UGC Style with Green screen talking head and broll   
Script 1 - Okay, I don't know who needs to hear this, but you have fine lines and wrinkles because your skin is dry. Our skin is just like a raisin. When it gets dry, it shrivels up and we see fine lines and wrinkles starting to appear. So, keeping skin hydrated is the key to preventing fine lines and wrinkles. But, shower water in the US is packed with chlorine and heavy metals that are collected from rusty city water pipes that it travels through on its way to us. Let's strip your skin of moisture, leading to skin that's drier than the Sahara Desert, and you guessed it, fine lines and wrinkles. If you want your friends to question whether you got Botox without the needles and the $500 price tag, this filtered shower head from Eskin will keep your skin hydrated by filtering out all the chlorine and heavy metals that cause dry skin and wrinkles, resulting in younger looking skin, guaranteed, or your money back. Yes, if Eskin doesn't improve the way your skin looks, they will send you your money back in full. That is how well it works. And beyond your skin, your hair is going to grow thicker, longer, and healthier than you've ever imagined. Guys, upgrading your shower head to Eskin is a non-negotiable if you're serious about a glow up in 2025. Like, look at the results these girls have gotten. They are undeniable, and say it with me, the results are guaranteed. It comes with everything you need to get it installed, It takes just two minutes to install and doubles your water pressure for a much sexier shower experience as a bonus on top of all of the crazy skin and hair benefits. It's on sale right now, and they're offering limited time free shipping. So tap the link below to grab it and have the skin and hair of your dreams by spring.

UGC founder ad Short (Not the main winner in the account)

Script 2-

I wanted clean water and now I have it thanks to this 15-layered filter. My name is Wes and I'm the founder at Eskin and we created the world's best filter showerhead. It filters out all the rust, all the heavy metals, all the chlorine, all the impurities that come out of your showerhead that leave your skin dry, itchy, your hair brittle and falling out and we created not only the best filter showerhead but we created the one with the best pressure on the market. You can see right here the pressure is absolutely unbelievable. If 3x is your water pressure it's just unbelievable. We have thousands and thousands of five-star reviews. So many satisfied customers. We're 23% off today. Click the link and try us out today. We have a 60-day money-back guarantee. You have literally nothing to lose. Try us out and fall in love with Eskin.

Teagan TOP Winner for female (use this framework for ad with lauren talent who is hairdresser)   
Script 3 -  
Three signs that you have a hard water problem and how to fix it overnight. Guys, behind your shower head this is what the water pipes look like and this is what they look like on the inside. My name is Wes and I'm the founder at Eskin and we created the world's best filter shower head. It filters out all the rust, all the heavy metals, all the chlorine, all the impurities that come out of your shower head that leave your skin dry, itchy, your hair brittle and falling out. And we created not only the best filter shower head but we created the one with the best pressure on the market. You can see right here the pressure is absolutely unbelievable. If 3x is your water pressure it's just unbelievable. We have thousands and thousands of five-star reviews. So many satisfied customers. We're 23% off today. Click the link and try us out today. We have a 60 day money back guarantee. You have literally nothing to lose. Try us out and fall in love with Eskin.

Valentines day deal ad…this is a VO ad with broll that I can iterate on with new talent.   
Script 4 -

Valentine's Day deal extended alert. This is the absolute last call to get the Eskin Skin & Hair Boosting Showerhead up to 25% off with free express shipping. Yes, you heard me right, up to 25% off with free express shipping. Filter hard water and harmful chemicals from your shower water to get instantly softer and smoother skin and hair and help alleviate a ton of other skin and hair issues. Plus, Eskin will give you a massive boost in water pressure. It's viral for a reason, guys. And remember, it's guaranteed. Love it or get a full refund. But don't wait. City water pipes are getting older and rustier by the second. And this Valentine's Day deal could be gone at midnight. Get it below.

Founder ad (Top prefrming ad of all time for Eskiin) this ad I want to iterate on but am not the founder and am not at the wherehouse so have to find creative way to iterate on this as a man who works for eskiin remotely. Giving that same vibe of authencity and passion behind the brand without making it sound salesy. Keep the story driven narrative and ask me for personal antcedotes that you may need from me to keep it authenthic.   
Script 5 - I wanted clean water and now I have it thanks to this 15 layered filter. We're at the Eskin Warehouse in the beautiful Teton Mountains in Idaho. Come in the warehouse and let's check it out. This rusty pipe looks a lot like the water pipes that bring the water into your home that you're showering in every day. Now you can't throw out your rusty water pipes, but what you can do is you can upgrade to an Eskin Filtered Showerhead. My best friend, my sister and I created Eskin, the world's best filtered showerhead. Filters all the chlorine, all the rust, all the heavy metals, all the junk from your shower water while also giving 2.5x water pressure for the best shower experience you've ever had guaranteed or your money back.

Mockcast style ad – three speakers here in this transcript shot like a podcast   
Script 6 -   
  
Speaker 1 - All right. Yeah, if you give someone an Eskin, they are going to wake up every day. They're going to look at their shower head and they're going to think of you strictly from like a selfish standpoint.   
  
Speaker 2- If you want to be thought of as a really good gift giver, it's a good one because Eskin's, you know, something that literally people will use every single day.   
  
Speaker 1 - I've had mine installed in my shower up there for coming up on three years now. And I've used it every single day. So I think it's a really awesome gift.   
  
Speaker 3 - It's like wrapping up a boosted ego with glowing hair and skin in a box, putting a little bow on it and being like, here's the gift of better skin and hair.

Speaker 2 - Whoever's giving the gift wants what's best for the person that they're buying for. It's something that will really benefit them moving forward.

Hair focused UGC ( can help with the script featuring hair dresser)  
Script 7 - Every time I step out of the shower, I'm amazed at how much healthier my hair is. I used to struggle with thinning hair. Every time I brushed it, I'd see strands falling out. My shower drain? A nightmare. No matter what products I tried, nothing seemed to stop the shedding. If you can relate, let me introduce you to the Eskin Filtered Showerhead. This showerhead removes 98.7% of harsh chemicals like chlorine and heavy metals. It boosts your water pressure by up to 3X, giving your scalp a deeper cleanse while making your hair feel fuller and more voluminous. Best of all, my hair feels softer, stronger, and is less prone to breakage. All my friends are obsessed. Even my sister, who's been struggling with postpartum hair loss, noticed a huge difference in just a few weeks. Now that you know my secret, it's your turn to give it a try. Head to Eskin.com and grab your showerhead today.

Longer Earth breeze style UGC – (longer ugc)   
Script 8 - My husband and I have never had showers this satisfying. On a family trip to California, we stayed at a charming eco lodge in Big Sur. The owner mentioned their commitment to toxin-free living and shared a shocking fact. All shower water in the U.S. contains chemicals and heavy metals linked to aging of the skin, hair loss, and even hormone disruption. I couldn't stop thinking about it. When I got home, I did some digging and realized standard shower heads don't filter toxic chemicals like chlorine or rust, and harsh heavy metal particles that are collected while our shower water travels through dirty city water pipes. That's when I remembered the eco lodge owner's recommendation, the Eskin Filtered Showerhead. It ships right from their warehouse in Idaho, filters 99% of harmful contaminants, slows down and reverses the signs of aging and hair loss, and doubles your water pressure for a spa-like experience. Plus, it's easy to install in just 5 minutes, is compatible with all showers in the USA, and everything you need comes in the box. This healthy habit is the easiest part of our everyday routine because it works its magic while you have your normal daily shower. No extra effort. Right now, they're running an unbeatable discount deal with free express shipping. It's the healthiest decision we've made for our family, and my skin and hair have never looked younger, healthier, and more radiant. If you've been wondering if there's a way to get safer, cleaner shower water that improves the way your skin and hair look, this is it. They have thousands of 5-star reviews and even guarantee satisfaction and results, or your money back in full. Don't wait. Hurry before they sell out or the price goes up.

Longer earth breeze style ad VON (longer VON)

Script 9 -   
My morning non-negotiables, part six. I did my research and found the Eskin Filtered Showerhead, designed to be a convenient, foolproof way to reduce hair loss, giving you fuller, softer hair and hydrated, blemish-free skin. It's incredibly easy to use because it provides dramatic results with no extra steps to your beauty routine. Makes skin and hair look and feel healthier just by showering. Eskin's proprietary filtration system removes heavy metals, fluorine, damaging byproducts and other chemicals that most people don't know are causing their chronic skin and hair issues. All you have to do is install it in three minutes or less and watch the magic start to happen immediately after your first shower. After shower one, you'll notice hair and skin that's softer to the touch and you won't have that tight, itchy post-shower skin. Even my boyfriend commented on the difference. But the best part, with each shower, Eskin Water provides your skin and hair lasting relief from the constant battle against harmful contaminants, creating the perfect environment for them to heal, thrive and flourish. Trust me, your skin and hair will be so happy. Plus, Eskin's the only shower filter that promises to give you stronger water pressure by up to three times. So say goodbye to weak pressure and hello to the most beautiful skin and hair you've ever had, guaranteed, or your money back in full. They have a ton of five-star reviews and are even rated the best filtered shower out on the market. So if you're sick of having bad skin and hair, it's time to consider that your shower water is probably causing the problem. Tap below to learn more and claim your Eskin while it's still on sale.

Older Female Demo (good to reference and use when creating script featuring lauren the hairdresser as talent)

Script 10 -  If you're struggling with thinning Hair and dry skin. This will be the best thing you buy this Valentines day. When I turned 50, I started to notice my hair getting thin and brittle, and my skin getting really, really dry. So my dermatologist suggested I try filtering my shower water with this filtered shower head called Eskin.

I started using one a few months ago. It was super easy to install, and I was sold on the boost in water pressure alone. But let me tell you, the difference it has made to my skin. Skin and hair has completely blown me away. My hair is healthier and thicker than it has ever been and my issues with dry skin have disappeared.

For anyone who is unsure if a filtered shower head can really help with their hair loss and their dry skin, I can confirm it absolutely does. I even ordered a second one for my other bathroom because they're on sale right now for Black Friday. And if you have ever seen what the rusty pipes look like behind me, It's no wonder that unfiltered water can have such a damaging effect on our hair and our skin.

Not to mention that our water is loaded with drying chemicals like chlorine that strip our skin and hair of natural oils. Everyone should be filtering your shower water. Upgrading to Eskin has been the best thing I've ever done for my skin and hair. And the best part is that it works to improve both every time I shower.

No extra steps needed in my beauty routine. I save time. to because with that skin, my hair and skin issues are solved at the root and I don't need to use as many products now. If you're thinking about trying it, they're running their Black Friday sale right now and it gives you 25 percent off plus free shipping.

It's completely risk free to try because it comes with a money back guarantee, which means that if you don't love it, you will get a full refund. Trust me, you're going to be shocked at how much of a difference clean water makes. There are thousands of women. with transformation stories just like mine. So take advantage of their Black Friday deal and grab yours at the link below.

Winning Hooks so far to iterate from using project files related to hooks (make sure you use the 500 hooks file I attached..if you have trouble accessing it I can try to find a way to break it down into smaller pieces for you..but please try to acess and obtain the information inside that file first) these hooks need to be absolutely amazing and effective at stopping the viewers scroll on social media..remember to incude descriptions of visuals I can produce to go along with these hooks in the first 3 seconds of an ad -

1. I just learned that you're supposed to filter your shower water, and here's why.
2. I wanted clean water and now I have it thanks to this 15 layered filter.
3. Three signs that you have a hard water problem and how to fix it overnight.
4. Okay, I don't know who needs to hear this, but you have fine lines and wrinkles because your skin is dry.
5. Valentine's Day deal extended alert. This is the absolute last call to get the Eskin Skin & Hair Boosting Showerhead up to 25% off with free express shipping.
6. Most people have no idea this prevents greasy roots.
7. Every time I step out of the shower, I'm amazed at how much healthier my hair is.
8. My husband and I have never had showers this satisfying
9. Guys, behind your shower head, is what the water pipes look like, and this is what they look like on the inside.
10. My morning non-negotiables, part six.
11. If you're struggling with thinning Hair and dry skin. This will be the best thing you buy this (insert relevant holiday)