

**Paragard 30 sec DTC Ad (Musical)**

US-PAR-1800079



**FRAME 1**

**LIZA (main character):** No hormones! I found a birth control with no hormones!



**FRAME 2**

**LIZA:** Paragard's 100% hormone-free...



**FRAME 3**

**LIZA:** ...and over 99% effective, that's KEY!



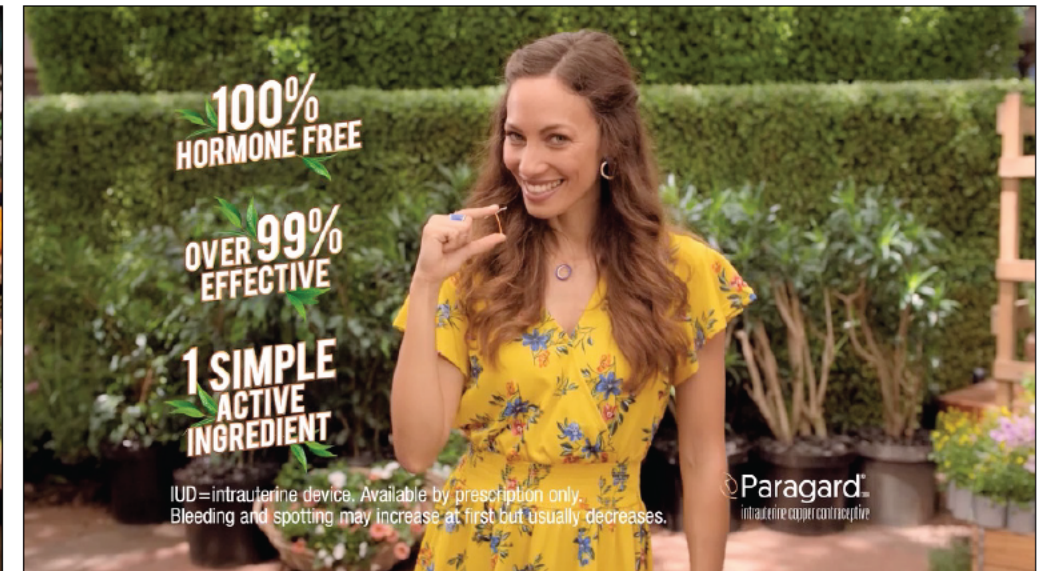
**FRAME 4**

**Women:** No hormones...



**FRAME 5**

**LIZA:** ...not an ounce! With an ingredient I can pronounce.



**FRAME 6**

**NARRATOR:** Paragard is a hormone-free IUD that's over 99% effective at preventing pregnancy.



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FRAME 7

**NARRATOR:** If you experience pain, pelvic infection, or miss a period, call your healthcare provider.



FRAME 8

**NARRATOR:** Pregnancy is rare but serious and can cause infertility or loss of pregnancy.



FRAME 9

**NARRATOR:** Rarely, Paragard may attach to or go through the uterus.



FRAME 10

**NARRATOR:** Want hormone free? Ask for Paragard by name.