

Tooth Fairy: Honesty – Pitch Deck

Written by Dre

LOGLINE

When her mother—the legendary first Tooth Fairy—dies after being seen by a human child, a pregnant Honesty Fulbright inherits a sacred duty just as belief begins collapsing across both worlds. As forgotten teeth crumble, realmquakes tear through Faeland, and her estranged father uncovers a truth that could destroy everything they believe, Honesty must choose between preserving a failing legacy or redefining belief itself before her newborn daughter inherits nothing.

PREMISE

For generations, the Fairy Realm has survived through an invisible bond with humanity. Every lost tooth carries the lingering imprint of a child's belief, feeding the Everbind—a living tapestry that sustains Faeland itself.

But something has changed.

Children are believing less. Teeth arrive empty. Memories fade. Entire fairies begin disappearing from history.

After the death of her mother, Proud Fulbright—the first and greatest Tooth Fairy—Honesty unexpectedly inherits the role while preparing to become a mother herself. Forced to balance new life with impossible responsibility, she discovers the collapse reaches far deeper than anyone imagined.

While the Elder Council fights to preserve centuries of tradition, Honesty's estranged father, Cassian Poe, believes the system itself is responsible for the Realm's decay.

Caught between preservation and revolution, Honesty begins a journey that will redefine what belief truly means—not only for Faeland, but for humanity.

TONE & STYLE

A mythic fantasy grounded in intimate human emotion.

Tooth Ferē: Honesty treats fantasy as lived reality rather than spectacle. The magic feels ancient, tactile, and sacred—every spell carrying emotional weight.

Visually, the film blends the wonder of **Coco**, the emotional intimacy of **The Wild Robot**, the mythic beauty of **Princess Mononoke**, and the haunting atmosphere of **Pan's Labyrinth**.

Quiet moments are given as much importance as epic ones. Wonder exists beside grief. Hope grows from loss.

THE WORLD

THE HUMAN REALM

Wonder fades naturally as children grow older. Every lost tooth represents a fleeting moment when imagination still outweighs certainty.

Terrence—a father who still believes—and his son Dre become the living heartbeat of that struggle, reminding us that belief is inherited as much as it is chosen.

FAELAND

A breathtaking realm literally woven together by belief.

Its forests breathe.

Its skies remember.

Its rivers carry stories.

At its center rests the Everbind, an ancient tapestry binding memory, magic, and existence together.

Now the threads are unraveling.

Realmquakes split the land.

Belief lanterns extinguish.

Even history itself begins forgetting those who disappear.

BELIEF

Belief isn't simply magic.

It's memory.

Every collected tooth contains traces of a child's hope, imagination, and wonder.

The Tooth Fairy harvests those fragments before they're lost forever, allowing the Everbind to transform them into the force that sustains Faeland.

As belief weakens:

- Teeth decay.
- Memories disappear.
- Realmquakes intensify.
- Fairies are erased from existence.

Belief isn't dying because children are cruel.

It's dying because the world is changing.

THE CORE CONFLICT

After inheriting the title of Tooth Fairy, Honesty discovers the Realm isn't simply running out of belief—it's running out of time.

The Elder Council insists tradition will save them.

Cassian believes tradition is killing them.

Meanwhile, mysterious realmquakes worsen, forgotten fairies vanish from history, and evidence suggests the relationship between humanity and Faeland has never been fully understood.

Every answer Honesty uncovers forces her to question the very legacy her mother died protecting.

WHAT'S AT STAKE

If the Everbind fails, Faeland won't merely collapse.

It will be forgotten.

Its people.

Its history.

Its stories.

Gone.

At the same time, humanity loses its final connection to wonder, imagination, and the invisible hope that shapes childhood itself.

Honesty isn't simply trying to save magic.

She's fighting to preserve humanity's ability to believe.

CHARACTERS

Honesty Fulbright — A reluctant heir and new mother determined to protect both her daughter and a world she's only beginning to understand.

Cassian Poe — Honesty's estranged father. A brilliant reformist whose search for truth may either save Faeland—or destroy everything it stands for.

Proud Fulbright — The first Tooth Fairy. Her sacrifice becomes the foundation of Honesty's journey.

Truth — Honesty's newborn daughter whose mysterious connection to belief hints at a new future for both worlds.

Celeste Teale — Honesty's lifelong friend whose grief, ambition, and fear of losing her own family place her on a complicated path.

Cosmo Fulbright — Honesty's steadfast brother who provides emotional grounding while quietly struggling with his own losses.

Terrence & Dre — A father and son whose belief bridges the Human Realm and Faeland, proving wonder can survive when it's passed from one generation to the next.

The Elder Council — Guardians of tradition who mistake stability for survival.

THEMES

- Legacy versus reinvention
- Parenthood and inheritance

- Belief as memory
 - Grief and healing
 - Tradition versus progress
 - Wonder as a fundamental human need
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MARKET POSITION & VISION

Comparable films:

- *Coco*
- *The Wild Robot*
- *Pan's Labyrinth*
- *Princess Mononoke*
- *A Monster Calls*

Tooth Ferē: Honesty is an elevated animated fantasy that combines emotionally grounded storytelling with expansive mythology. Designed as the first chapter of a larger saga, it establishes a franchise centered on belief, memory, and legacy while delivering a complete emotional journey of its own.

CLOSING NOTE

Tooth Ferē: Honesty is ultimately a story about what happens when the stories that shaped us begin disappearing—and the courage it takes to create new ones before they're lost forever.