

1BACKYARD — KIDS PLAYING



DIRECTION
Establish the world. Happy. Normal. No sign of anything wrong yet.

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

2THE LIFT — THE LOOK



DIRECTION
Don't show anything. Just the flicker. Every woman watching knows exactly what happened.

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

3OLDER SIS CATCHES IT



OLDER SIS "I know that look."
DIRECTION Warm. Knowing. This is the moment of connection between them.

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

4YOUNGER SIS — EMBARRASSED LAUGH



YOUNGER / OLDER SIS "Was it that obvious?" — "Sis. I used to think that was just part of having babies."
DIRECTION The embarrassed laugh immediately relaxes when older sis responds. She's not judging.

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

5YOUNGER SIS — MOM LINE



YOUNGER SIS
"Mom always said it was normal."
DIRECTION
Casual. Like she's repeating something she's heard her whole life. It's just always been accepted.

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

6OLDER SIS — THE REFRAME



OLDER SIS "Turns out it's common. But it isn't normal. And you don't have to just live with it."
DIRECTION Not preachy. Just a sister sharing something important. The 'but' is the pivot. Let it land.

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

7OLDER SIS — THE PHONE REVEAL



OLDER SIS "I did something about it. Urology Health. They built a program just for me. From home. My first two weeks were free."
DIRECTION The phone is the brand moment. UH logo visible while she speaks. Natural — like showing a friend an app you love.

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

8YOUNGER SIS — LOOKS AT PHONE



OLDER SIS "Just start off with the quiz. It'll take you 2 minutes"
DIRECTION The insurance exchange is quick and natural. Two words. Then she keeps looking at the phone.

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

9CU — PHONE SCREEN + SUPER



OLDER SIS "Urology Health...I will check them out. thanks sis"
DIRECTION
SUPER ON SCREEN: First two weeks free. Take the quiz at UrologyHealth.com — Hold. Let it read.

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

10END CARD

UROLOGYHEALTH.com
Regain Control. Restore Confidence.

DIRECTION
First two weeks free. UrologyHealth.com — Clean out.

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