

# Watu-Wazuri...Beautiful People

Rise of the \$3 Billion Dollar Black Hair Care Industry  
and the Incredible Three

A TV Drama By Gretchen Ratcliff Sawyer



**Adult Drama TV Series:** Inspired by the peak of Black hair care industry. *Watu* is a luscious, fictional world born at the intersections of *Empire*, *The Sopranos* and *Scandal*. This late 1970s saga, follows the lives of three filthy-rich Black hair care CEOs, their business dealings and relentless competition to be No. 1 by any means necessary. It drips with endless drama and guarantees Shakespeare's flawed human will show up in rare form.

**Premise:** "*Watu-Wazuri...Beautiful People*" captures the constant chaos three Black CEOs face in running multi-million dollar corporations. Conflicts with employees, stealing product formulas with street values in the millions, manufacturing woes, betrayal, and the entangled and complex lives they live with wives, side-chicks, a cocaine habit and troubled kids. Then, there is the threat they all brace for, in the fight from takeover by big white conglomerates who want control of the \$3 billion dollar Black hair care market. It's only the tip of the iceberg of what goes on in the life of a 1970s Black man with the luxury of money, power and position, and the threat of women rising.

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