

Beauty Wars

Logline: Cosmetology teams compete for a \$500,000 prize doing makeovers in various settings across America.

Synopsis: Each week, teams will be assigned a different location to find individuals who will provide the most stunning results when offered fashion, hair, and makeup services.

The audience will vote via Twitter, Facebook, telephone, or web for the best team based on the makeover results.

To stay alive for the grand prize, each team must carefully select their participants and convince them to go along with that week's theme. For example, week one might require the team to find a male and a female with long hair and convince them to cut it short.

Celebrity makeup artists and fashion designers will also weigh in on the results and offer professional critique of the design teams. Scoring will be similar to *Dancing With the Stars*, where both set of votes will count.

The excitement of different sets lends a feel of *The Great Race* while incorporating the challenges of *The Apprentice*. The nature of beauty shop gossip adds to that *Big Brother* appeal.

Additional elements of the show will include:

- Video blogging of content that does not make each week's episode
- Behind the scenes interviews with contestants and their participants
- Instagram feed of steps of the makeover prior to the big reveal on competition night.

The show will start with a two-hour slot and a one-hour results show for two days of programming. The end twist that is not revealed to the contestants is a visit back to the participants to see if they are still sporting their new look or if they have reverted to their original choices. Bonus points awarded for success could tip the balance and offer an eliminated team a chance to compete in the final round.