

SCRIPT TITLE

Written by

Name of First Writer

Based on, If Any

Address  
Phone Number

INT. FASHION AMERICA MALL - DAY

JAKE

So beauty queens don't have their own content writers?

Jake looks to his crew knowingly. They fist bump each other peanut gallery style.

CELIA

I'm a beauty queen all right but I'm not above working all parts of my business. I worked hard on getting where I am! Haley does a lot of my content...

Haley pulls out a large ad reading: Don't let them see you blush, use Butter Bronzer before you flush! #BUTTERYBRONZE

Haley pulls out a bin of products Celia represents. Nail polish, deodorant and teeny tiny rubber bands. All have Celia's silly face on them.

HALEY

She also has tutorials on nails, eliminating body odor or --not--in some countries B.O. Is quite fashionable!

Jake is amused by the size of her miniature products. They're fit for use by an American Girl doll.

JAKE

Yuck. Really? Armpits are meant to not smell imho. What are these mini rubber bands for? No one has pony tails that small...

HALEY

For your armpit hairs if you choose to grow them out--it's a hippy thing.

Jake throws the rubber bands far away in disgust.

Celia looks over at his booth: JAKE'S GYM IN THE CITY it's a tastefully decorated full on dude pad/booth AND one of his crew is having a hard time with a hand held juicer. With one squeeze, a crown of broccoli produces NO JUICE.

CELIA

Mmm your friend over there is having a hard time.

JAKE

I better get over there--they're about to let the crowd in.

HALEY

Ewww so yummy.

CELIA

Maybe we can collaborate sometime?

JAKE

Maybe...

Jake winks and heads back to his station just as Bree sees him do this she waves at him.

BREE

(squealing)

I'm your number one fan Jakey!

Celia and Haley turn to each other. Celia's gag me gesture doesn't go unnoticed by Bree.

CELIA

Annoying! He has "people" doing stuff for him! (beat) I should have "people."

HALEY

I'm your people Ceels...

CELIA

He would be lucky to partner with me. Right?!

Haley nods.

HALEY

So lucky!

CELIA

Oh my G---is that who I think it is?

HALEY

Whoa...

CELIA

Miri Scott. Super agent Scott.

Both girls jump up and down embracing each other.

CELIA (CONT'D)

Her people won't even call back!

HALEY  
Never mind her, who is THAT?

PAN OUT:

INT. JAKE'S GYM CITY BOOTH - DAY

A gorgeous mahogany-eyed teenaged MYSTERY GIRL with a halo of golden brown hair stands out from the mediocrity of the crowd. Jake practically trips over himself, taking her hand he shakes it nervously and doesn't let go. Bree is off to the side with jealous eyes.

CUT TO:

INT. CELIA'S BEAUTY REELS BOOTH - DAY

Both girls study Jake and the mystery girl while ignoring their growing line of fans. Fangirl 1 takes initiative.

FANGIRL 1  
Hey, guys, no offense but you  
should be greeting fans about now?

HALEY  
Not open yet sister--

Fan 1 loses enthusiasm but lingers around in line. Celia leans into Haley examining Jake's newest beautiful fan. Celia's modest fan line grows slowly.

CELIA  
Who in the world is THAT?

HALEY  
I dunno but she is gorgeous!

CELIA  
Yeah yeah...Look at Jake's line. He  
has guys AND girls in his line. I  
want more male fans. How about a  
nose hair tutorial? Guys have  
trouble with that I noticed...

Haley puts mirror at her nose hairs. It is cringey.

CELIA (CONT'D)  
Hmmp. Look at him, totally kissing  
up to her? How unprofessional! Is  
she prettier than me?

Celia finger combs her hair. Haley's nervous to answer truthfully.

HALEY

Ummm. It's like a different "look."

Fan 1 chimes in, sticking her head into the convo.

FAN 1

Yeah if different means gorgeous?  
Sorry no offense!

Celia gives her the look of death. She recoils back in line.

CELIA

It's as if a ring light follows her  
wherever she goes...

HALEY

Look--he's not the only one kissing  
up.

CUT TO:

INT. JAKE'S GYM CITY BOOTH - DAY

Jake, Eduardo and a pack of gymrat boys clamor for Mystery Girl's attention. For a beat the Mystery Girl glances over at Celia and makes eye contact with her. Celia breaks the gaze and signs an autograph. When she looks up again, the Mystery Girl is gone.

CUT TO:

INT. CEELS BEAUTY REELS BOOTH -DAY

CELIA

(to self)

More likes, more followers, more  
subscribers more money...keep your  
eyes on the prize Ceels.

Lights flash and Celia is all smiles and personality on the outside. Her face is flawless. She takes a fan and poses, moves to the next, and on to the next. Haley assists by keeping the line moving, shoving the lingerers aside comically.

When the crowd moves on, a startlingly alone and homely girl stands in the line--a complete foil of gorgeous.

It's ANNABELLA BROOME, a bespectacled teenage girl with greasy hair and pock marked face--the likes of which one would not believe subscribes to beauty channels. Despite her face, her eyes sparkle a bright mahogany. Celia is at first a little off-put.

CELIA (CONT'D)

Whoaaaa. Heh, hi there, what's your name?

Annabella seems to glide closer without walking.

ANNABELLA BROOME

Annabella, Annabella Broome from Broomes Bombs--I make home made bath bombs. I LOVE your channel--oh this is for you.

Annabella produces a trio of bougie bath bombs. They look good and smell good. She hands her a single rose.

CELIA

Oh how sweet, another rose...

Celia flings it nonchalantly onto a heap of other fan gifts. Annabella sees her do it but is not perturbed. She seems to knowingly accept her celebrity's lack of grace.

ANNABELLA BROOME

(meekly)

That's a special rose...the same roses I use to extract essence...for my bath bombs.

Haley takes a tablet photo. When she does, Annabella puts her hand up...

HALEY

We'll have these images online if you want them.

Celia waves forward another fan. Annabella cuts in immediately after that fan's photo is taken.

ANNABELLA BROOME

I have this problem...

Annabella takes her glasses on and off to show Celia, who is more interested in moving her line along.

CELIA

Oh yes, for dark circles...well if you do a search on my channel I use some homemade remedies. Thank you for coming!

Haley tries to move her on but Annabella doesn't budge.

ANNABELLA BROOME

I think you could do more for those of us that have...such beauty issues...look at my dark circles. They really get in the way of my eyes.

CELIA

Try cold compresses sweetie, (beat) I gotta get through this line.

But Annabella doesn't move an inch, again.

ANNABELLA BROOME

If you could just take a look at my site and let me know what I could do--to get more followers or likes or?

Celia looks to Haley who is busy with other fans trying to get through the line. They are all waving this or that cosmetic.

CELIA

Listen, I'll take a look at your site but I can't do it now...maybe later?

ANNABELLA BROOME

Later yes! I'll wait. After the event--perfect! I'll find you. I need all the help I can get--maybe we can help each other?

Haley gives the pen to Annabella to write down her site name and info.

ANNABELLA BROOME (CONT'D)

It's B-R-O-O-M-E like what you sweep with but with an "e".

Celia pushes Annabella out of the station. Celia's weirded out a bit. Something odd and magical is at work.

CELIA

Sure. Got it--next!

ANNABELLA BROOME

Thank you Celia, you won't regret  
this! See you later!

Celia meets the next girl, and her friend, and a long line of friends. They all put their thumbs up to take selfies, etc.

MIRI SCOTT the Super Agent means business and dresses like it. 35 and pretty, she gives Celia the thumbs up. Celia points to herself to signal "you talking to me?" Miri nods. Celia beams.

CUT TO:

INT. FASHION AMERICA MALL FOOD COURT - LATER

Celia eats a salad while Haley takes obnoxious sips out of a lemonade while scrolling on a laptop. Off in the distance, Jake and his crew are receiving free food from food court employees.

A gaggle of girls spots Celia. Behind the group of girls is a hooded figure--Annabella.

GAGGLE GIRL 1

OMG is it really you--I didn't get  
to your station your line was SO  
long! Could you sign my mascara?

Celia smiles and puts her hand out to receive Haley's Sharpie. She scrawls her name under the VivaBeauty logo of the mascara.

GAGGLE GIRL 2

We can't wait for your own  
collection to come out!

CELIA

Oh, it'll happen--make sure you  
tell all your friends to subscribe.  
It's gonna be AH-MAZE-ING!

The rest of the gaggle girls snap selfies; they're likers and followers, the kind Celia loves. They gather around her snapping away.

CELIA (CONT'D)

How about one last picture?

The group all come in for a group photo. Celia smiles, while looking at Jake's group doing the same thing. One of the girls spots Jake and they move en masse over to him. Celia sees this.

CELIA (CONT'D)  
 Wait, how bout some more?  
 Autographs? Anyone?

Crowd's moved on. Defeated, Celia sits down in front of her food. It's the biggest salad ever. Haley sits across.

CELIA (CONT'D)  
 No one's looking right?

Haley looks to both sides. The coast is clear.

HALEY  
 Nope. You're good.

Haley checks her computer while Celia picks off her salad to uncover a large slice of pizza.

HALEY (CONT'D)  
 (excitedly)  
 You're up like a crazy amount of  
 followers and your Channel U  
 subscribers just went way up!

They high five. Celia can't keep her eyes off Jake, who is equally competitive. He plays up his charm with his group of followers.

CELIA  
 Check Jake's channel.

HALEY  
 Ok--

CELIA  
 How many?

Haley scrolls through, looking.

HALEY  
 You're not in his league yet but  
 don't worry you keep climbing and  
 climbing--O-M-G- you should see the  
 comments you're getting about how  
 pretty you are in person!

Haley stammers her feet she is so excited for her friend.

CELIA  
 Chill, Hale...

HALEY  
 Sorry this is JUSST SO EXCITING!

Miri Scott, Superagent walks in slow-mo towards the girls.

CELIA

Oh my god oh my god here she comes  
here she comes. Superagent time!

Miri is so close! Annabella Broome steps in front of her. As this happens, Jake pops up and escorts Miri off. Celia is pissed.

Annabella stands there a little creepily but sweeter than last time. Her eyes look better. Her glasses are off.

ANNABELLA BROOME

Look, I did a search for your  
tutorial on dark circles--

As she speaks, she produces a packet of lemon juice and two used tea bags, dangling from her fingertips.

ANNABELLA BROOME (CONT'D)

I think I look better already! What  
do you think? I'm so happy!

Celia searches for Miri all around Annabella but she's gone.

CELIA

(masking anger)  
Umm, way better! I'm happy for you.

Celia has lost her chance. Haley feels for both girls. She looks to her laptop--it's a train wreck waiting to happen.

ANNABELLA BROOME

So, you were saying--that you would  
help me? Let me show you my site--  
(to Haley) if you could pull up my  
site--

Celia looks over at Miri, who shakes hands with Jake as in a deal has transpired.

She aggressively grabs the laptop from Haley, scrolls with supreme irritation landing finally on Annabella's site.

CELIA

How many subscribers--do you even  
HAVE your own channel? What *is*  
this?

ANNABELLA BROOME

Five. I have five likes. But with  
your help--I'll look better and  
I'll have more likes.

Celia sees that Miriam is about to leave Jake's table. She wants, has to pounce.

ANNABELLA BROOME (CONT'D)

I posted that you are as beautiful  
inside as you are on the outside--  
did you see my comment this time?

Miri walks up to Celia in slow mo: hair flawlessly brushing back and forth as she walks up. Haley scoots out of the way. Annabella is still talking but Celia doesn't hear. She sees her big chance and she is not going to miss. She stands up and faces her nagging fan. Time is of the essence. She snaps.

CELIA

This is a mess. Everyone knows you  
have to have an audience. More  
eyes, more money. Come talk to me  
when you're up like a million more--  
nothing personal sweetie, just  
business.

Annabella wipes a tear from the corner of her eye.

ANNABELLA BROOME

I'm very sorry you feel that way.

Haley sets in damage control mode. She pulls her friend closer.

HALEY

(whispering)  
Just review her product--no big  
deal--

CELIA

(angrily)  
I'm not going to vouch or link some  
rando site to mine. Did you see  
her? Some people are beyond even MY  
help!

Three girls walk by with their mom, overhearing Celia, their grimaces show their disapproval.

HALEY

(to the three passerby)  
You didn't hear anything--this is  
not what it sounds like, we are  
practicing for a part in a play!

Annabella's expression hardens, and a dark glint flickers in her eyes. She shakes her head slowly.

Celia dismisses her, turning away from her. She lights up as Miri Scott shakes her hand. Annabella recedes into the bg.

EXT. SIDEWALK NEAR THE WHITMORE RESIDENCE - LATER

Celia meets Missy at the front door of "I SCREAM" parlor, which is reflective. Before they enter Missy looks askance at her sis.

MISSY

So what's up? You never treat me for anything.

Celia fixes her gaze on her reflection while talking.

CELIA

I am THIS close to getting a makeup line named after me. I'm going to be so rich and famous. Mom and Dad are finally gonna be so proud of me! I called you here to celebrate!

The girls walk inside.

INT. I- SCREAM PARLOR ICE CREAM SHOP - DAY

MISSY

And here I thought we were going to have a nice sister bonding sesh; free of all forms of capitalist verbiage.

The cashier is a zit faced girl Celia could barely stand to look at. Her mahogany eyes remind her of Annabella AND the Mystery Girl.

CELIA

We'll share the nonfat gluten free sugar free dairy free egg free iced soy sundae. No topping.

MISSY

Ummm I'm not sharing...I'll take the full fat full sugar version, the more sugar the better...

CELIA

That's gonna make you fatter.

Missy shoots a look.

MISSY

I'm okay with that. I don't have to look good for anybody.

CELIA

Well I don't hafta pay for speeding up that process now do I?

MISSY

Well it's good I get an allowance then. I don't need your shallow existence money.

Both dishes come right up. Missy pushes the sundae back across the counter all aggro.

MISSY (CONT'D)

Not enough hot fudge--try again.

The cashier drizzles it on slowly, for effect.

CELIA

Nice...

MISSY

Lemme just help you with that.

Missy jumps over the counter, grabs the ladle and effectively melts all of her ice cream. She grabs the whip cream and goes nuts. The cashier seems more pleased than anything.

Fangirl #2 comes by, and recognizes Celia.

FANGIRL 2

Are you Celia from "Ceels Beauty Reels?"

Celia's busted. Her sister aggro-eats out of spite and now all the world can see what cashier/Mystery Girl/Annabella Broome sees: the true Celia.

FANGIRL 2 (CONT'D)

Is that your sister?

CELIA

No, I don't know her...

Celia turns Fangirl 2 around by her shoulders.

FANGIRL 2

I love love love your show! I watch it all the time and...

Missy comes up and licks her dish in front of Celia and Fangirl 2.

CELIA  
How'd you eat that so fast?

FANGIRL 2  
Oh so you do know each other?

CELIA  
No. She's just a fan.

Missy takes a selfie video following Celia around.

MISSY  
That's my sister. She's a sister denier! She's Ceel's Beauty Reel's Celia Whitmore and I am MISSY her nicer smarter younger sister...

Celia swipes at her sister to stop taping.

The cashier chimes in.

CASHIER  
She is--you are Celia from Ceels Beauty Reels!

Celia shoots the mysterious cashier a look and then a double take. Celia squints to focus and turns back to Fangirl 2.

CELIA  
You know what, I get mistaken for Celia all the time! She is quite pretty...so I take that as a compliment! Be sure to subscribe and tell all your friends to!

Missy smiles and fist bumps the cashier. She has it all on video. Celia comes up to the counter, heated. She sees a soft aura of light around this cashier who has taken a single rose out of a countertop vase and tucked it in her hair.

CELIA (CONT'D)  
Are you new here? I've never seen you before...

CASHIER  
Nope. I've been around for ages.

INT. CELIA'S ROOM - LATER

There's a knock on Celia's door.

CELIA

Come in!

Haley holds several mini bouquets of flowers in her arms. On the very top is Annabella's rose. It almost looks fake it's so vibrant.

HALEY

Do you want these?

Celia breaks from editing her video to look.

CELIA

Nah, they just die the next day.  
But there's something special about  
this one...

Celia plucks the magical rose from the rest and takes a big long whiff. She places it in a vase on her desk.

Celia resumes footage of the mall event. The hooded girl, Annabella appears in her line. Celia freezes the frame. She enlarges/zooms in and sees Annabella hand her a rose with a gold ribbon. It's the same rose sitting on her window sill.

CUT TO:

INT. UNKNOWN AUDITORIUM - UNKNOWN

Celia is in the audience when her name is called. Apparently she is at the annual Beauty Vlogs Awards Ceremony. BEV from the popular vlog Bev's Beauty Bargains is the M.C. she opens an envelope with gloved fingers.

BRIANNA

And the winner is--Celia Whitmore  
and her vlog Ceel's Beauty Reels!

Celia rises in fake "oh I had no idea it would be me" humility. She slinks to the podium and her looks begin to fade from glamor puss to hideous with each word.

CELIA

Thank you thank you so much! I want  
to thank my fifty hundred sponsors  
and VivaBeauty!

The audience members are horrified. Celia's family, Jake, Jake's brother, Haley, Jake's crew, the fans, and Annabella Broome. She looks at her rose shaped mirror trophy--she has turned into a beast.

CUT TO:

INT. CELIA'S ROOM - DAY

Alarm sounds: James Blunt's "You're Beautiful" chorus plays as Celia wakes in a panicked sweat.

CELIA

Aughhhh!

She slaps her alarm off but the bg music keeps playing. Was it just a dream? She walks zombie like to the bathroom, and catches her image in the mirror. Part of her face is rough, like Annabella's. Music ends in a record--needle scratch as she screams and places her fingertips on her face in horror.

(END OF PILOT) (CONT'D)