

## **OPALINE – RADIO COMMERCIAL (30 SECS)**

**SFX:** TWO WOMEN AND A MAN LAUGHING AND GIGGLING  
THE SOUND OF ELECTRONIC BLEEPS AS PHOTOS ARE SCROLLED  
THROUGH ON A SMARTPHONE.

**YOUNG MAN:** Oh no! What are you doing in that pic, Kat?

**YOUNG WOMAN 1:** Never you mind! [SFX: MORE BLEEPS/SCROLLING] What's up  
with Danny, though?

**YOUNG WOMAN 2:** Weird. He's not smiling properly. Look, he never shows his teeth...

**MUSIC:** INSTRUMENTAL, EDGY URBAN CLUB MUSIC, STARTS QUIETLY  
AND BUILDS. MAINTAIN AS A BED UNDER NARRATOR.

**NARRATOR:** Danny needs Opaline whitening toothpaste. Opaline removes  
every stain so you can say goodbye to embarrassing teeth. Using  
Opaline every day prevents stains returning and won't damage  
your mouth or gums. You need never worry again. Opaline is  
proven to whiten teeth more effectively than other brands, so  
Danny here will soon be ahead of the game...

**SFX:** MUSIC FADES. OFFICE NOISES IN BACKGROUND.

**YOUNG MAN:** Oi Dan, your pics from the other night were mental.

**YOUNG WOMAN 2:** Hey, let me see!

**DANNY:** Oh, OK then!

**SFX:** BEEPS AND SWIPE NOISES FROM PHONE

**YOUNG WOMAN 1:** Haha! Look at Sam. And you – nice smile!

**DANNY:** Thanks!

**YOUNG WOMAN 1:** [QUIETER] We still on for that drink later?

**MUSIC:** AS BEFORE, RETURNS, WITH FEMALE VOCAL IN STYLE OF  
JESS GLYNN.

**VOCAL:** Opaline! Set your smile free!

**NARRATOR:** BDA recommended. Available at all good chemists.