightly elevated three-quarter angle looking across the pedestal edge, all three jars sharp while the cube’s far edge softens into shadow. Lit with soft diffused light from upper-left, neutral cool-grey, subtle gradient falloff, gentle highlights on glossy curves. Composition architectural and minimal, products in the lower-right third, pedestal’s vertical edge as a strong graphic line, generous negative space above. Styled like premium minimalist sculptural product editorial. Evoking refined quiet luxury.

NEGATIVE PROMPT

no extra text, no logos other than FrameGen, no colored background, no busy props, no harsh shadows, no warped shapes, no plastic-looking AI sheen, no people, no clutter

JSON VERSION

```
{
  "subject": "Three glossy FrameGen jars of varying sizes on a grey pedestal cube edge",
  "product_dna": "two-lobed pebble jar form, glossy ceramic finish, varying scale",
  "text_treatment": "FrameGen wordmark only, coral-red, no other text",
  "camera": {
    "shot_type": "wide editorial sculptural shot",
    "lens": "65mm",
    "aperture": "f/5.6",
    "angle": "slightly elevated three-quarter"
  },
  "lighting": {
    "source": "diffused studio light, upper left",
    "direction": "soft directional, gradient falloff",
    "quality": "soft, even",
    "temperature": "neutral cool-grey"
  },
  "color_palette": [
    "powder blue",
    "pale grey",
    "coral red accent"
  ],
  "composition": "architectural, products lower-right third, strong vertical edge, negative space",
  "style_reference": "premium minimalist sculptural product editorial",
  "mood": "refined, confident, quiet luxury",
  "negative_prompt": "no extra text, no extra logos, no colored background, no busy props, no harsh shadows, no
```

warped forms, no plastic AI sheen, no people, no clutter"
}

SCENE 06

The Profile Hold



MASTER PROMPT

Close-up profile portrait of a woman with wet, slicked-back dark hair and dewy glowing skin, head turned fully to the side in a calm three-quarter profile, eyes looking forward off-frame. She holds a single glossy FrameGen jar up at her chin with one hand, fingers curled beneath its base. Only legible text the small “FrameGen” wordmark in coral-red on the jar’s front. Shot on an 85mm lens at f/2.8, eye-level, shallow depth of field with face and jar both sharp, bare shoulder softening slightly at the edge. Lit with soft, even diffused studio light from camera-front, neutral white balance, gentle highlight sheen on cheekbone, nose bridge, and the jar’s glossy curve, minimal shadow. Skin reads luminous and tactile, visible pore detail, against the smooth glossy product surface. Composition centered-vertical, plain seamless off-white backdrop, generous negative space. Styled like premium clean-beauty editorial photography. Evoking calm, composed elegance.

NEGATIVE PROMPT

no extra text, no logos other than FrameGen, no heavy makeup, no colored background, no harsh shadows, no plastic-looking AI sheen, no warped jar shape, no second product

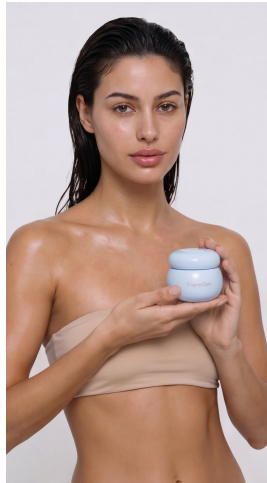
JSON VERSION

```
{
  "subject": "Profile portrait, woman holding a single FrameGen jar at her chin",
  "character_dna": "wet slicked-back dark hair, dewy glowing skin, calm profile gaze",
  "product_dna": "two-lobed pebble jar form, glossy ceramic finish, powder-blue",
  "text_treatment": "FrameGen wordmark only, coral-red, no other text",
  "camera": {
    "shot_type": "close-up profile beauty portrait",
    "lens": "85mm",
    "aperture": "f/2.8",
    "angle": "eye-level"
  },
  "lighting": {
    "source": "diffused studio light, camera-front",
    "direction": "even front light",
    "quality": "soft, gentle highlight sheen",
    "temperature": "neutral white"
  },
  "color_palette": [
    "powder blue",
    "off-white",
    "warm skin tone",
    "coral red accent"
  ]
}
```

```
],  
  "composition": "centered-vertical, generous negative space, plain backdrop",  
  "style_reference": "premium clean-beauty editorial photography",  
  "mood": "calm, composed elegance",  
  "negative_prompt": "no extra text, no extra logos, no heavy makeup, no colored background, no harsh shadows, no  
plastic AI sheen, no warped jar shape, no second product"  
}
```

SCENE 07

The Two-Hand Cradle



MASTER PROMPT

Front-facing close-up portrait of a woman with wet, slicked-back dark hair, dewy sun-warmed skin, hazel eyes looking directly into camera with a calm, neutral expression. Bare shoulders wrapped in a nude strapless wrap, both hands cradling a single glossy FrameGen jar at chest height, fingers wrapped gently around its curved body. Only legible text is the small clean “FrameGen” wordmark in coral-red on the jar’s front, rendered crisp and fully legible, no other text or distortion anywhere in frame. Shot on an 85mm lens at f/3.2, eye-level, straight-on camera, shallow depth of field keeping face, hands, and jar all sharp. Lit with soft, even diffused studio light from camera-front, neutral white balance, gentle highlight sheen on skin and the jar’s glossy curve, minimal shadow. Composition centered and symmetrical, plain seamless off-white backdrop, generous negative space around the subject. Styled like premium clean-beauty campaign photography. Evoking calm, confident self-possession.

NEGATIVE PROMPT

no extra text, no logos other than FrameGen, no garbled or distorted lettering, no heavy makeup, no colored background, no harsh shadows, no plastic-looking AI sheen, no warped jar shape, no second product

JSON VERSION

```
{
  "subject": "Front-facing portrait, woman cradling a single FrameGen jar with both hands at chest height",
  "character_dna": "wet slicked-back dark hair, hazel eyes, dewy sun-warmed skin, nude strapless wrap",
  "product_dna": "two-lobed pebble jar form, glossy ceramic finish, powder-blue",
  "text_treatment": "FrameGen wordmark only, coral-red, crisp and fully legible, no distortion, no other text",
  "camera": {
    "shot_type": "front-facing close-up portrait",
    "lens": "85mm",
    "aperture": "f/3.2",
    "angle": "eye-level, straight-on"
  },
  "lighting": {
    "source": "diffused studio light, camera-front",
    "direction": "even front light",
    "quality": "soft, gentle highlight sheen",
    "temperature": "neutral white"
  },
  "color_palette": [
    "powder blue",
    "off-white",
    "warm skin tone",
    "coral red accent"
  ]
}
```

```
],  
  "composition": "centered, symmetrical, generous negative space",  
  "style_reference": "premium clean-beauty campaign photography",  
  "mood": "calm, confident self-possession",  
  "negative_prompt": "no extra text, no extra logos, no garbled lettering, no heavy makeup, no colored  
background, no harsh shadows, no plastic AI sheen, no warped jar shape, no second product"  
}
```

SCENE 08

The Hand-Held Close-Up



MASTER PROMPT

Extreme close-up product-in-hand shot, a single hand holding a glossy FrameGen jar up at chest height against a plain seamless white-to-pale-grey backdrop, fingers wrapped naturally around its base, thumb resting near the lid seam. Only legible text the “FrameGen” wordmark in coral-red on the jar’s front, large and clearly legible. Shot on a 100mm macro lens at f/4, straight-on eye-level camera, shallow depth of field with the jar and fingers in crisp focus while the wrist softens slightly toward the bottom of frame. Lit with soft, even diffused studio light from camera-front, neutral white balance, a clean specular highlight rolling across the jar’s glossy dome, minimal shadow. Skin reads natural and tactile, visible texture and fine lines on fingers, against the smooth glossy ceramic-plastic jar surface. Composition centered, jar filling the upper two-thirds of frame, generous negative space below. Styled like premium DTC product-demo photography. Evoking tactile, hands-on trust.

NEGATIVE PROMPT

no extra text, no logos other than FrameGen, no colored background, no harsh shadows, no plastic-looking AI sheen, no warped jar shape, no second product, no jewelry

JSON VERSION

```
{
  "subject": "Single hand holding a glossy FrameGen jar against a plain backdrop",
  "product_dna": "two-lobed pebble jar form, glossy ceramic finish, powder-blue",
  "text_treatment": "FrameGen wordmark only, coral-red, large and legible, no other text",
  "camera": {
    "shot_type": "extreme close-up product-in-hand",
    "lens": "100mm macro",
    "aperture": "f/4",
    "angle": "straight-on, eye-level"
  },
  "lighting": {
    "source": "diffused studio light, camera-front",
    "direction": "even front light",
    "quality": "soft, clean specular highlight",
    "temperature": "neutral white"
  },
  "color_palette": [
    "powder blue",
    "off-white",
    "skin tone",
    "coral red accent"
  ],
}
```

```
"composition": "centered, jar filling upper two-thirds, negative space below",
"style_reference": "premium DTC product-demo photography",
"mood": "tactile, hands-on trust",
"negative_prompt": "no extra text, no extra logos, no colored background, no harsh shadows, no plastic AI sheen, no warped jar shape, no second product, no jewelry"
}
```

SCENE 09

The Extreme Close-Up



MASTER PROMPT

Extreme close-up beauty macro shot, cropped tight on a woman's eye, brow, and upper cheek, wet slicked-back dark hair grazing the frame's edge, dewy glowing skin with visible pore detail and fine peach-fuzz texture. A single glossy FrameGen jar is held just below the frame, its rounded lid resting gently against her jawline, two fingers steadying it from below. Only legible text the small "FrameGen" wordmark in coral-red visible on the jar's front edge. Shot on a 100mm macro lens at f/2.8, extremely shallow depth of field with the eye and brow razor-sharp while the jar softens slightly at the very edge of focus. Lit with soft, even diffused studio light from camera-front, neutral white balance, a glossy highlight sheen tracing the cheekbone and the jar's curve, minimal shadow. Composition tight and asymmetrical, eye positioned in the upper third, jar entering from the lower-left corner. Styled like premium skincare macro editorial. Evoking intimate, microscopic trust in the product.

NEGATIVE PROMPT

no extra text, no logos other than FrameGen, no heavy makeup, no colored background, no harsh shadows, no plastic-looking AI sheen, no warped jar shape, no second product

JSON VERSION

```
{
  "subject": "Extreme close-up macro of eye, brow, and cheek with a FrameGen jar entering lower frame",
  "character_dna": "wet slicked-back dark hair, dewy glowing skin, visible pores and peach fuzz",
  "product_dna": "two-lobed pebble jar form, glossy ceramic finish, powder-blue",
  "text_treatment": "FrameGen wordmark only, coral-red, no other text",
  "camera": {
    "shot_type": "extreme close-up beauty macro",
    "lens": "100mm macro",
    "aperture": "f/2.8",
    "angle": "tight, asymmetrical"
  },
  "lighting": {
    "source": "diffused studio light, camera-front",
    "direction": "even front light",
    "quality": "soft, glossy highlight sheen",
    "temperature": "neutral white"
  },
  "color_palette": [
    "powder blue",
    "off-white",
    "warm skin tone",
    "coral red accent"
  ]
}
```

```
],  
  "composition": "tight, asymmetrical, eye upper third, jar lower-left corner",  
  "style_reference": "premium skincare macro editorial",  
  "mood": "intimate, microscopic trust",  
  "negative_prompt": "no extra text, no extra logos, no heavy makeup, no colored background, no harsh shadows, no  
plastic AI sheen, no warped jar shape, no second product"  
}
```

SCENE 10

The Back-View Examination



MASTER PROMPT

Medium close-up shot from behind a woman with long, wet dark hair cascading down her bare back, head turned slightly to profile as she holds a single glossy FrameGen jar up at eye level with one hand, examining it thoughtfully. Only legible text the small “FrameGen” wordmark in coral-red visible on the jar’s front. Shot on an 85mm lens at f/3.5, eye-level camera positioned slightly behind and to the side, shallow depth of field with the raised hand and jar sharp while the hair and back soften gently. Lit with soft, even diffused studio light from camera-front, neutral white balance, a clean highlight on the jar’s glossy curve and along damp hair strands, minimal shadow. Composition asymmetrical, subject positioned left of frame, jar and raised arm creating a diagonal line toward the upper right, generous negative space filling the right two-thirds. Styled like premium clean-beauty campaign photography. Evoking quiet curiosity and considered ritual.

NEGATIVE PROMPT

no extra text, no logos other than FrameGen, no colored background, no harsh shadows, no plastic-looking AI sheen, no warped jar shape, no visible face, no second product

JSON VERSION

```
{
  "subject": "Back-view shot, woman holding a single FrameGen jar up at eye level",
  "character_dna": "long wet dark hair, bare back, profile turn, no visible face",
  "product_dna": "two-lobed pebble jar form, glossy ceramic finish, powder-blue",
  "text_treatment": "FrameGen wordmark only, coral-red, no other text",
  "camera": {
    "shot_type": "medium close-up from behind",
    "lens": "85mm",
    "aperture": "f/3.5",
    "angle": "eye-level, slightly behind/side"
  },
  "lighting": {
    "source": "diffused studio light, camera-front",
    "direction": "even front light",
    "quality": "soft, clean highlight",
    "temperature": "neutral white"
  },
  "color_palette": [
    "powder blue",
    "off-white",
    "warm skin tone",
    "coral red accent"
  ]
}
```

```
],  
  "composition": "asymmetrical, subject left, diagonal arm line, negative space right",  
  "style_reference": "premium clean-beauty campaign photography",  
  "mood": "quiet curiosity, considered ritual",  
  "negative_prompt": "no extra text, no extra logos, no colored background, no harsh shadows, no plastic AI  
sheen, no warped jar shape, no visible face, no second product"  
}
```

SCENE 11

The One-Eye Cover



MASTER PROMPT

Tight close-up beauty portrait of a woman with wet, slicked-back dark hair and glistening dewy skin, one eye fully covered by a single glossy FrameGen jar held up to her face, fingers wrapped around the jar's lower curve, the other eye looking directly into camera with a calm, confident gaze. Only legible text the small "FrameGen" wordmark in coral-red on the jar's front. Shot on an 85mm lens at f/4, straight-on eye-level camera, shallow depth of field with both face and jar in crisp focus while bare shoulders fall softly out of focus. Lit with flat, soft, even front-diffused studio light, neutral white balance, minimal shadow, clean highlights catching cheekbones, collarbone, and the jar's glossy curve. Skin reads real and tactile, visible pores, dewy sheen, against the glossy smooth jar surface. Composition centered and symmetrical, plain seamless white-to-pale-grey backdrop, generous negative space at the edges. Styled like premium skincare/beauty campaign photography. Evoking fresh, quietly self-assured intimacy.

NEGATIVE PROMPT

no extra text, no logos other than FrameGen, no makeup, no jewelry, no colored background, no harsh shadows, no warped jar shape, no plastic-looking AI sheen, no dry skin, no second product

JSON VERSION

```
{
  "subject": "Close-up portrait, woman covering one eye with a single FrameGen jar held in hand",
  "character_dna": "wet slicked-back dark hair, dewy skin, no makeup, bare shoulders",
  "product_dna": "two-lobed pebble jar form, glossy ceramic finish, powder-blue",
  "text_treatment": "FrameGen wordmark only, coral-red, no other text",
  "camera": {
    "shot_type": "tight close-up beauty portrait",
    "lens": "85mm",
    "aperture": "f/4",
    "angle": "straight-on, eye-level"
  },
  "lighting": {
    "source": "diffused studio light",
    "direction": "flat front light",
    "quality": "soft, clean highlights",
    "temperature": "neutral white"
  },
  "color_palette": [
    "powder blue",
    "skin tone warm-neutral",
    "coral red accent"
  ],
}
```

```
"composition": "centered, symmetrical, generous negative space",  
"style_reference": "premium skincare/beauty campaign photography",  
"mood": "fresh, quietly self-assured intimacy",  
"negative_prompt": "no extra text, no extra logos, no makeup, no jewelry, no colored background, no harsh  
shadows, no warped jar shape, no plastic AI sheen, no dry skin, no second product"  
}
```

SCENE 12

The Chin-Resting Cradle



MASTER PROMPT

Close-up editorial beauty portrait of a woman with wet, slicked-back dark hair, glowing dewy skin, hazel eyes looking off-camera in quiet contemplation, a small gold stud earring visible. Head tilted slightly downward, chin grazing the rounded top of a single glossy FrameGen jar cradled upright in her own clasped hands beneath it, fingers interlaced around its curved base, a delicate ring catching soft light. Only legible text the small “FrameGen” wordmark in coral-red on the jar’s front. Shot on a 90mm lens at f/2.5, eye-level camera angled slightly from below, shallow depth of field with face, hands, and jar all in crisp focus while bare shoulders soften slightly at the edges. Lit with soft, even diffused studio light from camera-front, neutral cool-white, a glossy highlight sheen catching cheekbones, nose bridge, lips, and the jar’s rounded curves, minimal shadow. Composition tight and centered, the jar anchoring the lower-middle frame between chin and hands, plain seamless off-white backdrop, generous negative space above the head. Styled like premium clean-beauty campaign photography. Evoking calm, tender, quietly luminous self-care.

NEGATIVE PROMPT

no extra text, no logos other than FrameGen, no tube shape, no heavy makeup, no colored background, no harsh shadows, no plastic-looking AI sheen, no warped jar shape, no second product, no busy props

JSON VERSION

```
{
  "subject": "Close-up portrait, woman resting chin near a single FrameGen jar cradled in clasped hands",
  "character_dna": "wet slicked-back dark hair, hazel eyes, dewy glowing skin, gold stud earring",
  "product_dna": "two-lobed pebble jar form, glossy ceramic finish, powder-blue",
  "text_treatment": "FrameGen wordmark only, coral-red, no other text",
  "camera": {
    "shot_type": "close-up editorial beauty portrait",
    "lens": "90mm",
    "aperture": "f/2.5",
    "angle": "eye-level, slightly from below"
  },
  "lighting": {
    "source": "diffused studio light, camera-front",
    "direction": "even front light",
    "quality": "soft, glossy highlight sheen",
    "temperature": "neutral cool-white"
  },
  "color_palette": [
    "powder blue",
    "off-white",
  ]
}
```

```
    "warm skin tone",
    "coral red accent"
  ],
  "composition": "tight, centered, jar anchoring lower-middle frame, negative space above head",
  "style_reference": "premium clean-beauty campaign photography",
  "mood": "calm, tender, quietly luminous",
  "negative_prompt": "no extra text, no extra logos, no tube shape, no heavy makeup, no colored background, no harsh shadows, no plastic AI sheen, no warped jar shape, no second product, no busy props"
}
```