

## TWELVE:2 RENEW VIDEO SALES LETTER SCRIPT

### Video

OPEN ON TASTEFUL BACKGROUND WITH TITLE:  
"PLEASE TURN ON SOUND." HOLD 5 SECONDS.

STILL SHOT OR FOOTAGE OF MIDDLE-AGED  
WOMAN #1, TAKING UP HALF THE SCREEN. IN  
THE OTHER HALF HER QUOTE IS TYPED OUT AS  
SHE SPEAKS.

STILL SHOT OR FOOTAGE OF WOMAN #2, HER  
QUOTE TYPED OUT AS SHE SPEAKS.

STILL SHOT OR FOOTAGE OF WOMAN #3, HER  
QUOTE TYPED OUT AS SHE SPEAKS.

STILL SHOT OR FOOTAGE OF WOMAN #4, HER  
QUOTE TYPED OUT AS SHE SPEAKS.

HER SIDE OF SCREEN CHANGES TO PRODUCT  
SHOT OF TWELVE:2 RENEW CREAM. QUOTE  
CONTINUES TYPING OUT.

SHOT OF MIDDLE-AGED FEMALE  
SPOKESPERSON.

### Audio

BEGIN MUSIC: (Light and warm, in background)

WOMAN #1 VOICEOVER: "When I would tell others  
how great they looked and they never returned the  
compliment...(LAUGHS) well, it was time to do  
something..."

WOMAN #2 VO: "I was done. Done with all the  
claims. Done with the creams, gels, liquids, all  
the...excuse my language...*crap* that was supposed  
to make me look 15 years younger. None of it really  
worked! *Then...*"

WOMAN #3 VO: "Surgery on my face? No thanks.  
Botox injections? Eeesh! Never mind the pain and  
expense, I want to look like *me*. Only younger. Not  
some cardboard cutout! *Fortunately...*"

WOMAN #4 VO: "I was skeptical. (Believe me, I'm  
skeptical of everything.) Twelve:2? What kind of  
name is that?

But they said I could try it, no risk whatsoever. And  
wouldn't make themselves scarce, like some  
companies do, if I wanted to return it. So what the  
heck, I gave it a try. *Well, what happened next...*"

FEMALE ANNCR: What *did* happen next? To all  
these women? I'll get to that in a moment. Don't  
worry, I'm not going to string you along on a 45-  
minute sales pitch. You're busy. You want facts. No

frills, no hype. No blaming, shaming, or stroking your ego. Just the facts.

MONTAGE OF STILL SHOTS OF THE FOUR WOMEN.

A few minutes of your time so you can make an informed decision like these women did...

PRODUT SHOT: TWELVE:2 RENEW.

...about a new anti-aging cream called Twelve:2 Renew.

STOCK SHOT OF ENORMOUS SELECTION OF WOMEN'S BEAUTY PRODUCTS. PAN.

Look, you've probably seen it all. No doubt tried it all. In fact, we spend *over two billion dollars* a year on anti-aging skin care products that promise the world...but largely disappoint.

SUPER: "\$2 BILLION."

BACK ON SPOKESWOMAN.

So I don't blame you one bit for being skeptical. In fact, I'm glad if you are. Because it's women who are discerning...questioning...put off by fake flattery...tired of exaggerated claims...who become our best customers. They *welcome* our blunt honesty.

TITLE TYPES OUT: "INDISPUTABLE TRUTH #1: THERE IS NO SINGLE CAUSE OF AGING SKIN."

So let's start with two indisputable truths. Indisputable Truth #1: *There is no single cause of aging skin*. In fact, "aging skin" is a misnomer, a catch-all term for several separate things taking place, some that have nothing to do with age.

SHOT OF WOMAN SHOWING SOME DRYNESS AND WRINKLES. PAN AROUND HER.

Yes, as you get older your skin loses moisture and thins out, causing dryness and wrinkles. That's a natural occurrence and unavoidable—though, as you'll see, not irreversible.

BACK ON SPOKESWOMAN.

But there are many other factors that can prematurely age your skin, no matter how old, or young, you are.

SHOTS OF WOMEN ON BEACH OR OTHER PLACES EXPOSED TO THE SUN.

Worst culprit of all? *The sun*. It can damage your skin unmercifully...if you let it. So don't.

WOMAN WEARING A WIDE-BRIMMED HAT OR VISOR.

Avoid direct sunlight on your face. Use a high SPF sunscreen to block out harmful rays.

SHOT(S) OF SODA, COOKIES AND OTHER JUNK FOODS AND BEVERAGES.

Diet can also do a number on your complexion, especially foods laden with sugar, which breaks down collagen...an essential protein...

SHOT OF WOMAN WITH SAGGING, WRINKLED COMPLEXION.

and that can cause sagging and wrinkles.

WOMAN WITH PALE, SALLOW SKIN.

Lack of exercise can lead to sick, sallow-looking skin, as sluggish circulation prevents oxygen and nutrients that repair facial tissue from ever reaching it. (So please, get off the couch...and get moving!)

WOMAN CRAZY BUSY AT OFFICE.

...stress can rob you of a healthy looking appearance, too, by elevating hormones that trigger inflammation and cause blemishes...

HAZY CITYSCAPE.

...air pollution can clog your pores. So you escape inside into air-conditioning. But even that will dry out your skin!

BACK ON SPOKESWOMAN.

What I'm getting at is this: There are many causes of so-called "aging skin."

TITLE TYPES OUT: "INDISPUTABLE TRUTH #2: THERE IS NO ONE MIRACLE SUBSTANCE THAT WILL ADDRESS EVERY SKIN DEFICIENCY."

Which brings us to Indisputable Truth #2: There is no one miracle substance that will address every skin deficiency. I'll say it another way, because this is important: *There is no single magic bullet that's going to turn your complexion around.*

ASSORTMENT OF ANTI-AGING BOTTLES, TUBES, JARS, ECT. PAN.

Yet that's what many products out there would have you believe. The fabulous fad ingredient of the month. The latest, greatest cosmeceutical or trending supplement that will change your life forever.

BACK ON SPOKESWOMAN.

And people buy it. Why? Because it sounds exciting...perfectly plausible...filled with promise.

PAN MORE DESIGNER TYPE PRODUCTS IN SHADOW SO YOU CAN'T READ LABELS.

Yet very often, and sadly, users of these highly touted, exorbitantly priced products come away dissatisfied. Sure, each may have a positive effect on some aspect of your skin. But treat all of the damaging effects from multiple causes? No way. *Not happening.*

TWELVE:2 RENEW PRODUCT SHOT. PULL IN SLOWLY.

At Twelve:2 we took an entirely different approach. Rather than create a marketing mirage long on seductiveness...and short on results...we focused our resources on developing the best anti-aging cream scientifically achievable.

TITLE TYPES OUT THE QUESTION: "WHAT IF YOU TOOK EACH ADVERSE CONDITION OUR SKIN IS SUBJECTED TO..."

First, we asked the question. What if you took each adverse condition our skin is subjected to...

CLOSEUP OF DRY SKIN. TITLE TYPES OUT: "DRYNESS"

...dryness...

CLOSE-UP OF WRINKLED SKIN. TITLE TYPES OUT: "LINES AND WRINKLES"

...lines and wrinkles...

CLOSE-UP OF SAGGING SKIN. TITLE TYPES OUT: "SAGGING"

...sagging...

CLOSE-UP OF SKIN WITH AGE SPOTS. TITLE TYPES OUT: "DISCOLORATION AND AGE SPOTS"

...discoloration and age spots...

CLOSE-UP OF SKIN THAT'S THIN AND LIFELESS LOOKING. TITLE TYPES OUT: "THINNING AND LOSS OF SUPPLENESS"

...thinning and loss of suppleness...

STILL SHOT OR FOOTAGE OF PEOPLE IN WHITECOATS WORKING IN A LAB.

...and found the best ingredient known for each condition that would successfully resolve it?

STILL CLOSE-UP OR FOOTAGE OF LAB  
TECHNICIAN POURING SUBSTANCE FROM ONE  
TEST TUBE TO ANOTHER.

BACK TO SPOKESWOMAN, HOLDING UP THE  
TWELVE:2 RENEW JAR IN HER HAND.

TYPE OUT EACH BULLET POINT AS SHE  
SPEAKS, THEN CROSS IT OUT WITH A LINE:

- ▶ ~~NOT THE CHEAPEST~~
- ▶ ~~NOT THE MOST READILY AVAILABLE~~
- ▶ ~~NOT FROM A SINGLE CONVENIENT  
SOURCE~~
- ▶ **BUT THE BEST**

SHOT OR FOOTAGE OF MIDDLE-AGED WOMAN  
WITH GLOWING COMPLEXION. TYPE OUT TITLE:  
"PENTAVITIN®"

WOMAN APPLYING CREAM TO FACE.

SHOT OR FOOTAGE OF WOMAN WITH  
WRINKLES AND LINES.

Then, and here's the real beauty of this, combine these ingredients in just the right amounts, in such a way that they work together synergistically to deliver even greater benefits than they do individually.

Wow, you say? Bring it on? Well, this is how Twelve:2 Renew Anti-Aging Cream was born. And why, as you'll soon hear from the women we quoted earlier, it's unlike anything else you've tried. So what's *in* here? Well, let's take a look.

Remember, our mission was to find unequivocally the best solution for each skin condition.

Not the cheapest...

Not the most readily available...

Not all from a single convenient source...

*But the best.*

Like Pentavitin. Extensive studies have shown Pentavitin to be highly effective at restoring, regulating and retaining moisture in the skin—even under the driest conditions.

That's because its natural formula hydrates the underlying layers, where other moisturizing agents don't reach. We couldn't find a better solution for dry and irritated skin to add to our Twelve:2 formula.

Boy, do we women hate lines and wrinkles! They can sap our youthful look...and confidence in our appearance. So Twelve:2 attacks them in two powerful ways.

CLOSE-UP OF WOMAN SMOOTHING CREAM OVER FACIAL LINES. TYPE OUT TITLE: "TRYLAGEN® PCB"

First, with trylagen® PCB. It combines active peptides and proteins to restore former levels of vital collagen that reduces significantly the depth of wrinkles.

USE IMAGE FROM ARGIRELINE FACT SHEET SHOWING ARROWS WHERE EXPRESSION LINES OCCUR. TYPE OUT TITLE: "ARGIRELINE®"

But we didn't stop there. Meet Argireline, the first peptide created specifically for expression wrinkles. It's a safer, topical alternative to Botox injections.

WOMAN WITH WRINKLE-FREE COMPLEXION.

*And it works.* You'll see results in 15 days.

SHOT(S) OF WOMEN WITH DAMAGED AND DISCOLORED LOOKING SKIN.

What about skin that's damaged, discolored, thinning...unable to repair itself and restore its natural tone and firmness?

SHOT OR FOOTAGE OF MIDDLE-AGED WOMAN WITH RADIANT COMPLEXION, PERHAPS ON A SKI SLOPE. TYPE OUT TITLE: "GluCare® S"

For that we enlisted GluCare S, a highly active yeast derivative proven to enhance the natural repair process of damaged skin...and return it to a healthier, brighter condition.

BACK ON SPOKESWOMAN.

Once treated, your skin needs protection against further damage. Which is why we strongly urge you to limit your sun exposure, watch your diet and exercise regularly. But Twelve:2 Renew helps here, too...

WOMAN IN OUTDOOR SUNNY SETTING. TYPE OUT TITLE: "LIPOGARD COENZYME Q10 WITH VITAMIN E"

...with Lipogard Coenzyme Q10 & Vitamin E, natural antioxidants that create a protective barrier against UV rays and other elements hostile to skin.

QUICK CUTS OF VARIOUS GRAPHS AND CHARTS FROM INGREDIENT FACT SHEETS.

Twelve:2 Renew contains other skin revitalizers, and I could bore you to death with all the science behind these ingredients...all the studies that were done. And they *are* impressive. But women who have actually used Twelve:2 Renew Anti-Aging Cream say it best:

REPRISE SHOT OF WOMAN #1, HER QUOTE TYPED OUT AS SHE SPEAKS.

WOMAN #1 VO: "How do I know it works? Because now when I tell people how young they look..."

(LAUGHS)...eureka!... they return the compliment!"

REPRISE SHOT OF WOMAN #2, HER QUOTE  
TYPED OUT AS SHE SPEAKS.

WOMAN #2 VO: "I'll be honest. It's not like there's a magical overnight transformation. But give it a couple of weeks. It kind of sneaks up on you. Things start improving. Lines become less noticeable. Your skin becomes more supple, you just look healthier."

REPRISE SHOT OF WOMAN #3, HER QUOTE  
TYPED OUT AS SHE SPEAKS.

WOMAN #3 VO: "I love that I was able to revive my dry and sun-damaged skin. And without one of those invasive procedures where you have no idea what you're going to look like afterwards. It's a lot less expensive, too."

REPRISE SHOT OF WOMAN #4, HER QUOTE  
TYPED OUT AS SHE SPEAKS.

WOMAN #4 VO: "I was skeptical. I admit it. But not anymore. I apply it at night. Over time I've definitely seen a difference. Lines and wrinkles virtually disappear. And knowing I look younger makes me feel younger, too."

BACK ON SPOKESWOMAN.

FEMALE ANNCR: Sure, this all sounds great. But we know very well you won't be convinced you until you try Twelve:2 Renew yourself.

PRODUCT SHOT. TYPE OUT BULLETS AS SHE  
SPEAKS:

- ▶ RISK-FREE TRIAL
- ▶ 30-DAY MONEY-BACK GUARANTEE
- ▶ NO-HASSLE RETURN POLICY

That's why it comes with a totally risk-free, 30-day money-back guarantee. With an easy, no-hassle return policy. And we mean that. So you can give this remarkable cream the two weeks it takes to really start producing results...and a few weeks more... knowing your complete satisfaction is assured.

BACK ON SPOKESWOMAN.

But before you place your order, let me tell you about another Twelve:2 product we're very excited about. Our approach to creating an anti-aging cream was so successful...

PRODUCT SHOT OF TWELVE:2 EYE COMPLEX.  
PULL IN SLOWLY.

...we applied the same rigorous method of formulation to develop our new Twelve:2 Eye Complex. Please note. We did not simply tweak our anti-aging cream and repurpose it in a different package, as others often do.

CLOSE-UP OF DRY AND WRINKLED SKIN  
AROUND THE EYE.

The delicate skin around the eye is more fragile, more prone to dryness, quicker to show lines and wrinkles. It requires special care.

LAB SHOT WITH TEST TUBES, ETC.

So we started from scratch, sparing no effort to uncover the most effective components scientifically known to treat this sensitive area. They include...

WOMAN APPLYING EYE CREAM. TYPE OUT  
TITLE: "GLYPURE® GLYCOL ACID".

...Glypure glycol acid, which stimulates cellular activity to alleviate dryness for smoother, more radiant skin...

SMILING WOMAN WITH FAMILY. TYPE OUT  
TITLE: "SYN® -COLL".

...Syn-Coll, a tri-peptide which boosts and protects collagen, to iron out lines around the eyes...

WOMAN ON TENNIS COURT. TYPE OUT TITLE:  
"PRONALEN ORGANIC FRUIT ACIDS".

...Pronalen Organic Fruit Acids, that increase the moisturizing level of the skin and improve flexibility...

CLOSE-UP OF WOMAN'S FACE. TYPE OUT TITLE:  
"REGU® -AGE BOTANICAL COMPLEX".

...and Regu-Age, a botanical complex that reduces dark circles and puffiness under the eyes.

PRODUCT SHOT. TYPE OUT TITLE "RISK-FREE,  
HASSLE-FREE 30-DAY TRIAL.

Like our Renew Anti-Aging Cream, Twelve:2 Eye Complex comes with a risk-free, hassle-free 30-day trial.

SHOT OF THE TWO PRODUCTS SIDE-BY-SIDE.

Together, Twelve:2 Renew Anti-Aging Cream and Twelve:2 Eye Complex are as potent a pair that exists for restoring the smoothness, vitality and radiance of your complexion.

TWO PRODUCTS NOW WITH A BOW TYING THEM TOGETHER. TYPE OUT TITLE: "SPECIAL INTRODUCTORY PRICE"

PRODUCT SHOT OF TWELVE:2 FACE LIFT BOX AND PACKETS. SLOWLY PULL IN.

WOMAN APPLYING SERUM TO FACE.

SHOT OF THREE PRODUCTS WITH TITLE OVER THE FACE LIFT PRODUCT: "YOURS FREE."

ON PARCHMENT-LIKE PAPER TYPE OUT THE WORDS:

**ROMANS, CHAPTER TWELVE, VERSE 2:**

**"Do not conform to the pattern of this world, but be transformed by the renewing of your mind."**

ON SPOKESWOMAN.

FADE OUT.

And right now, we're bundling the two at a price you'll love, given the extraordinary long-term benefits they offer. Just click the "YES!" button. But...

Don't miss out on this one-time bonus. While supplies last, we're also including the Twelve:2 90-Second Face Lift.

These convenient take-along packets contain a serum that instantly lifts, firms and smoothes your wrinkles. So you can start enjoying a more youthful appearance immediately...while the long-term benefits of your Twelve:2 Renew and Eye Complex are taking effect.

It's yours free when you order today. Just click on the "YES!" button to enjoy the generous introductory savings on these exceptional anti-aging skin care products...yours to try absolutely risk-free!

(FOR CHRISTIAN AUDIENCES)

A final note: You may have wondered where the name Twelve:2 comes from. It's the Biblical passage of Romans, Chapter Twelve, Verse 2, which says: "Do not conform to the pattern of this world, but be transformed by the renewing of your mind."

As a Christian company, we enthusiastically embrace this inspirational message in the creation of our products, which are all about renewal. In fact, in that spirit, we are donating 10% of all of our profits to charitable Christian organizations. Enjoy *your* renewal...and God bless!

MUSIC: (FADES OUT)