

HYDROX PSA

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Scene starts in Black and white, HOT MAN is looking at the ground mournfully then looks up at the Camera. HOT MAN very dramatically mouths the words while there is a voice over that says the words. The voice and the mouthing are not synced throughout the entire scene.

VOICE OVER GUY

This is not a commercial. This is a public service announcement for all the knocked-off (*use a voice as sweet as Nutella here*) *products of quality* whose counterfeits became even more popular than the original. Country squares,

Show a picture of pop-tarts.

goo goo clusters

Show a picture of snickers.

and perhaps the most important of all, Hydrox.

Suddenly everything goes into color. HOT MAN is thrown a box of Hydrox from off screen and holds it up like it's the winning case from Deal or No Deal.

VOICE OVER GUY

Hydrox is a cream-filled cookie sandwich with a name that sounds like a cleaning product or a medicine. Like one of those drug facts you find on the back of the bottle which ends up being the reason for all those symptoms you have later; such as headaches, diarrhea or vomiting. Hydrox-

Cut to a person cleaning windows with Hydrox cookies. The person turns to the camera and gives a thumbs up.

VOICE OVER GUY

Use it for your windows.

Cut to a person rubbing an old lady's feet with Hydrox cookie mush. The people turn to the camera and give a thumbs up.

VOICE OVER GUY  
For your Grandma's arthritis.

Cut to some grown adults dressed as children. Possible giant lollypops, propeller hats, and oversized brightly colored overalls. They are walking down the street, happy as can be.

VOICE OVER GUY  
To bribe children.

A car pulls up next to the kids. The PERSON in the car holds out the box of Hydrox cookies.

PERSON  
Hey kids, want some Hydrox?

Everyone in scene turns to the camera at the same time and gives a thumbs up.

Cut to close-up on HOT MAN's face, dramatically mouthing the words with the unsynced VOICE OVER GUY.

VOICE OVER GUY  
Hydrox, it's so American.

Medium shot.

VOICE OVER GUY  
Stop supporting counterfeit Oreos.

An arm, just an arm, enters screen to offer some Oreos to HOT MAN. He swats them out of the way.

VOICE OVER GUY  
Get your Hydrox today. Found at your local black Market or online. Very accessible for all walks of life. Only \$28.57

Cut to an **extreme** close-up on either HOTMAN's mouth, nose, or eyes.

VOICE OVER GUY  
Hydrox

Cut to a slow pan over the Hydrox cookies as HOT MAN takes one out and eats it while VOICE OVER GUY is talking. On the bottom of the screen there is a scrolling list of the phonetically misspelled words VOICE OVER GUY is saying.

VOICE OVER GUY

*(As if reading a list of  
prescription drug facts from the  
back of a bottle)*

No High Fructose Corn Syrup, Real Cane  
Sugar, No Hydrogenated Oils, Darker  
Chocolate Cookie, Crunchier Cookie,  
hecho en los estados unidos

The scrolling screen reads: No High Frooktose Corn Sirup,  
Reel Cain Shuggar, No Highdrow-jen-aye-ted oils (We took  
those out), Darker Chalk-let cukee, Krunch-eer cukee, Made in  
the USA

VOICE OVER GUY

Consult your doctor before use.