

Curél
:30
Divinity

VIDEO	AUDIO
<p>Spot shot like art flick.</p> <p>About 3:00 AM, Saturday night. Dark, smoky, black-lit dance club. Camera closely follows woman from behind, storming into florescent green ladies room. Can't tell if club is in US, or, perhaps, Germany.</p> <p>Woman is about 25. Secondary education. Arrogant, fast edge—a bit street. Been partying all night. Bleached blonde—an angular Ellen Barkin. She's sweating from dancing. Blows past attendant to sink. Mascara smudged under eyes, bright red lipstick, worn. Impetuously throws water on her face and then dries her hair with the hand drier on the wall. Hands are rough and neglected; still wet. Grabs a hand towel from attendant's tray and dries hands. Treats attendant as fixture, says without looking at her:</p> <p>Attendant puts bottle of Curél within reach of woman, but does not get up from chair. Woman ignores attendant, looks at herself in mirror, lights a cigarette, hangs it off edge of counter, and reapplies lipstick without first removing worn application. Woman then applies Curél to hands and arms. Immediately notices quality.</p> <p>Bathroom attendant, Polish, powder blue uniform. Not formally educated. Sitting like passive obstacle in corner, not far from woman. Attendant has quiet wisdom about her. Plain, simple beauty; clear, soft skin. About 45. Tray of toiletries on counter. Curél on tray, toward back. With accent, answers in firm mid-range voice.</p> <p>Woman looks at bottle—considers product. Looks at attendant for first time. Notices not only her skin, but also her grace and serenity. Camera cuts to close-up shots of each woman, as if they are opponents squaring off. In this moment, woman realizes attendant's power, making she, herself, feel insecure. Attendant is not competitive; she is simply confident and poised, and does not back down from this position. Camera cuts again to close-up of woman asking question of attendant.</p> <p>Camera cuts to close-up of attendant's reply.</p> <p>Woman puts bottle down on counter. Drags her cigarette, stubs it out. Puts a buck in tip basket. Exits.</p> <p>Attendant does not pick up money, but replaces bottle back on front of tray. Close-up of her hands:</p>	<p>Techno music in background. Sounds of woman walking, door opening, faucet turning, etc. Exaggerated.</p> <p>Woman: Can I have some lotion?</p> <p>Woman: What kind of cream is this?</p> <p>Attendant: Curél.</p> <p>Woman: Do you use it?</p> <p>Attendant: I use it.</p>

Curél
:30
Diversity

<p>unmanicured, but smooth and cared for. Her demeanor remains grounded, emotionally uninvested. Steady gaze.</p> <p>Black screen.</p> <p>Super: You can see the cure in Curél.</p>	
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Curél
:30
Mirage

VIDEO	AUDIO
<p>Shot traditional sepia. Opening segment on desert, inferring high noon. Reminiscent of Graham dance sequence, depicting tragedy. Woman with black shroud covering everything but eyes. Been moving for long time. Buzzards high above. Sees mirage in distance—giant bottle of Curél in exaggerated color (as in REM's video "Losing My Religion"). Identifies with bottle as destination. Wind raises.</p> <p>Enters mirage. (Color remains exaggerated.) Opens up to full screen, eclipsing desert. Mirage is real place. Lush jungle/rain forest. Black shroud drops away. Close-up of extremely dehydrated skin. Transforms to smooth and soft as she keeps walking. Nude. Only see extremities and face. Walks through rainbows. Walks through sun shower. Stars adorn her like confetti. She continues to walk and shimmer. Pools of the bluest water, peppered with lily pads and moss. Flowers magically grow from seedlings, breaking the earth and evolving from buds within seconds. She is serene.</p> <p>End of forest. Golden doors. She knows to go through. She turns and looks. The sky is violet. She opens the door. She steps onto Madison Avenue, dressed in Armani, looking confident. Has bottle of Curél in hand. Puts in bag. Time is 9:00 AM.</p> <p>Blue screen.</p> <p>Super: You can see the cure in Curél.</p>	<p>Music: Scholes/The London PO: "Kashmir," Symphonic Led Zeplin.</p> <p>Music sweeps as screen bleeds into mirage: "Promenade dans le Jardin," from <i>La Belle et la Bête</i>, by Philip Glass.</p> <p>[Gradually fade music throughout V/O] [Female V/O, soothing quality] When your skin needs healing, your skin needs Curél. Curél is clinically proven to deliver moisture better than even the leading prescription lotion, and is less greasy than other therapeutic moisturizers.</p> <p>[V/O cont. as she steps through doors] And women with uncomfortable dry skin simply prefer it.</p> <p>When door opens, sound of busy, energetic urban morning. Positive energy. (Can instead be suburban morning. Adjusted outdoor sounds, costuming of woman, etc.)</p> <p>[Voice Over] You can see the cure in Curél.</p>

Curél
:30
Untitled

VIDEO	AUDIO
<p>Ambulance attendant racing bloody accident victim on stretcher down corridor of emergency unit. Close in distance is ER surgeon, female. Begins giving direction. Nurses and attendants join stretcher as it rapidly moves. Doctor and team scrub.</p>	<p>Real-time sound effects, including siren, similar to the way segments of ER run.</p> <p>[Dialogue TK. Not audible]</p>
<p>Cut to doctor at upscale gym, working hard with male trainer. Benching 90, trainer spotting. Wearing functional Calvin Klein workout wear. Other people in background working out.</p>	<p>Real-time sound effects, gym music. Weights in background. Muffled voices. Trainer dialogue: 2 more. Watch your form! Last one. It's all you. [Not audible.]</p>
<p>Cut to at masseuse. Luxurious surrounding, functional service. On her belly. Can see her entire torso, barely exposing her buttocks. Hair swept aside on pillow. Male masseuse working her up.</p>	<p>Subtle slapping of skin.</p>
<p>Cut to penthouse bedroom, about 4:00 AM. TV is on. Screen blue, no programming. Dimly lit, silvery-blue lighting from outside. Raw windows. Spotlight from street lamp on bottle of Curél on tousled bed, along with thick terry robe and black lace g-string in shadow. Close up of her rubbing Curél on body, moving in and out of shadow. See skin, unsure of what body part. Puts g-string on, out of frame. Never see whole body. Never see face. When door rings, close-up of torso. Curve of breasts to pantyline. Skin is glistening from moisture. See she's stimulated by her breathing.</p>	<p>Faint traffic in background. Buzz of TV.</p>
<p>Black screen.</p>	
<p>[Super] You can see the cure in Curél.</p>	<p>Buzz of door.</p> <p>Her breathing.</p>

Curél

:30

Curél: Take 5

VIDEO	AUDIO
<p>Attractive woman, spunky, humorous, early thirties, being interviewed and observed, as if in a documentary, stylistically treated as a screen-test.</p>	
<p>Shot black and white with blue sepia tone. Interviewer is never shown or heard. Each paragraph of dialogue is a separate sequence. So continuity should be off, as if, perhaps, other discourse is happening between shots.</p>	
<p>Slate Board: Curél: Take 5</p>	<p>Curél: Take 5</p>
<p>Woman hiding her hands by pulling sweater sleeves below fists. Then she pulls neck of sweater over head, tips of fingers peeking out of the sleeves. She walks quickly toward camera like Frankenstein.</p>	<p>I hate wearing jewelry on my hands—I hate drawing any attention to them.</p>
<p>She's putting on pantyhose, getting grossed-out by the feeling of her rough fingertips on the nylon. She communicates this nonverbally.</p>	<p>Putting on pantyhose really gives me the creeps—worse than nails on a blackboard.</p>
<p>Snuggling on the couch with boyfriend. Vehemently trying to rub lotion into hands. Boyfriend is laughing. She smears remaining grease on his face.</p>	<p>They're all greasy. I wind up with greasy, dry skin. (laughs)</p>
<p>[Color] Product shot.</p>	<p>[Voice Over, read without breaks] Not any more.</p>
<p>[Super: Absorbs in X seconds] Research shots of a drop of Curél on a woman's hand, absorbing in X seconds.</p>	<p>Curél is clinically proven to heal extreme dry skin, faster than Lubriderm and Vaseline Intensive Care.</p>
<p>[Super: No greasy film] Three separate index fingers making Xs on glass window. Curél is the only X not to show grease. Products Lubriderm, Vaseline Intensive Care, and Curél included in shot.</p>	<p>And it doesn't leave a greasy film.</p>
<p>[Resume interview, black and white, etc.] Screen test shot like interview.</p>	<p>[After] My skin is actually soft! See, I'm wearing jewelry. (laughs) Alright! <i>I'm a believer!</i></p>
<p>Screen test shot like interview.</p>	<p>In one sentence? (pause) Curél heals dry skin best.</p>
<p>Blue [Black] screen.</p>	<p>Think I'll try it on my lizard boots...(laughs)</p>
<p>[Super] You can see the cure in Curél.</p>	<p>[Voice Over] You can see the cure in Curél.</p>

Curel

:30

Born Female. Born Secure.

VIDEO	AUDIO
<p>Three business women at work, pretending to walk the catwalk through the hallway (laughing and having fun).</p>	<p>[Music fades in on chorus] Natural Born Woman, by Humble Pie (no vocal except for chorus)</p>
<p>Women working out.</p>	<p>[Music fades out into Voice Over, reminiscent of Lauren Hutton, read without breaks] Born female. Born secure. With more important things to concern yourself with than dry skin.</p>
<p>Sophisticated woman trying on great evening dress in boutique, her eight-year-old daughter enters dressing room; they share enthusiasm for the way the dress looks on Mom.</p>	
<p>Product shot.</p>	<p>That's why Curel is for you.</p>
<p>Two hand shots: from rough to soft skin.</p>	<p>Because Curel <u>heals</u> extreme dry skin, fast.</p>
<p>[Super: Absorbs in X seconds] Research shot of a drop of Curel on a woman's hand absorbing in X seconds.</p>	<p>And it's proven to deliver moisture faster and better than Lubriderm and Vaseline Intensive Care.</p>
<p>[Super: No greasy film] Three separate index fingers gently stroke a glass window. Curel is the only swipe not to show grease. Products Lubriderm, Vaseline Intensive Care, and Curel included in shot.</p>	<p>And it doesn't leave a greasy film.</p>
<p>Husband and wife partner dancing in kitchen while making dinner together.</p>	<p>[Fade in chorus] Curel simply heals dry skin best, leaving you free</p>
<p>Mother with teenage son and daughter hugging in beautiful outdoor exterior.</p>	<p>to enjoy the important things in life.</p>
<p>Super: You can see the cure in Curel.] Product shot.</p>	<p>[Fade out chorus] You can see the cure in Curel.</p>

Curél
:30
Easy Rider

VIDEO	AUDIO
<p>Riot girl mechanic at work in garage. Feminine with a touch of masculinity. Visceral air of authority. Working underneath red truck on lift. Her hands are a mess from grease and dirt.</p>	<p>Fade in music: "Stiff Upper Lip," by AC/DC.</p>
<p>Phone rings. Rolls out from underneath truck. Picks up. Moves to sink. Bottle of Curél. Hard edge softens. Talks. Then washes hands when hangs up. Eyes are smiling.</p>	<p>When phone rings, fade music lower. Girl's dialogue: Just workin'. (pause) Yeah. (pause) About 8:30. Bye. (cut music)</p>
<p>Cut to bathroom in her apartment. Taking shower. Curél on back of toilet. Arm extends from inside shower and grabs bottle. Towel swings up over curtain. Returns bottle with cap open to top of toilet. Extends a leg to edge of tub and rubs Curél in. Don't see rest of her.</p>	<p>Water shutting off. Towel wraps over rod. Music fades back in.</p>
<p>Cut to bedroom. Dressing. Leopard skin décor. Curél on bed. Black leather pants, heavy silver belt. Diaphanous black tank, black lace bra. Patent leather stiletto boots. Big hair. Made up. Looks hot, not trashy.</p>	<p>Music full volume.</p>
<p>Cut to opening door. Cut back and forth, twice, to girl in doorway and guy on bike. Capture reaction to each other. On his first close-up, takes helmet off. Shakes out long curly hair. Rouged, good-looking. On her second close-up descends stairs. As she moves toward him, cut once more back to him. Quiet satisfaction. She gets on back of bike. Shakes hair, puts helmet on.</p>	<p>Music segues to sound of motorcycle pulling up. Motorcycle idling. Bike segues to music fading back in. Motorcycle revving up. (Taking over music)</p>
<p>Take off.</p>	<p>[Male voice over] You can see the cure in Curél. (Restore full music.)</p>

Curel/30/Become a Believer

Video

Heavy, female African-American preacher, dressed accordingly, moving around making appropriate hand and arm gestures; 1 dozen Choir women in robes, upstage about 6 feet back, assorted weights and heights, all African-American; puny Caucasian woman in jeans, tee-shirt and sneakers, kneeling before Healer, emotionally moved. When appropriate, she responds with hand and arm gestures to the sky.

Scene dissolves; open to Product shot.

Two hand shots: from rough to soft skin.

[Super: Absorption statistic]
Research shots of absorption rate.

[Super: No greasy film.]
Hands applying Curel. Products Lubriderm and Kerri included in shot.

Product shot, segue to hands, move to close up of same Caucasian woman's face, radiant.

Same Caucasian woman, dressed for business, smiling, walking confidently down street.

Recap segment from preacher scene.

[Super: You can see the cure in Curel.]

Audio

[Voice Over: Deep quality, African-American]
Become, I say, become now a believer! [Choir of gospel singers in harmony/improv: Hallelujah!]
The Lord will praise thee on high, for His mercy, I say HIS MERCY has no limits. [Choir] For his mercy is sweet and soft like the skin of an angel!

Become a believer, and experience the joy of success—every day, in all that you do!

I said **BECOME A BELIEVER**, for you will be healed! [Choir] I say **YOU WILL BE HEALED!**
And never, I say **NEVER**, will you worry about **EXTREME DRY SKIN** again! Praise the Lord!

[Fade sound of scene out. Female Voice Over: Confident, lyrical quality, read without breaks.]

Tried everything to heal dry skin? Consider Curel.

Curel heals extreme dry skin, fast and effectively.

And it's recommended by Dermatologists, worldwide, clinically proven to deliver moisture better than even the leading prescription lotion, and better than both Lubriderm and Kerri.

Plus it doesn't leave a greasy film, as do other therapeutic moisturizers.

Curel simply heals dry skin best, leaving you feeling confident and free.

With Curel, you can experience the joy of success—every day and in every way.

[Fade in excerpt of first Voice Over and Choir, at lower volume, and run next line over sound; fade out at tagline.]

Instead of considering alternative healing methods, consider Curel.

You can see the cure in Curel.

You're confident. And ambitious. You feel a great sense of esteem from the positive results your efforts yield. Because you love a challenge. And to you, the definition of *woman* is infinite.

So dealing effectively with annoying problems such as dry skin keeps you one step ahead of the game.

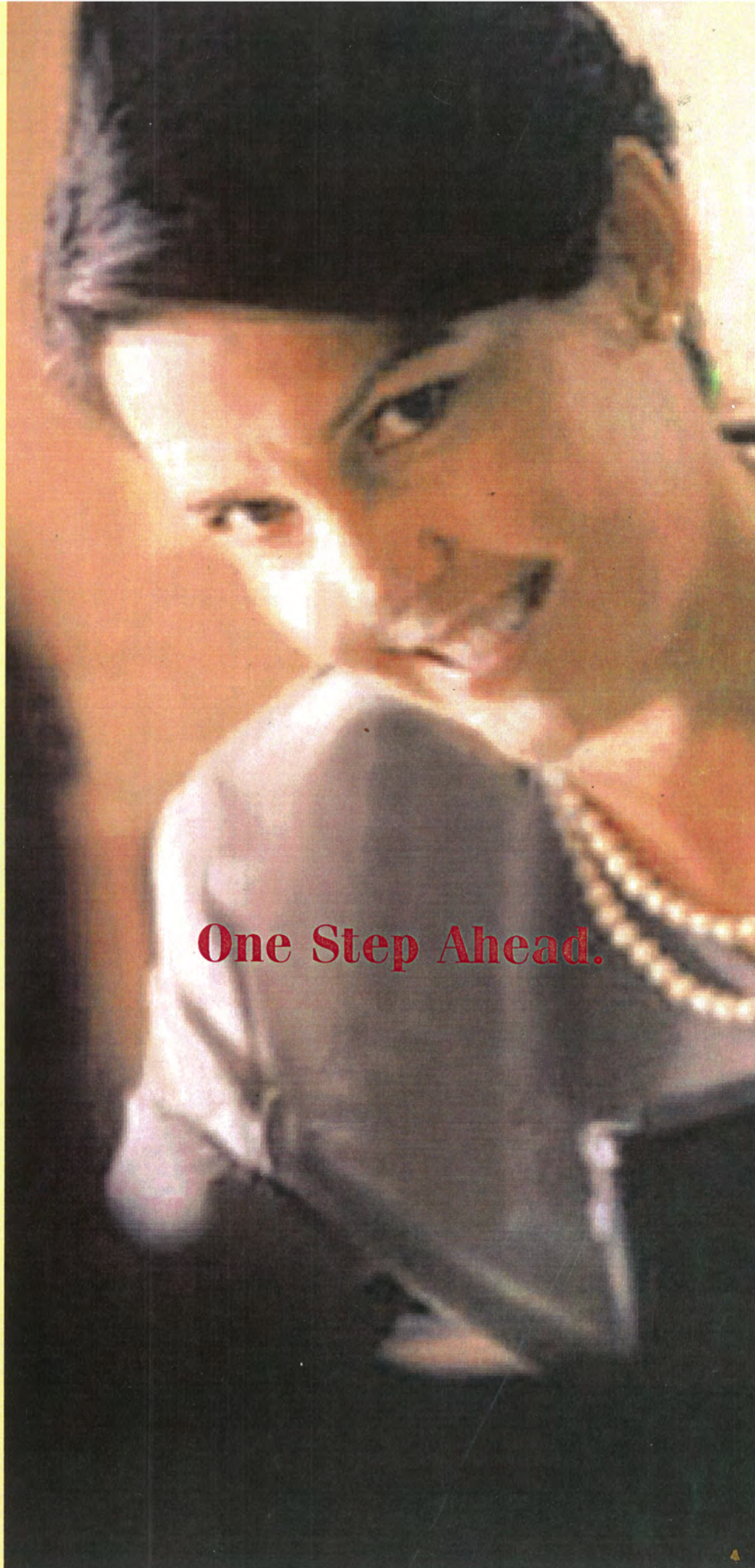
That's why Curél is for you. Recommended by Dermatologists, Curél heals dry skin fast and effectively. And it's clinically proven to deliver moisture better than both Lubriderm and Vaseline Intensive Care, and better than even the leading prescription lotion. Plus, it doesn't leave a greasy film.

And women with dry skin prefer it. Women who stay one step ahead.



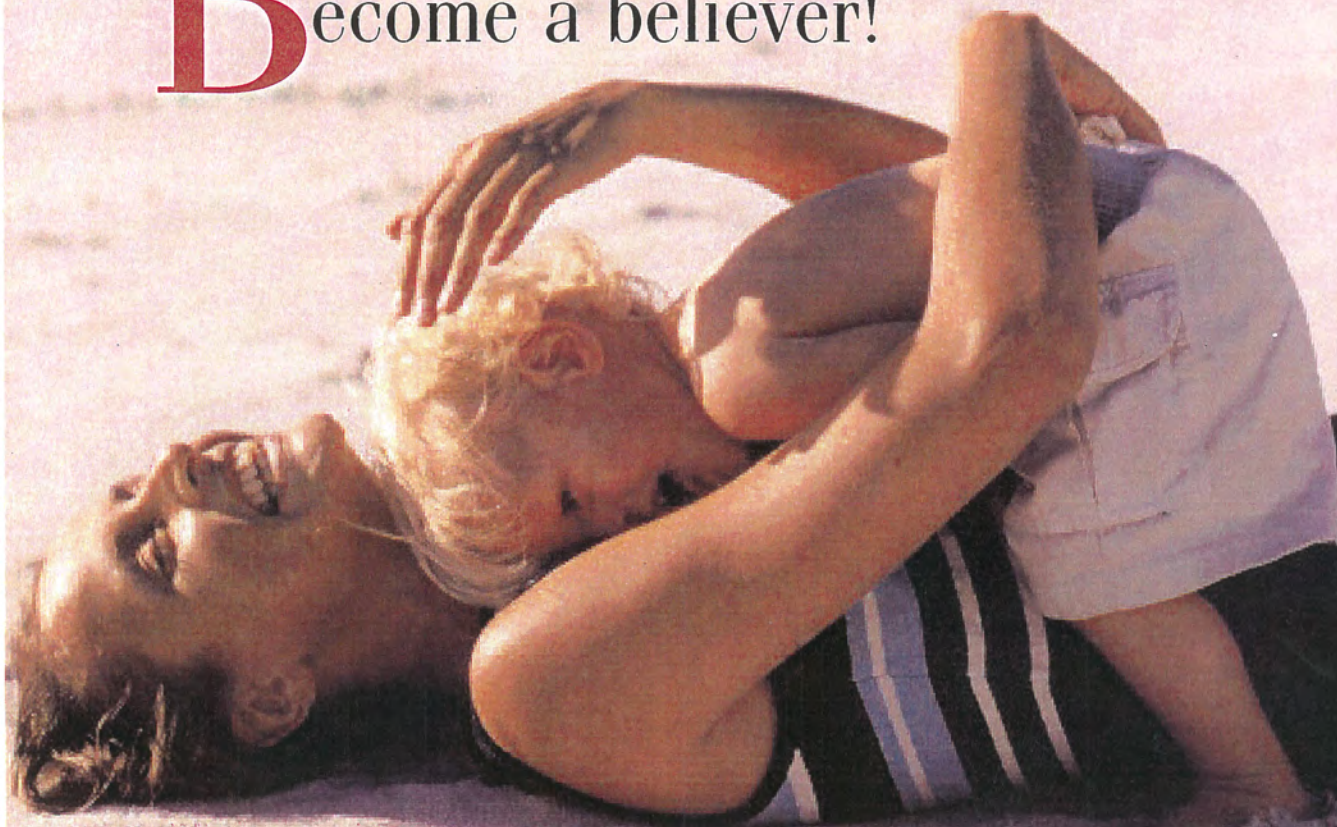
You can see the cure in Curél.

www.curel.com



One Step Ahead.

Become a believer!



I am impelled by the ideal of contribution. Whether it be through my family, my work or through my community, I feel a great sense of esteem from the positive results my efforts yield. Because I love giving and I love a challenge. To me, there are no limitations in life... except time.

Hence my days are full. And a problem such as dry skin is the least of my concerns.

That's why I use Curél. Recommended by Dermatologists, Curél heals dry skin best. It's clinically proven to deliver moisture faster and more effectively than both Lubriderm and Vaseline Intensive Care, and even the leading prescription moisturizer. Plus, it doesn't leave a greasy film.

And other women with dry skin prefer it. Women, like myself, who believe in Curél.

You can see the cure in Curél.

www.curel.com

