

# THE BEAUTY INSIDE



“The Beauty Inside” tells the moving story of Efsun, dragged from her idyllic village to run a beauty clinic in the city when her long-lost mother reappears, finding a new life full of passion and love, and forging a new family amid the struggles and challenges of urban living.

**Genre:**  
Dramedy

**Duration:**  
Weekly, Prime Time

**Production:**  
Gold Film  
42 x 1 Commercial hour

**Channel:**  
Fox TV



# THE BEAUTY INSIDE

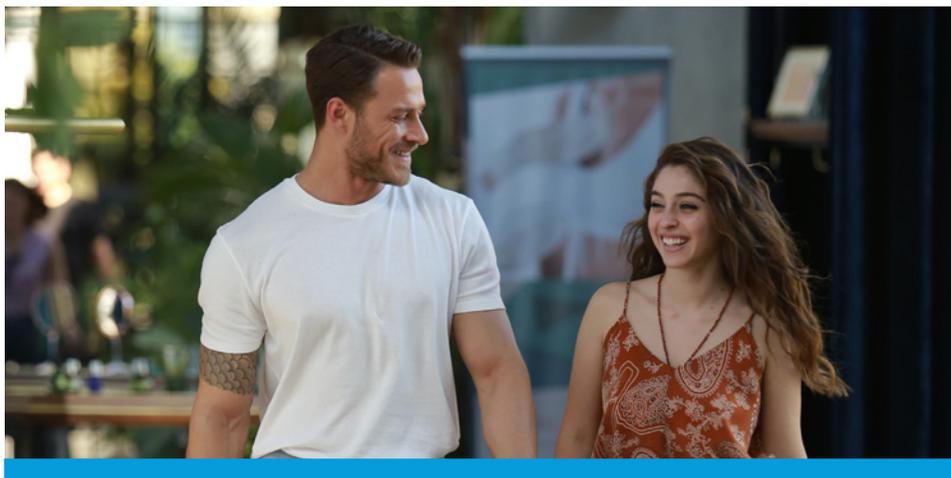


Dragged from her idyllic village home and into the chaotic life of the city when her long-lost mother reappears, the kind-hearted Efsun struggles to adjust to the harsh sophistication of Istanbul high society until she finds love. "The Beauty Inside" tells the moving story of Efsun blossoming as she overcomes personal rivalries and battles along the way.

Living in the countryside, Efsun had carved out a happy life, winning the respect of those around her in her work as a dermatologist and her readiness to help everyone. But she carries inside her the painful memory of her mother Pervin walking out on her and her father when she was six years old.

Pervin went to Istanbul and became a leading plastic surgeon, losing all contact with her daughter. Twenty-one years later she re-emerges, apparently on her deathbed, wanting to see her daughter one last time. For Efsun, who has never known a mother's love, it is a painful situation and one which will lead to the transformation of her life. In fact, Pervin is not near death but is planning to seek treatment in the United States.

She wants to leave her beauty clinic with people she can trust and turns to Efsun, who has made a name for herself in the sector. When Efsun firstly rejects the offer, her mother makes a threat she cannot resist. Pervin will take away from her father the farm where she grew up unless she agrees.

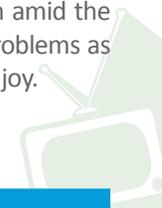


Resigned to her fate, Efsun sets to work. However, she struggles to adapt to the attitudes of high society women and their addiction to plastic surgery, botox and fillers. She also has to cope with the plastic surgeon Kaan, whom she first sees as an arrogant womanizer. Kaan does not believe in love but as Efsun works her magic, his feelings change.

Efsun gradually sees a different side to Kaan and their lives become entwined with an excitement and passion that transforms both of them and creates a powerful romantic connection. She becomes used to her life at the clinic in Istanbul and her views of the world evolve.

As she gets to know her colleagues and patients better, Efsun's views and relationships with them begin to change. She starts to see that everyone has different stories to tell and different problems to cope with. Gradually life in the city begins to take on a new meaning.

Staff at the clinic, all living their own separate lives with little communication amid the stresses of life in Istanbul, will come together and help each other fix their problems as they become like one big family with their fights and struggles, their tears and joy.



# THE BEAUTY INSIDE

The  
beauty  
inside



## CAST



**CEMRE BAYSEL**  
Hold My Hand



**BURAK ÇELİK**  
Black Rose, Ottoman



Abdi İpekçi Cad. Park 19 Kat: 3  
Nişantaşı 34367 İstanbul - Turkey

T. +90 212 240 5769  
F. +90 212 296 6053

[www.theglobalagency.tv](http://www.theglobalagency.tv)



# The beauty inside

*For more information, please contact the sales agent in your territory*

**GÖZDE SERGİLİ**  
*Europe & Scandinavia*  
gozde@theglobalagency.tv  
+90 533 928 8065

**ŞENAY TAŞ**  
*Central and Eastern Europe*  
senay@theglobalagency.tv  
+90 532 285 0696

**İŞİL TÜRKŞEN**  
*Asia & Baltics*  
isil@theglobalagency.tv  
+90 533 459 9439

**IVÁN SÁNCHEZ**  
*Latin America*  
ivan@theglobalagency.tv  
+90 530 952 6648

**DENİZ TÜZÜN**  
*Russia, CIS, North America, Canada,  
UK, Australia, New Zealand*  
deniz@theglobalagency.tv  
+90 530 140 9922

**MIROSLAV RADOJEVIC**  
*MENA & Africa*  
miroslav@theglobalagency.tv  
+90 530 943 4146