

Three VYNTARO creative examples with the wording, source links, and revision context a reviewer needs. Each is a separate asset, not a continuous storyboard.

Audience: DTC / patient Brand: VYNTARO ISI revision: v11 → v12 Status: Pending review

The safety frame shows the original wording. The proposed replacement is recorded separately on page 3. Voiceover is not transcribed in this example.

Claims and source references

References link each piece of creative to the source wording and version used in the demonstration.

REF.	SOURCE WORDING	DOCUMENT / VERSION	USED IN
[1] Efficacy	Most people taking VYNTARO reached 90% clearer skin by week 16.	VYNTARO Core Claims Matrix (Apr 2026).pdf p. 14 · v1	E01 Campaign video
[2] Safety	Other common reactions include headache, diarrhea, and nausea. Proposed v12 replacement: Other common reactions include headache, diarrhea, nausea, and acne.	VYNTARO ISI v11.pdf → v12.pdf Common-reactions excerpt	S01 3 linked ads
[3] Access	Eligible patients may pay as little as \$5 per month with the VYNTARO Savings Card. Terms and conditions apply.	VYNTARO Core Claims Matrix (Apr 2026).pdf p. 18 · v2	A01 Savings end card

Creative provenance

- E01: Supplied campaign clip → selected efficacy claim → revised video.
- S01: Supplied rooftop scene → ISI v11 excerpt → proposed v12 update.
- A01: Supplied square end card → savings claim [3] → source-linked review record.

Source materials

Document names and claim references mirror the fictional editor demonstration. Underlying clinical source documents are not included.

A real review package should include the current source documents, full safety information, applicable brand guidance, and complete creative.

Source links provide traceability. They do not establish clinical substantiation or replace the reviewer’s approval decision.

ISI update and change history

Change: VYNTARO ISI v11 → v12 Affected creative: 3 linked ads Review status: Pending

Previous wording

~~Other common reactions include headache, diarrhea, and nausea.~~

Proposed wording

Other common reactions include headache, diarrhea, nausea, **and acne.**

Example change history

STEP	ACTOR	ACTION	SOURCE / RESULT
01	Alex R.	Selected the approved savings claim for the end card.	Core Claims Matrix · p. 18 · v2
02	Babou	Linked the claim and applied the revised headline.	Offer terms and source reference retained.
03	Alex R.	Added the revised ISI document.	VYNTARO ISI v12.pdf
04	Babou	Flagged the changed common-reactions line.	Landscape, square, and vertical ads affected.
05	Alex R.	Accepted the proposed copy update.	Production edit accepted; MLR approval remains pending.
06	Babou	Applied the update across the three linked ads.	Revision, source version, and change record attached.

Review checkpoints Claim / source alignment ISI visibility and legibility Fair balance

The names, actions, and affected-ad count illustrate the website demo. They are not records of a real review or approval.