

1 BELLA — HER WORLD



BELLA
“Okay. What is this?”

DIRECTION
Warm and theatrical. Not mean — genuinely curious and mildly exasperated.

YOUR THOUGHTS What's working? What would you change?

2 BELLA EXAMINES IT



BELLA
“I mean... I get it. I do. But honey.”

DIRECTION
Pause before ‘honey’ is the comedy beat.

YOUR THOUGHTS What's working? What would you change?

3 BELLA — DIRECT TO CAMERA



BELLA
“This is not a plan. This is a backup. And I should know — I’m the one you’re managing around.”

DIRECTION
Direct eye contact. She means it with love.

YOUR THOUGHTS What's working? What would you change?

4 BELLA SETS IT DOWN



BELLA
“There are things we can actually do about this. Together.”

DIRECTION
Tonal shift from comedy to sincerity.

YOUR THOUGHTS What's working? What would you change?

5 BELLA — THE OFFER



BELLA
“Two weeks free. A program built just for you. No pads required.”

DIRECTION
The offer in Bella’s voice feels like a friend sharing a secret.

YOUR THOUGHTS What's working? What would you change?

6 CLOSING CARD — BELLA + LOGO



BELLA
Visit us at UrologyHealth.com. I’ll be there.

DIRECTION
The wave seals the relationship.

YOUR THOUGHTS What's working? What would you change?