

GLAMOURBOOK: "BEAUTY IS GENDERLESS"

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.**

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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.**

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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.**

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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