

THE SMOOTHIE BAR - AD

Written by

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EXT. POOL DECK - DAY

A woman is standing poolside sporting a sensible swimsuit, with pubic hairs slightly (yet obviously) poking out of the sides of her bottoms. She sips her drink as a tween girl passes by, walking with her friend.

TWEEN GIRL

(laughing)

The 70's called, they want their
bush back!

The woman is instantly mortified, and quickly works to tuck in the pubic hairs, awkwardly looking side to side.

RECORD SCRATCH

CUT TO:

INT. SMOOTHIE BAR, WAXING SALON - MOMENTS LATER

JENN stands at the front desk of the Smoothie Bar

JENN

Say goodbye to awkward poolside
encounters and hello to a smooth
hairless kitty.

Meow

It's the Smoothie Bar, Toronto's
newest, chicest, and trendiest
waxing salon. Open up those legs,
full butterfly style - and prepare
for your life to change. Service
times are speedy, our expert
estheticians are in and out quicker
than your ex boyfriend.
But don't take our word for it.
Here's what our happily hairless
customers have to say:

CUT TO:

INT. PUBLIC WASHROOM - DAY

WOMAN 1 is washing her hands in the sink, talking to the camera through the reflection in the mirror.

WOMAN 1

I used to get toilet paper dust
stuck in my pubes, that was before
I started going to the Smoothie
Bar, now I'm hairless AND dust free

CUT TO:

INT. HOME KITCHEN - EVENING

WOMAN 2 is making boxed cake mix

WOMAN 2

I was preparing to cheat on my
husband and needed a new look, so I
went with the Brazilian wax. Jenn
was very professional, she even
gave me advice on the cheapest
hotels in town"

CUT TO:

INT. SMOOTHIE BAR, WAXING SALON - MOMENTS LATER

JENN

The smoothie bar is Canada's
leading lady in hair removal! Book
your appointment today and get a
free finger and toe wax when you
mention this ad.
Smooches