

## Allison & Jordan\_30sec

*On a backdrop of snow lightly falling on evergreens outside a window, the Purina ONE logo appears next to the red 28-Day Challenge logo. Alison and Jordan hike down a snowy mountain trail with their two dogs, Bogie and Rue. They stop and pet their dogs.*

ALISON: This challenge has been cool because it's actually made us notice things about our dogs.

*Alison sits in a plush chair and Jordan reclines on the chair's arm with their dogs inside a rustic house. Jordan places a silver bowl of food on the floor, and Bogie rushes over to chomp it down.*

JORDAN: Doing the challenge with him, you can see, like, how much diet really does make your dog's life better.

*Outside, Jordan rubs Rue's black fur underneath her neck. He walks through the yard with both dogs. As he dangles a red toy out, Bogie jumps at it.*

ALISON: Her coat's been really shiny. Their digestion seems better.

*Rue lies on the plush chair between Jordan and Alison. Bogie lies across the wide ottoman in front of them. Jordan holds Bogie, staring at him intently.*

JORDAN: I mean, you can even see it in his eyes in the morning.

*Alison nods as she interviews. Bogie and Rue eat out of silver bowls on the floor. A bag of Purina ONE sits on a rustic wooden table by the window.*

ALISON: We're definitely gonna keep feeding them the Purina ONE.

*Outside, in slow motion, Bogie leaps for a toy in Jordan's hand. Alison and Jordan hold hands as they walk. Inside, Jordan holds Rue on his lap, and Alison holds Bogie on her lap.*

ALISON: It's nice to have a go-to brand.

JORDAN: If you feed your dog healthy, you're gonna be able to see it. We all kind of share the benefit of what's come from the 28-day challenge.

*On a backdrop of a sweeping cloudy sky and misted mountains, the Purina ONE logo appears next to the red 28-Day Challenge logo above white text.*

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