



**1 “ Introducing the ....”**

On Screen: First frame lights up

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**2 “...new...”**

On Screen: Parlux logo begins to animate in.

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**3 “... Parlux 385 Power Light Ionic...”**

On Screen: Parlux 385 animates in.

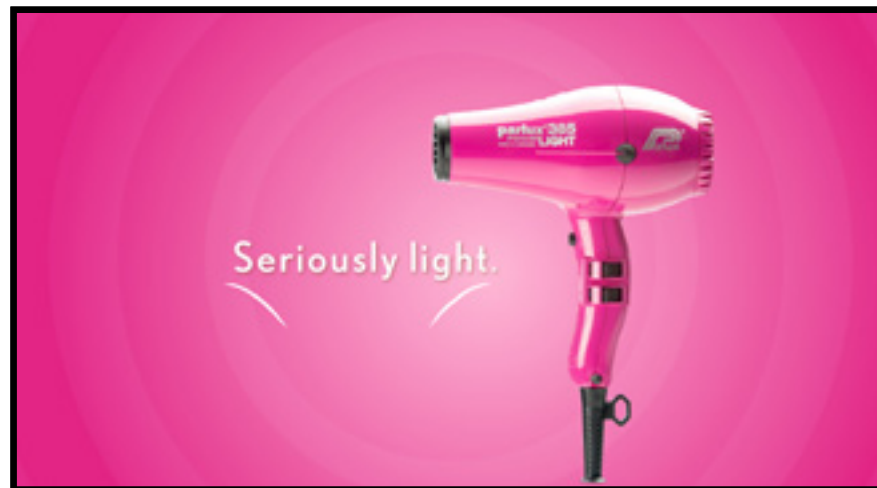
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**4 “...& Ceramic Hair Dryer. Used by professional hairstylists.”**

On Screen: Slow zoom on product and logo.

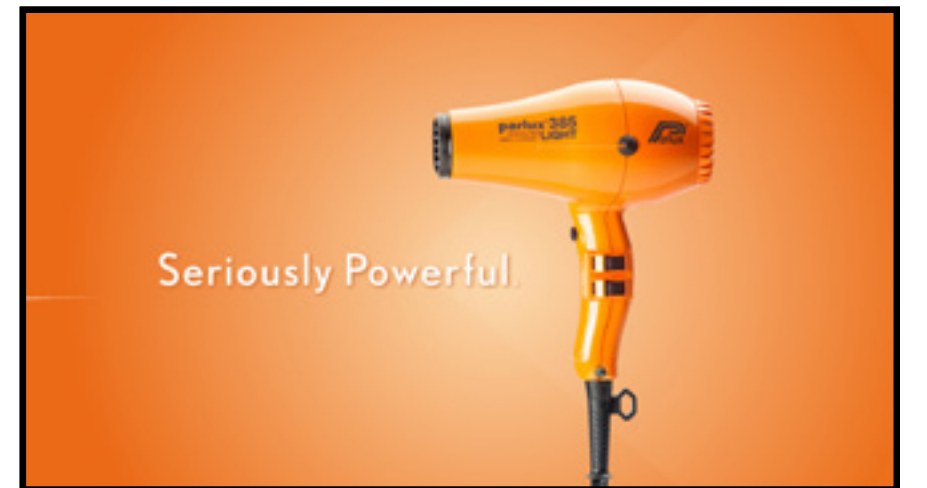
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**5 “...Seriously light ...”**

Title art “Seriously light” animates on with bright swirls.

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**6 “...Seriously powerful”**

On Screen: Title art “Seriously powerful” animates on with bright swirls.

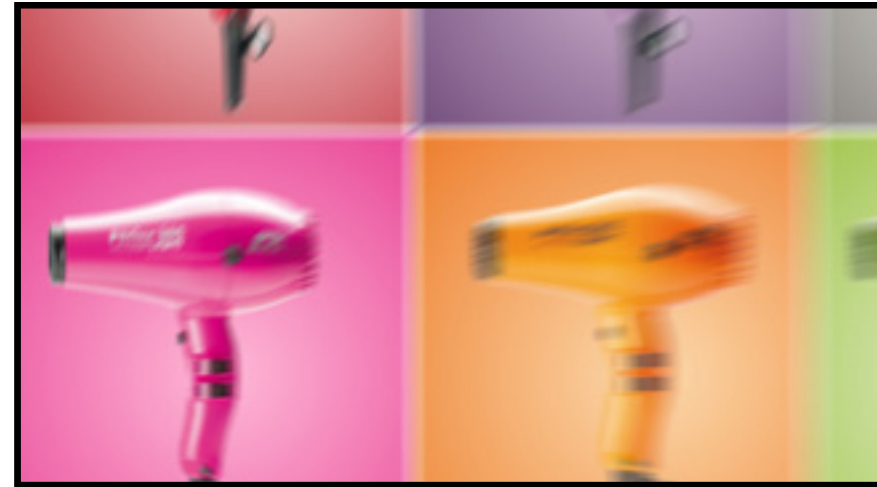
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**Production Notes:** The title art and intro/outro uses the design elements and background of the Electrical Sale. Use of the Hairhouse Warehouse 'shiny 3D' look - to keep customers in the mood. Camera, lens and lighting effects are in place to enhance the look.



**7 Beautiful, shiny, smooth, salon hair fast.**

On Screen: "Beautiful, shiny, smooth" Animate on



**8 The new Parlux 385 Hair Dryer...**

On Screen: Quick zoom out



**9 ...comes in a range...**

On Screen: Entire range of colours are presented.



**10 ...of fashionable colours**

On Screen: Products pulsate to the beat.



**11 Available at**

On Screen: Logo animates on glossy reflective background.



**12 these salons and retailers.**

Onscreen: Store locations fade up.

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