

Pool Side-V1

SCENE 1—Two Hot Women in Swim Wear at patio table, pool side, with drinks on the table, sunny day. Two boys standing at the backside of the pool (one is 14-15, the other is 12-13) chatting with a girl (14-15)

Location: Swimming pool side

LITTLE GIRL 1 (VICKY, 12-13) in one piece bathing suit comes over holding hands with LITTLE GIRL 2 (EMILY, 12-13) (also in 1 piece bathing suit)—and says to MOM 1 (VICKY’S MOM, 30-35):

GIRL 1 (SPOKESPERSON):

MOMMY, CAN I GET COOL COLORED BRACES LIKE EMILY’S?

MOM 1 (VICKY’S MOM) touches LITTLE GIRL 1’s (VICKY) arm and shows expression of worry and fear because of the expense of braces,

MOM 1 (SPOKESPERSON):

WE’LL SEE, HONEY.

MOM 2 (EMILY’S MOM) sees the concern from MOM 1, and smiles and touches MOM 1’s forearm that’s resting on the patio table,

MOM 2 (SPOKESPERSON):

WELL, YOU KNOW WHAT

-- WESTERN DENTAL DIDN’T CHARGE US FOR THE CONSULTATION,

-- AND WE DIDN’T HAVE TO PUT ANYTHING DOWN TO GET STARTED . . . I EVEN GOT MY INVISALIGN AT WESTERN!

(Super: Invisalign logo)

MOM 1 (VICKY’S MOM) leans back to show some relief,

MOM 1 (SPOKESPERSON):

HMMM! BUT WHAT ABOUT THE MONTHLY PAYMENTS?

(Super: \$109 per month, no down payment, 0 % interest, standard two-year treatment plan for metal braces, \$3,699 - \$3,999. Pricing does not apply to invisible aligners. Western Dental is a Dental HMO. Enrollment in Western Dental and payment of an enrollment fee is required to obtain the pricing stated.)

MOM 2 (SPOKESPERSON):

THERE'S NO INTEREST, AND WESTERN MADE THEM FIT MY BUDGET!

(Super: 0% interest, poor credit, no problem)

MOM 1 (SPOKESPERSON):

WAS IT THAT EASY?

MOM 2 (SPOKESPERSON):

JUST THAT EASY!

(Super: Participating provider for most major dental insurers.)

NARRATOR (voice over):

CALL 1-800-6-DENTAL FOR YOUR FAMILY'S APPOINTMENT TODAY.

(Super: Denti-Cal welcome)

(Super: Open evenings & Saturdays)

Western Dental logo and telephone number displayed throughout the commercial

May use any of the Supers listed above