

# RECLAIM

with Argireline™

**RECLAIM 3**  
**CREATIVE OVERVIEW**  
Sally Norvell  
Lieberman Productions  
8.1.07

## **SET LOOK & FEEL**

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The set will be professional, modern and personable. As a broadcast television interview, the set will create an air of credibility, supporting Catherine Crier's reputation as an unbiased news personality and Victoria's reputation as a hugely successful skincare innovator. The set will also be feminine, comfortable and clean, highly appealing to women in their 40s and 50s.

## **SCRIPT**

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### CATHERINE CRIER

Hi, I'm Catherine Crier. The skincare market, with worldwide sales estimated at 60 billion dollars in 2006, is not only the largest sector in the cosmetic industry, it's also the fastest growing, with no slowdown in sight. We baby boomers have created a tidal wave of demand for products and procedures to put a halt to – and just maybe even reverse – the signs of aging.

And there have been no shortage of expensive procedures that have entered the scene promising to tighten up that skin and smooth out those wrinkles. For a price, of course. Whether it's Botox or hyaluronic acid injections, sometimes the only thing more painful than the sting of the injection is the sting of the cost.

In research and development labs across the country, meanwhile, a small revolution is taking place. A market long dominated by plastic surgeons, salons and spas is now being turned upside down by a handful of innovators with the vision, passion - and research and development resources - to change the game.

Their mission: to leverage astonishing advances in topical skincare to craft products that help skin essentially repair itself, reclaim its youthful appearance, without knives or needles, without the pain or risk, and most of all, without the expense.

In the next 30 minutes we're going to go well beyond skin deep to find out what's really possible in the battle against aging. What works, what doesn't and what's behind those formulations that seem to be changing the game.

Helping us today will be one of the most fascinating skincare innovators of all, a woman who has built one of the largest and most revered skincare companies in the world, with a loyal following that would make Apple Computer proud.

We'll hear her secrets for earning the trust of millions of women year after year *and* learn about her latest and greatest innovation, Principal Secret Reclaim, a highly successful anti-aging skincare line for a baby boomer audience hungry for proven results. Stay tuned.

## TESTIMONIALS

*Users talk about how Reclaim with Age Braker turned back the clock on their skin, and how surprised they were at how well it worked.*

## ACT ONE

### NARRATOR

Catherine Crier, television anchor, judge and Emmy award-winning investigative journalist, began her TV career at CNN, soon moving to ABC World News Tonight and the newsmagazine 20/20. After spending three and a half years with ABC News, Fox News Channel hired her to anchor The Crier Report, a live, nightly talk show.

The youngest elected state judge in Texas history at age thirty, Crier is also the author of 4 books, including two New York Times bestsellers. Catherine was awarded a 1996 Emmy for outstanding investigative journalism.

Let's join Catherine, together with Victoria Principal, to learn more about the challenges of aging skin and the Principal Secret Reclaim anti-aging breakthrough.

### CATHERINE CRIER

I'd like to welcome Victoria Principal. Victoria.

VP: Hi Catherine.

CC: So I must tell you how impressed I am with your success as a businesswoman and the reputation you've earned along the way. Many people still know you as an actress, but in the meantime you've been quietly building one of the largest and most influential skincare companies in the world.

VP: I have a great team of people. We have a lot of fun.

CC: So here's what we all really want to know, cutting right to the chase. There are \_\_\_ baby boomers out there and we all want to know if there's any chance in the

world our skin can look as young as we all feel. We've all been living very full lives, with lots of laughter and probably too much sun, and our faces are starting to show it – fine lines we didn't use to have, not so fine lines, crow's feet, unevenness, dryness, blotchiness. In your professional opinion, is there any hope for us?

VP: I'm happy to report there's lots of hope. And, more importantly, it doesn't require a plastic surgeon's involvement. I have to tell you, since I started Principal Secret over 15 years ago, I've never been as excited as I am today... about the innovations coming out of my lab, about the results we're seeing in our clinical studies, about the success of Reclaim, and most of all, about the feedback I'm hearing from our users every day. Because if they aren't happy, I might as well pack up and go on vacation. But, wow, are they happy.

CC: And they're aging, aren't they?

VP: Yes, and my mission is to embrace it, not hide from it. It's amazing to me, if you were a Martian, and all you did was open up the magazines out there today to understand our culture, you'd think women older than 50 don't even exist! And even if you did see an anti-aging ad, the images of women 'over 50' aren't realistic! My goal is to change that. To celebrate aging. To say "I am 54. Hear me roar!"

*CC shares her own thoughts on how the media depicts aging.*

CC: So let's talk about Principal Secret the company and that loyal user base of yours. Speaking of bold statements, you did something very surprising sixteen years ago, at least at the time, especially for an actress of your stature. You washed your face on national television.

VP: Yes, I wanted to make a statement. The reason why I took off my makeup on camera was because I wanted to prove in the boldest of ways how much I believed in my skincare products. I had already been using Principal Secret for years, and I liked the way my skin looked so much that I felt very comfortable going on national television with no makeup. And that has stayed the same over the years.

CC: What made you believe in your products back then? And today, for that matter?

VP: Great question. First of all, it all starts with passion and persistence. I've had a lifelong passion for making a difference in skincare. When I was a little girl, I used to watch my mother's ceremony where she would sit at her dresser, remove her makeup and put on creams and there was something about the opening of the jars

and the bottles and the sound and the fragrance. It seemed so mystical and so wonderful and I wanted to be a part of it.

When I began acting in films I developed problem skin and needed to find a way to make my skin better. So I became an eager student, looking everywhere for the best possible ingredients for me. I found a solution, and I loved the process and the results so much, I built a company around it.

CC: At the time, there were a lot of skincare companies out there. You certainly were very well known as an actress, but you were still a David compared to these skincare giants. How did you even begin to think about competing with them?

VP: Well, this is the other reason I believe in my products so much. I quickly learned a very important truth about the skincare industry: these giant companies spend a ton of money on advertising and packaging and all the bells and whistles that will hopefully convince you to buy their products. Every time you buy one of those gorgeous jars in that gorgeous display backed by that gorgeous ad campaign, x% of your well-earned dollars go straight to all those actors and commercials and media buys and marketing directors and fancy packages. And, let's not forget, that retail markup especially.

CC: And what does all that have to do with actually improving my skin....

VP: Exactly. I have a very different philosophy: to put our company's emphasis on the product formulations themselves. Instead of throwing money into image-making, we invest in research and development, in formulation testing, in rewarding all those users kind enough to give us a chance with real-world, noticeable benefits to their skin. I wanted to build a company completely focused on that moment a woman uses my product, looks at herself in the mirror and says "wow. It's working". That's the moment we invest in. Because that's what it's all about: giving my users confidence, that spring in your step that comes when you know you look as good as you feel. It's not my image I should be spending money on. It's theirs.

CC: And when they say 'wow, it's working', what are they seeing. *(or Catherine might share her own results first before asking the larger question)*

VP: Well, why talk about it when I can just show you *(pulls out some before/after photos – or we project them to a monitor)*. Very early on, I set a very high bar for the company: my formulations have to produce *visible* results...not just microscopic changes but 'wow it's working' results that any woman would notice,

that any friend would notice, heck that any husband would notice! Like these...hot off the presses, Reclaim before and afters with our new Age Braker serum and mask and peel...

CC: Unretouched?

VP: Completely unretouched.

CC: Have these people had plastic surgery?

VP: None.

CC: So talk me through what you look for.

VP (pointing to the photos): Results I can see with my own eyes, plain and simple. Disappearing wrinkles, not just fine lines but laugh lines, expression lines, vertical frown lines. Smoother skin, more elastic skin, especially around the eyes. Changes in texture and pigmentation. Radiance. Glow.

*Victoria guides Catherine through the photos and Catherine is legitimately impressed with the results.*

VP: Younger-looking skin, in other words. 'Wow it's working' younger looking skin. The challenge is, you have to do a lot of formulation work to get to 'wow'. But that's the fun of it, because when 'wow' came, it was like magic!

CC: Doesn't that get expensive, all that R&D work? Why aren't your products more expensive?

VP: That's the beauty of it. It's true, I'm investing a lot of money in highly researched, powerhouse formulations and breakthrough delivery systems, but I'm avoiding all that marketing spending and image-making on the back end. When you add all that up, I'm still able to offer these best of the best formulations at lower prices than my competitors. I really think this philosophy alone has allowed Principal Secret to thrive when so many other skincare companies didn't. It's just a smarter way to run a business.

CC: So it's been 16 years and you've never stopped innovating, and now it's all about anti-aging.

VP: Yes, you and I and \_\_\_ million of our closest baby-boomer friends are getting older, and this very morning, \_\_\_ million people all over the country looked at themselves in the mirror and said “wow, I never thought my skin would change this much. Help!” And it’s true, aging skin brings a completely new set of skincare needs. But as I said earlier, there’s hope for us! And it’s called Reclaim.

CC: So what exactly is happening to aging skin, and what does Reclaim do about it?

VP: There are four causes of wrinkling, and Reclaim addresses all of them. Number one, chronological aging. Number two, sun damage, also known as photo-aging. Number three, loss of moisture, and number four, repeated facial expressions. We decided very early on that Reclaim had do it all. Reclaim had to address all four signs of aging, in a single, simple regimen that delivers the whole package. So we went for it. And I believe that’s why Reclaim has broken sales records in the US, Europe and Asia. It’s everything you need to maintain healthy skin.

CC: And this compares to other procedures or products that merely address one or two causes of aging, in a piecemeal fashion?

VP: Exactly. Take Botox even. As you age, your entire face ages. And the reason you look older is because of chronological aging, sun damage, loss of moisture and facial expressions all over the face. So what do a lot of women do? They spend a ton of money to fix one aspect of the problem on a temporary basis!

My mission is to get women to see aging for what it really is: a full face condition that requires a full face solution. If you really want to nip and tuck, more power to you, but I say go for younger looking skin all over your face, day after day! Even if you do Botox! Reclaim makes all this possible, bringing the kind of holistic results a lot of women don’t realize are achievable these days. In the simplest, fastest and most practical way, without the cost, risk or hassle of invasive procedures.

CC: How are the results possible? How does the product work, and why is it so much better than what your mother used for her wrinkles, for example?

VP: Well, times have changed. It’s a great time to be a ‘woman of a certain age’! Advances in skincare and our knowledge of how skin ages are truly remarkable, even compared to five years ago. And nowhere is this more apparent than with Reclaim, and more specifically Reclaim’s star ingredient. The secret to Reclaim is

Argireline, an anti-wrinkle peptide discovered in Europe that actually helps relax facial muscles, acting to free wrinkles from the pull of repeated facial expressions, which helps smooth away their visible appearance.

CC: It actually works at the level of facial expressions?

VP: Yes, rather than work on some superficial level, it goes to the source of the problem, to address what causes wrinkles in the first place. And the results are spectacular. Your expression lines visibly fade away. That's what I love about this line. These are not fluffy ingredients, these are powerhouse formulas.

CC: Well, it seems you're not the only one to sing Argireline's praises. Harper's Magazine calls it – and I quote - "one of the hot new products". And the New York Times says that Argireline actually 'encourages the growth of new skin and collagen'.

VP: Argireline is amazing. After using the Reclaim day cream in clinical tests, **90% of participants** said the overall quality of their complexions improved, **70%** found an extremely noticeable change in fine lines and wrinkles at the laugh line area. **70%** reported a significant improvement in skin elasticity. **It's dramatic, really.**

CC: What attracted you to Argireline in the first place, over other well-known ingredients? The retinols and alpha hydroxy acids of the world. What made Argireline stand out?

VP: Retinols and AHAs are proven wrinkle fighters. The problem with them, however, is that they can irritate the skin. I have sensitive skin, I've had it my whole life, as do many of my users. And again, I wanted to change the game. I pushed myself and our team to reach higher for a no-compromise solution, one that delivers true wrinkle reduction but without side effects. I mean, who wants to solve one problem just to create another?

*CC talks about her experience using Reclaim. How it doesn't irritate at all...*

VP: And look at these results. *VP pulls out some Before and Afters focused on expression lines.*

VP: Now, I'm going to tell you another secret. What a lot of people don't understand is that it's not enough just to throw Argireline in some kind of

suspension and eureka, you're done. To really maximize these results, we had to create the right conditions for Argireline to work at full potential.

CC: I get it. Like cooking. It's not just the ingredients that make the dish. It's the process by which you combine them, making sure they're at the right temperature, etc.

VP: Exactly. So powerful as Argireline is, in other words, we had to place Argireline in a delivery system that set it up for success

CC: And this what you call the Argireline Molecular Complex.

VP: Yes...*explains how the Argireline Molecular Complex is better than Argireline alone.*

CC: So when you first introduced Reclaim, it had the Argireline Molecular Complex. I read that you weren't satisfied even with Reclaim, you wanted to take it to the next level. So tell me about Age Braker.

VP: Yes, Age Braker, as in screech, stop aging skin in its tracks. In talking with users about Reclaim, we heard wonderful feedback on how powerful the Argireline Molecular Complex really addressed the first cause of wrinkles, expression lines. But users wanted even more. They wanted faster results, they wanted a facial in a tube, especially as it relates to exfoliation and elasticity. And what came out of that was spectacular: the Age Braker duo, a daily serum and once a week/twice a week mask to address firmness, elasticity and exfoliation, and help fight free radicals.

CC: What are free radicals?

VP: Free radicals are microscopic hunters of your youthful, healthy cells. They're scavengers. You don't want these scavengers! To stop these scavengers, we infused the Age Braker Line Breaker serum with peptides and anti-oxidants. So while the Argireline goes to work on your expression lines, the Line Breaker Serum takes care of the rest of your face, improving elasticity and protecting your skin all day long. You can almost feel it resculpting the face. So you are getting all of these amazing age-defying ingredients on just one product.

CC: All day long. How does it keep working?

VP: It's called the hydro-spheric transportation system, which we designed for two purposes: one, to make the molecules small enough to penetrate in the first place, and two, to pace the ingredients' penetration over time, so they don't just surge your skin and overwhelm it with benefits it can't process all at once, but spread out those benefits over the course of hours.

CC: How many hours?

VP: I'm talking 8 hours of moisture.

CC: Wow.

VP: It's true. The Reclaim Age Braker Line Breaker Serum significantly delivers all day, long term moisture up to a period of eight hours. Eight hours of moisturization, eight hours of free radical protection. And in the meantime, your expression lines are smoothing out. Melting away.

CC (DTC): When we return, we'll stack Reclaim up against the department store brands, learn about the highly unorthodox things Victoria does to prove how well her products work, and witness firsthand the importance of exfoliation in keeping skin looking young. And what's with these silver capsules?! Stay tuned...

## **CTA 1**

### VICTORIA PRINCIPAL

Do you want to look as young as you feel? The secrets we're sharing here today are real. Real benefits. Real results. Principal Secret Reclaim is a simple, fast and practical way to gain truly youthful looking skin, without the cost, risk or hassle of invasive procedures. And our newest secret, a remarkable advance called Age Braker, accelerates and amplifies Reclaim's benefits, to give you a younger-looking face in only 24 hours.

### *TESTIMONIALS*

### ANNOUNCER

How would you like to put on the brakes, and actually reverse the appearance of aging skin? Now you can, with Principal Secret Reclaim. It's a miracle, as the appearance of fine lines and even deeper wrinkles dramatically soften, expression lines seem to visibly fade away, the appearance of sun damaged skin is visibly

renewed, the look of pore size noticeably reduced, and elasticity restored for a more youthful, lifted appearance!

*TESTIMONIALS*

ANNOUNCER

The secret to Reclaim is Argireline, an anti-wrinkle peptide discovered in Europe that helps relax facial muscles, acting to free wrinkles from the pull of repeated facial expressions, which helps smooth away their visible appearance.

ANNOUNCER

Reclaim starts with the fast-acting Total Facial Cleanser.

*TESTIMONIALS*

*About the cleanser*

ANNOUNCER

Next, the Eyefirmation Eye Serum moisturizes and minimizes fine lines & wrinkles around the delicate eye area.

ANNOUNCER

Then the Reclaim Day Cream, with SPF 15 and a 5% concentration of Argireline, goes after lines and wrinkles.

ANNOUNCER

The companion Night Cream is super-charged with a 10% dose of Argireline, so you get double the action while you sleep.

*TESTIMONIAL*

*About the Night Cream*

ANNOUNCER

You'll also receive the-turbo-charging brand new Age Braker duo featuring the fast acting Line Breaker Serum. And astonishing Enzyme Mask and Peel, two salon-style products that give you supple, healthy, more youthful looking skin in only 24 hours.

*TESTIMONIAL*

*About the Age Braker Duo*

ANNOUNCER

Injections, doctor visits, clinics and spas. Some women are paying thousands of dollars for regular procedures. There's often risk and recovery time too. But you won't pay thousands for Reclaim. Sold separately, the regular price of Principal Secret Reclaim is \$215.

Once you try Reclaim and see the years visibly reversing, we think you'll agree it's worth every penny. But Because Victoria is selling direct to you without retail markups, you can now look years younger with Reclaim and Age Braker, all six powerful age-defying products, for the special reduced price of just \$89.95!

*TESTIMONIAL*

*Focused on cost*

ANNOUNCER

And with Victoria's famous bottom of the jar guarantee, trying Reclaim is an easy choice because it's risk free.

*TESTIMONIAL*

*About the Bottom of the Jar Guarantee*

VICTORIA PRINCIPAL

You can buy Reclaim, you can use it for up to 60 days, even if all the containers are empty, you can return them, and I'll refund your money, guaranteed no hassle.

ANNOUNCER

And the offer gets even better. To welcome the new season, Victoria is offering a special limited time sale offer, with an earth shattering price reduction. That means you won't pay \$89.95 for Reclaim. Not \$69.95, or even \$49.95! In fact, when you order in the next twelve minutes, you'll receive the entire Reclaim and Age Braker kit, for the amazing price of just \$29.95, a savings of over 65 percent! And smart shoppers can lock in this sale price and never pay a penny more.

Each new season you'll receive a new 3 month supply of Reclaim, for just \$29.95 a month, guaranteed. A convenient service you can cancel at any time. Imagine, you'll get everything you see here to look years younger for just \$29.95.

But that's not all. Be among the first 500 callers, and you'll receive 3 special gifts, including ...

**The RECLAIM AGE BRAKER WRINKLE RETREAT REFIRMING MASK...**

A facial treatment in a capsule – silver capsules each containing a single, powerful hydrating treatment. Wear it for 20 minutes & wash it off or wear it overnight for extra hydrating effects. The capsules are made from a vegetable substance – not animal like other capsules.

**The REFIRMING PLUS EYE CREAM...**

to turbo-charge the wrinkle-reducing benefits of the Eyefirmation Eye Serum. Together the Eyefirmation Eye Serum and the Refirming Plus Eye Cream deliver the maximum possible Argireline for wrinkle reduction and an added moisturizing serum for extra hydration. This formula is exclusive to Principal Secret worldwide.

**And finally, the HYDRATING COMPLEX EMERGENCY RESCUE...**

Whereas most moisturizers merely address moisture dehydration, the Hydrating Complex Emergency Rescue goes further to address lipids dehydration for even greater softness and radiance.

This gift box alone is valued at \$\_\_\_\_, but you get the free gifts and the 6 piece Reclaim kit, all for just \$29.95.

*TESTIMONIAL*

**ANNOUNCER**

So, pick up the phone and order now.. We'll even fast track your shipment with a free upgrade to priority mail so you can look younger even faster. Call now and see for yourself.

**END CTA 1**

**ACT 2**

CATHERINE CRIER (DTC) : When it comes to skin care, we all get confused as to whom to trust, what product is best for us and our skin type. Three key ways to find trust in a product is to look at how long has it's been around, how it's evolved and continued to improve as science advances, and perhaps most importantly, what kind of user following it develops along the way.

## *PRODUCT SHOTS*

Principal Secret has been a major player in the skin care industry for almost 20 years. Very few brands can claim that kind of lasting power, and Reclaim's sales records have put the company on an accelerated course into the future, for a Baby Boomer population that demands results.

*SERIES OF HARD-HITTING BEFORE/AFTERS supported by TESTIMONIALS in which loyal Reclaim users speak about how nice it is to have found a product that works and evolves over time. That they're not just buying a product, but a relationship that improves over time.*

## *SHOTS OF COSMETICS, COUNTERS, WOMEN SHOPPING*

CC: There are seemingly endless products crowding the shelves. But which of them have been able to stand the test of time?

## *SHOTS OF VICTORIA DEVELOPING PS*

CC: Principal Secret, a leading manufacturer of cutting edge technology in skin care, has been on the market since 1991, because it has stayed ahead of the curve and focused its efforts on R&D and real results. This strategy has in turn impressed tough professional audiences and earned strong reviews in top magazines. The latest product line from Principal Secret is Reclaim, a complete anti-aging solution which introduced the European breakthrough Argireline to American audiences to much acclaim. But true to Victoria's reputation as a constant innovator and prolific producer, Reclaim has now been significantly strengthened with the new Age Braker Line Breaker Serum and exfoliating Mask and Peel.

## *SHOTS OF THE ENTIRE LINE*

CC: And behind it all is something Victoria believes to be the number one most distinguishing difference between her company and so many others, especially the department store brands: her connection with her own customers.

CC ON SET (to Victoria): How many customers do you have? And why is it so different than department store brands.

VP: We've served millions and millions customers over the years, and this is the most important point of all: we sell direct. I can't emphasize how valuable and important that approach has been for me over the years. Because by its very nature, selling direct has allowed me to connect with users in a way those department store brands could only dream of.

Think about it: you walk into a department store and who's your connection with, if you're lucky to have a connection?

CC: The clerk at the store.

VP: Yes, the clerk at the store, who is probably 21 years old! Who's selling a hundred different brands, none of which she's really that connected to. She's just a middle-man - a middle person - between you and the manufacturer. Now we've already talked about the one problem here: that you're going to pay for that middleman in the form of a retail markup. But there's another, even greater problem at work in this dynamic. Can you guess what that is?

CC: No direct connection between the users and the people who make the products for them.

VP: Exactly. The big department store brands sell in bulk to the big department stores, they drop ship a bunch of product out to warehouses, those products make their way to your store and that clerk shows up to sell it all. For top dollar.

CC: So compare that to your model.

VP: Couldn't be any more different. The moment our users call us to order, we establish a direct ongoing relationship with that user. A direct relationship based on trust. I've created a product that I'm really proud of, designed to make you look and feel your best. You try it. If you don't like it, return it, for your money back, no questions asked, even if you've used all of the product. Here's the number to call. Here's the address to send the product. Here's the person to talk to so we can hear your feedback. This directness brings benefits I can't even begin to quantify.

Some people ask me why I don't just sell through retail, why I choose to focus on direct. And I tell them I wouldn't do it any other way. For the simple reason that it's the best possible model for connecting with your users. And of course, the huge savings. Those two benefits together are critical to me.

CC: So who are the women who appear in your shows? Where do you find them? Do they get paid for telling their story?

*VP answers by introducing us to photos of Reclaim users and sharing the many ways these individuals came to her attention, whether through unsolicited feedback, research studies, user groups, etc. She evolves the discussion into a before and after analysis of each women's issues and what Reclaim did for them.*

*Note: we could also plays these on a monitor as video or PowerPoint.*

CC: So the big question is, what do you pay these people to give you these testimonials.

VP: Absolutely nothing.

HOST: So in talking to your users, what do they tell you convinced them to make that first phone call to order the product?

VP: Any number of reasons: the 'wow' power of the before and after photos, the how much emphasis I place in product development, the simplicity of the line, the completeness of it. But I tell you what, the biggest thing is something that clicks in their head halfway through the infomercial: that there's no risk to the decision. That I'm confident enough in the product to offer a 60 day bottom of the jar guarantee, something I've done since the very beginning.

CC: Yes, not only were you the first to wash your face on TV, you were also the first to offer the bottom of the jar guarantee. Let's watch.

*Roll in PREVIOUS INFOMERCIAL WITH VICTORIA DELIVERING HER GUARANTEE*

CC: What possessed you to offer this kind of guarantee at a time when it was arguably not even necessary to do.

*VP shares how she got the idea for the guarantee and how it's affected her business.*

CC: So let's talk about the other products in the line (*references the complete line on the table*) The moisturizer and the masks. I see you have two moisturizers, two

eye creams and two masks, if you take into account the bonus gifts. Why two of each?

VP: Well, first of all, the entire regimen takes two minutes at any given time, except for those times when you want to pamper yourself, because you deserve to pamper yourself. I structured the line specifically for quick and easy everyday use – the ‘care and go’ part – and for deeper treatments when you need them – the ‘infuse and indulge’ part.

First let’s talk care and go. You have the **Cleanser**, the first, most important step to healthy, beautiful skin. This cleanser is amazing: gentle enough for sensitive skin, yet powerful enough to wash off dirt and grime and makeup - including eye makeup. And safe for contact lens wearers. Complete facial cleansing in just one simple step.

*CC talks about her experience using the cleanser.*

VP: So now that our skin’s clean, let’s focus on protection against free radicals and elasticity. And next, the **Age Braker Line Breaker Serum**. And I love this. This is it. The Age Braker Line Breaker Serum is infused with anti-oxidants and peptides in addition to Argireline, to give you a base of healing and preventive care, and address elasticity too. In fact, we set our sights high with this product, because we wanted to be able to promise “younger looking skin in only 24 hours.” So as the Argireline goes to work on your expression lines, what can we give you in the form of instant gratification. That’s this: instant gratification, one pump at a time.

VP: Next, there’s the brand new **Age Braker EyeFirmation Eye Serum**. I am so excited about this product! It goes on so smooth, so light, and so so gently, and yet it is the most powerful wrinkle fighting eye product we have ever made. Or I have ever seen! We’ve found a way to increase our proprietary Argireline Molecular Complex times 10! To be able to deliver this much concentrated Argireline and yet be so soothing and gentle is a major accomplishment. It increases firmness – you can tell the difference right away – evens out skin tone around the eyes, which is something we haven’t really seen in an eye product before. And you will see a significant wrinkle reduction in your eye area after using Eyefirmation Eye Serum.

VP: Then there’s the **Day Cream**. Contains 5% Argireline to reverse the appearance of aging skin. And SPF 15, to protect you from future aging.

We created HydraMoisture Technology as a way of making sure that the moisture penetrates, and is released at the optimum level. So, you’re getting it for hours, just as you need it. From the time we are born and during the aging process there is a

loss of moisture and hydration in the body, which is a known cause for line formation and wrinkling. One of the revolutionary benefits of Reclaim Day Cream is its ability to significantly increase the moisture level content of the skin within just 15 minutes of application. And keep the moisturization going for hours.

So that's it. Care and go. A little cleanser, line serum, Eyefirmation eye serum and day cream with the sunscreen built in. You're done. 3 minutes tops.

At the end of the day, you do the cleanser, line serum and eye serum, but this time you indulge in a little **Night Cream**. With 10% Argireline. To dramatically soften the appearance of fine lines and even deeper wrinkles as you sleep. This works so well, in fact, that in clinical tests, 80% reported that the overall quality of their skin had improved and over 70% of participants reported a decrease in the visible appearance of fine lines and wrinkles around the eyes, forehead and mouth. Real results.

*CC talks about her experience using the creams.*

VP: So now let's talk about the 'infuse and indulge' part of the regimen. Whenever you feel like you need a little something extra. First, the **Age Braker Enzyme Mask and Peel**. This is what I call my 'didn't get enough sleep at night' or 'had a long hard day' miracle mask. Put this on and I suddenly look the way I want to. That's what I love about this mask. It's like silk, sheer silk, for an immediate satisfaction.

CC: What's it doing to give you that feeling? That immediate sensation that something is happening.

VP: Exfoliation. That's what it's doing immediately. Getting rid of your dead skin so new more youthful skin shows through. In fact, clinical results show that the Enzyme Mask and Peel achieves 100% exfoliation. It's like you have a live-in aesthetician giving you a facial! It is that level of professional quality treatment.

But I wanted to be sure there wasn't just that instantaneous satisfaction, visual satisfaction, for myself, so I infused the mask with long term benefits from the Argireline Molecular Complex, Vitamin C, and anti-oxidants. That's what makes the mask and peel so amazing.

CC: So what about all these bonus products.

*VP might focus on what value the bonus items add to the line, vis-à-vis the benefits of the core line:*

*The RECLAIM AGE BRAKER WRINKLE RETREAT REFIRMING MASK...*

VP: Whereas the Age Braker Enzyme Mask and Peel exfoliates, the Reclaim Age Braker Wrinkle Retreat Refirming Mask is all about freshening deep level hydration. Look at these beautiful little silver capsules! Aren't they cool? They look like platinum caviar. These are so easy to use, you just pop one open, and this tiny amount actually spreads all across your face, necks and décolleté. You can wash this off in 20 minutes, or leave it on all night as an overnight intensive hydrating treatment.

*The REFIRMING PLUS EYE CREAM...*

VP: Use this Refirming Plus Eye Cream to give your delicate eye area a big moisture boost.

*And finally, the HYDRATING COMPLEX EMERGENCY RESCUE...*

VP: Whereas most moisturizers merely address moisture dehydration, the Hydrating Complex Emergency Rescue goes further to address lipids dehydration for even greater softness and radiance.

CC: So I know everyone's going to want to know the skinny on your famous friends....(name some). How'd you get them on board?

*VP shares a little about her celebrity guests as we cut to previous infomercials that featured them (is this possible, or too expensive?)*

CC: Victoria, I know you have been a proponent for a healthy lifestyle for a long time. How has this attitude affected you in terms of your own aging?

*VP can elaborate on some of her skin care routines, promoting her website, and positioning Reclaim as a big part of her health and well-being.*

*She might also talk about her charity work? For the next four years, a portion of Principal Secret® proceeds will go to benefit the survivors of Hurricane Katrina and Hurricane Rita. Victoria has partnered with George Washington Hospital (Washington, D.C.) and Cedars-Sinai Medical Center (Los Angeles, CA) to provide Principal Secret® products – deemed safe to use while undergoing chemotherapy and radiation treatments - to people battling cancer.*

**CTA 2**

ANNOUNCER

How would you like to put on the brakes, and actually reverse the appearance of aging skin? Now you can, with Principal Secret Reclaim. It's a miracle, as the appearance of fine lines and even deeper wrinkles dramatically soften, expression lines seem to visibly fade away, the appearance of sun damaged skin is visibly renewed, the look of pore size noticeably reduced, and elasticity restored for a more youthful, lifted appearance!

*TESTIMONIAL*

ANNOUNCER

The secret to Reclaim is Argireline, an anti-wrinkle peptide discovered in Europe that helps relax facial muscles, acting to free wrinkles from the pull of repeated facial expressions, which helps smooth away their visible appearance.

ANNOUNCER

The beauty industry is buzzing about Argireline. "One of the hot new products," says Harper's Bazaar Magazine. "Encourages the growth of new skin and collagen," says The New York Times. Real Simple declares, "Reclaim actually works."

ANNOUNCER

By calling now you'll receive the incredible Total Facial Cleanser, the Age Braker Eyefirmation Eye Serum, the extraordinary Reclaim Day Cream, and Reclaim Night Cream with Argireline.

*TESTIMONIAL*

*About the day and night cream*

ANNOUNCER

You also receive the turbo-charging brand new Age Braker duo featuring the fast-acting Line Breaker Serum and astonishing Enzyme Mask and Peel, two salon style products that give you supple, healthy, more youthful looking skin in only 24 hours.

*TESTIMONIAL*

*About the Age Braker Serum or Mask*

ANNOUNCER

Sold separately, the regular price of Principal Secret Reclaim is \$215. But because Victoria is selling direct to you without retail markups, you can now look years younger with Reclaim and Age Braker, all six powerful age-defying products, for the special reduced price of just \$89.95!

#### TESTIMONIAL

*About the simplicity of the line*

#### ANNOUNCER

Reclaim products are not tested on animals. They're hypoallergenic and dermatologist-tested. And every order comes with the groundbreaking 60 day bottom of the jar guarantee backed by Victoria Principal and trusted Guthy-Renker. You'll always have 60 days to return any Principal Secret product even if the bottles or jars are empty.

#### VICTORIA PRINCIPAL

Once you try Reclaim you have weeks to experience the results and make up your mind. That way you can try before you buy. It's risk-free.

#### ANNOUNCER

And this offer gets even better. To welcome the new season, Victoria is offering a special limited time sale offer, with an earth shattering price reduction. That means you won't pay \$89.95 for Reclaim. Not \$69.95, or even \$49.95! In fact, when you order in the next four minutes, you'll receive the entire Reclaim and Age Braker kit, for the amazing price of just \$29.95, a savings of over 65 percent! And smart shoppers can lock in this sale price and never pay a penny more.

Each new season you'll receive a new 3 month supply of Reclaim, for just 29.95 a month, guaranteed. A convenient service you can cancel at any time.

But that's not all. Be among the first 500 callers, and you'll receive 3 special gifts,

#### The RECLAIM AGE BRAKER WRINKLE RETREAT REFIRMING MASK...

A facial treatment in a capsule – silver capsules each containing a single, powerful hydrating treatment. Wear it for 20 minutes & wash it off or wear it overnight for extra hydrating effects. The capsules are made from a vegetable substance – not animal like other capsules.

#### The REFIRMING PLUS EYE CREAM...

to turbo-charge the wrinkle-reducing benefits of the Eyefirmation cream with additional deep moisturizing benefits. Together the Eyefirmation Eye Serum and the Refirming Plus Eye Cream deliver the maximum possible Argireline for wrinkle reduction and an added moisturizer for extra hydration. This formula is exclusive to Principal Secret worldwide.

And finally, the HYDRATING COMPLEX EMERGENCY RESCUE...

Whereas most moisturizers merely address moisture dehydration, the Hydrating Complex Emergency Rescue goes further to address lipids dehydration for even greater softness and radiance.

This gift box alone is valued at \$30, but you get the free gifts and the 6 piece Reclaim kit, all for just \$29.95.

So, pick up the phone and order now. We'll even fast track your shipment with a free upgrade to priority mail so you can look younger even faster. Call now and see for yourself.

**END CTA 2**

**CLOSE**

CC: We've been talking to Victoria Principal about her work building one of the largest skincare companies in the world, the innovations that have set her apart over the years, and her latest product line Reclaim with the new Age Braker Line Breaker Serum and EyeFirmation Mask and Peel, which she herself guarantees will give you younger looking skin or your money back. And that is AFTER you've used all the product.

Victoria, learning about your passion for skincare, the science behind your products, and your choice to sell direct makes all the sense in the world to me. How does it feel, 16 years later, to have come this far?

VP answers the question and gives a BIG THANK YOU to her customers.

END