

We open on a paint by numbers drawing of a woman’s face.



As the announcer speaks, dark areas fill in. She tries to “cover them up” with makeup, but they never quite match.



MUSIC UNDER.

DIANE: If your solution to dark patches and uneven skin

is to cover up with makeup here, and use concealer there...

perhaps it’s time to put your paints away.

We cut to our product.

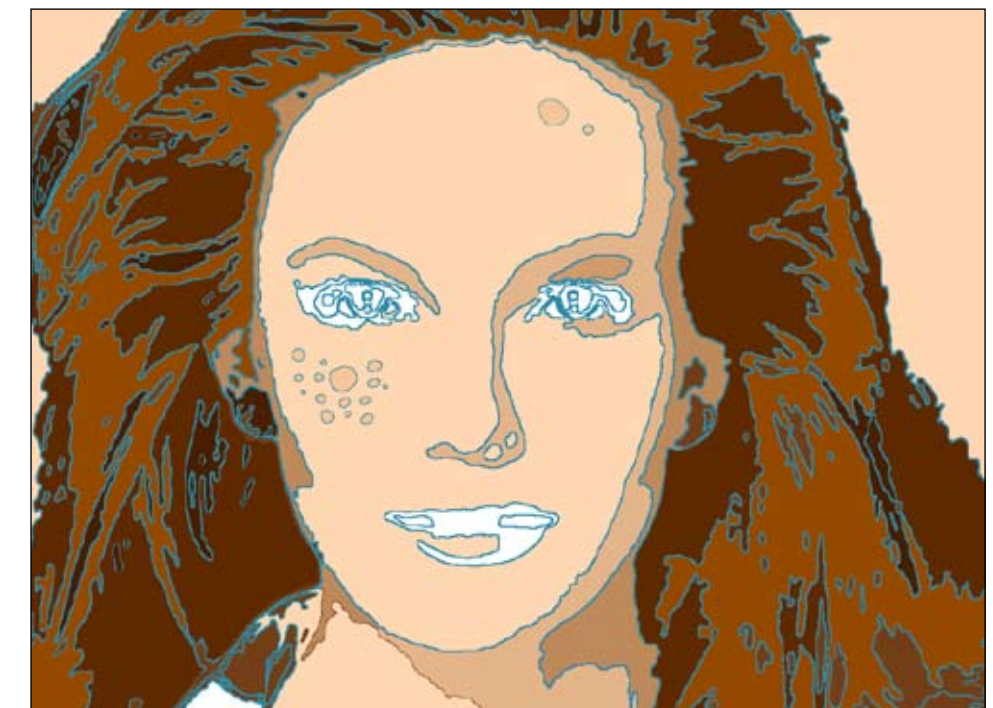


Neutrogena’s new Tone Correcting Moisture.



Use it every day, and its powerful Retinol SA and Vitamin C formula

The dark spots fade as the skin fills in...



will visibly fade stubborn discolorations

...until the painting is completely full.



in just 4 weeks.

We dissolve to the beautiful Diane Lane, her skin is lit to look radiant.



DIANE (on camera): Forget the cover up...  
uncover your beautiful skin.  
(ALT: radiant skin.)

We dissolve to a white screen with the box and tube. Supers dissolve up.



VO: Neutrogena.  
Recommended most by dermatologists.