

Beauty Brands

:60 Radio

*Drill SGT: 30-40 something female drill sergeant, tough but not mean: a steel magnolia
Cadettes (3): 20-ish women, cheerful, disciplined (use FX to create larger group sound?)*

SCRIPT:

TALENT	AUDIO
SFX	<i>Reveille, multiple women scurrying into place in high heels for a.m. drills.</i>
DRILL SGT.	Beauty cadets, atten-TION!
CADETTES	Yes, Glam Sergeant!
DRILL SGT.	We've come head to head with the enemy: humidity, frizzies, flyaways. Are we gonna let the elements win? Settle for bad hair days?
CADETTES	No, Glam Sergeant!
DRILL SGT.	It's go time--the beauty brands \$7.98 Annual Hairspray Sale , the year's lowest price on more than 60 salon-brand hairsprays! Whaddaya say?
CADETTES	SEIZE THE SPRAY!
DRILL SGT.	About face! Forward march! <i><begins call & response cadence></i>
SFX	<i>Cadets' high heels marking cadence as they march</i>
DRILL SGT.	Hustle on down to the beauty brands sale ...
CADETTES	With salon-brand hairsprays, your style won't fail!
DRILL SGT.	Stock up on TIGI, Matrix and Sexy Hair too ...
CADETTES	CHI and others, whatever's right for you!
DRILL SGT.	Defend your 'do while you save your pay ...
CADETTES	Just \$7.98 for more than 60 hairsprays!
DRILL SGT.	Buy one for shine and another for hold ...
CADETTES	Stock up at beauty brands before it's all sold!
DRILL SGT.	Okay, beauty cadets! It's time for action. Save up to \$19 per bottle when you stock up at the \$7.98 Annual Hairspray sale , in-store at beauty brands . Visit beautybrands.com to find a location near you.