

VOICEOVER: *From early on, we've drawn the lines. Roles defined and dreams confined*

FRAME 1



DESCRIPTION **A cosy living room.**

ACTION -

FRAME 2



DESCRIPTION **A cosy living room.**

ACTION **A dad wrapping a kitchen set for his daughter and a doctor's set for his son.**

FRAME 3



DESCRIPTION **A sunny backyard.**

ACTION =

FRAME 4



DESCRIPTION **In the backyard**

ACTION **Dad gifting a bike to his son**

FRAME 5



DESCRIPTION **In the backyard**

ACTION **The daughter looking at them sadly.**

GLAMOURBOOK: "BEAUTY IS GENDERLESS"

VOICEOVER: *Times are changing, paths are new, children dream in shades and hues. Soccer for girls, ballet for boys, each one finding their joys*

FRAME 6



DESCRIPTION	Challenging gender norms.
ACTION	A girl playing soccer.

FRAME 7



DESCRIPTION	Challenging gender norms.
ACTION	A boy taking a ballet class

FRAME 8



DESCRIPTION	Challenging gender norms.
ACTION	A teenage girl fixing a car.

FRAME 9



DESCRIPTION	Challenging gender norms.
ACTION	A teenage boy cooking a meal.

GLAMOURBOOK: "BEAUTY IS GENDERLESS"

VOICEOVER: *Beauty's vast, beyond the frame, no more rules, no more shame. Boundless, free, and truly grand, doesn't beauty lie in your own hand?????*

FRAME 10



DESCRIPTION **A modern washroom**

ACTION -

FRAME 11



DESCRIPTION **Man near the mirror in the frame**

ACTION **A young man applies sunscreen**

FRAME 12



DESCRIPTION **A woman sees and smiles**

ACTION **A woman entering the frame and looking at the man and smiles**

FRAME 13



DESCRIPTION **Confidently picks up Kajal and starts applying**

ACTION **He then confidently picks up a kajal pencil.**

GLAMOURBOOK: "BEAUTY IS GENDERLESS"

THE
MARCOM.
AVENUE

VOICEOVER: *Old norms crumble, new ones rise. Inclusivity opens eyes. Embrace the shift, see the glow, beauty's for all, let it show.*

FRAME 14



DESCRIPTION **Man with cosmetics**

ACTION **Man applying make-up products**

FRAME 15



DESCRIPTION **Woman with a facial shaving brush**

ACTION **Woman shaving her face**

FRAME 16



DESCRIPTION **Non-binary person with eye shadow.**

ACTION **Looking confidently at the camera with a smile**

VOICEOVER: *Discover your true self, come take a look. With Glamourbook, you're off the hook.*

FRAME 17



DESCRIPTION **Same man and woman from the bathroom scene**

ACTION **The man and woman look in the mirror and smile.**

FRAME 18



DESCRIPTION **Glamourbook logo with tagline**

ACTION **End KV**