

## **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.*



*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.