

LAS- "Crunch Time" v02

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FADE IN:

Screen graphic appears:

"This dramatization uses real actors"

INT. BEDROOM- DAY

JOMAN, early 20's, beefy kind of guy is getting dressed. He wears an unbuttoned shirt, tighty whities and dark crew socks. He stands with his back to the camera looking inside his closet at the many pairs of jeans and pants hanging up. He contemplates. Picking one pair of pants after the other and hanging them back up. He finally chooses a pair.

He looks at himself in the mirror. He turns to the side, and we see he has a big belly that protrudes well over his underwear. He sucks in his stomach and sticks out his chest. He likes what he sees. He gives a positive shaking of his head and pats his beer belly stomach.

Right foot first, we see Joman step into the leg of the pant, than slowly he repeats with his left foot. He has a firm grip on the waist of the pants; he pulls them up like he was fighting with a beast. Breathing hard, Joman finally pulls them up below his stomach, but the pants have an unyielding puckered bite around his crotch. As he looks in the mirror, the button pops off his pants. He tries to pick it up but cannot bend his knees. We hear the tearing of the seam of his pants.

A DOCTOR walks into the bedroom looking into the camera.

Screen Graphic appears:

This commercial uses a real doctor.

CONTINUED

DOCTOR

I'm a Medical Doctor. Has this happened to you? You struggle each day trying to fit into pants that simply are too tight, thinking that you're a taut medieval gent you see in the magazines.

In the background we see Joman walking stiff like in a pair of painted on jeans.

DOCTOR

I'm here to tell you about a prescription pant that will give you relief. They're called "Testi-cure." They're micro-porus technology. It allows the user to control body temperature and experience physical comfort.

Doctor starts unbuttoning his medical coat.

Doctor throws open his coat and we see his pants. The crotch area appears to be positioned around the knee area. The pants are clearly very big and loose, underduds exposed.

DOCTOR

See, I even wear them. They give me the freedom I need to go about my everyday life. Less constricting, no more keeping the boys in an airtight container.

CLOSE ON DOCTOR

DOCTOR (CONT'D)

The fate of mankind is at stake.

Joman walks up to the doctor wearing the baggy jeans well below his waist, boxers and derriere clearly exposed.

CONTINUED

JOMAN

Saggy is da' bomb.

Screen graphic appears which reads:

Women that have become pregnant from men wearing "Testi-cure" may cause your baby to be free spirited and/or rebellious. In the first few days of wearing you may find it difficult to walk. Stop wearing Testi-cure pants if you develop a second set of testi's.

ANNOUNCER

"Testi-cure," the prescription pants doctors recommend most. Side effects may include early sagging, halitosis, leakage, abnormal semen parameters. Don't delay; ask how you can get your prescription "Testi-cure" pants today.

Get the cure; get "Testi-cure."