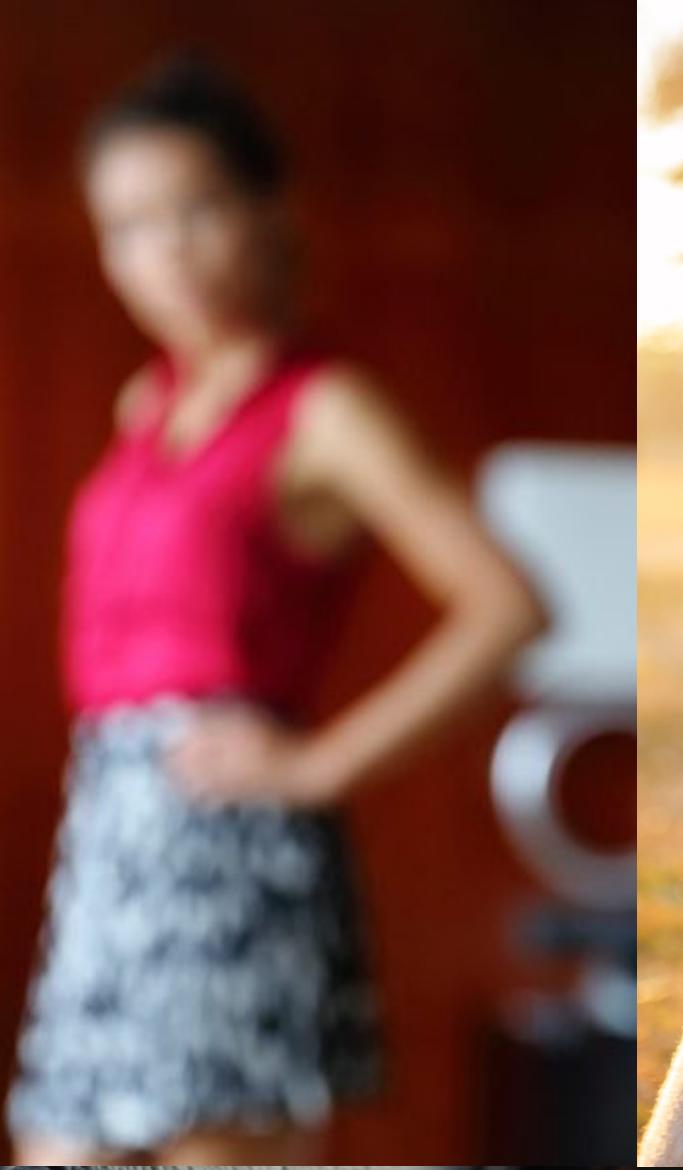


Under My Implants

A Women's Empowerment Pilot TV Show
Inspiring Body Positivity



**Well
World.tv**



About the Initiative



"Under My Implants" is a reality-based, TV show sharing the heartfelt stories beneath women's implants, the factors that lead them to surgery, and the healing journey behind their process of getting them removed. With over a million searches on Google and YouTube for breast implant removal, a deeper exploration of why women are now deciding to have explant surgery will be explored.

Often the decision to have implants is guided by external reasons and the desire to meet societal expectations. As this process can be both emotionally and psychologically impactful, we will hear from diverse groups of women, celebrities, influencers, and top medical and mental health experts as they all seek to educate viewers as we expose this compelling and trending topic.

Show Summary

Emilia Lujan is stepping in front of the camera and courageously sharing her journey. She joins thousands of other women opting for explant surgery including celebrities such as Ashley Tisdale and Tamra Judge. After being raised in a society valuing vanity and beauty, Emilia grew up suffering from body image issues. These insecurities were instilled from a young age and guided her decision to have implants in an attempt to please others and conform to society's standards of what a woman "should" look like.

Emilia soon realized the damaging effects her implants were having on her body and mind. And now, she is dedicated to restoring her mental and physical wellbeing with the guiding hands of top health and wellness professionals.





Meet Host & Exec. Producer, Debra K

This show is hosted by EMMY nominated and ADDY award-winning Debra K. Debra's personal mission is to inspire the nation's health transformation through positive and inspirational programs. She is the founder of Well World TV, which was a finalist in the Global Wellness Summit's Best Innovations of 2020.

Debra has produced and hosted TV shows which have broadcast on PBS, NBC, Roku, Fire TV, Glewed TV, and Samsung reaching a combined over 50 million homes. Her show the Prime Time was nominated for Best Documentary by the Miami WebFest and was an official selection at the International Film Festival.

"Having an explant procedure is much more than just surgery... there are emotional components as a woman begins her journey. It is an honor to share the heartfelt and intimate stories that rest underneath the implants and provide content to help women embrace their unique beauty in all its forms."

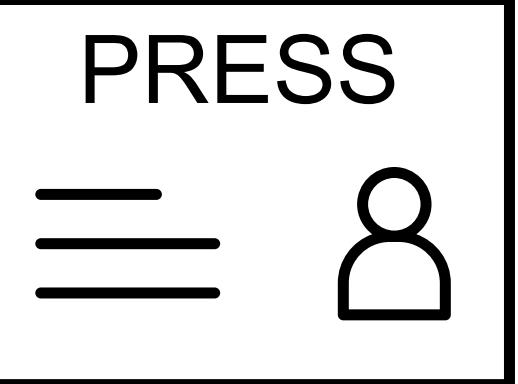
Meet our PR Expert Lauren Malis



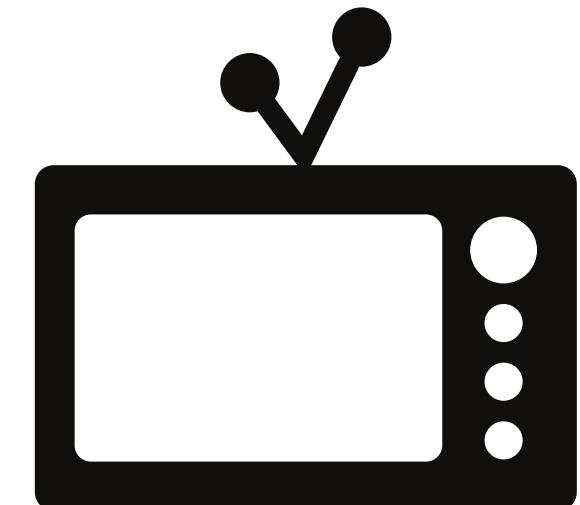
OWNER OF THE LUXE GROUP

Promotion of the TV show includes a Public Relations campaign guided by seasoned media expert, Lauren Malis. As the Owner and Editor in Chief of the Palm Beach Woman Magazine, all partners will receive recognition in her magazine.

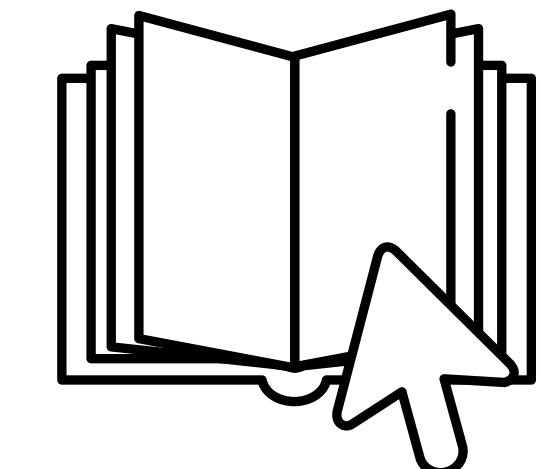
The Luxe Group is a boutique agency with offices in Palm Beach, New York, Amelia Island, and Greenwich. Specializing in lifestyle, consumer and not for profit markets.



Press Releases



Media Interviews



Magazine Ads

Fredric M. Barr, MD

We have proudly partnered with Dr. Barr. He is a leader in breast implant removal and is committed to women's health, making him a perfect fit for this program. He is a board-certified surgeon who has been performing breast explant surgery for years and in 2019, decided to no longer perform breast implant surgery.



Dr. Anjali Noble



Dr. Noble will provide viewers with valuable integrative medical insight into caring for the body with or without implants. She will personally guide Emilia as she prepares for her explant procedure. Dr. Noble's credentials include;

- Fellow Anti-aging, Regenerative, Functional Medicine
- Fellow in Metabolic & Nutritional Medicine
- Board Certified, Internal Medicine
- Board Certified, Integrative Medicine

Lesley Tobin-Nygaard

Having moved through numerous surgeries, implants, removals and reconstruction, Lesley will bravely share her story of cancer and survival. Her experience led her and her partner Mark to found, DermaVitality a high quality oncology brand for those moving through cancer therapies. Lesley is also a spokesperson for Brite Start Bone Broth.



The BallancerPro

Moving lymph fluid after surgery is instrumental to overall health and speed of recovery. Emilia will meet the CEO of Ballancer Pro and access lymph services provided by this FDA approved, Medical device.

Special Focus on your brand..

We will customize a promotional strategy for your brand.

Examples being;

- Small segment or brand placement/mentions
- Billboard ad for brand inserted within the show in social media
- Introduction to all influencers, partners and experts participating in the show
- Inclusion in PR campaign
- Premiere Party participation & tickets
- Inclusion in database emails
- A show sizzle reel with your brand for SM promotion
- Promo SM videos
- Formal listing in show credits

Ask for pricing



Audience Details

Women of all ages will find this show of high interest. A 2019 report by Statista.com indicates the majority of women choosing implants are between the ages of 18-34 (37.2%) and 35-50 (46.4%). The younger women often for cosmetic reasons and older women for reconstruction.

Through SEO, Targeted Marketing, and Public Relations campaigns, we look to target women between the ages of 25-55 that are seeking a more empowered life, better health, and more purposeful living.



The Celebrities Behind the Movement

Explanted:

Ashley Tisdale
Chrissy Teigen
Yovana Mendoza
Mena Suvari
Clare Crawley
Tamra Judge
Kayla Lochte
Melissa Rycroft

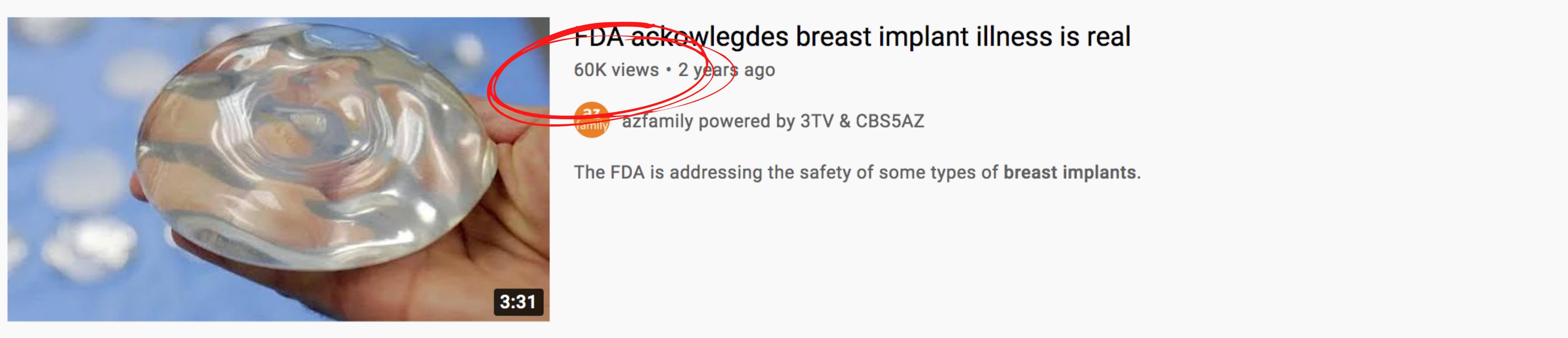


Not Explanted (Body Positivity Celebrities)

Ashley Graham
Anna Victoria
Iskra Lawrence
Serena Williams
Amy Schumer
Beyoncé
Adele



Viral Conversations make this a great topic



A screenshot of a news article from People.com. The article title is "FDA Recommends Its Most Serious Warning Label for Breast Implants", with the word "FDA" circled in red. The article text states: "There is also the risk of patients developing ‘breast implant illness,’ which can cause fatigue, brain fog, muscle or joint pain and rash,...". The date of the article is Oct 6, 2020. To the right of the text is a small image of a breast implant.

Trending Conversations

The image displays three YouTube video thumbnails arranged vertically, each with a red circle highlighting specific text or elements.

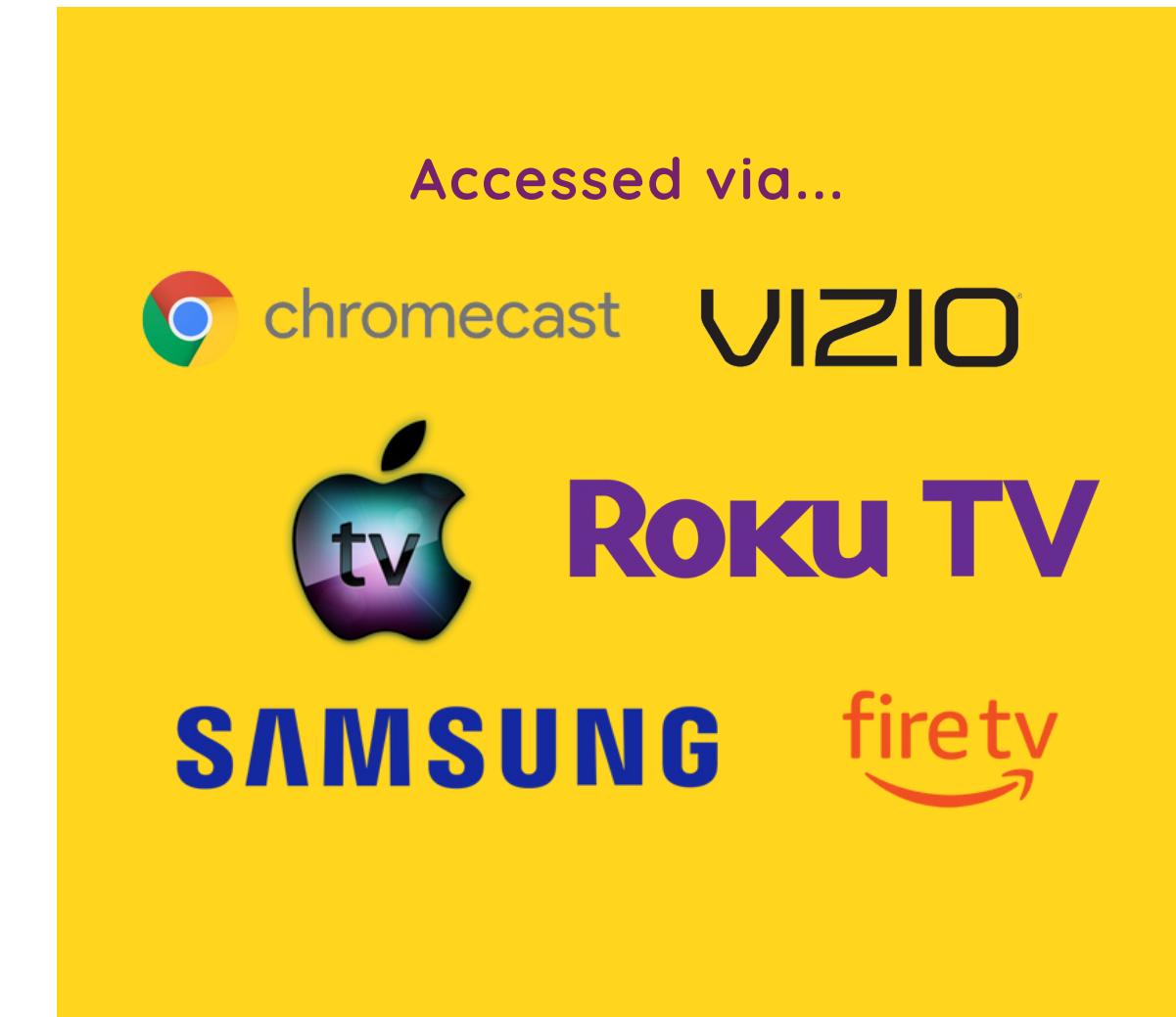
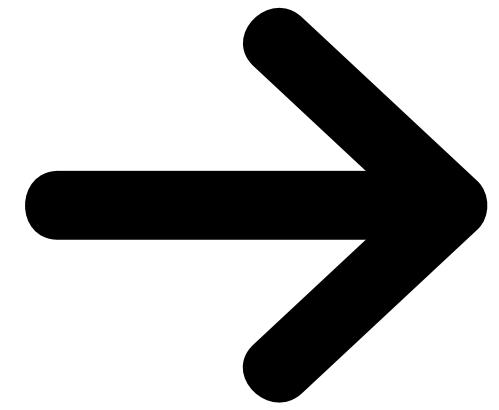
Top Video: **The TRUTH about BREAST IMPLANTS - Breast Implant Illness (Before/ After Pics)**
1.8M views • 3 years ago
Karissa Pukas ✓
My breast implants were making me chronically sick - here is my story. Links to check out: NEW STUDY (11/18) - Breast Implant ...
CC
44:22

Middle Video: **I got a BOOB JOB *Vlog* my experience, cost + 3 month updates!!**
551K views • 2 months ago
Mya Benway ✓
Thank you guys for being so supportive of my decision. I decided to make this video to inform everyone of my experience and ...
27:04

Bottom Video: **i have to have my breast implants removed (everything went wrong w/pics)**
622K views • 1 year ago
Simplynessa15 ✓
PLEASE DO NOT STICK FOREIGN OBJECTS IN YOUR BODY. I LET MY INSECURITIES GET THE BEST OF ME AND PUT MY ...
IF YOU'RE CONSIDERING A BREAST AUGMENTATION
WATCH THIS NOW!
NOW MY BODY IS SHUTTING DOWN
MARCH VS NOW (JUNE)
(NO FOUNDATION ON SKIN)

DISTRIBUTION

Streaming in over 5 MILLION homes



WWTV has guaranteed placement on Glewed TV, Amazon Prime Direct & Film Hub. These are video-on-demand (VOD) live distribution platforms. Glewed TV has been downloaded on over **5 Million** devices.

Glewed Demos: 51% Male-49% Female --- 36% 19-29, 32% 30-44, 32% 45+ --- 43% up to \$50k, 34% \$51k-\$100k, 23% \$100+
34% HS Diploma, 56% Some College or Degree, 10% Grad Degree

Online Targeted Views



Utilizing strategic marketing, we are targeting a **HIGH VOLUME of quality online viewers** to all the combined placements and ads featuring the show with a strong focus on South Florida.

Show content will be housed in WWTV and MBP YouTube, Facebook, Twitter & Instagram.

Sharing with our 50k+ database, Direct offers included in email campaigns (minimum 2x) to wellness-minded decision-makers, health enthusiasts, influencers, product companies, and consumers with a high volume of South Florida recipients.

Premiere Party

Once complete, an official premiere party will be hosted to celebrate the launch of the show. WWTV, MindfulBody Productions, and the Luxe Group will organize this VIP event and invite influential voices in Women's Empowerment and Breast Implant Illness movements as well as health and wellbeing professionals and brands. Members of the media and press will also be invited.

The event will be co-hosted by Debra and Emilia. Well World TV will feature a red carpet experience and live streaming interviews to Social Media. This event will bring participants together, allowing us to share our story, network, and share the conversation with our audience.

Additional Pitch & Distribution Strategy

Napte Conference: The show will be offered to various distributors at the 2023 conference

Film Festivals: having received nominations at various film festivals for previous works, this is part of the branding strategy to participate in various "pitch fests" and also the festival entry for laurel acquisition.

Social Media Advertising Campaigns: Through targeted advertising campaigns, we seek to reach the tens and thousands of women searching top-rated relevant keywords on social media and google

Influencer & Celebrity Interviews: With so many influencers and celebrities explaining, advocating for women's empowerment and body positivity, we will be interviewing top voices in these topics.