

Snell System
Short-form DRTV spot
Scriptwriter: Richard Bellikoff

VIDEO

Montage, beach & pool scenes, shapely women in swimsuits

Hunter Tylo in summer dress with pool & golf course background

Super CGI:
Hunter Tylo
Dr. Taylor Hayes
Forrester
“The Bold and the Beautiful”

Before & After shots of cellulite

Super CGI:
Before
After

Animation, showing how Snell System works

Super CGI:
Increases metabolism
Reduces fatty dimples
Cuts water retention
Firms & tones skin

AUDIO

TYLO (V.O.): Summer’s here. Are you ready to strut your stuff in a skimpy bikini? Or will you be hiding under the beach umbrella?

TYLO (Sync.): Hi, I’m Hunter Tylo. Whatever your age, chances are you suffer from cellulite. 9 out of 10 women do. So did I -- until I started using Snell System, from Swiss Research.

TYLO (V.O.): Snell System’s patented Swiss technology can help slim and tone your legs, thighs and buttocks -- to get rid of that familiar cottage cheese, orange peel or gravel look we all dread.

Snell System fights cellulite four ways at once. It increases your metabolism, to burn fat -- reduces the concentration of fatty dimples -- cuts down on water retention -- and makes your skin firmer and more elastic. No more “jelly legs” or “thunder thighs”!

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3-way split screen,
showing cellulite being
treated with cream,
massage, machine

Snell System display
packaging

Tylo pours capsules
from open Snell System
bottle

CU, capsules in her palm

Super CGI:
Boosts metabolism
Burns fat
Eliminates water

Tylo displays patch

CU, patch in her hand

Animation, showing
patch ingredients
penetrating into skin

Super CGI:
**Starts working right
away**

Animation, graphs &
charts of test results

AUDIO

Creams, massages and machines only treat the symptoms of
your cellulite, not the causes.

TYLO (Sync.): Only Snell System combines two unique
toning and slimming products -- a capsule and a patch -- to go
to work on your cellulite from inside and out.

The capsules work from the inside, to boost your metabolism,
burn fat deposits and eliminate excess water.

The Snell System patch works from the outside.

TYLO (V.O.): Innovative Hydrogel technology lets vital
nutrients penetrate deep into your skin, to combat your
cellulite the very first day.

In a study of 20 women who used Snell System for just 6
weeks, cellulite was reduced by 32% and thigh size was 3.8
centimeters smaller. That's an inch and a half!

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Back to Tylo, closing
with a smile

TYLO (Sync.): Snell System worked for these women and
for me, and it can work for you too. Try it and see for
yourself.

Snell System display
packaging

CTA NARRATOR (V.O.): Start feeling more confident
about showing off your legs this summer. Call [Number

Super CGI:

TBD] to try Snell System, and watch patented Swiss

**Call [phone number
TBD]**

technology fight your cellulite from the inside and outside.

[Mailing address TBD]

Try Snell System for just 30 days. If you're not 100%

**30 day money back
guarantee**

satisfied, return it for a full refund. You owe it to yourself to
give Snell System a try. Call now.