

GOLD BOND Anti-Itch Winter Intensive Healing Cream & Healing Lotion

RELIEF NOW :15

41 WORDS



WOMAN: The cold weather

ALT: In the winter,



makes my skin so itchy and dry.

ALT: my skin gets so itchy and dry.



VO: Relief starts now. Gold Bond Intensive Healing Cream



has 2 powerful itch-relievers



and healing moisturizers that last 24 hours



CUT TO WOMAN OUTSIDE
to relieve and protect your skin.

GOLD BOND Anti-Itch Winter Intensive Healing Cream & Healing Lotion

RELIEF NOW :15

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SUPER PRODUCT AND TAG.

Gold Bond. Relief starts now.



GOLD BOND Extra Strength Medicated Body Lotion

RELIEF NOW :15

41 WORDS



MAN: My skin gets so dry and itchy



it drives me crazy.



VO: Relief starts now. Gold Bond Extra Strength Medicated Lotion



has 5 intensive moisturizers



and 2 proven itch fighters



to quickly relieve, soothe and protect skin.

GOLD BOND Extra Strength Medicated Body Lotion

RELIEF NOW :15



Gold Bond. Relief starts now.

GOLD BOND Therapeutic Foot Cream

RELIEF NOW :15

43 WORDS



Woman: I want to hide my feet.



They're rough, dry, cracked.



VO: Relief starts now,
with Gold Bond Foot Cream.



The skin on your feet is 20X thicker.



Gold Bond penetrates, moisturizes



and soothes,

GOLD BOND Therapeutic Foot Cream

RELIEF NOW :15



31,000th



**CUT TO CLOSE-UP OF WOMAN'S SHOES
IN MOTION ON SIDEWALK
for soft, sandal-ready feet.**



Gold Bond. Relief starts now.

GOLD BOND Anti-Itch Summer Rapid Relief Cream & Healing Lotion

RELIEF NOW :15

45 WORDS



MOM (WITH SON AND DAUGHTER):
He's covered in bug bites,



and this one has an itchy rash.



VO: Relief starts now. Gold Bond Rapid Relief.



Two itch-fighting medicines



instantly relieve bug bites



and all kinds of summer itches.

GOLD BOND Anti-Itch Summer Rapid Relief Cream & Healing Lotion

RELIEF NOW :15

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So you can get back to fun.



Gold Bond. Relief starts now.