

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

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

[PRODUCT] ® Animated Video Script  
Toni McLellan

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