

This is the script about “4 women with their eczema struggle stories”

Product : Detoxifying Herbal Face Mask

Brand : Sudtana

Section and Purpose	Script	Note
Scroll stopper thumbnails	<p>Sensitive Skin: Meet Your Match <i>Scene: a woman getting frustrated with her skin condition</i></p> <p>The Detoxifying Herbal Face Mask that will live up to your expectation for that healthy, beautiful skin. <i>Scene: a woman getting frustrated with her skin condition</i></p> <p>No more itchy flare-up... use this go-to chemical-free remedy <i>Scene: a woman getting frustrated with her skin condition</i></p>	<p>Directly calling out to audiences, talking about their sensitive skin condition</p> <p>Talking about our solution offering a “fix” and getting “healthy skin”</p> <p>USP = “without chemicals”</p>
Scroll stoppers	<p>“Dermatologists revealed that people with eczema must be extremely mindful of what they’re putting on their skin to avoid triggering inflammation and flare-ups.”</p>	<p>An additional explanation to hook in attention for the audiences to see what the problem is</p>
Scroll stopper explanation	<p>This is why living with eczema makes it even trickier to nourish the skin. Let alone achieving that “glowing” yet “age-defying” look all at once. It leaves one feeling less confident each day.</p>	<p>Explaining the problem of the typical solution</p>
Continue watching call to action	<p>Well, let us tell you about this “Detoxifying Herbal Face Mask” extracted from our grandparent’s ancient formula. It is a natural fix for your eczema situation and effective to cure inflammation, even for the most sensitive skin. Most importantly, it will give you the confidence you need.</p> <p>Here we have four incredible friends with us to share about their healthy, beautiful skin</p>	<p>Telling the audiences that we found a solution with our USP</p> <p>“Call to action” for them to continue watching</p>

	<p>journeys against eczema.</p> <p>So please stick around</p>	
Discovery story 1	<p>The Social Media Addict:</p> <p>My name is Emily Ore. I feel good when I post a selfie on my Instastory. There were even times when I got obsessed with it showing my face through the filters, but deep down I was insecure because my skin was not actually good IRL. It had redness and was itchy sometimes.</p> <p>Yeah, living with eczema has not been easy for me until one of my cousins introduced me to this Detoxifying Herbal Face Mask: It deeply cleanses my skin...prevents irritation, redness, acne, and other afflictions with all-natural ingredients.</p> <p>Now I dare to be real.... This is my perfect match.</p>	<p>Talking about how these four women get rid of their eczema skin problems with our products (our USP)</p> <p>Here, we introduce why the product is unique and fact showing why we are unique</p> <p>Story....</p>
Discovery story 2	<p>The Volunteer:</p> <p>I was biking through the schoolyard and immediately stopped as one friend approaching me. She said, "What's on your face?" I felt humiliated at the time.</p> <p>I tried so many skincare products to fix my redness skin condition. They all seemed to work at first. But shortly after, my skin would get irritated again. I was frustrated to get rid of this.</p> <p>Years later, I finally found my holy grail: A Detoxifying Herbal Face Mask by Sudtana.</p> <p>It helps me to feel confident again.</p> <p>Nowadays, I can fully invest myself in my community's project without worrying about my eczema.</p>	<p>Talking about how these four women get rid of their eczema skin problems with our products (our USP)</p> <p>Here, we introduce why the product is unique and fact showing why we are unique</p> <p>Story....</p>

	<p>With radiant, healthy, and beautiful skin, the world feels like my oyster.</p> <p>I found my match.</p>	
Discovery story 3	<p>A daughter of Thai Local Farmer:</p> <p>The organic is better. My dad always told me that. I identify with this product because it's not only helping me to deal with my eczema, but it also supports the local farmers' community in Thailand province. Our family is a part of it.</p> <p>What is more, I adore the fact that this face mask is 100% organic and cruelty-free.</p> <p>Sudtana's Detoxifying Herbal Face Mask is exactly what I am looking for to achieve that longer-lasting youthful skin... freeing myself from inflammation, too.</p> <p>This is my perfect match.</p>	<p>Talking about how these four women get rid of their eczema skin problems with our products (our USP)</p> <p>Here, we introduce why the product is unique and fact showing why we are unique</p> <p>Story....</p>
Discovery story 3	<p>The Writer:</p> <p>I do not know the word "Impossible." I never stop pushing myself, and this determination also leads me to find this product.</p> <p><i>A visual of the Detoxifying Herbal Face Mask product appearing</i></p> <p>As a writer, I need something that I can count on for my sensitive skin without too much hassle. Sudtana's Detoxifying Herbal Face Mask gives me that.</p> <p>It favors 6 all-natural ingredients that are gently blended for tetrad efficacy: 1. Hydrating & Softening 2. Blemishes reduce 3. Sustaining youthful skin 4. Skin afflictions prevention.</p> <p>This face mask lifts up my confidence even more. It works as hard as I do.</p>	<p>Talking about how these four women get rid of their eczema skin problems with our products (our USP)</p> <p>Here, we introduce why the product is unique and fact showing why we are unique</p> <p>Story....</p> <p>(Ingredients: Thai Makrut leaves, Rice, Turmeric, Potassium Alum, Andrographis Paniculata Leaf, Mulberry Leaf)</p>

	No doubt, it's my match.	
Closing call to action	Get it today to start your healthy, beautiful skin journey Find out more in the link below	A call to action

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Your eczema cream doesn't live up to your expectation? Here's a fix

Scene: a woman with eczema problems

Achieve all-natural beauty beyond your wildest dreams

Scene: a woman with eczema problems + expectation for beautiful skin

These 4 incredible women have gotten rid of their eczema. How about you?

Scene: a woman with eczema problems + expectation for beautiful skin