

VIDEO	AUDIO
SET-UP	
Insert of woman on full screen text	I've used creams and scrubs and wraps, but is there a next level to achieving younger, smoother looking skin?
A banner at the bottom of the screen will continually alternate between "Gena Skin Spa Professional Microdermabrasion System" and "Five Days to Smoother Skin"	
A woman in her 40's in makeup area Face in the mirror + underneath + a fresher you Woman using appliance	Behind all the peels, scrubs and treatments sold to restore youth lies one glowing principle; underneath the surface layer of dead skin lies a fresher you.
Product display + Gena Skin Spa Professional Microdermabrasion System + improve elasticity - texture spread of Titanium Oxide crystals w/ product + Superfine Titanium Oxide crystals + polish + stimulate Face in the mirror + fresher – vibrant - more youthful + just five days + sun - wind – pollution - age	The new Gena Skin Spa Professional Microdermabrasion System helps to improve your skin's elasticity and texture. Superfine Titanium Oxide crystals give Skin Spa its ability to polish away a dull complexion and imperfections while stimulating the production of new and healthy skin cells. The result is fresher, vibrant, more youthful looking skin. After using this home exfoliating system for just five days, you'll begin to reverse the damage caused by sun and wind exposure, environmental pollution, and age.
Product display + Gena Skin Spa Professional	Five days to smoother skin. The Gena Skin Spa Professional Microdermabrasion System

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Microdermabrasion System	Professional Microdermabrasion System.
SELL	
Insert of woman on full screen text	I've used creams and scrubs and wraps, but is there a next level to achieving younger, smoother looking skin?
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Shots of body and skin detail	Your body is perhaps the single most beautiful thing you own. It has been with you since the day you were born and will remain your most constant companion through life. Yet, we all tend to take our body for granted and mistreat our skin.
Product display + Gena Skin Spa Professional Microdermabrasion System + restore - renew - rejuvenate	Indulge the skin you live in by embracing the Gena Skin Spa Professional Microdermabrasion System. The Gena Skin Spa provides the ability to restore, renew and physically rejuvenate your skin.
Full screen text + What is Microdermabrasion?	What is Microdermabrasion?
Using appliance + exfoliate faster - more efficiently	Microdermabrasion exfoliates skin faster and more efficiently than any salon facial or other products used at home. It's a process of ever- gently "sand-ing" renewing the skin using a

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<p>+ resurfacing</p> <p>+ smoothes away roughness</p> <p>Face in the mirror</p> <p>Product display</p> <p>+ effective - at-home skin care</p>	<p>so gently "sanding" resurfacing the skin using a controlled flow of microcrystals to smooth away roughness and fine lines, improving leathery, sun-damaged skin and irregular, blotchy pigmentation. After microdermabrasion treatments, absorption and penetration of other products – such as serums, masks, or antibacterial acne solutions, etc. – are more efficient and effective. Widely acknowledged as a beneficial skin treatment, microdermabrasion can cost hundreds of dollars in salons. Now, get an effective, at-home skin care treatment at a fraction of that cost.</p>
<p>Using appliance</p> <p>+ full body rejuvenation</p> <p>Product w/ Titanium Oxide crystals</p> <p>+ Superfine Titanium Oxide crystals</p> <p>+ polish away</p> <p>+ stimulate new cells</p> <p>Face in mirror</p> <p>+ fresher – vibrant - more youthful</p>	<p>Gena Skin Spa Microdermabrasion is a full body rejuvenation system you can use any time in the comfort and privacy of your own bath. Superfine Titanium Oxide crystals give Skin Spa its ability to polish away a dull complexion and other skin imperfections while stimulating the production of new and healthy skin cells. The result is fresher, vibrant, more youthful looking skin, head to toe.</p>
<p>Product display</p> <p>+ resurface - revive - renew</p> <p>+ face – hands - feet - body</p> <p>Product detail</p> <p>+ resurfacing tool</p> <p>+ foam applicators</p>	<p>The Gena Skin Spa kit comes complete with everything you need to resurface, revive and renew your face, hands, feet and body. A two-speed, battery-powered resurfacing tool. Five different types of foam applicators, each for</p>

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+ Microdermabrasion Crystal Crème + Pedi-Brasion Crème Product display	different parts of the body. And two crystal crèmes: Microdermabrasion Crystal Crème, for the face and body, and Pedi-Brasion creme, for the feet. It's the perfect package for revealing fresher, glowing skin.
Crème product + Microdermabrasion Crystal Crème <ul style="list-style-type: none"> • Diminish fine lines • Decrease sun damage • Encourage cell renewal • Unclog pores • Moisturize dry skin Tight face	The Microdermabrasion Crystal Crème is thick and creamy, with a complex of finely ground crystal resurfacers -- a blend of titanium crystals and hydrating antioxidants. This crème calculates what your skin needs, and delivers professional results.
Pedi-Brasion product + Pedi-Brasion Crème <ul style="list-style-type: none"> • Gently removes rough calluses • Resurfaces tired skin • Smoothes dry, cracked heels Tight feet	Pedi-Brasion Crème is the ultimate in caring for your hard-worked feet with slightly larger Titanium Oxide crystals to remove rough, dry and cracked skin – even stubborn calluses and cracked heels! You'll be showing off touchable toes and revealing smoother, healthier feet in no time.
Using appliance – follow directions (various angles) + whichever hand + choose applicator + attach sponge + apply crème + Touch to skin + circular movements + light to medium pressure	When using the resurfacing tool, simply hold it with whichever hand you're most comfortable, choose your applicator and attach the proper sponge. Then apply a dab of the correct crème. Touch the applicator sponge to your skin, and turn on the tool, working it against skin in circular movements. Use light to medium pressure. If redness or irritation occurs, too

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	much pressure is being applied. Use less pressure or switch the resurfacing tool to a lower speed.
Product display Smiling in the mirror + smoother – fresher – younger + new you– head to toe	The Skin Spa works to gently remove the outer layer of skin, revealing the smoother, fresher, and younger looking skin that lies just beneath the surface. It’s a whole new you – head to toe.
Using appliance + TREATMENT + 5 minutes for 5 days	And the treatment is quick & easy, just 5 minutes for 5 days.
Face in mirror + REJUVENATION + 5 days	Then, after the 5-day treatment, let your skin rejuvenate for 5 days.
Using appliance + REGIMEN + 2 – 4 times every week	Finally, begin your ongoing Skin Spa regimen, 2 – 4 times every week.
Product display w/ woman out of focus in background	The results – always will be a total body experience that indulges the skin you live in with rejuvenated care.
+ On the Face Using appliance – follow directions (various angles) + Clean - pat dry + Apply crème + using upward movements + work in + Do not exceed 2 minutes + dust off crystals	Clean your skin thoroughly and pat dry. Apply crème to sponge applicator, dot forehead, nose, chin and cheek using upward movements. With the resurfacing tool, work crème into each area of your face. Do not exceed 2 minutes per facial area. Before rinsing, gently “sweep” face with a dry towel, dusting off crème and crystals. Rinse your face

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+ Rinse	dusting off crème and crystals. Rinse your face thoroughly with warm water.
+ On the Body Using appliance – follow directions (various angles) + Apply anywhere + work in + Do not exceed 2 minutes + Rinse	Apply crème to foam applicator and apply anywhere you want to reveal smoother, fresher skin. Using the firming resurfacing tool in circular movements, work crème into skin for up to a maximum of 2 minutes on any treatment area. Rinse thoroughly with warm water.
+ On the Feet Using appliance – follow directions (various angles) + Apply crème + work in + Do not exceed 2 minutes + Rinse	Thick calluses, painful cracks and dry, flaky skin are all symptoms of taking one’s feet for granted. The Pedi-Brasion cream uses larger Titanium Oxide crystals, and pedi files come in two different grits to buff away rough, dry skin on heels. The result is smoother, softer, healthier looking feet.
Sanitizing + sanitize Refill display + replace + Sally logo	The sponges and files can be sanitized and replacement sponges are available at here at Sally Beauty, along with new tubes of Microdermabrasion Crystal and Pedi-brasion crèmes.
Product display + Gena Skin Spa Professional Microdermabrasion System	Five days to smoother skin. The Gena Skin Spa Professional Microdermabrasion System.
CLOSE	

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Using appliance Product display + Gena Skin Spa Professional Microdermabrasion System + total rejuvenation + affordable price	A complete solution to dry, rough skin problems is the Gena Skin Spa Professional Microdermabrasion System that offering total rejuvenation for the face, body and feet at an affordable price.
Using appliance + beneficial skin treatment + at-home skin care	Widely acknowledged as a beneficial skin treatment, microdermabrasion can cost hundreds of dollars in salons . Now, get an effective, at-home skin care treatment at a fraction of the cost.
Product display and detail + resurfacer + applicator sponges + Microdermabrasion Crystal Crème + Pedi-Brasion Crème	The Gena Spa kit contains everything you need: resurfacer, applicator sponges and files, Microdermabrasion Crystal Crème, for your face and body, and Pedi-Brasion creme, for your feet.
Using appliance + soften – resurface - diminish	So, don't just pamper your complexion, use the Gena Skin Spa to soften, resurface, and diminish fine lines, wrinkles and age spots from your face to your feet.

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Smiling Face in the mirror	You're just 5 Days to Smoother Skin.
Product display + Gena Skin Spa Professional Microdermabrasion System	The Gena Skin Spa Professional Microdermabrasion System.