




THE COST OF BEAUTY — DIGITAL SCAVENGER HUNT

Unlock Secrets. Claim Rewards. Discover the Hidden Cost.

Welcome to **The Cost of Beauty** Scavenger Hunt — a multi-platform mystery that rewards those who dare to look closer.

This hunt takes place across:


-  The Official Film Website: thecostofbeautyfilm.com
-  The “BragOnU” Music Video on YouTube
-  Secret pages, clues, and hidden messages

Your Mission:

Decode the hidden messages embedded in the “**BragOnU**” music video. Each one reveals the **location** of a hidden item or page on the official website.

STEP 1: WATCH THE MUSIC VIDEO

 Go to the **BragOnU Music Video** on YouTube.

 Listen carefully — but more importantly: **pause** on the snares.

 **Pause the video at these timestamps:**

- 00:20 -Decipher key
- 00:23 -The Cost Of Beauty Quiz link
- 00:34-Discout %10 off Music Video Sponsored by Passion Projects
- 00:42-Origins of Hurto
- 00:48- Bloodline Bliss Ingredients - Sponsored by Afropop
- 00:55-The Cost Of Beauty film x Adidas Mech Collab
- 00:58- Hurto creating Fame Elixir Video
- 01:01- Film Tag Line
- 01:04-Hurto Tag Line

Look carefully at each freeze-frame: words, symbols, and glyphs will appear *briefly* on the screen.

Write them down or screenshot them — these are **clues** to find your rewards.

STEP 2: FIND THE HIDDEN PAGES

With your clues in hand, head over to:

 www.thecostofbeautyfilm.com

Using the hints, locate the following:

1. Cost of Beauty Quiz

Test your knowledge and earn a digital badge.

2. Music Video Coupon

Sponsored by **PassionProjects2020**, this unlocks a limited-time merch or event discount.

3. Hidden Webpage: Origins of Hurto

Discover the tragic and twisted birth of the Fame Elixir.

4. Bloodline Bliss Cookbook

Craft your own fictional fame potion.

STEP 3: UNLOCK + SHARE

Once you find all four, return to the homepage and enter the codeword revealed in each to unlock a **final message from Lexi**.

 Post your discoveries using #CostOfBeautyHunt to receive bonus content and digital collectibles from the **Lexi West Lost Foundation**.

“Not everything beautiful was meant to be seen—some things were meant to be discovered.”

Good luck, seeker.

The hunt begins... now.