

Conair Infiniti Pro – Argan Dryer

Fade from black to woman smiling. Cut to Infiniti Pro appearing.

ON SCREEN TEXT: infinitiPRO
 CONAIR

FEMALE NARRATOR: Want fabulous hair fast? The Infiniti Pro by Conair designer cuts styling time by up to 50%, straightening and smoothing hair as you dry for shiny straight hair in minutes.

Cut to woman smiling at camera. Flash to purple blotches, then woman playing with her hair.

FEMALE NARRATOR: You don't even need a brush. Now you can dry, straighten, and even condition your hair all at once.

Cut to front of Infiniti Pro.

ON SCREEN TEXT: conditions hair
 & intensifies shine

FEMALE NARRATOR: A unique conditioning strip with patented material is infused with One 'N Only argan oil to nourish hair and add shine as you style without product buildup.

Cut to woman combing her hair. Dissolve to woman attaching concentrator to Infiniti Pro. Dissolve to close-up of hand adjusting settings on Infiniti Pro. Dissolve to woman using Infiniti Pro to dry her hair. Dissolve to woman clipping her hair up.

FEMALE NARRATOR: Start with clean, towel-dried hair. Gently comb, then attach the professional concentrator to pre-dry hair. Select low heat for fine, thin hair and high for thick or coarser hair. Don't overdry hair. Leave it slightly damp. Now section hair, leaving the hair underneath and at the nape of the neck down.

Dissolve to close-up of woman sliding a strip into hair-dryer attachment.

FEMALE NARRATOR: If this is your first time using a hair designer, slide an argan oil-infused conditioning strip into the groove on the straightening attachment.

Dissolve to woman removing concentrator from Infiniti Pro and then attaching attachment.

FEMALE NARRATOR: Remove the concentrator, and attach the straightening attachment.

Dissolve to close-up of dial spinning on Infiniti Pro attachment.

FEMALE NARRATOR: Use the tension control dial to select the right setting for your hair type.

Dissolve to picture of woman with very curly hair.

ON SCREEN TEXT: setting 4
 thick or course

Picture of woman with curly hair appears.

ON SCREEN TEXT: setting 3
 very curly

Picture of woman with gently curly hair appears.

ON SCREEN TEXT: setting 2
 curly

Picture of woman with wavy hair appears.

ON SCREEN TEXT: setting 1
 wavy

FEMALE NARRATOR: Use setting 4 for thick or coarse hair, 3 for very curly hair, 2 for curly, and 1 for wavy hair.

Cut to shots of woman running Infiniti Pro through hair.

ON SCREEN TEXT: detangling
 comb

ON SCREEN TEXT: tourmaline ceramic
 straightening plates

ON SCREEN TEXT: argan oil-infused
 conditioning strip

FEMALE NARRATOR: The tauter you hold your hair as you dry, the straighter the results. Pass hair first through the detangling comb. Then guide it through the tourmaline ceramic straightening plates and over the argan oil-infused conditioning strip. Pass slowly through each step for maximum effectiveness.

Cut to Infiniti Pro attachment rotating. Zoom in to close-up of buttons on side.

ON SCREEN TEXT: rotates
 360

ON SCREEN TEXT: locks into 8
 different positions

FEMALE NARRATOR: The straightening attachment rotates 360 degrees, making it easy to style hard-to-reach places. Locks into 8 different positions. Use the release lock buttons to rotate and secure in place.

Cut to shots of woman running Infiniti Pro through her hair.

FEMALE NARRATOR: You can create a variety of styles. For straighter results, move more slowly through hair. To add more volume, move up and under, away from your head. To curl the ends, hold the unit at the angle you prefer the curl for 5 to 10 seconds.

Dissolve to close-up of woman holding Infiniti Pro.

FEMALE NARRATOR: Finish with a cool shot to set your style.

Cut to woman spraying mist into her hair. Dissolve to woman running Infiniti Pro through her hair.

FEMALE NARRATOR: For quick touch-ups, simply spritz hair with water and use the straightening attachment.

Cut to Infiniti Pro. Dissolve to woman with purple sparkles in her hair. Dissolve to close-up of Infiniti Pro attachment.

ON SCREEN TEXT: triple action
 technology

ON SCREEN TEXT: tourmaline
 ceramic

ON SCREEN TEXT: ionic technology

ON SCREEN TEXT: argan oil
 conditions hair &
 intensifies shine

ON SCREEN TEXT: reduce hair breakage
 by up to 75%

ON SCREEN TEXT: increase shine
 by to up 25%

FEMALE NARRATOR: The hair designer offers patented technology: Tourmaline ceramic straightening plates to straighten and protect hair from heat damage, ionic technology to generate negative ions that reduce frizz, an argan oil-infused conditioning strip to distribute the perfect amount of oil, reducing hair breakage by up to 75% and increasing shine by up to 25%.

Cut to shots of woman running Infiniti Pro through her hair. Dissolve to woman smiling.

ON SCREEN TEXT: reduces
 drying time

FEMALE NARRATOR: Three advanced technologies in one easy step cuts styling time by up to 50%, leaves hair silky smooth with radiant shine.

Dissolve to two pictures of a woman: one with frizzy hair and the other with smooth hair. Infiniti Pro appears.

ON SCREEN TEXT: before after

ON SCREEN TEXT: infinitiPRO
 CONAIR

FEMALE NARRATOR: Go from wavy to smooth in less time with the Infiniti Pro by Conair hair designer.

ON SCREEN TEXT: For more information visit
 conairdryer.com

Fade to black.