

COM17_001_Target Announcement_Target_Protein_About_v2.mp4

Katrina and Karena appear in a kitchen with Tone It Up Nutrition Products in front of them. Katrina begins to speak and uses her hands.

ON SCREEN TEXT: As women, we understand all the questions about protein like will this make me bulky,

Katrina continues to speak and Karena shakes her head side to side.

ON SCREEN TEXT: and it absolutely won't and that's why we actually made Tone It Up protein for you.

Katrina continues speaking as Karena smiles.

ON SCREEN TEXT: We understood exactly what you needed and we also understood that there are some proteins out there that might be Whey protein, which is dairy.

Katrina points to the protein, while she is speaking and uses her hands excitedly.

ON SCREEN TEXT: So we made a plant based protein, so no bloating, you feel clean, and you feel fabulous after having your smoothie, or any of your baked goods.

Karena begins speaking and Katrina continues to smile. Karena uses hand gestures happily.

ON SCREEN TEXT: And has the perfect amount of protein at 15 grams, which is just what you need post workout to sculpt your beautiful, lean muscles.

Karena continues to speak and looks at Katrina. Katrina chimes in excitedly.

ON SCREEN TEXT: It's also great for your hair, your skin, and your nails. And your Metabolism.

Katrina starts to speak and both smile as they look at each other.

ON SCREEN TEXT: Protein is so important, especially for you.

Fun, upbeat music begins to play and "Tone It Up" appears in black writing on a white screen.