

SIDE 1

VO: Moist.

Moist Moist Moist.

Cut between our women now with crinkled noses.

**VO: Does that word make you cringe?
Know who is a big fan of moist?**

VO/Super: CURLS.

**Yep, all those gorgeous waves and spirals,
kinks and coils, they thrive on moisture.**

SIDE 2

We open on a girl with a neutral expression, her facial expression starts to change as the VO starts..

VO: Mmmm... that's... moist.

Cut between women with different curl types, having disgusted reactions to the word.

VO: You know who can't get enough of moist?

VO/Super: CURLS.

Quick cut between the different women—each moving, bouncing, crunching their curls.

**VO: Hydrated strands and killer curls go hand-in-hand,
But you don't need ten steps to treat your tresses.**

**Enough with the never-ending regimen.
Throw out the rules. Filter out the frizz.**

SIDE 3

We open on a woman with a pleasant expression.

VO: Mooisstt.

Woman winces and makes a face at the sound of the word.

VO: You know who's all about moisture?

VO/Super: CURLS.

Cut to a group of women with different curl types playing with their hair.

**VO: No two curls are the same,
And neither are two curl days.**

SIDE 4

We cut between a range of curly-haired women, representing a lot of curly types -- they have a fun, confident, unapologetic attitude. While the VO is speaking, the women are moving and playing with their curls.

VO: Mmmmm-ooiiii-sstttt.

Quick cut between women recoiling at the sound of the word.

**VO: It's a word you can't help but hate.
But you know who looveesss moist?**

VO/Super: CURLS.

Cut to the different women all playing with their curls.

VO: All curls NEED moisture.

SIDE 5

We open on a woman smiling and repeatedly running her hands through her soft luscious curls.

VO: Moist

**Curvaceous curls are big softies,
especially when you keep 'em moist.**

Super: MOIST.