

Healing Forces

"Veterans About Face"

Starring Dr. Doris Day

Written and Conceived by Alan Roberts

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Title of Show: **"Healing Forces"**

Author: **Alan Roberts**

Format of Show: **Reality Series**

Logline: **"The Face" meets "Extreme Makeover"**

This series follows the lives of six returning Iraq and Afghanistan war veterans, three women and three men, who have suffered moderate to severe facial disfigurement in combat. Their desired postwar careers depend on attractive physical appearances.

Tagline: **"U.S. Veterans About Face"**

To better the odds of fulfilling their dream careers in the arts, entertainment, and other high profile public facing arenas, returning U.S. Veterans undergo various dermatological and surgical procedures. The techniques used will serve the dual purpose of facilitating re-entry into the workforce while promoting the Veterans as role models.

According to the AP, 45% of returning Iraq and Afghanistan Vets will apply for disability benefits, more than double the number who filed after the Gulf War in the 1990s. On average, each Vet is claiming eight to nine ailments, and almost one-third of all Vets have been granted disability. Twelve percent of those seeking care through the Department of Veterans Affairs are women. Many of the troops survive due to the different types of

injuries suffered during their tours. Improvised bombs were the weapon of choice in Iraq and Afghanistan, and body armor, coupled with quality battlefield triage, are created higher survival rates.

Thousands of returning Vets are disfigured, and upward of 200 of them so badly that they may need face transplants. Harvard Economist Linda Blimes has estimated the extended health care and disability costs of these two wars will be between \$600-900 billion.

"The deal was, get wounded, and we'll supply this level of support. Right now there's a lot of sympathy and a lot of people want to help. But memories are short and times change," Blimes said. (<http://tinyurl.com/7mh56zb>)

Memories are short. So is life. Imagine your career suddenly exploding, literally in your face, in your 20s or 30s. Gone are your dreams of becoming a professional actor, dancer, sportscaster, etc. And it happened while serving your country.

"Healing Forces," starring Dr. Doris Day, is a different kind of Reality TV show. Aspirational in nature, and positive in message, it focuses on the many talented men and women returning from combat with superficial wounds the rest of us would rather not think about. Or look at.

Using invasive and/or non-invasive techniques, Dr. Day, a highly respected Dermatologist and Esthetician (Bio attached) will work with her team on a select number of talented troops who so bravely fought for our freedom, and still have so much more to offer. Yet due to combat injuries, their odds of succeeding in their chosen careers are slim. "**Hope through transformation**" will be a running theme through the series, and those who thought their

dreams had died on the battlefield will see that beauty isn't just in the eye of the beholder. It also lies within.

Many of the skills that make male and female soldiers successful on the battlefield, with proper direction, can translate to the healing process. This show shines light on real world people facing real world discrimination due to war wounds, and it contains the three basic ingredients absolutely necessary for a successful Reality TV series:

- **Relatable Cast**
- **Real Life Drama**
- **Triumph of the Human Spirit**

"Mirror, Mirror"

Every successful Reality TV show has a hook; the signature moment during the show when a participant "faces the music." This is the precise moment towards the end of the show that grabs the audience by the throat, creates dramatic tension, and keeps them tuning in week after week. "Mirror, Mirror" will be this show's "hook."

Here's how it works.

Part One:

After Dr. Day introduces each Veteran and exchanges pleasantries, she asks them, "Are you ready for the Mirror, Mirror?" The participant then sits in a rotating barber shop/beauty parlor style chair (depending on gender). An over-the-shoulder (OTS) shot of the Veteran shows them looking into the left side of a two-piece mirror. Positioning the Veteran in front of the lefthand mirror, as in a "before" shot, we bring forth an identical image in an adjacent mirror, showing the Veteran's current image.

(Hence the "Mirror, Mirror" wordplay.) Dr. Day and the Veteran discuss the surgery and skincare required to create the "Hope through Transformation" image on the right. As Dr. Day is speaking with the Veteran, she is drawing hypothetical lines, motioning towards various areas of the face, as if the two of them were discussing a claymation project. As Dr. Day envisions and creates, the image in the right hand mirror slowly transforms into what the "patient" desires. A live Photoshop display, as it were. As this is going on, however, Dr. Day and the Veteran can jokingly admit they would like to look like Brad Pitt, George Clooney, Halle Berry, Scarlett Johansson, etc. In fact, a series of celebrity photos (some good-looking, some not) can spin in the second mirror like a slot machine for comic effect. When a photo of Drew Carey appears, one of the male participants says, "Make me look like that!" (And then Drew Carey, a huge USO supporter, will appear during that person's final show. More on that later.)

This effect is designed to produce tangible emotions and show elements for the participant and the audience.

One is to show the person as a real, suffering human being, with feelings we all have. Gazing in the mirror and seeing nothing but flaws is a common human trait. Dr. Day is there to flip the switch and prove that seeing yourself for who you are is a genuine skill that takes practice and skill. We can all employ certain techniques to help us maintain positivity in our daily lives. This "Mirror, Mirror" segment also symbolizes the duality we feel within ourselves.

- **Who We Are vs. Who We Want To Be**
- **How I Look vs. How I Want To Look**
- **Where I Am In Life vs. Where I Should Be**

Throughout the series, Dr. Day will address how outer beauty and inner emotions are tied to this duality in all of us.

Picture this: A female Veteran is seated in the beauty parlor chair during the initial "Mirror, Mirror" segment. As famous women flash by on the second mirror, a photo of Jennifer Aniston spins to a stop. The woman says, "Wow, I'd like to look like her." Every single woman in the audience gives that understanding smile and knowing nod as Dr. Day continues with a detailed evaluation of what the woman can hope to achieve.

Now fast-forward to that woman's final "Mirror, Mirror" segment. She hasn't Tweeted a photo in seven days, but has been building anticipation with Tweets and posts on Facebook like, "You guys! I can't wait until you see me Thursday! I look amazing!" During the live broadcast, she walks onstage, but we cannot see her face because she's wearing big goggles, an Army helmet, or some other military gear. Ideally, it will be the same piece of equipment worn when she was injured in combat. At this point the studio audience and all of America learn that she really has no idea how she looks. She hasn't seen the "finished product."

After seated in the chair, Dr. Day asks, "Are you ready to meet your new self?" The woman and the audience yell in unison, "Mirror, Mirror!" (A show catchphrase.) After a dramatic pause, as ascending music builds and builds, Dr. Day says, "Mirror, Mirror, do your sworn duty, allow all America, to see (Vet's name)'s former beauty."

(Another show catchphrase to be altered slightly for male participants.) Dr. Day slowly spins the chair and, along with the viewing audience, the woman sees herself in the lefthand "Before" mirror. The righthand mirror is still draped with a velvet throw of some kind.

After she and the audience react, Dr. Day and he audience yell, "Show me 'Me'!" (Another show catchphrase.) As the image comes to "life" in the second mirror, we see Jennifer Aniston! She's the "After" version of how the woman wanted to look. Suddenly, Ms. Aniston steps from behind the second mirror and hugs the Vet. After the applause for Ms. Aniston, she and Dr. Day stand together onstage. Once again, music builds to a dramatic crescendo as the Vet watches, along with all of us, the slow lifting of the cover over the righthand "After" mirror.

[It should be noted that a skilled Director with a deft touch, wonderful chemistry between Dr. Day and the Veterans, and a leap of faith are all necessary to keep this particular segment from spilling into game show territory. Jennifer Aniston is used strictly as an example for this treatment.]

The potential guest celebrity appearances for the "Mirror, Mirror" segment are endless, as are surprise non-celebrity spots. For example, one of our Veterans has a twin, and during the final episode, when the Vet reflects on both mirrors, unbeknownst to the Vet, their twin appears in the second mirror dressed exactly the same. We see the two brothers or sisters, one in each mirror, and they both stand on stage for an emotional embrace, staring as if seeing the other for the very first time. (This can be done

with other family members and friends, too. As in, "I wish I still looked like my dad." And then their father appears in the final "Mirror, Mirror" segment.)

Terms of Engagement

Throughout their surgery and skincare treatments, the show's participants will constantly be Tweeting and videotaping their daily routines for upload to the "Healing Forces" website. YouTube will handle the backend support for these videos. Facebook will play a very important role as well, as each Veteran is encouraged to connect their Twitter accounts to their Facebook updates so as to share their experiences, positive and negative, during their surgery.

Also, friends, former military associates, and family members of each Veteran will be contacted to weigh in and voice their opinions on various issues surrounding their appearance on the show.

Audience members will vote online and via Facebook, the "Healing Forces" website, and Twitter, as to whether the person should have more surgery. If we decide to include comment threads, they will be closely monitored for overly negative replies, including incendiary remarks about a person's race, creed, weight, etc. We encourage an open forum, but this show's main thrust is to be a positive force for all viewers and participants.

Potential Doctors & Skincare Professionals

(TBD by Dr. Doris Day)

Budget

(TBD by Location)

"TED Talks" Opportunities

During the course of the show, and schedules permitting, we will approach TED Talks to Partner with this show as an innovative way for educational and inspirational interaction with the TED community. Dr. Doris Day will speak to industry specific groups, and our Veterans can offer insights into their educational and military trainings to better inform an audience on its specific mission. (More on this.)

Podcasts

Alan Roberts and Hernando Pardo will hosts a weekly video podcast focusing on specific Veterans, Dr. Doris Day, the show's Doctors, and the weekly triumphs and travails of everyone involved. This will take place at a professional recording studio in New York, NY. Due to our affiliation with the facilities, the fee will be very nominal, especially if we mention the name of the studio. If our interview subjects are unable to record in Manhattan, we will interview them remotely. The podcast will be made available on various RSS feeds, the "Healing Forces" website, iTunes, etc.

Potential Sponsors

Below is a sample list of national and Veteran friendly companies taken from the International Franchise Association (IFA) website (www.franchise.org). Regional businesses will also be approached, specific to each participant's location. We will also pitch each Veteran as a Spokesperson for businesses across the country as they go through this process, offering inexpensive advertising incentives to major corporations and small to medium sized businesses alike. Our crew will shoot and produce the spot according to each company's specs and script approval. Imagine if "American Idol" had agreements in place to put each of its contestants in national and regional spots, throughout the United States, during **(not after)** that person's appearance on the show. That's what we will do.

The businesses mentioned here cater to Veterans, and have specific programs in place to teach them how to best serve their customers after serving their country. Dr. Day will also encourage more female driven franchises to consider participating in this program. Female and male business leaders can appear on the show on behalf of this initiative to launch a nationwide movement. Veteran or not, physical disfigurement plays a large role in job interviews, and it is an objective of this series to bring it to the forefront.

7-Eleven, Inc.

7-Eleven works to bring our 80-year tradition of service and quality to the hometowns of returning veterans through partnerships that help them become business owners in their communities and the architects of their futures.



The Melting Pot

We reduce the initial franchise fee for the first location by 20% for qualified veterans new to our system. Any honorably discharged veteran with a Form DD 214 qualifies. The qualified veteran needs to have majority ownership in the franchised business in order to receive this discount on the initial fee.



JiffyLube

No initial franchise fee. Royalties will increase over 18 months starting at 0% for the first 6 months, ending at 3% month 18 and thereafter. Business Development (Growth) funding is available and subject to Shell Credit Approval as part of the product contract. If a Jiffy Lube franchisee secures a loan through FranFund for new store growth, Jiffy Lube International will credit the franchisee FranFund's administration fee once the new store is opened.



Little Caesars

Exemplifying our strong tradition of giving back is the Little Caesars Veterans Program. The program provides qualified, honorably discharged veterans with a business opportunity to become a Little Caesars franchisee when they transition to civilian life or seek a career.



Maaco

We will offer a 25% discount off the initial license fee for the first license to any honorably discharged (with a DD214) Veteran. The Veteran must hold at least 50% of the franchise.



Meineke

We offer a 25% discount off the Initial License Fee for Veterans with a DD214 (Honorable Discharge) that control at least 50% of the business. That's a \$7,500 savings.

**Midas**

\$5000 off Franchise fee.

**Papa John's**

Papa John's offers qualified veterans: \$0 FRANCHISE FEE, up to \$50,000 in FREE EQUIPMENT, NO ROYALTY for up to ONE YEAR and Food Purchase CREDIT of \$3,000 upon opening All benefits, discounts and payments subject to Papa John's 2012 U.S. Development Incentive Program.

**Sir Speedy**

We offer a VetFran discount of \$3,750 off franchise fee of \$25,000.

**SUPERCUTS**

We offer a \$5,000 rebate off of the franchise fee for the first store. The rebate will be given once the store is open and operating.

**The UPS Store**

Qualified veterans save \$10,000 off the franchise fee of a new The UPS Store location and 50% off the initial application fee (applied towards the total franchise fee).

**Ziebart**

Ziebart International will waive the license fee of \$25,000.



Doris Day MD, FAAD, MA



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Doris Day, MD, is a board certified dermatologist who specializes in laser, cosmetic and surgical dermatology on the Upper East Side in New York City. Her private practice includes national and international celebrities. Dr. Day is affiliated with Lenox Hill Hospital in New York City and is a clinical assistant professor of dermatology at the New York University Langone Medical Center where she was presented with the award for Dedication and Excellence in the Teaching of Dermatology.

Dr. Day is a highly respected and sought-after media personality in the area of cosmetic dermatology. She has written and spoken extensively in this area including hour-long documentaries on cosmetic procedures for the Discovery Channel. She is also a frequent guest expert for Good Morning America, GMA Health, and The Mike and Juliet Show, and has had several appearances on CNN, the Today Show, iVillage, The Tyra Banks Show and many other television and internet events, as well as features in major women's magazines including In Style, Allure, Vogue, Glamour, W, and Redbook. She has also been a frequent guest host for Healthy Life on ABCNewsNow, and has a monthly column in Health magazine.

Dr. Day lectures regularly both to her peers and to the public on cosmetic techniques. Her lectures and seminars include "Our Mothers, Ourselves", the 2nd Annual Women's Health Panel given at New York University, "The Art of Skin Rejuvenation" given at the Metropolitan Museum of Art, "Treatment of Acne Scarring"

for Fox Television Network, and presentations at major corporations, including Bloomberg, Warburg Pincus, Alston and Bird, Rodale and many others.

Her most recent book is entitled, *Forget the Facelift: Turn Back the Clock with Dr Day's Revolutionary Four-Step Program for Ageless Skin* (Avery/Penguin Publishers). It is an easy to understand detailed and information-packed resource to rejuvenate your skin, as well as easy to make recipes and inspiring advice for inner and outer beauty, as well as recipes and advice for inner and outer beauty. Other works she has written include a book entitled *100 Questions and Answers about Acne*, and she has also completed a clinical monograph entitled *Understanding Hyperpigmentation*.

Dr. Day is a member of many relevant national organizations including the American Society of Dermatologic Surgery, the American Academy of Dermatology, the Women's Dermatologic Society and the American Medical Association. She is a recent inductee into the American Honors Society of Dental and Facial Aesthetics. She is also a medical advisor for Allergan, Medicis, Sanofi, and Bioform, and she teaches other physicians in the art and techniques of soft tissue fillers and laser treatments.

She is also a talk show host for Doctor Radio, on Sirius 114 and XM 119, with her own bi-monthly two hour live dermatology call-in radio show, and is a freelance medical journalist for several medical and other scientific and internet publications. She is also listed in the *Doctor's Who's Who*, and has won awards for her work in laser research.

After graduating from Columbia University with a degree in English, she completed her masters in journalism at New York University and earned her MD at Downstate Medical School in New York. She completed her residency in dermatology at Cornell University College of Medicine with the title of Chief Resident.