

PRODUCTION NOTES: INSTRUMENTAL HAPPY TROPICAL MUSIC PLAYING THROUGHOUT THE AD. YOUNG WOMAN VOICE OVER WITH A SOOTHING VOICE, SAYING ALL THE DIALOGUE.

Video	Audio *Happy tropical music plays in the background throughout*
<p>1.WIDE LANDSCAPE SHOT OF A CARIBBEAN ISLAND, WATER CRASHING AND TREES SWAYING IN THE WIND</p> <p>A BEAUTIFUL YOUNG WOMAN DRESSED IN A FLOWY WHITE DRESS, WALKING AROUND THE ISLAND LOOKING FOR A PLANT TO PICK FOR HER RECIPE</p> <p>(:03) seconds</p>	<p>ANNCR (VO): What if we told you there was a Recipe for beautiful skin.</p> <p>SFX: (WAVES CRASHING)</p>
<p>2. CUT TO AN ANGLE OF HER POINT OF VIEW, PICKING A HIBISCUS FLOWER AND PLACING IT INTO A BASKET ALONG WITH THE OTHER HERBS</p> <p>(:04) seconds</p>	<p>ANNCR VO: You wouldn't put chemicals into your body, so why would you use it to heal it?</p>
<p>3. CUT TO A MS OF SHEA MOISTURE PRODUCTS SITTING IN THE SAND, WITH WAVES WASHING UP AROUND THEM</p> <p>(:04) seconds</p>	<p>ANNCR VO: Shea Moisture uses only the most pure ingredients nature has to Offer, giving you glowing results without the harsh chemicals.</p>
<p>4. CUT TO CLOSE UP SHOT OF TROPICAL BIRDS IN A TREE, PECKING AT A COCONUT</p> <p>(:03) seconds</p>	<p>ANNCR VO: Not only would you not use chemicals on yourself, but animals that live here too.</p> <p>SFX: (BIRDS CHIRPING)</p>
<p>5. CUT TO A LS SCENE OF YOUNG WOMAN WITH GLOWING SKIN</p>	<p>ANNCR VO: Shea Moisture is organic</p>

<p>STANDING IN FRONT OF A SINK, APPLYING THE FACE MASK IN A WHITE, BRIGHTLY LIT BATHROOM</p> <p>(:04) seconds</p>	<p>and cruelty Free because we know nature</p> <p>is always the best solution. Clean products have long lasting results</p>
<p>6. CUT TO AN UC OVER THE SHOULDER SHOT OF THE WOMAN READING THE BACK OF THE MASK, DOLLYING INTO FOCUS SHOWING ITS FEATURES (ORGANIC, CRUELTY FREE, ETHICALLY TRADED)</p> <p>(:04)</p>	<p>ANNCR VO: We've perfected the herbal remedy for you over the past 100 years, using only the most honest ingredients with no parabens or mineral oil.</p>
<p>8. SLOW MOTION UC SHOT OF A COCONUT EXPLODING WITH MILK, SYMBOLIZING THE REFRESHING NOURISHMENT, WITH A SOLID PASTEL PINK BACKGROUND</p> <p>(:04)</p>	<p>ANNCR VO: Packed with a punch to nourish your skin how it deserves to be celebrated.</p>
<p>9. CUT TO A LS OF ALL THE SKIN CARE PRODUCTS DISPLAYED IN THE SAND, FAINT OCEAN LANDSCAPE IN THE BACKGROUND</p> <p>(:04)</p>	<p>ANNCR VO: Shea Moisture, a better way to beautiful since 1912.</p>