

TRESEMME

DETANGLING HAIR TREATMENT TV:60

"BIRD'S NEST FAIRY TALE"



STYLIST VOICE-OVER:
 (bad French accent) Once upon a time, there was a beautiful girl...
AUDIO:
 Sounds of fairy-tale enchantment: Harps, birdsong, a tender violin...



STYLIST VOICE-OVER (cont'd):
 And I LOVED her.



STYLIST VOICE-OVER (cont'd):
 But her hair was a DISASTER!
 Matted! Tangled!



STYLIST VOICE-OVER (cont'd):
 ...Her hair was a NEST! The nest of a BIRD! Holding HEGGS, you know?!



STYLIST VOICE-OVER (cont'd):
 Of a dirty PIGEON!! And I told her, I love you...



STYLIST VOICE-OVER (cont'd):
 BUT I CANNOT WORK LIKE THIS!!



AUDIO:
 The pigeon coos. Sounds a little like, "HUH?"
 Fairy-tale enchantment cuts to runway music beat.



STYLIST VOICE-OVER:
 (suddenly calm) I insisted she use Tresemme Detangling Leave-in Spray. Hit's new!
AUDIO: Runway music beat continues...



STYLIST VOICE-OVER (cont'd):
 So you wash your hair...
VISUAL: Hero bottle revolves as it swipes across frame, over Model and jumble of letters that spell "Tangle".



STYLIST VOICE-OVER (cont'd):
 And then use it wet...
VISUAL: Revolving hero bottle rolls over letters and they begin to spell "Detangle".



STYLIST VOICE-OVER (cont'd):
 ...use it dry, as you wish...
VISUAL: Revolving hero bottle completes the swipe to complete the spelling of "Detangle".



STYLIST VOICE-OVER (cont'd):
 Hit protects hair without weighing down...
VISUAL: Begin SUPER SLO MO of model throwing her hair around for the big beauty pay-off.



STYLIST VOICE-OVER (cont'd):
 ...for a most beautiful natural look! And no more nest of disgusting PIGEON, of course!!
VISUAL: Continue SUPER SLO MO for the big beauty pay-off.



STYLIST VOICE-OVER (cont'd):
 And with her gorgeous, detangled hair...
VISUAL: SUPER SLO MO finishes to find the Model in full glam on the Tresemme runway.



STYLIST VOICE-OVER (cont'd):
 This beautiful girl who I love became VERY reech!
VISUAL: Paparazzi flash bulbs go off as Model struts down runway, and then money falls from the sky!



STYLIST VOICE-OVER (cont'd):
 With money SHOWERING on her head, you know?

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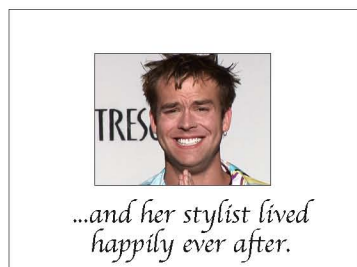
STYLIST VOICE-OVER (cont'd):
And she was crowned The MOST BEAUTIFUL PRINCESS OF ALL THE WORLD!!

VISUAL: Arms reach into to dress Model in "Most Beautiful Princess of All the World" sash and crown.

VISUAL: The Stylist enters to present Model with flower bouquet.

VISUAL: All smiles, the Stylist begins to push the Model ever-so-slowly out of frame. The Model pushes back, but loses.

VISUAL: The Stylist takes the spotlight.



AUDIO:
Runway music beat smash cuts back to the sounds of fairy enchantment.

STYLIST VOICE-OVER:
Tresemme! Heet's OOH-LA-LA!
AUDIO:
Fairy tale enchantment smashes back to Tresemme beat.

VISUAL:
The pigeon remains incredulous.