**SCENE:** Open on the rope-swing ledge of a serene lake. Two hesitant-looking women and a man, all of whom are wearing bathing suits, enter frame.

**SCENE:** Close up of the woman as she hesitantly grabs the rope.

**SCENE:** Cut to a wide shot as she clutches the rope and makes the leap into the serene lake.

**Music throughout.**

If you have moderate to severe...

...plaques psoriasis...
SCENE: The woman lets go of the rope.

...isn't it time to let the...

Frame 4

SCENE: She makes a big splash as she lands in the lake.
SUPER: Your fearless is showing

...real you shine through?

Frame 5

SCENE: Wide shot of the lake with her making a splash in the background.
SUPER: Logo by prescription only
SUPER: For patients with moderate to severe plaque psoriasis for whom phototherapy or systemic therapy is appropriate.

Introducing Otezla apremilast.

Frame 6
SCENE: Cut to a wide shot of a couple walking a dog on an urban footbridge.
SUPER: Not an injection or a cream
SUPER: For patients with moderate to severe plaque psoriasis for whom phototherapy or systemic therapy is appropriate.

SCENE: The man accidentally lets go of the leash. The dog goes running. The couple chase after the dog.
SUPER: A pill that treats plaque psoriasis differently
SUPER: For patients with moderate to severe plaque psoriasis for whom phototherapy or systemic therapy is appropriate.

SCENE: Cut to a wide shot of the couple on the bridge as they chase after the dog, which is running away from them.
SUPER: 75% clearer skin after 4 months
SUPER: Individual results may vary

Otezla is not an injection or a cream.

It’s a pill that treats plaque psoriasis differently.

With Otezla, 75% clearer skin is achievable after just 4 months, …
**VIDEO**

**SCENE:** They catch up to the dog.

**SCENE:** The couple are now on a park bench. The dog is off the leash and the pair are petting the dog.

**SUPER:** No requirement for routine lab monitoring

**SCENE:** Cut to the couple playfully bringing their faces together as the dog licks the man’s face and the man snaps a selfie.

**SUPER:** Your close-up is showing

**SUPER:** Logo

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**AUDIO**

...with reduced redness, thickness, and scaliness of plaques.

And the Otezla Prescribing Information has no requirement for routine lab monitoring.

Don’t take Otezla if you are allergic to any of its ingredients.
SCENE: Cut to a wide shot of a woman as she is in a clothing store shopping with 2 girlfriends.
SUPER: Logo

SCENE: The woman picks out a black dress which she holds up and shows to her 2 girlfriends.
SUPER: Logo

SCENE: She enters dressing room, as her girlfriend smiles.
SUPER: Logo

VIDEO

Otezla may increase the risk of depression.

AUDIO

Tell your doctor if you have...

...a history of depression...
**SCENE:** She is now inside the dressing room, wearing the black dress she picked out.

**SUPER:** Logo

...or suicidal thoughts...

**SCENE:** She pulls back the dressing room curtain proudly.

**SUPER:** Logo

or if these feelings develop.

**SCENE:** She smiles at her friends and twirls around to show off the dress she’s tried on to her 2 girlfriends.

**SUPER:** Your check me out is showing

**SUPER:** Logo
VIDEO

SCENE: Cut to a wide shot of an outdoor rooftop. A party is being set up.

SUPER: Logo

AUDIO

Some people taking Otezla reported weight loss.

Frame 19

SCENE: Cut to a shot of a woman as she looks away from the camera pensively. Cut to a close-up of her hand as she raises the volume way up.

SUPER: Logo

Your doctor should monitor your weight and may stop treatment.

Frame 20

SCENE: A guy is working on stringing some lights across the rooftop.

SUPER: Logo

Side effects may include diarrhea,…

Frame 21
SCENE: The woman grabs her friend’s hands and starts dancing with her. The man setting up the lights stops what he’s doing and reacts to the dancing women with a smile.

SUPER: Logo

SCENE: The woman acknowledges the attention of the man and woman who were hanging the lights.

SUPER: Logo

SCENE: The woman smiles broadly as she continues dancing.

SUPER: Logo

..nausea, upper respiratory tract infection...

and headache.

Tell your doctor about all the medicines you take,...
VIDEO

**SUPER:** See our ad in *Cooking Light.*

**SCENE:** Even though the party hasn’t officially started yet, she has already proven that she’s the life of it.

**SUPER:** Your life of the party is showing

**SUPER:** Logo

**SCENE:** End Frame: The party lights in the twilight go from blurry to in focus.
Celgene logo animates

**SUPER:** Otezla Logo
Show more of you

**SUPER:** Learn about a $0 co-pay*
*Eligibility restrictions apply.

**SUPER:** Celgene Logo
**SUPER:**
1-855-OTEZLA-1 | OTEZLA.COM

AUDIO

...and if you’re pregnant or planning to be.

**SCENE:** Ask your dermatologist about Otezla today.

**SCENE:** Otezla. Show more of you.