

Beauty Sleep

Celebrity Bedtime Stories



"Spend the night with your favorite celebs, cozy up in bed, and get a little more intimate."

Jennifer Aniston's Portrait:

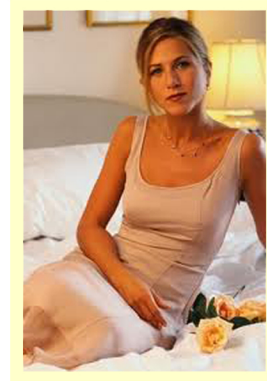
Just like your very own slumber party, *Beauty Sleep* gives you an insider's look at life with your favorite celeb. It's 11PM, and a whole day has gone by. Jennifer Aniston is doing her beauty regime, offering a few tips while getting ready for bed. She loves her bed and her bed covers, so she shows us how fab they are while she curls into interview position. She's been working on a couple new projects, so she's gonna give us an inside scoop about what's coming up on her slate. A new romatic comedy, *"Oh, here's the script-table read is tomorrow. It's at Warner Brothers, and then I have a lunch date after that,..."* and, she's going to do some pilates. She shows us a couple red carpet looks she's bookmarked for a fitting tomorrow, as well. *"My new water bottle!"* A chug of Dream Water, then she tells us about her latest architecture project she's breathing life into, and some relationship dish that puts the latest rumors to rest. Next, as an interlude, we have a couple of questions coming from fans on facebook, and a couple real time tweets rolling in as well, which gives Jen a chance to connect with her fans who have some burning questions they need answered, stat...! Hold on, looks like her ex is texting now. TEXT: *"Hey, hun!"* Sweet! Justin is wishing her a good night sleep. TEXT: *"...I was just about to read everyone a bedtime story."* Jennifer reaches across her nightstand and opens up a story book that she used to have read to her as a little girl. Then Jen's mom calls reviving her childhood memories. So now we're a little deeper into Jen's world, the best part of *Beauty Sleep*. But it's Nite! Nite! already, and Jen ends the bedtime story, and late night portrait, with a big kiss and a bedtime wish.

***OFFSCREEN**, the interviewer poses scripted questions along with those from facebook fans and a few tweet-ins. The half-hour series features late nite bedside chat with your favorite celebs.

***PRODUCT INTEGRATION:** Sleepwear, underwear, home collection and bedding products, grooming, relaxation aids, and new Dream Water product endorsement.

***SPECIAL K'TV CONTENT** (branded entertainment): product integration tutorial showcasing night time beauty regime and featured how-to personal care demos.

Keep up with Jen via K'TV App.



MORNING, NOON & EVE POST

Jennifer's next-day check-in allows us to catch up with her via social in the AM, and at key moments, to see if everything turned up roses.