

## NBC gets a Boob Job

NBC gets a Boob Job Another sign that Boob Jobs are now the "talk of town" not just in North America but also, in Latin America, the biggest success TV series in the last few years talked the story of a teenage girl's quest for success and fame through bigger breasts. This series is now coming to America

NBC's TV Studios have a new boss - Ben Silverman, the guy who brought "Ugly Betty" to ABC - and he's ready to gamble again on a hit Colombian telenovela, this one with an even saucier name. Universal Media Studios announced last month that it has acquired the U.S. rights to the Colombian telenovela "Sin Tetas No Hay Paraíso" ("Without Breasts There Is No Paradise"). The studio said it plans to also air it in Spanish on its Telemundo network. The series was a hit in Colombia last year, where it broke the audience records of "Yo soy Betty la fea," the forebear of "Ugly Betty". It is currently a raving success in Mexico and other Latin American countries. "Sin Tetas" revolves around Catalina, a 14-year-old girl who wants to get massive breast implants in order to please the drug dealers and live the high life. During her quest, she is raped, gets an abortion and falls into prostitution. "When I wrote it, I never imagined that such a local story could transcend," said the screenwriter, Gustavo Bolívar, 40, via e-mail from Colombia. "What happens is that it touches a theme that is indeed universal: the beauty based in vanity and its connection with money." Bolívar's script was based on his hit 2005 novel of the same name. He wrote it inspired by a girl he met in the Colombian town of Pereira who now, he says, lives in Miami. Through her, he delved into the phenomenon of child prostitution in Colombia. How American audiences will respond to such sordid material is anyone's guess, but NBC seems willing to take the risk. "We recognize that the telenovela phenomenon is here to stay," said Marc Graboff, co-chairman of Universal Media Studios, at last month's press announcement, "and we want to take advantage of one that's a proven hit." Both the book and the telenovela have had a deep impact - and a fair share of controversy - in Colombia, because they highlight a worrying but little talked about trend: the use of breast implants in minors and its relation to the narco-culture. "No book before had denounced in such bad terms the drug dealers, the ignorant mothers who confuse the love for their daughters with pimping, and the unscrupulous plastic surgeons," said Bolívar. Alfredo Richard, a spokesman for Telemundo, said there are no details yet on the cast for either the English or the Spanish version, the filming schedule, or when they will air.

## About the Author

Staff editor - and adapted from nydailynews.com

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