



VIDEO:

Open on a stylish, vibrant, and confident woman in her early 50s, her personality is big, she is more of a YouTube style comedic personality. She is in front of her computer because she is an avid web and social media influencer. She likes to speak with her hands, and face. She makes witty observations and analogies to make her point. She is a storyteller. Whether you met her at a cocktail party, a book club, or a your nephew's wedding, she would amuse you and you would remember her.

Cut to woman's horrified face.

Cut back to host.

Cut to man's horrified face.

Cut back to host.

Cut to wilting flower.



AUDIO:

Host:

Ok ladies, let's talk about the dryness.

Dun dun duuuuu!!

I know. You don't wanna talk about it.

And, your man don't wanna.

Nobody wants to talk about the dryness. It's okay, nobody wants to talk about his issues either.



VIDEO:

AUDIO:

Cut back to host.



But, hey, let's be real. We've got things going on. It's not the end of the world. It's just a new way to go. We'll get there.

Cut to adventure scene.



Cut back to host.



So! Let's get to how we work with it. Whether you're applying a once daily moisturizer or a lubricant before sex, I'm sure you've had your frustrations with the results.

Cut to technical difficulties screen.



Cut back to host.



You apply it. A little dab'll do ya!

Cut to technical difficulties screen.



Cut back to host.



Ok, maybe just a little more. Everything is good. And then! The slide!



VIDEO:

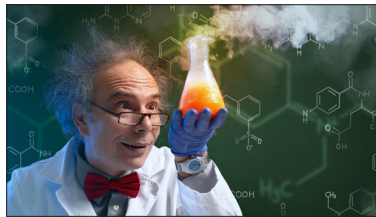
Cut to a waterslide.



Cut back to host.



Cut to a mad scientist.



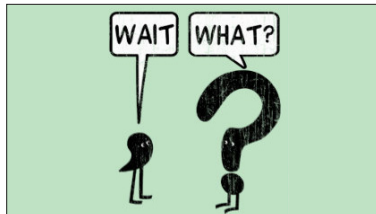
Cut back to host.



Cut to a clinical scientist.



Cut to wait, what graphic.



Cut to someone with head buried in books.



AUDIO:

You feel like you're suddenly sitting in a puddle! What's this? Who thought this would solve my problem?

I had it where I wanted it. Now, it's in my pants. Why? Science! And there is better science than what you've used before.

The secret is Viscosity.

Wait, what?

Announcer: (monotone voice)
The viscosity of a fluid is a measure of its resistance to gradual deformation by shear stress or tensile stress.



VIDEO:

AUDIO:

Cut back to host.



Host:

For liquids, it corresponds to the informal concept of thickness: for example, oil has a higher viscosity than water.

Cut to water vs. oil pouring demo.



Cut back to host.



Hold on. Let me try this another way. There once was a woman of a certain age. She came upon three types of lubricant.

Cut to Goldilocks at a table with three bowls of porridge.



One was too thick and gummy. One was too slick and runny. But, one felt totally natural and just right. I'll save you from middle-aged cartoon Goldilocks having sex and sleeping soundly afterwards. You're welcome.

Cut back to host.



Anyway.

Lubricants have varying degrees of viscosity. Too little viscosity because they're too watered down, or too much viscosity because they contain too much silicone or glycerine.



And, there are other issues too. Silicone based lubricants are too messy and they don't wash off easily. It's like being covered in jelly!!! You'll feel like you need a bath when you're done.





VIDEO:

AUDIO:

Cut to a woman in a relaxing bubble bath.



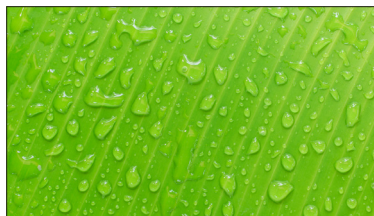
Cut back to host.



Cut to taffy being pulled apart.



Cut to water droplets on leaf.



Cut back to host.



Cut to FemmePharma product.



Actually, a bath sounds kind of nice.
Maybe we'll just skip the messy and go
straight to the bath.

No! We're fighting through this! Glycerine
lubricants can irritate your skin. They dry
quickly and they can become sticky.

Who wants taffy???

Oil and natural based lubricants are the
best. They're the closest thing to what
your body naturally creates and they have
the least negative effect on your comfort
and health.

Viscosity. Who knew? Women just like
you and me. That's who. And, this little
product is just what you need.

(Dunt dunt dunt!)
The product plug!



VIDEO:

AUDIO:

Cut back to host.



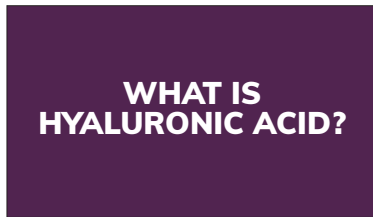
Hey, they did all of the hard work and research. They deserve a little recognition. So, what makes it different?

Cut to complex formula.



Using a water-based vaginal moisturizer is good. But, you want to be sure to choose one with hyaluronic acid and vitamin E in just the right formula. Both are proven for restoring and maintaining moisture.

Super:
What Is Hyaluronic Acid?

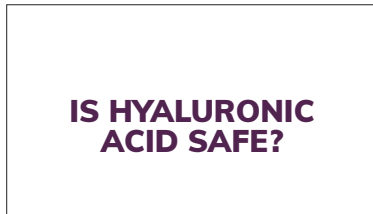


Cut back to host.



Hyaluronic Acid naturally occurs in your body. It works as a magnet for moisture, helping your cells retain as much moisture as possible. Think of it as a moisture magnet.

Super:
Is Hyaluronic Acid Safe?

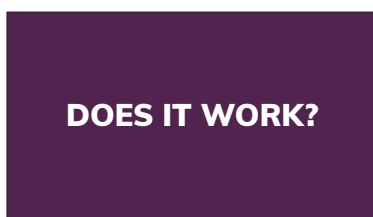


Cut back to host.



Don't be put off by the name either. It isn't an acid that strips your skin or causes any damage.

Super:
Does it Work?





VIDEO:

Cut back to host.



Super:
How about Vitamin E?



Cut back to host.



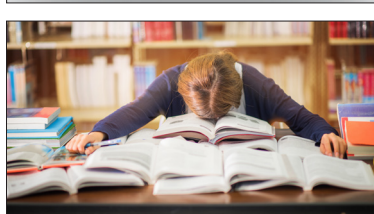
Cut to a woman in a relaxing bubble bath.



Cut to FemmePharma product.



Cut to someone with head buried in books.



Cut back to host shaking head.



AUDIO:

Just a single gram of Hyaluronic Acid has the impressive ability to hold up to six liters of water. That's a lot of wetness. It also has the ability to regulate the moisture within the cells, so as not to drown them. That's how you get the most moisture you need, without too much. More importantly, without the mess. It's an absolutely brilliant ingredient.

Vitamin E is an oil-soluble antioxidant that helps replenish dry and damaged skin as well as holding in moisture.

Finally, relief without the mess.

The first and only treatment for vaginal dryness specially designed not to leak.

No more puddle pants. No more sticky mess. You can still take a bath afterwards if you want. It's okay. You've earned it.

(Dunt dunt dunt!)
Another shameless product plug!

FemmePharma VH was developed through pharmaceutical-grade research and, strictly produced according to Good Manufacturing Practice Regulations (GMP).

Host:
I don't know what that means.



VIDEO:

AUDIO:

Cut to GMP seal.



Announcer: (monotone voice)
GMP refers to the Good Manufacturing Practice Regulations promulgated by the US Food and Drug Administration. Good manufacturing practices are the practices required in order to conform to the guidelines recommended by agencies that control the authorization and licensing of the manufacture and sale of pharmaceutical products, dietary supplements, and medical devices.

Cut back to host.



Host:
You get the point. For me, if it's good enough for middle-aged Goldilocks-meh! Then, it's good enough for me. Arms shaking back and forth.

Cut to FemmePharma logo.



Rejuvenated! You go through the change if you want to ladies. I'm happy just the way I am! And, I'm looking for people who want to help me. That's were FemmePharma comes in.

Cut back to host.



Created by women, backed by science, and ready to take on the world.

Super:
FemmePharma logo



Menopause? How about we-dont-wanna-pause.

Super:
FemmePharma.com
Facebook.com/FemmePharma



To learn more, check out FemmePharma.com, visit us on Facebook, or share your thoughts, stories, or comments below.
#wedontwannapause

Super:
#wedontwannapause

