

## Hair\_USA\_v04

*Target Bullseye logo appears.*

*A fast-paced drumbeat plays.*

ON SCREEN TEXT: #TargetStyle

*Bright pop music plays.*

*A woman runs her hands through her long brown hair.*

ON SCREEN TEXT: 5 Steps to a  
crown braid

ON SCREEN TEXT: 1 tame frizz & define curls

*A bottle of Shea Moisture Coconut & Hibiscus Curl Enhancing Smoothie appears. The woman opens the bottle, scoops out some of the product, rubs it on her hands and then into her hair. She ruffles her hair.*

ON SCREEN TEXT: Shea Moisture Coconut & Hibiscus Curl Enhancing Smoothie

ON SCREEN TEXT: a dab tames  
your mane all day

ON SCREEN TEXT: 2 dry hair with diffuser

*The woman diffuses her hair with a Conair hair dryer, scrunching it with the diffuser. She lets her hair fall back down to her shoulders.*

ON SCREEN TEXT: Conair Infiniti Pro AC Motor Dryer

ON SCREEN TEXT: diffusing defines  
natural curls

ON SCREEN TEXT: 3 create two braids  
from either side of face

*The woman separates her hair at the front, braiding two sections, one on each side of her head. She ties them with rubber bands.*

ON SCREEN TEXT: Beauty secret  
massage braids with fingers  
to create bulk

*The woman massages the braids with her hands.*

ON SCREEN TEXT: 4 wrap braids around  
back of head & tuck

*A bottle of TRESemme hair spray appears. The woman takes the bottle and sprays all along both of the braids.*

ON SCREEN TEXT: TRESemme TRES Two Freeze Hold Hair Spray

ON SCREEN TEXT: spray braids  
first for extra grip

*The woman then takes one braid, wraps it around the back of her head, and secures it in place with a bobby pin. She then takes the braid from the other side of her head and wraps it around the back and secures it with another bobby pin. She twirls her head around, smiling.*

ON SCREEN TEXT: wrap braids  
& conceal ends

ON SCREEN TEXT: 5 fight humidity  
day & night

*A bottle of John Frieda Frizz Ease Polishing Serum appears. The woman picks up the bottle and squirts a small amount in her hand. She rubs her hands together then gently runs them through her tousled hair.*

ON SCREEN TEXT: John Frieda Frizz Ease Expert Finish Polishing Serum

ON SCREEN TEXT: keep ends sleek  
and flyaway free

ON SCREEN TEXT: Get your summer-loving  
beauty essentials

*Bottles of various hair products appear. The woman appears, her back turned, then she looks over her shoulder and smiles, touching her hair.*

ON SCREEN TEXT: Expect more. Pay less.

*A Target Bullseye logo made out of powder appears. A puff of air disperses the powder.*

ON SCREEN TEXT: Target.com/beauty

*Target Bullseye logo appears.*