

GLEE-GEL™ - 1:00	
VIDEO	AUDIO
(FADE IN)	(ESTABLISH AFFLUENT BACKYARD & SAD MUSIC)
A YOUTHFUL WOMAN RUBS HER ROUGH HANDS, PERTURBED.	Skin dry?
SHE POURS A DROP OF "REGULAR" BRAND LOTION AND RUBS HANDS.	Finding the "intensive care" and "intensive repair" lotions...
SHE FROWNS, RUBBING HANDS THAT ARE STILL DRY.	... not so intensive?
A FAIRY APPEARS, HANDS HER A BOTTLE OF GLEE-GEL™ LOTION, THEN DISAPPEARS.	(WIND CHIMES SOUND EFX 1) (WIND CHIMES SOUND EFX 2)
WOMAN SEES AN ARMADILLO CROSSING THE YARD AND POURS A DROP OF GLEE-GEL™ ON IT.	(A HARP PLAYS BEAUTIFUL MUSIC WHICH CONTINUES) Use Glee-Gel™...
IMMEDIATELY IT TURNS INTO A SOFT BUNNY. SHE SMILES, SHOCKED.	... if you want to go from hard to soft.
SHE POURS GLEE-GEL™ ON A DRY, STIFF, HARD TWIG.	Use <u>only</u> Glee-Gel™...
IT TURNS INTO A SOFT, GREEN, BRANCH THAT BENDS FROM ITS OWN WEIGHT. SHE SMILES AGAIN, SHOCKED.	... if you want to go from hard to soft.

<p>SHE TENTATIVELY RUBS GLEE-GEL™ ON HER DRY HANDS.</p> <p>SHE FINALLY SMILES AT HOW SOFT HER HANDS LOOK AND FEEL</p>	<p>(HOPEFUL VIOLIN MUSIC PLAYS TO CRESCENDO)</p> <p>Glee-Gel™...</p> <p>... when you want to go from hard to soft.</p>
<p>GLEE-GEL™ MOTION GRAPHICS ENDING IN CLOSE UP PRODUCT SHOT (FADE OUT)</p>	<p>Glee-Gel™. Not intensive. Just intense.</p>
<p>VERSION 2:</p> <p>(ADD COMIC, SEXY TAG BELOW)</p>	
<p>(FADE IN)</p> <p>WOMAN'S HUSBAND SWAGGERS INTO THE BEDROOM, READY TO MAKE LOVE</p> <p>SHE'S ABOUT TO RUB GLEE-GEL™ ON HER HANDS.</p> <p>HUSBAND EYES THE GLEE-GEL™ WITH FEAR, THEN IMMEDIATELY PUSHES IT AWAY FROM HER.</p> <p>THEY BOTH SIGH WITH RELIEF, THEN EMBRACE AS SHE TURNS OFF THE LIGHTS.</p> <p>(FADE OUT)</p>	<p>(ESTABLISH AFFLUENT BEDROOM & SEXY MUSIC)</p> <p>But <u>only</u> use Glee-Gel™...</p> <p>... <u>only</u> use Glee-Gel™...</p> <p>... when you <u>really want</u> to go...</p> <p>... from hard to soft.</p> <p>Glee-Gel™. Not intensive. Just intense.</p>