

FRAME/TIME	VO	ACTION	NOTES
1 :01 - :02	Be a force of nature.	Sunrise over water with FON logo	Short but not too short
2 :03 - :05		Mary struggles with grocery bags through a door into the kitchen	The struggle is with the door not the grocery bags. Make the bags reusable canvas
3 :06 - :08	Ah! Certified organic. Great choices, Mary.	She rubs her head, searches through bags pulling out certified organic milk and then cage free eggs	C/U on the certified organic seals of both products
4 :09 - :10	But what about that headache?	Mary parses through more bags, finds box of Ibuprofen, opens it, pours two into her hand	White box with "Ibuprofen" on it in red lettering
5 :11 - :30	Let's take a look at the warnings before popping those. Side effects include stomach pain, constipation, diarrhea, bloating, gas, heartburn, nausea, vomiting, dizziness, headache, nervousness, skin itching or rash, blurred vision, or ringing in the ears. Other side effects may occur. Consult your physician if you experience any possible side effects.	Mary looks to camera, scowls, shakes her head, looks at warnings, her mouth drops open	C/U on a laundry list of side effects that goes on for pages
6 :31 - 36	Why are there so many "acceptable" side effects with	Mary on her laptop searching for natural remedies	C/U on computer screen and FON order page

	traditional medicine?		
7 :37 - :41	Your food deserves organic ingredients. Shouldn't your body get the same respect?	Mary gazes at the Ibuprofen box and pills in her hand then at the organic products on her counter and pitches them both into a trash can	
8 :42 - :50	Introducing Forces of Nature Medicine. It's the world's <u>only</u> company to give you certified organic natural medicines.	FON logo. Mary peeks around it, takes a good look, smiles at camera, nods	
9 :51 - :55		Floating bottle of FON headache remedy. Mary grabs it, tips bottle, two drops hit her palm, she rubs them onto her temples	C/U on Certified Organic seal. Tip the bottle opening toward camera, have two drops of oil land softly in Mary's palm
10 :56 - :59	Here's why you want nothing but certified organic.	Mary waits for the answer	Interested in the info but not impatient
11 :60 - :67	Just like with produce and other foods, certified organic means there will <u>never</u> be toxins, chemicals or harmful substances in your medicines.	In a circle: Toxins Chemicals Harmful Substances	Make these pop into the circle one at a time then run a red slash through them. Make all 3 same size font – I reduced last one to fit on one line
12 :68 - :73	You don't want to put "acceptable levels" of chemicals in your body, do you?	Mary in her bathroom replaces traditional medicine products with FON products	
13 :74 - :80	With certified organic medicines you have chosen to take control of your	Mary shows her husband and two kids the new medicines	

	body and your health		
14 :81 - :83	You've got this!	Mary stands, hands in air victorious	
15 :84 - :89	Stop chasing symptoms and get to the root of any illness.	A band aid with an "Rx" on it is stamped out	Use a fist to stamp out the Rx
16 :90 - :103	True healing from the best and most potent natural medicines available. Without being certified organic, "all natural" and "finest ingredients" don't mean anything.	A shot of the rainforest and FON's certified organic seal	
17 :103 - :108	Stop the side effects train from chemical laced medicines in its path.	A black locomotive barreling down with "Side Effects" written on the side in red. FON logo stops train	
18 :109 - :113	And how about a 1-year money back guarantee with no questions asked?	Mary and her family give thumbs up, smiles	
19 :114 - :120	Medicines prescribed by nature. Just for you.	Sunrise over water with FON logo and web address	A short beat between sentences for impact. Hold on web address and then fade to black