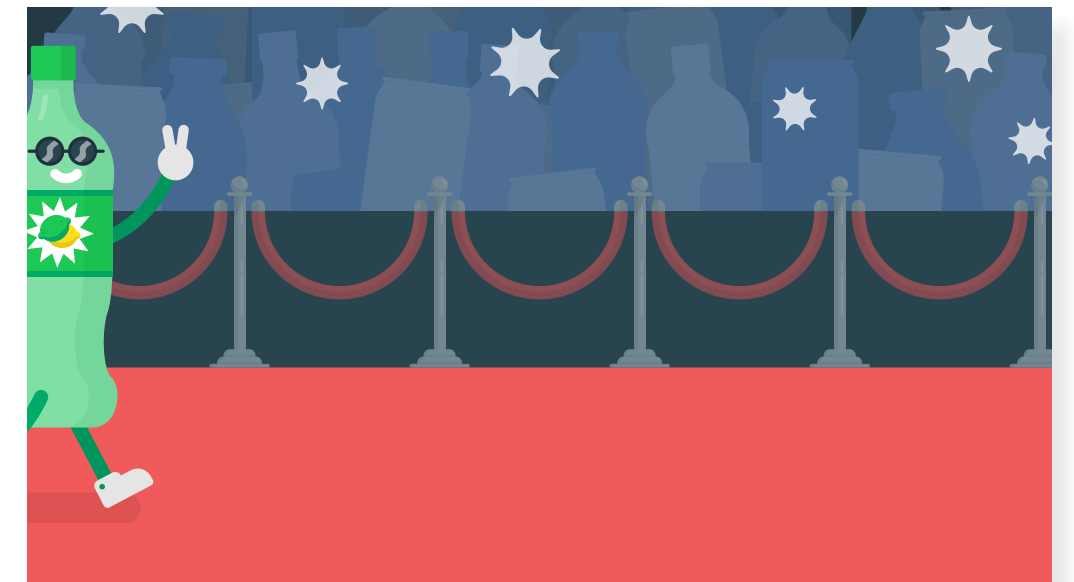
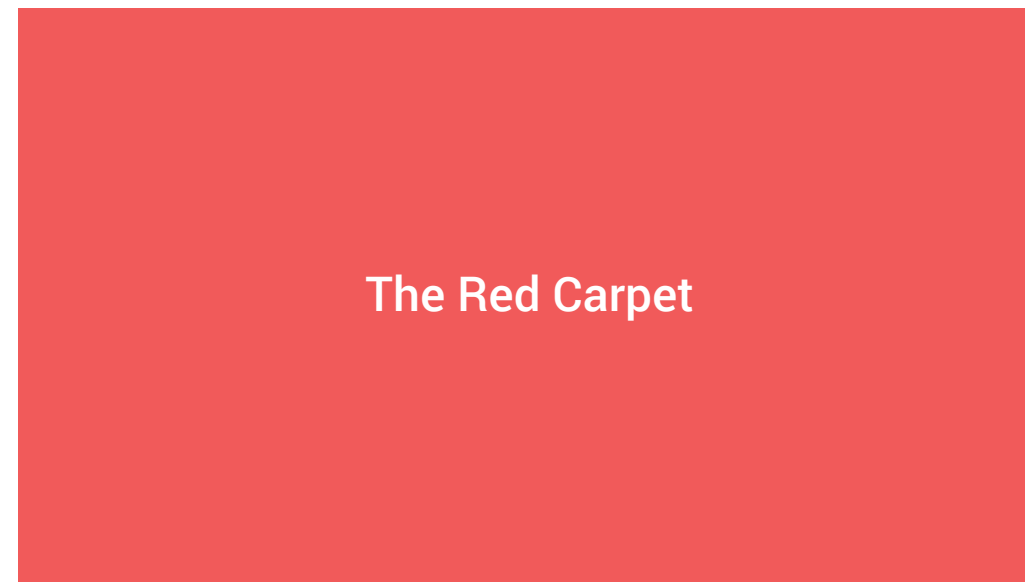


USDA logo.

Title.

Open on the red carpet scene, the crowd in the background is cheering and camera bulbs are flashing.

VISUAL NOTES



VOICE OVER

(Music)

(Music)

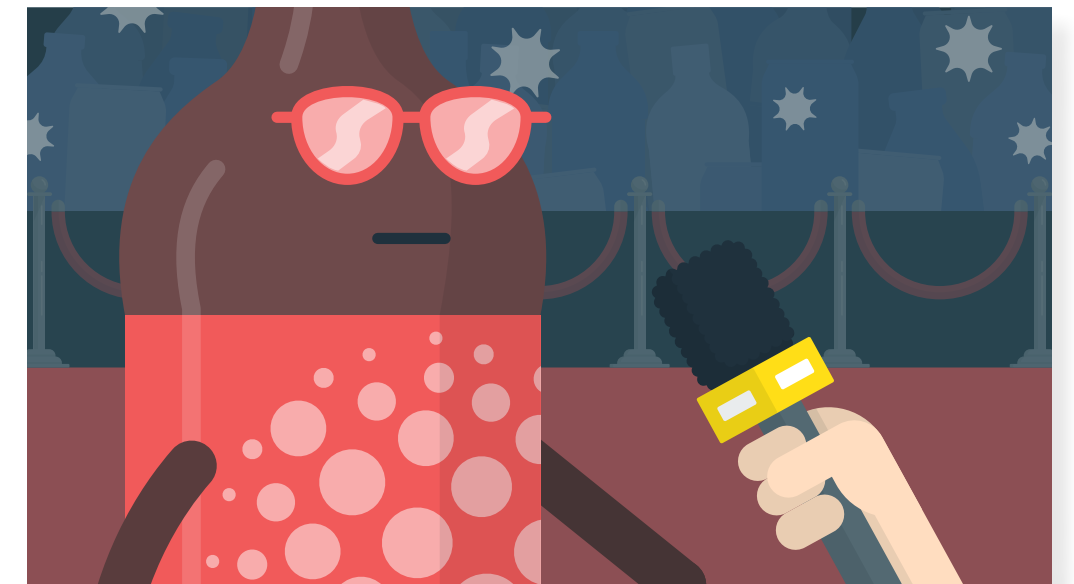
(Music, crowd cheering)

Famous beverages (sodas, fruit drinks, energy drinks, etc.) begin to make their way down the carpet, waving to fans.

Off-screen interviewer pops a microphone into the frame, and we hear her calling out to the Soda walking by.

The Soda approaches the camera for an interview and the background dims.

VISUAL NOTES



VOICE OVER

(Music, crowd cheering)

Soda, Soda!

What are you wearing today? Can you show the fans your label?

The Soda turns around to show off its Nutrition Facts label, revealing the high amount of sugar it contains.

Zoom into its Nutrition Facts label, revealing the high amount of sugar the Soda contains.

The Soda leaves the Interviewer and she calls out to the bottle of Lemonade walking by.

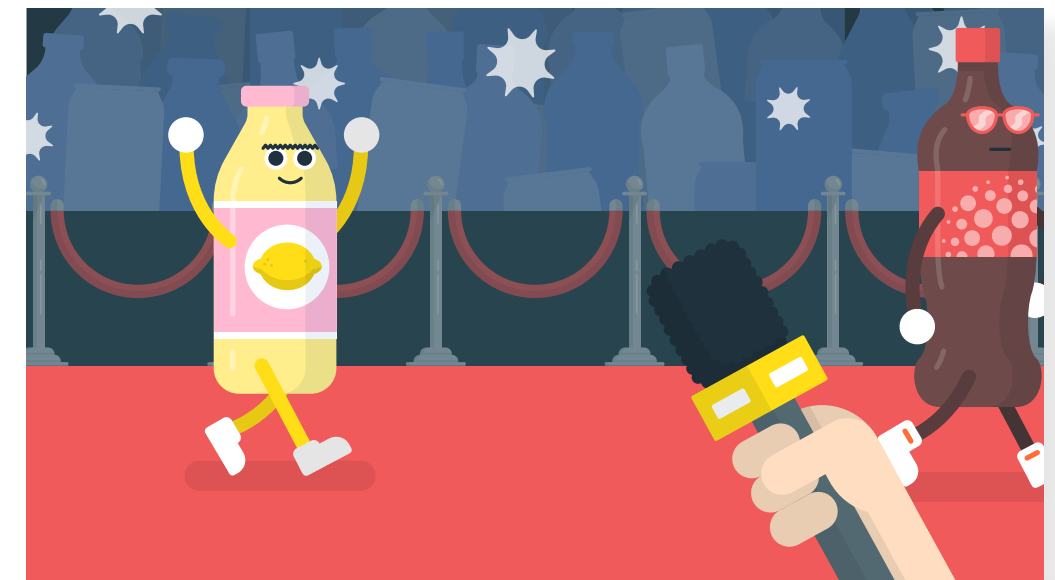
VISUAL NOTES



(Crowd gasps)

Cholesterol 0mg	0%
Sodium 27mg	1%
Total Carbohydrate 65g	50%
Dietary Fiber 0g	0%
Total Sugars 61g	
Includes 58g Added Sugars	116%
Protein 0g	
Vitamin D 0g	0%
Calcium 14mg	1%
Iron 1mg	4%

61 grams of sugar, that's over 15 teaspoons!



Lemonade!

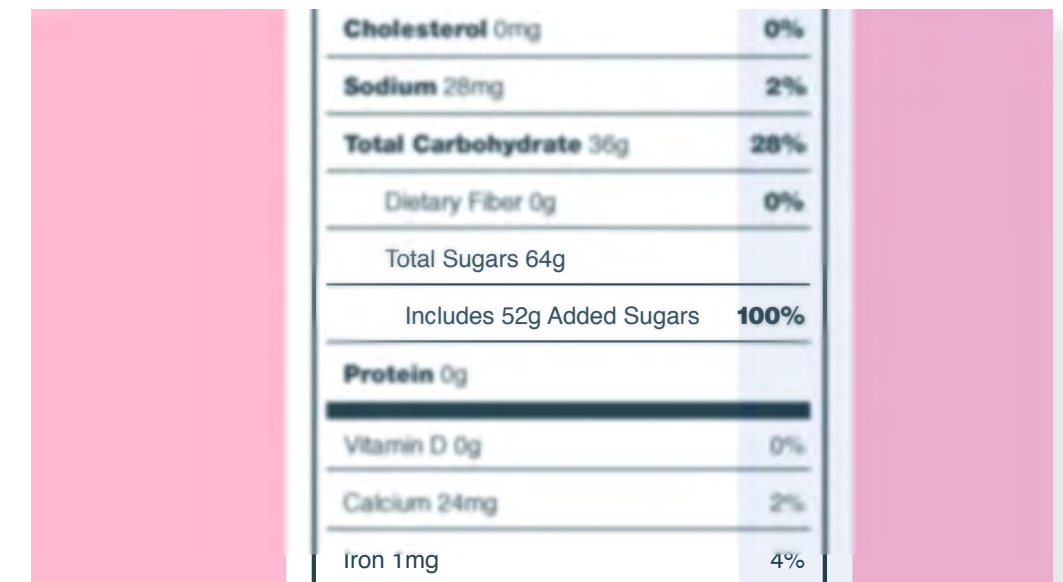
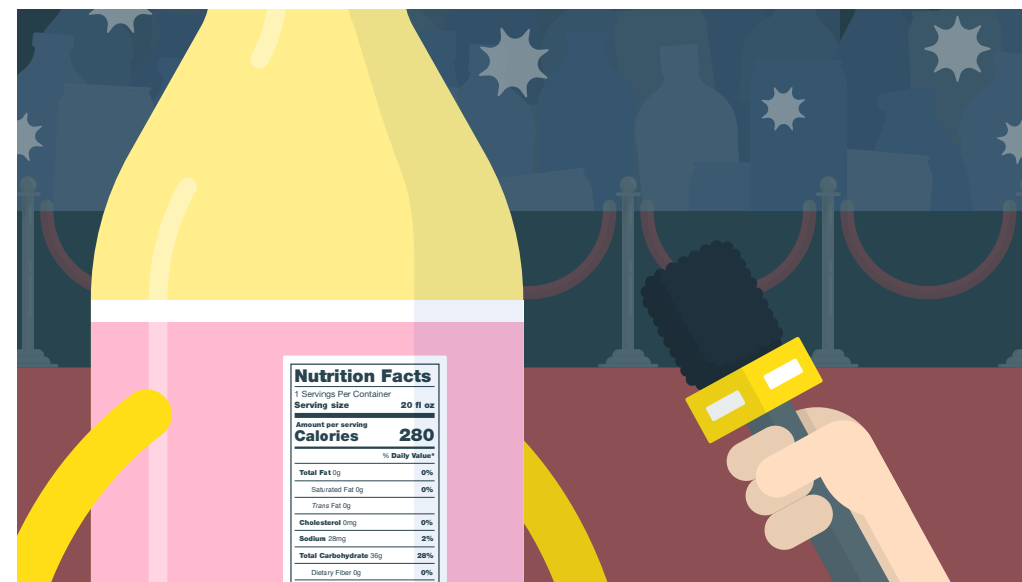
VOICE OVER

The Lemonade approaches for an interview.

The Lemonade turns around to show off its Nutrition Facts label.

Zoom into the Nutrition Facts label, revealing the high amount of sugar the Lemonade contains.

VISUAL NOTES



VOICE OVER

*Everybody wants to know what you're made of.
Can we read your label?*

(Crowd gasps)

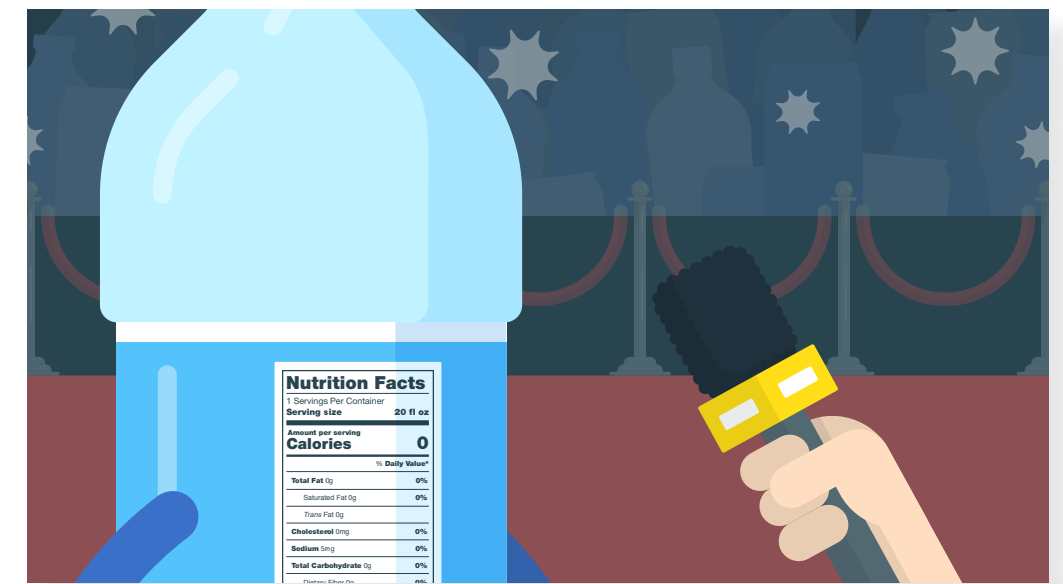
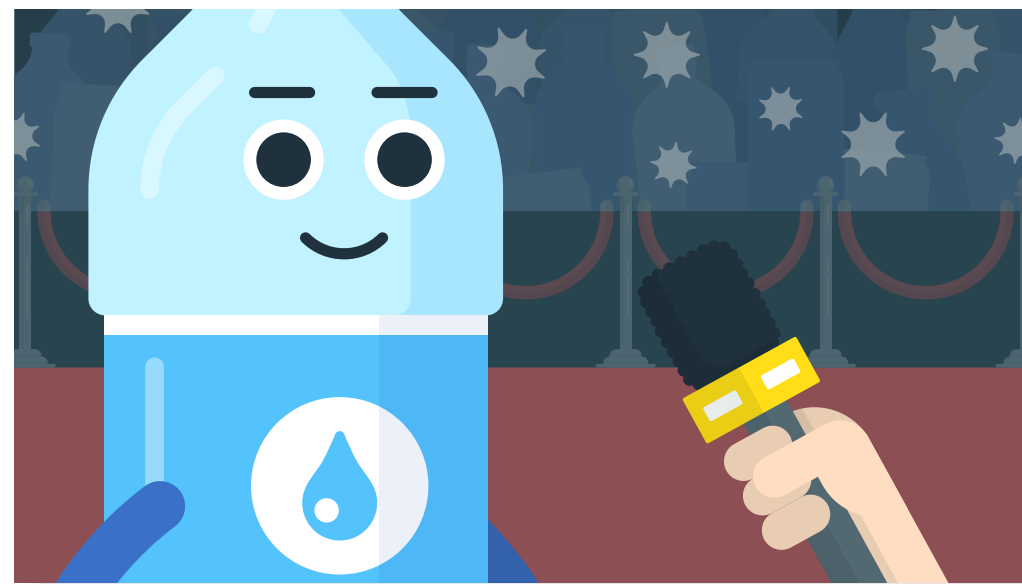
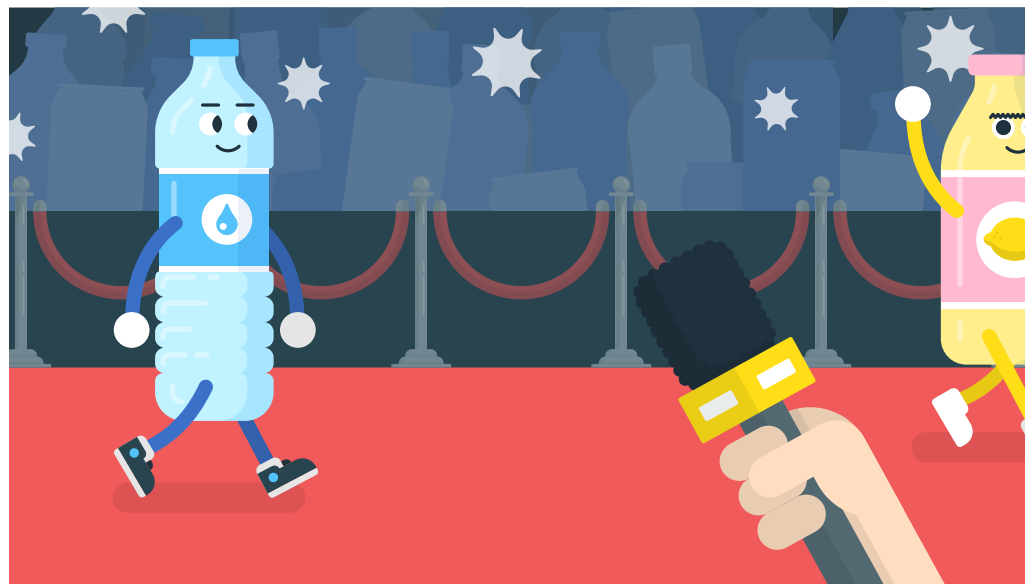
*I had no idea some lemonades had
so much added sugar!*

The Lemonade leaves the Interviewer and she calls out to the bottle of Water walking by.

The Water approaches for an interview.

The Water turns around to show off its Nutrition Facts label.

VISUAL NOTES



VOICE OVER

Water! Over here!

*What about you?
Can we see your Nutrition Facts Label?*

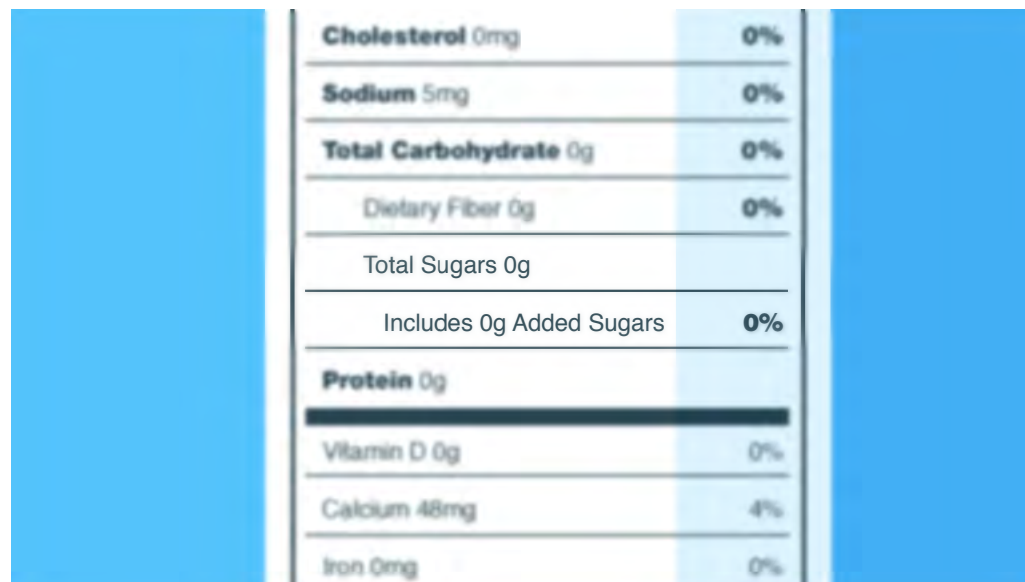
(Crowd begins cheering loudly)

Zoom in to the Nutrition Facts label to reveal that the Water contains absolutely NO sugar.

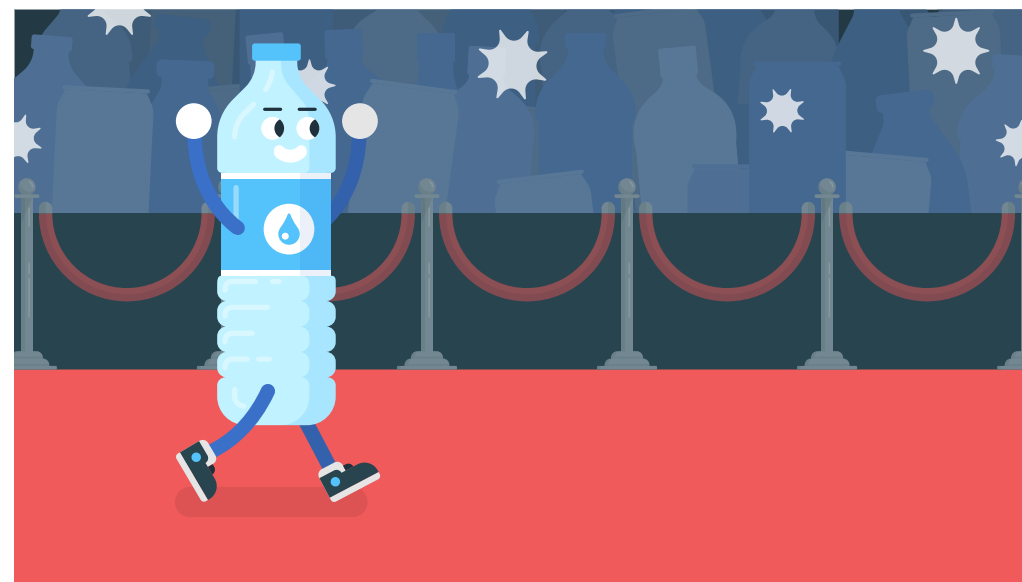
The Water returns to the red carpet, smiling and waving to the crowd. As the crowd cheers on, more and more cameras flash.

A camera flash engulfs the screen and transitions to the CTA screen.

VISUAL NOTES



Cholesterol 0mg	0%
Sodium 5mg	0%
Total Carbohydrate 0g	0%
Dietary Fiber 0g	0%
Total Sugars 0g	
Includes 0g Added Sugars	0%
Protein 0g	
Vitamin D 0g	0%
Calcium 48mg	4%
Iron 0mg	0%



VOICE OVER

Wow!

You saw it here folks, what a star!

(Music)

USDA logo and legal copy.

VISUAL NOTES



VOICE OVER

(Music)