

Video 1 | DFV120 P01
Week 2 Assignment 2
Treatment.
Mark Sambrook

Mother Natural Eternal Youth

With a host of natural ingredients that include Rose oil syrup, Alfalfa honey, Pomegranate firming serum, Aphrodite's essence, and Mediterranean Kelp, "Mother Natural Eternal Youth" rejuvenating face cream smooth's out wrinkles and dissolves skin imperfections, leaving a perfect layer of young smooth skin on the face. At least that is what the advert claims. This "spoof" commercial demonstrates the product, the user, and her aspirations (in a dream-like atmosphere) with a surprising end result. All lighting is bright and soft against a white background, though final close up of product will also be lit with a front-facing diffused spotlight at 45 degrees to the product (offering a soft shadow to the center of the frame).

The first scene opens up with a **CU** of the product, brightly lit and surrounded by light, this bottled product looks pure and potent. With accompanying soft romantic background music, a clear and compassionate female voice warmly narrates the *Mother Natures Eternal Youth* (the product name) properties and application. The camera slowly zooms out to a **MS** and shows the user coming into the frame and picking up the product.

The user is an attractive mature woman with a world of both experience and sacrifice worn naturally on her face. Her younger days were filled with rebellious expressionism and feverish recklessness, rubbing shoulders with the rich and famous, and empathising with the less fortunate. Her hands lovingly cup the product with silent hope and youthful aspirations, while her eyes reflect an emotion of sole-searching depth mixed with strong desire. Lifting up the product we *cut to a CU* of the users face and hands holding the product just below face level.

Gently pressing down on the dispenser of this liquid nectar of eternal youth with one hand, a foam like mound of pure white brilliance erupts into her other waiting upward-facing open hand, fingers stretched outwardly with the intention of preserving every last precious drop. *Slowly zooming out to a MS shot.* With delicacy she puts the product down on the dresser table, next to the white bone China plate with two thin slices of fresh English cucumber positioned side-by-side. All the while her eyes remain fixed upon the heavenly hill standing proudly in her other open hand. *Cut to LS.* Ethereal rays of sunlight flow through the gossamer curtains and dance around the room creating their own celestial choir. *Cut to CU,* minute orbs of purity sparkle against the pure white pyramid of magical foam which our wanting user gently presses down in a revolving direction with the index finger of her free hand. The cream feels soft and firm as she creates a solid pool in the cup of her hand. *Cut to MS.* Her eyes motion to the mirror in front of her at the same time as her hands move towards her anxiously awaiting face. Slowly and with purpose she

revolves her cream laden fingers of both hands onto both her corresponding cheeks. Gradually her rubbing motion spirals outwardly covering the remaining parts of her exposed facial skin. *Cut to LS*. An instant tingle is felt all over her body as she steps back and placidly lowers herself into her waiting reclining chair. Her left arm reaches out and her fingers tap-touchingly navigate to the plate and cucumber slices. Finding them her fingers firmly take a hold of both slices and while her left hand returns to her face it is met with her right hand that blindly takes a hold of one slice. *Cut to ECU*, then both hands place both slices of cucumber directly over the closed eyes.

The product states a contact duration on the skin for ten whole minutes before removing. Such are the next ten minutes that appear to last a definitive lifetime, yet they lapse by in an instant with images of the moist cream animatedly working into the skin. There will be a number of brief *CU* cuts to show the cream working its way in (*using some form of SFX*). Lighting will be manipulated to show sharp detailed imagery in this portion. Such images can also be an extension of a drug induced euphoria flashing through the users eyes, aggravated by the physical pull-push sense of the affected skin, the essence of anticipation, and the aroma of pure adrenalin.

Cut to MS. The tenth minute strikes like a body alarm and she jolts up from her ageless sleep. Her mind dreams of a moment in time 30 years previously, and image of a fresh complexion and stress-free existence (will include some footage of a daughter of the user – professing to be the user). Can this be truly possible, or is this just a moment of futile vanity and over-stretched expectations. Nervously she reaches for her large white lambs wool towel that laid in a perfect fold over the arm of the recliner chair. In unison she lowers her head into the opened rising towel, and anxiously she buries her face into the soft, warm, smooth, freshness that lightly engulfs her whole head. *Cut to MCU*. Resigned to the results she desirously removes the rejuvenating cream and cucumber slices from her face. The cream, more of a firm mask, gives off a releasing suction noise like that of the end sound of a blood-pressure reading machine after it has pronounced the systolic, diastolic, and pulse readings. With the mask placed face-down into the lap of the towel, the eyes followed by the head raise to view the mirrored reflection of this new youth enhanced face of rejuvenated beauty.....and is greeted with a cry of incredulousness and shear disbelief at the sight that presents itself.

Cut to MS. The final scene of the movie shows a very young version of the user. The remainder of the movie will show the user (out-of- while the finishing credits (disclaimer) are announced. Total duration of movie – 60 seconds.

The closing scene reverts back to the opening scene with a *CU* of the product, along with a narrated product disclaimer, and an out-of-focus user in the background enacting to the announced disclaimer before falling out of the scene, leaving just the product in view.