

DEAD SQUID, BY COVERGIRL (COMMERCIAL PARODY)

(by L. Calzada)

INT. FANCY VICTORIAN MANSION - DAY

A stunning COVERGIRL model, impeccably chic in all appearances, sits on a Victorian-style couch in the sun drenched salon. Everything is white and immaculate.

SFX: Sexy, chic music.

COVERGIRL

I love looking good, I love feeling good, and I love having it all.

That's why Covergirl now brings you a Dead Squid.

She holds up a dead squid. It drips slime.

COVERGIRL (cont'd)

The new all-natural, all-in-one beauty regimen.

CU on dead squid as she caresses it with her other hand.

COVERGIRL (cont'd)

With naturally occurring enzymes to detoxify the body, inside and out, for a healthy, more luxurious you.

She shakes the dead squid, causing the dangling tentacles to wiggle.

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Covergirl stands in another area in the salon with a box: "Covergirl's Dead Squid." She opens it.

COVERGIRL

For ease, you'll find it in the beauty aisle, un-refrigerated. Simply open it.

Covergirl starts retching.

COVERGIRL (cont'd)

And take out the dead squid.

She retches more.

COVERGIRL (cont'd)
Smells like beauty to me.

She forces herself to take a whiff for camera.

She drops the squid and runs to the bathroom, vomiting along the way.

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Another area of the salon. Covergirl faces the mirror with squid in hand. She has vomit residue on her dress. She performs what the V.O. describes, desperately trying to smile through it all.

COVERGIRL (V.O.)
To begin, rub the flesh of the dead squid on your skin. This will remove toxins and reveal your natural, healthy glow.

Next, grab hold the tentacles and run them through your hair, to deal with those unsightly split ends.

Lastly, throw your head back, hold the dead squid 6 to 8 inches above your head, then squeeze the ink directly into your mouth.

GRAPHIC: Science-like depiction of the following:

COVERGIRL (V.O.) (cont'd)
The chemicals in the ink will cleanse your inner organs, especially your colon, ensuring you feel fresh and elegant. At this point, we legally have to inform you that your intestines will permanently turn black, but that's alright. Beauty!

Graphic out.

Covergirl is now a filthy mess, struggling to drink the ink.

COVERGIRL (V.O.) (cont'd)
Be sure to swallow it all!

Covergirl is drenched.

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Same position from the beginning of the commercial, but Covergirl is now covered in the squid's juices, a total mess.

COVERGIRL

Because beauty is more than skin
deep...it's in your bowels too!

FADE TO BLACK