

## Revlon\_Gold\_1\_Arches\_Final

*The red Revlon logo and gold text reading "Gold Series, Titanium Coated" appears on a black background. Smaller white text appears below it along with copyright details. Upbeat music plays.*

ON SCREEN TEXT:       REVLON  
                              GOLD SERIES  
                              TITANIUM COATED  
                              PRESENTS A BRILLIANT IDEA TO MAKE YOU DAZZLE  
                              2015 Revlon

*Gold text reading "How to get the right arch for your brows" appears on the black background.*

ON SCREEN TEXT:       HOW TO GET THE RIGHT  
                              ARCH FOR YOUR BROWS

*Kelli Bartlett appears on-screen. She sits in front of multiple mirrors lined with bright lights. She speaks.*

ON SCREEN TEXT:       KELLI BARTLETT  
                              CELEBRITY MAKE-UP ARTIST

KELLI: I'm Kelli Bartlett. As a celebrity makeup artist, I know how important it is to get the right arch for your brow. Eyebrows should complement your face, balancing your facial features and enhancing your overall look.

*Cut to a close-up of Kelli's face. She wears natural makeup and gently blinks a few times.*

KELLI: That's why having the right arch is so important.

*Cut to the black background. A rectangular box featuring Kelli appears on the left side of the screen. She continues speaking. Another smaller rectangular box appears on the top half of the right side featuring a close-up of the top half of Kelli's face. She brings an eye pencil to the edge of her eyebrow, beside her nose, in both boxes.*

KELLI: Here's how to measure. Find your starting point using a pencil to connect the edge of your nose with the inner corner of your eye.

*The smaller rectangular box on the right side disappears, then reappears on the bottom half of the right side of the screen. Kelli continues speaking and angles the pencil between the edge of her nose and the center of her eyebrow in both boxes.*

KELLI: Then connect the edge of your nose and the center of your eye to find the highest point.

*The smaller rectangular box on the right side disappears, then reappears on the top half of the right side of the screen once again. Kelli continues speaking and angles the pencil between the edge of her nose and the outer corner of her eyebrow in both boxes.*

KELLI: Finally, use the outer corner of your eye to determine where your brow should end.

*Cut to Kelli speaking in front of the brightly lit mirrors.*

KELLI: It is also critical to choose the right tweezers. Slant tips are great for overall grooming.

*Cut to the black background. The rectangular box featuring Kelli appears on the left side of the screen. She continues speaking. Revlon Gold Series Slant Tweezers appear on the right side of the screen.*

ON SCREEN TEXT:       REVLON GOLD SERIES  
                                  SLANT TWEEZER

KELLI: Here, I have the new Revlon Gold Series Slant Tweezers, which have superior grip.

*Cut to the black background. A rectangular box featuring a close-up Kelli appears on the top half of the screen. She continues speaking as tweezers pluck at her eyebrow. The Revlon Gold Series Titanium Coated Point Tweezers appear on the bottom half of the screen.*

ON SCREEN TEXT:       REVLON GOLD SERIES TITANIUM COATED  
                                  POINT TWEEZER

KELLI: You also want good point-tip tweezers for ultimate precision.

*Cut to the black background. The rectangular box featuring a close-up of Kelli's eye appears on the left side of the screen. She continues speaking as Revlon Gold Series Titanium Coated Lighted Slant Tweezers shine a small bright LED light at her eyebrow as she plucks it.*

ON SCREEN TEXT:       REVLON GOLD SERIES TITANIUM COATED  
                                  LIGHTED SLANT TWEEZER

KELLI: Revlon also has the slant option with built-in LED light to see even the tiniest hairs.

*Another rectangular box appears on the left side of the screen featuring a close-up of a hand as it picks up the Revlon Gold Series Titanium Coated Lighted Slant Tweezers. The hand gently squeezes the tweezers, and the LED light clicks on.*

*Cut to Kelli speaking in front of the brightly lit mirrors.*

KELLI: Now you are ready to dazzle with Revlon Gold Series.

*Three golden Revlon Gold Series Tweezers appear in the middle of a black background.*

ON SCREEN TEXT:       REVLON GOLD SERIES

*The red Revlon logo and red text reading "Love Is On" appears on the black background. The text fades to black.*

ON SCREEN TEXT:       REVLON  
                                  LOVE IS ON