

HOT SEAT :15

3.8.12

VIDEO

OPEN ON WIDE SHOT OF WOMEN IN AN EXCERCE CLASS. THEY ARE WEARING TIGHT, SWEATY CLOTHES.



AUDIO

(SFX: SOUNDS OF AN EXCERCISE CLASS IN PROGRESS.)

INSTRUCTOR VO:

Teaching class used to turn up the heat

ZOOM IN TO WOMAN INSTRUCTOR ON EXCERISE BIKE WHO HAS A DETERMINED FACIAL EXPRESSION.



on my external feminine itch.

CUT TO ECU OF PRODUCT STICKING OUT INSTRUCTOR'S GYM BAG. WE SEE THE CLASS IN MOTION, BLURRED IN THE BACKGROUND.

SUPER UP.



Now new Cortizone 10

Feminine Itch Relief

CUT TO WOMAN ON EXERCISE BIKE WITH A CALM EXPRESSION.

SUPERS DEPICTING VARIOUS SYMPTOMS APPEAR TO THE LEFT SIDE OF THE SCREEN, RESTING ON A TRANSLUCENT BACKGROUND. MOISTURE DROPLET WITH PURPLE BRANDING COMES IN FROM TOP OF FRAME.



gives me fast, long-lasting relief.

VIDEO

ONCE MOISTURE DROPLET HITS THE CENTER OF THE SYMPTOMS, WE SEE THEM DISAPPEAR. THEY DISSOLVE FROM CENTER OUTWARD, DISSIPATING TO NOTHING.

SUPER UP.



AUDIO

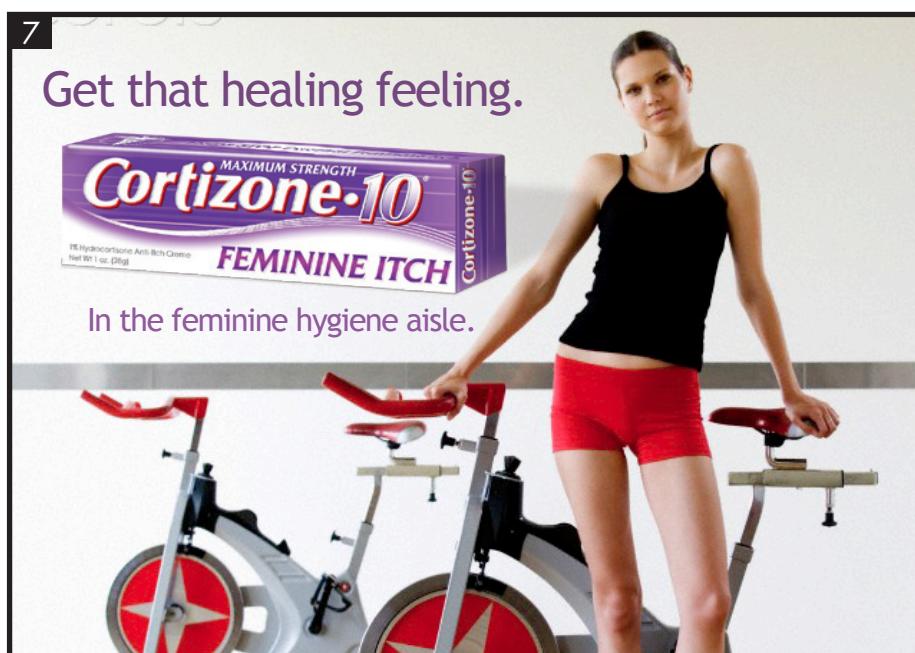
With the strongest, non-prescription medicine to help heal

PAN TO SEE INSTRUCTOR TURNING TO STUDENT CLEARLY ENJOYING HER JOB WITH NO DISCOMFORT.

SUPER UP.



CUT TO INSTRUCTOR AFTER CLASS LOOKING CONTENT.
PRODUCT AND SUPERS UP.



Cortizone 10 Feminine Itch.
Get that healing feeling.

