John Frieda - Frizz Ease

Electronic music plays.

ON SCREEN TEXT: JOHN FRIEDA

LONDON PARIS NEW YORK

ON SCREEN TEXT: Touchably Smooth Spirals

Dissolve to woman with frizzy hair looking at camera. Cut to side view as she touches her hair.

MALE NARRATOR: Fight frizz and make your curls perfect with the right combination of products from the Frizz Ease line created by the John Frieda hair care experts.

Dissolve to shot of Caile Noble.

ON SCREEN TEXT: Caile Noble

John Frieda Hair Care Expert Stylist

ON SCREEN TEXT: "Short to medium-length

hair with medium texture and soft layers is the ideal starting point for this

curly style."

Cut to bottles of Frizz Ease.

ON SCREEN TEXT: New! Dream Curls Moisturizing

Shampoo and Conditioner

MALE NARRATOR: Begin by incorporating new Dream Curls Moisturizing Shampoo and Conditioner into your hair care regimen.

ON SCREEN TEXT: Expert Tip

"Properly hydrating your hair creates the foundation for instantly easier styling results."

Cut to woman pumping product into her hands and rubbing her hands together. Cut to close-up of hands rubbing together. Cut to shots of woman rubbing hands over hair.

ON SCREEN TEXT: Original 6 Effects

Serum

MALE NARRATOR: Dispense one pump of Frizz Ease original 6 Effects Serum into your palm and rub hands together. Then press evenly on wet hair down to the tips, avoiding the roots.

Cut to box and spray bottle of Frizz Ease.

ON SCREEN TEXT: New! Go Curlier

Heat Activated Spray

MALE NARRATOR: New Go Curlier Heat Activated Spray allows you to achieve your best curly style yet.

Cut to woman spraying product into her hair. Cut to woman running fingers through her hair and then spraying again. Cut to woman tucking her hair into blow-dryer. Cut to close-up of hair tucked into blow-dryer.

MALE NARRATOR: Spray onto damp hair, lifting sections as you apply to ensure even coverage. Go Curlier Spray is heat activated. So blow dry with a diffuser until hair is completely dry.

Cut to curling iron.

MALE NARRATOR: The key to creating salon quality curls is to use a curling iron with a barrel size that is slightly smaller than the diameter of your natural curls.

Cut to shots of woman pulling her hair back. Cut to woman clipping her hair up. Cut to shots of woman pulling her hair over her shoulders.

MALE NARRATOR: Prep for the curling process by sectioning hair horizontally just behind your ears. Clip away the upper section. Then split the lower section in half and bring those two sections of hair forward in front of you.

ON SCREEN TEXT: Expert Tip

"Working with horizontal sections of hair in front of you allows for greater control with styling tools, letting you get closer to the root."

Cut to shots of woman wrapping hair around curling iron, and then unraveling her hair.

MALE NARRATOR: Keeping the tool clamp closed, wrap hair around the iron for five to seven seconds. Then release.

ON SCREEN TEXT: Expert Tip

"Not using the clamp with give you a softer and more natural looking curl."

Cut to shots of woman, her hair now much curlier, wrapping her hair around curling iron.

MALE NARRATOR: Continue to work in horizontal sections, following the direction of the natural curl pattern.

ON SCREEN TEXT: Expert Tip

"Curling the hair around your face backwards creates a framing effect that shows off your features."

Cut to shots of woman spraying mist onto her now-curly hair.

ON SCREEN TEXT: 100% Shine

Glossing Mist

MALE NARRATOR: The final touch, 100% Shine Glossing Mist, provides a glistening finish. Spritz product, starting at the root, then continue downward.

Dissolve to shots of woman smiling at camera. Cut to close-up of her hair.

MALE NARRATOR: With Go Curlier Heat Activated Spray, the right tools and styling techniques from John Frieda, your curly style can now be flawless, frizz free, and fabulous.

Cut to variety of Frizz Easy products.

ON SCREEN TEXT: Frizz Ease from the

John Frieda Hair Care Experts

MALE NARRATOR: The Frizz Ease line from the John Frieda hair care experts.

ON SCREEN TEXT: JOHN FRIEDA

LONDON PARIS NEW YORK

MALE NARRATOR: Get fabulous, frizz free hair.