


MERCURY UNDERCOVER

A Powerlunch Production



A gripping tale
that will make you
think twice before
eating fish or visiting
the dentist

“MERCURY UNDERCOVER” UNVEILS THE DIRTY TRUTH

about the dangers of mercury and how those people in power would love to “protect” you from the real truth.

This compelling docu-film brings light to a problem that affects more than you ever imagined. Mercury Undercover exposes the cause and effect of the well-hidden evidence of mercury contamination as seen through the eyes of doctors, scientists, environmental experts and mercury-poisoned survivors. This film exposes the nature of people and the terrible things that some do just for the sake of money. It is a gripping tale that will make you think twice before you eat your next catch-of-the-day or

plan your next visit to the dentist's office.

In the course of this quest, we'll hear from experts, doctors, scientists and mercury poisoning survivors. Each act will explain different details about how one can become exposed to mercury. Our goal is to create a time-line that shows how our environment gets contaminated from industrial plants and result in polluting the air and rain thus poisoning people, wildlife and seafood and from vaccination, flu shots and mercury amalgam fillings.



MERCURY



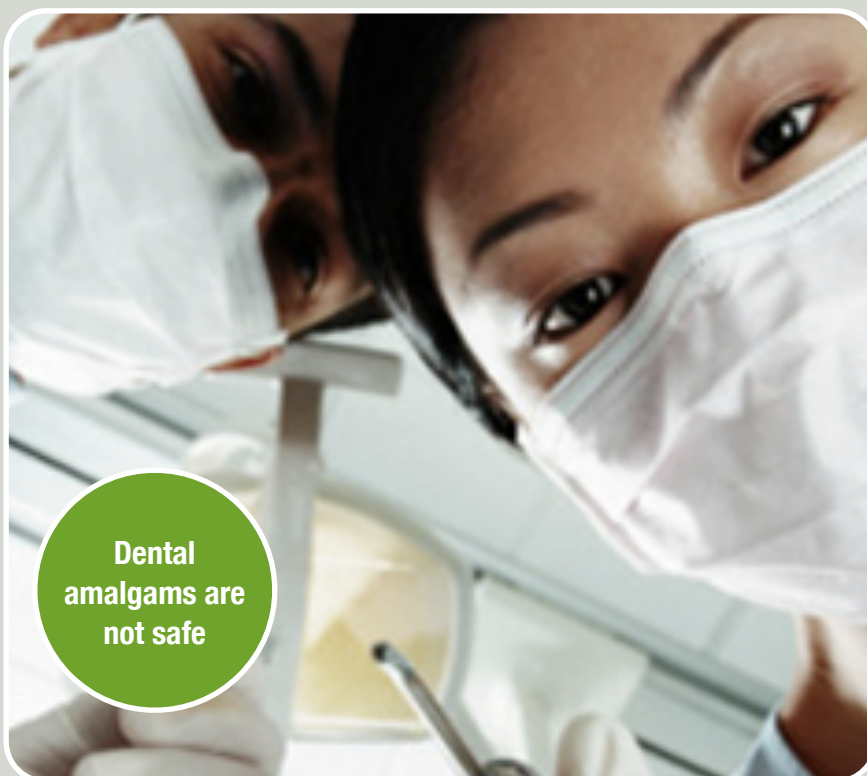
What can we do about it?

After meeting victims, experts and doctors who offered facts and details on mercury poisoning, the question still remains: Why is mercury still in use today in dentistry?

The main objective is to put the facts and details into a docu-film to expose the secrets behind the corruption of amalgam's mayor component, mercury. With this film we plan to separate the truth from fiction according to top experts in the field. Mercury Undercover will help inform those who are oblivious to the pervasiveness of this remaining threat.

Ten years ago I got an S.O.S call from a long time friend, she asked me to help her nurse her through a devastating illness. She had been poisoned from a hideous, hidden source of toxic mercury. I first learned about mercury poisoning from her own dreadful experience. One day she visited a dentist for a simple procedure and few weeks later her life became a living hell. I witness her struggles to discover the cause of her baffling

illness and through this journey, I watched this person shrink into a sickly, fragile stranger. By emphasizing these important issues in our film, we hope to make the project attractive to anyone interested in environmental and green solutions. Our film also explores the presence of mercury in nature and how different industries have over used these resources for profit. Each of our segments includes an interview by a doctor, scientist or environmental expert. The theme of the documentary is that we all stand vulnerable to the food and drug administration. We all will like to think that our health and well being is a priority to those in power, but is not. At the end of the rainbow what really matters are profit lines.



**Dental
amalgams are
not safe**

FDA's new rule cover up

Not only does the FDA's new rule cover up the mercury in amalgam from American dental patients, but it withdraws and accurate FDA consumer website to advice parents and young women that dental mercury can cause neurological harm to children and unborn children.

Mercury Undercover and our government

As our culture evolves, Americans are becoming more aware of the actions of those in government. Mercury Undercover explores the pro-amalgam industry, the hazards of mercury in dentistry, the relationship between pharma companies and the FDA and how this cozy relationship can affect all of us.

Target Audience

Our target audience is 40% males and 60% females between the ages of 25 and 65 years old.

We conducted a study on Facebook and found out that our audience was interested in the following subject matters:

Green living, politics and how can the current situation in our government affect them. They were also interested in health and environmental issues and learning different ways to protect themselves from chemicals in different products. The majority of viewers were also interested in acquiring additional information on how to improve their knowledge when selecting a free-mercury dentist.

Distribution Strategy

Our main distribution strategy is to create a split option for agents who are specialist in the area. To maximize sales opportunity we plan to retain domestic and international rights to sell DVDs from our website and affiliate websites. We also plan to retain the right to screen the film theatrically and semi-theatrically. In addition, we plan to partner with non-profits and outline communities to build awareness among key core audience. In addition to social websites like Facebook and Twitter that can also help with buzz, audience and sales.

Media Exposure Benefits

On demand (VOD), iTunes, DVD sales through film's website, affiliates and national and international TV channels.

About our team



Powerlunch Production is a full service video production organization that was founded in 2006 by Elizabeth Hong and Daniel Montoya. Since then, we have produced different commercial videos as well a a short documentary, "The Born To Win", 2008.



Director/Producer/Writer:

Elizabeth Hong, possess over 8 years of experience in the video and photography productions and graduated from the School of Film Theater in NYC



CO-director/producer/DP/

Editor: Daniel Montoya possess over 8 years of international experience in filmmaking and video production. Daniel graduated with a Bachelors degree in filmmaking and production from the Politecnico Grancolombiano in Bogota, Colombia.