

Radio Commercial copy written by The Other Writer for a  
London beauty salon

Client Focus Surgical Ltd/Cobella  
Script Something new..  
Writer OW  
Stations TBC

**MVO**  
**(Gentle but authoritative)**

There are ways of removing unwanted hair that are simply unpleasant, perhaps painful and even unreliable.

But now, for both men and women, there is something new – a cool, permanent hair removal system that will not burn, that requires fewer treatments than many other systems and which is nearly always effective on all skin types.

This revolutionary system is Plasmalite - the third generation of light based hair removal systems – a state of the art system unrivalled by all other technology.

And where can you find Plasmalite? Only at Cobella Akqua in Kensington High Street. London's only day spa.

For a Plasmalite consultation with one of our expert staff call (tel No) that (tel No).

Plasmalite at Cobella Akqua - the Plasmalite Centre.

Ends  
Seconds

40

Client: Agency  
Script. Curious 1  
Writer: OW  
Stations: TBA

### American Southern VO

Back home in Tennessee, when I was a jus' a little boy, I remember the good things like chewing gum, and chasin' Mary Ann Loosman all the way to the water hole and annoying Mrs Tobbet's Labrador puppy, that lived next door to us, so that it spent all night barkin' 'til ma dad went plumb loco.

Yeah, they was sweet times. I used to look up at the stars and dream of flyin' to the moon. It must have been in '69 I reckon, 'cos just then all the boys was a talkin' about Apollo this and Neil Armstrong that.

'Course bein' an astronaut was just a dream - for a little boy in Tennessee.

And then one day I came across Ma Lawkin's strangely strong, home made Tennessee mints and, well you guessed it, the strangely strong taste and the extra silky-smooth mintiness made me realise that if a little old lady from Tennessee could achieve such world-wide fame for something as seemingly miraculous as those there mints - then even a boy could do anything he wanted...anything at all, with just a little effort.

MVO2

Ma Lawkin's strangely strong, home-made, Tennessee Mints.  
One taste will change your life.

American Southern VO (cont'd...)

Yep. Reckon that's why I became the local dog catcher!

MVO2

Ma Lawson's Mints - very strange!

Ends

60 Secs