

MPF Hair USA full length v08-2--2398

Upbeat music plays.

The Target Bullseye logo appears on screen with a dressing room in the background. The Target logo disappears and on screen text appears.

ON SCREEN TEXT: #TargetStyle

Fade to white, then on screen text.

ON SCREEN TEXT: 5 Steps to a
wrap-around
ponytail

Fade in to a hand placing a bottle of Pantene product onto a bathroom counter. Cut to a woman walking into the dressing room with a towel on her head.

ON SCREEN TEXT: Pantene Damage Detox Shampoo

Fade to white, then on screen text.

ON SCREEN TEXT: 1 wash, towel dry & treat

Dissolve to the woman removing the towel from her head. Cut to the woman drying her hair. Cut to a hand grabbing a pump bottle of TRESemme product. Cut to shots of the woman rubbing the product into her hair.

ON SCREEN TEXT: TRESemme 7 Day Keratin Smooth Heat Activated Treatment

ON SCREEN TEXT: apply from
root to tip

Fade to white, then on screen text.

ON SCREEN TEXT: 2 blow dry & prep
for flat iron

Dissolve to shots of the woman blow-drying her hair. Fade to white then back to the woman shaking her head. Fade to white then to a hand grabbing a spray bottle of L'Oreal product. Cut to shots of the woman spritzing the product into her hair.

ON SCREEN TEXT: L'Oreal Advanced Hairstyle Iron Straight Heat Spray

ON SCREEN TEXT: calm frizz for
a sleek style

Fade to white, then on screen text.

ON SCREEN TEXT: Beauty secret
don't overbrush, it can
create cuticle damage & frizz

Dissolve to shots of the woman brushing her hair. Cut to the woman turning towards the camera and smiling. Fade to white, then on screen text.

ON SCREEN TEXT: 3 straighten hair

Dissolve to shots of the woman styling the back of her hair into a bun then clipping it into place. Cut to the woman smiling and waving.

Dissolve to a hand grabbing a hair straightener. Cut to shots of the woman straightening her hair.

ON SCREEN TEXT: flat iron section
by section

Fade to white, then on screen text.

ON SCREEN TEXT: 4 part & divide into
three sections

Dissolve to the woman combing her hair over her face. Cut to shots of the woman using the comb to part her hair. Cut to shots of the woman sectioning off the back of her hair. Cut to shots of the woman putting the back section of her hair into a ponytail.

ON SCREEN TEXT: define a clean part
for a polished look

ON SCREEN TEXT: secure at the
nape of the neck

Fade to white, then on screen text.

ON SCREEN TEXT: 5 wrap sections &
secure with pins

Fade to shots of the woman styling her hair by crossing sections over and then wrapping them around her ponytail.

ON SCREEN TEXT: cross sections over

ON SCREEN TEXT: wrap under
and around

Fade to shots of the woman securing her hair with bobby pins.

ON SCREEN TEXT: gather to one
 side & pin

Fade to white, then on screen text.

ON SCREEN TEXT: Amazing hair
 discover the latest for less

Dissolve to a variety of hair care products sitting on a counter. Fade to white then to the woman smiling and laughing while looking at the camera.

ON SCREEN TEXT: Expect more. Pay less.

Fade to the Target bullseye a white background. The logo blurs and then spreads out like it's composed of powder being blown by a breeze. The logo disappears and the on screen text appears.

ON SCREEN TEXT: [Target.com/beauty](https://www.target.com/beauty)