[PRODUCT] Animated Video Script (:30 - :45)

VIDEO / STORYBOARD	COPY/TEXT OVERLAY	VOICEOVER
A woman (Woman 1) is	Rosacea is a chronic skin	Rosacea is a chronic skin
checking her face in a	condition that affects 16	condition that affects 16
bathroom mirror; she's dressed	million adults.	million adults.
to go out for lunch. Her cheeks		
and nose are noticeably red.	It can cause red, irritated	It can cause red, irritated
	skin and pimples and	skin and pimples and
	sometimes looks like a	sometimes looks like a
	permanent sunburn.	permanent sunburn.
Woman 1 walks up to a table to	Rosacea can cause red,	Rosacea can cause red,
join her two friends (Woman 2	irritated skin and pimples	irritated skin and pimples
and Woman 3) at a café for	and sometimes looks like a	and sometimes looks like a
lunch.	permanent sunburn.	permanent sunburn.
Woman 1 self-consciously	Many people with rosacea	Many people with rosacea
reaches to touch her face as	report that they feel self-	report that they feel self-
she talks with her friends.	conscious and embarrassed,	conscious and embarrassed,
	and that they're tired of	and that they're tired of
	covering up the redness and	covering up the redness and
	acne.	acne.
Woman 1, in a frustrated tone:	"People keep telling me I	"People keep telling me I
"People keep telling me I look	look embarrassed! Which is	look embarrassed! Which is
embarrassed! Which is	embarrassing!"	embarrassing!"
embarrassing!" Woman 2 reaches for	Dermatologist-recommended	Dermatologist-recommended
something in her purse and	[PRODUCT]® offers	[PRODUCT]® offers
takes out a tube of	effective relief without a	effective relief without a
[PRODUCT]®.	prescription.	prescription.
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Woman 2 shows the medication		
to her friends and explains how		
it works as the voiceover plays.		
Woman 2 is in her bathroom	Here's how it works:	Here's how it works:
looking in the mirror. Her	[PRODUCT]® contains a	[PRODUCT]® contains a
cheeks are visibly redder than	small amount of Sulphur 1x,	small amount of Sulphur 1x,
in the prior shots and she looks	a homeopathic ingredient	a homeopathic ingredient
unhappy. She opens a tube of	that is effective against the	that is effective against the
[PRODUCT]® and dabs it onto	pimples and redness	pimples and redness

[PRODUCT] ® Animated Video Script Toni McLellan

her reddened cheeks.	associated with rosacea.	associated with rosacea.
Woman 2 is in a different outfit and checks her reflection in her bathroom mirror. The redness on her cheeks has noticeably decreased. She applies more [PRODUCT]® to her cheeks and leaves the room looking confident.	[PRODUCT]® doesn't just cover up rosacea, but actually heals its symptoms. And it won't clog your pores.	[PRODUCT]® doesn't just cover up rosacea, but actually heals its symptoms. And it won't clog your pores.
Woman 1, surprised: "I didn't know you had rosacea!"	"I didn't know you had rosacea!"	"I didn't know you had rosacea!"
Woman 2, in a playful tone: "Right? That's because I use [PRODUCT]®!" Woman 3,excitedly: "Oh! I see what you did there." [Everyone laughs]	"Right?" "Oh! I see what you did there."	"Right?" "Oh! I see what you did there."
	[PRODUCT]® SLOGAN	[PRODUCT]® SLOGAN