



#whitehairdontcare

A New Era in Beauty

a film by Aishah Iqbal

A Documentary Film

Imagine a world where women break free from the shackles of the anti-aging war waged by the beauty industry, and celebrate their natural aging process.

Welcome to *#whitehairdontcare: A New Era in Beauty*.

Logline:

When filmmaker Aishah Iqbal dares to ask, “Who gets to define beauty?”, she confronts the billion-dollar beauty industry’s obsession with youth and the cultural anxiety around aging. Through intimate stories of women who stop coloring their gray hair — alongside insights from industry insiders and social media influencers — the film exposes ageism as both a personal and systemic issue. At once provocative and empowering, *#whitehairdontcare* challenges outdated beauty standards and sparks a movement redefining visibility, authenticity, and self-worth.

Synopsis:

In *#whitehairdontcare: A New Era in Beauty*, Aishah Iqbal, a Marketing Executive & Filmmaker, embarks on a deeply personal journey to uncover the truth behind society's relentless pressures on women to conceal their natural signs of aging. Struggling with her own fears of her daughter growing older in this culture, she interviews women from diverse backgrounds who have chosen to embrace their aging hair, discovering the transformative power of defiance and self-acceptance.

As Aishah gains insight into the billion-dollar beauty industry's calculated campaign against aging hair through candid conversations with industry insiders, and social media influencers, she uncovers unrealistic standards imposed on women. Along the way, she encounters a growing movement—hair salons, social media influencers, and everyday women proudly redefining beauty by celebrating the natural diversity of aging.

Through these encounters, Aishah learns that this journey is not just about hair but about reclaiming inner strength, wisdom, and self-love. This documentary challenges outdated beauty standards, inspiring women everywhere to embrace their aging selves and rewrite the narrative of aging with pride and power.

Treatment:

This documentary delves into the societal pressures women face to hide signs of aging, specifically gray hair. It showcases personal stories of transformation and defiance as women embrace their natural selves. Industry experts expose the billion-dollar campaign against aging, while a growing movement celebrates natural beauty. This film is a catalyst for challenging outdated beauty standards and empowering women to embrace authenticity at any age.

- **Opening Scene:** The film opens with Marketing Executive & Filmmaker Aishah Iqbal asking a provocative question: "Who gets to define beauty?" This is followed by a montage of gray coverage TV commercials spanning decades, highlighting the relentless messaging that equates youth with beauty and aging with something to hide. This sets the stage for the film's exploration of ageism and self-acceptance, exposing the ways in which we've been conditioned to fear and resist the natural aging process.
- **Interview Vignettes:** The film weaves together intimate interviews with social media influencers Claudia Fabian, Denisse Roman, Natasha Khan, Rachael Wittman & Dr. Shyamala Kiru, who have chosen to ditch the dye and embrace their gray hair. These personal stories provide a window into the challenges, triumphs, and transformative experiences

of women who are defying societal expectations and redefining beauty on their own terms.

- **Expert Commentary:** Commentary from beauty industry insider Sonsoles Gonzales and haircare & makeup expert Avital Elgazeil unravels the multi-billion dollar industry's relentless campaign against women's aging selves. These insights shed light on the marketing tactics and societal pressures that perpetuate the idea that aging is a flaw to be concealed or fixed.
- **The Rise of a Movement:** The film captures the growing movement of hair salons, influential social media personalities, and everyday women who are celebrating the beauty and diversity of natural aging. This segment highlights the power of community and collective action in challenging outdated beauty standards.
- **Visual Metaphors:** The film features a "La Catrina" photoshoot, inspired by Dia de Muertos, which acts as a powerful visual metaphor. La Catrina, a symbol of life and death, challenges the notion that aging is an ending. The vibrant makeup and celebration of life in the face of mortality mirror the film's message of embracing aging authentically.
- **Call to Action:** The film concludes with a powerful call to action from Aishah, encouraging women to challenge outdated beauty standards and embrace the freedom of authenticity at any age. This empowering message leaves the audience with a sense of hope and inspiration.
- **Overall Tone:** The film's tone is both provocative and empowering. It challenges the status quo while celebrating the beauty and diversity of natural aging. The film's message is one of self-acceptance, defiance, and the freedom to define beauty on one's own terms.

Key Creative Personnel:

Director: AISHAH IQBAL isn't your typical filmmaker. With over 16 years of experience as a Marketing Executive in the Advertising industry, she brings a

fresh lens and a passion for sparking conversation to her directorial debut. While new to filmmaking, her instincts as a storyteller are undeniable. Driven by her groundbreaking 100-day TikTok focus group, she's tapped into the burgeoning movement of women embracing their aging hair. Aishah's digital content on the topic has garnered a dedicated following across platforms like TikTok, Instagram, and LinkedIn.

Producer & Writer: JOHN BURKE for the past 10 years has worked as a freelance writer and filmmaker for documentaries, short films, and music videos in the San Francisco Bay Area. His first directorial documentary film "Church," on the Oakland independent music scene was selected and screened at the 11th annual Oakland International Film Festival, and was invited to speak in a series of director talks alongside the festival director. Currently is the creative director of Zanni Studio Productions based in Oakland CA.

Director of Photography & Editor: KEVIN JAMES BOND is an award-winning writer, director, and filmmaker whose work is as sharp as it is strange, as hilarious as it is haunting. His films weave dark humor with existential absurdity, earning critical acclaim and leaving audiences deep in thought—usually about where to grab dinner. But Bond isn't just here to make you ponder life's mysteries; he's here to make you feel, and maybe even laugh, a noble mission in dire need today. Also, he can run a six-minute mile, bench 300 pounds, and was *this* close to winning the 1997 Inaugural Arnold Schwarzenegger Strongman Classic.

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