

**CLIENT: Lane Labs
PRODUCER: ProVideo
PROJECT: Skin Answer
WRITER: Larry Weiner**

January 4, 2001

VIDEO:

OPENING TITLE GRAPHIC — NAME OF PRODUCT AND MANUFACTURER: LANE LABS PRESENTS...SKIN ANSWER.

A SERIES OF SUNNY OUTDOOR SHOTS. THESE ARE QUICK CUTS, NOT MORE THAN FOUR TO FIVE SECONDS, SHOWING PEOPLE OVER 50 YEARS OF AGE INVOLVED IN VARIOUS OUTDOOR ACTIVITIES, E.G. GOLFING, GARDENING, SAILING, WALKING, ETC. THE VOICE-OVER IS THE WOMAN HOST WE WILL SEE LATER ON SCREEN. SHE STARTS SPEAKING AFTER A FEW SECONDS OF THE VIDEO ACTION.

CUT TO SHOT OF WOMAN LOOKING AT A SUN SPOT ON HER HAND. THIS CAN BE A SHOT FROM AN EXISTING PHOTOGRAPH.

CUT TO THE HOST, EITHER JUST TAKING A GOLF SWING, HITTING A TENNIS BALL, OR WORKING IN A GARDEN. SHE FINISHES THE ACTIVITY AND THEN TURNS TOWARD THE CAMERA.

INTERVIEW WITH DR. RAO TO TAKE

AUDIO:

Host (VO):

There has always been something magical about a sunny day. Ever since we've been children, we've "worshipped the sun." In our society, someone with a wonderful tan seems to be healthier, more vital, more in touch with life.

Yet, for years, we've also heard warnings about exposing ourselves to too much sun, but most of us, intoxicated by the seeming immortality of youth, have chosen to ignore those warnings.

One of the damaging effects of over exposure to the sun is the skin condition called sun spots.

Host: (on camera)

Hi. My name is (name), and I'm here to talk to you about an exciting new product that safely and naturally removes sun spots. It's called SKIN ANSWER, from Lane Labs. But, before we get into this incredible product, let's talk a little bit about sun spots themselves. What are they? How do you get them? And, if you have them, how do you get rid of them? For the answers to these questions, let's talk to the respected dermatologist, Doctor Babar Rao.

(QUESTIONS FOR DERMATOLOGIST)

VIDEO:

PLACE IN HIS OFFICE.

CUT BACK TO HOST. SHE IS IN THE MIDDLE OF SOME OUTDOOR ACTIVITY. SHE TURNS BACK TO THE CAMERA.

CUT AWAYS OF VARIOUS TYPES OF SUN SPOTS.

CUT TO INTERVIEWS WITH PEOPLE WHO HAVE USED SKIN ANSWER.

AUDIO:

- Explain what happens to the skin when it is exposed to too much sun.
- Are there any chemical changes that happen to the skin when it is exposed to too much sun over the course of years?
- What types of people are most susceptible to sun damage?
- At what age to skin problems begin to manifest themselves?
- What percentage of people over 50 suffer from sun spots?
- How can you tell the difference between a simple freckle, a sun spot, or something more dangerous?
- How do you diagnose sun spots.
- Are men and women equally at risk?

Host: (*on camera*)

Let's face it, there's nothing attractive about sun spots. They can leave your skin dotted with tiny — or, in some cases, not so tiny — irregular and discolored spots. Sun spots can be red, rough in texture, or they can be brown raised scaly spots. They're uncomfortable and anyone who has sun spots knows the worry they cause. In the past, sun spots could only be removed by expensive surgery or laser peels. Listen to the experiences some people have had with sun spots.

(QUESTIONS FOR PATIENTS. AT LEAST TWO PATIENTS SHOULD BE FEATURED HERE)

- Are you an outdoors type?
- What types of activities do you enjoy doing outdoors?
- About how much time do you spend outdoors every day?
- Were you always this way?
- When did the first sun spots ap

VIDEO:

CUT BACK TO HOST IN ANOTHER OUTDOOR SETTING.

CUT TO DR. RAO IN HIS OFFICE.

CUT BACK TO HOST IN ANOTHER OUTDOOR SETTING. SHE HAS PRODUCT, OR REACHES FOR PRODUCT AND HOLDS IT OUT.

AUDIO:

- pear?
- How did you feel when they began appearing?
- Did you fear that sun spots might affect your lifestyle in any way?
- Did you go see a dermatologist?
- What did you do about it?
- What corrective measures were available to you when your first sun spots began appearing?
- Did you have any feelings about those procedures?

Host: (on camera)

The purpose of this show is to let you know there now is an all natural solution to those ugly sun spots. That product is SKIN ANSWER, an amazingly effective, all-natural gel from Lane Labs. Doctor Rao again will give us the secret to this product's magic abilities.

(QUESTIONS FOR DR. BABAR RAO)

- What is SKIN ANSWER that makes it an effective solution to sun spots?
- What is a glyco-alkaloid?
- How does it reverse the sun spot producing process?
- Does a person need a prescription to use SKIN ANSWER?
- Why not?

Host:

As you heard, SKIN ANSWER is not a drug, prescription bleach, or fade cream. It is not a simple cover up. It actually eradicates the sun spot itself. And, you don't have to use it for months or years. Made from natural plant compounds, SKIN ANSWER is ab

VIDEO:

CUT TO VARIOUS INTERIOR SHOTS OF EMPLOYEES FORMULATING PRODUCTS.

CAN WE DO QUICK CUTS OF ARTICLES ABOUT LANE LABS AND/OR ITS PRODUCTS?

CUT TO HOST ON CAMERA. SHE IS HOLDING PRODUCT.

EFFECT BRINGS US TO PATIENT PREPARING TO APPLY SKIN ANSWER.

CUT TO PERSON CLEANING AREA.

CUT TO SAME PERSON APPLYING ANTISEPTIC.

CUT TO PERSON APPLYING SKIN ANSWER.

CUT TO AREA BEING COVERED.

CUT TO BEAUTY SHOT OF PRODUCT. OFF TO SIDE, IN BULLETED COPY, WE SEE:

- **SKIN ANSWER SOOTHES AND**

AUDIO:

solutely safe, natural, and effective. And it's made by a company that has been known for years now as an innovator in the natural health industry. Lane Labs products have been featured in dozens of magazine articles and television reports, and its family of companies are located around the world.

Host: (on camera)

SKIN ANSWER is simply the latest product from this trendsetting company. I'm so excited about SKIN ANSWER because it *works!* And, it has worked for thousands of people with sun spots. For most, it takes only a few short weeks to perform its magic. Here's how.

Host: (VO)

Using SKIN ANSWER is — as they say — easy as one, two, three.

First, scrub the sun-damaged area with a wet soapy washcloth.

Then, clean the area with an antiseptic, such as witch hazel or isopropyl alcohol. Both of these products can be purchased in any drug store or supermarket.

Then, apply a thick layer of SKIN ANSWER directly onto the spot.

Then, cover the area with a bandage if your clothing will be coming in contact with SKIN ANSWER. If not, leave the area uncovered.

Do this once in the morning and again in the evening (?). SKIN ANSWER's combination of aloe vera and carbamide help soothe and moisturize the skin, while the glyco-alkaloids remove

VIDEO:

MOISTURIZES

- **GLYCO-ALKALOIDS REMOVE DEAD SKIN CELLS.**

ANIMATION WILL BE USED HERE TO SHOW HOW USE OF SKIN ANSWER REMOVES SKIN ANSWER FROM THE DEEPEST SKIN LEVELS.

CUT BACK TO HOST. SHE IS INVOLVED IN SOME OUTDOOR ACTIVITY.

CUT TO DR. OLSON IN HER OFFICE.

OPEN WITH TIGHT CU OF HANDS

AUDIO:

Host: (VO cont'd)
the dead skin cells.

Now, you may feel some itchiness or a stinging sensation. This is perfectly normal. It's the SKIN ANSWER working on the sun spot. Again, if the spot gets red, it's also normal. The exfoliating nature of SKIN ANSWER is getting rid of the bad layer skin and revealing newer, younger skin underneath.

Host: (on camera)
Does SKIN ANSWER sound too good to be true? Well, don't take my word for it. Doctor Margaret Olson has been using SKIN ANSWER with a number of her patients over the past couple of years, and she's hear to speak about her experience with it.

(QUESTIONS FOR MARGARET OLSON)

- How long have you been recommending SKIN ANSWER to your patients with sun spots?
- Explain what happened to get you to try SKIN ANSWER.
- About how many of your patients are using the product?
- What kind of results are they getting?
- About how long — on average — do your patients have to use SKIN ANSWER in order to erase the sun spot completely?
- How do the results achieved with SKIN ANSWER compare with traditional ways of attacking sun spots?

Host: (VO)
Once you start using SKIN ANSWER,

VIDEO:

SLOWLY APPLYING SKIN ANSWER. MAKE SURE PRODUCT IS IN BACKGROUND.

CUT TO ANIMATION OF SKIN GETTING RED AND THEN PEELING OFF. ALSO, SHOW NEW SKIN.

CUT TO VARIOUS PEOPLE WHO HAVE USED SKIN ANSWER.

CUT TO HOST GOING BACK TO THE ACTIVITY WE SAW IN BEGINNING.

SHE STOPS WHATEVER SHE'S DOING AND LOOKS DIRECTLY INTO CAMERA.

SHE HOLDS UP PRODUCT.

AUDIO:

Host: (VO cont'd)

here's what you can expect. First, your skin will start to tingle. Then, the spots may actually begin to look worse. If that happens, don't be alarmed. That's the SKIN ANSWER at work. The sun spot also may get red. Again, that's natural. Then, the old, damaged skin will just peel off. And, underneath, you'll discover clear, soft, younger looking skin. Just listen to what some people have to say about SKIN ANSWER.

(QUESTIONS FOR PATIENTS)

- Did you have any doubts when you began using SKIN ANSWER?
- What were they?
- How long did you use SKIN ANSWER before you saw results?
- Are you satisfied with the results?
- Is it greasy to the touch?
- Would you recommend SKIN ANSWER to others? Why?

Host:

It's important to keep in mind that Lane Labs, the makers of SKIN ANSWER, are not saying that now you can spend as much time as you want outdoors and not worry about the sun anymore. And, they are certainly not offering a cure-all for all sun related health conditions.

What they are saying is that if you have spent a lifetime outdoors like I have and you have developed sun spots, you now have an affordable, easy to use, and highly effective product for getting rid of these unsightly spots once and for. That product is SKIN ANSWER.

Thank you.

VIDEO:

AUDIO:

**FADE TO INFORMATION CARD ABOUT
HOW TO GET SKIN ANSWER.**

**CUT TO LOGO OF SKIN ANSWER AND
LANE LABS.**

FADE TO BLACK.