

All 50 commercials in this document are approximately 30-second spots

Delia's Hair Care Shampoo (female)

Has your hair lost its lustre? Missing it's bounce? Need some Va-va-va-voom?

Let me tell you about this new shampoo I've been using called Delia's Hair Care.

It's not like your ordinary, run of the mill, "I share this with my boyfriend shampoo

-No, this one goes beyond the call of duty to tame frizzies, banish split ends and most importantly, it gives you the confidence you need (and a little bit of va-va- va-vooom!).

Why use your old shampoo when you can experience the power and endurance of shampoo by Delia's Hair Care?