



# foreplay

*WHAT REALLY COUNTS - LOOKS OR PERSONALITY?*

**Foreplay**  
Dating format

Duration: 25-35 minutes

Producer: JCS

Country of broadcast: Israel, Romania, Russia, Poland

Broadcaster: Channel 10, Romantica, MTV, Polsat

# Foreplay

## Dating format

### What Really Counts - Looks or Personality?

**Foreplay is a unique, new-generation dating game show format with a twist that packs half a year of dating into half an hour of foreplay. The concept of each stand-alone episode is to help us think out-of-the-box and re-examine what really counts when it comes to making romantic choices - looks, or personality!**

Each episode features a male contestant, four girls (or vice versa) and a celebrity host playing a matchmaker. The four girls compete against one another and try to win the heart of the male contestant. Until the end of the show, the male contestant doesn't actually see the girls; however, he gets to know their characters via various tasks undertaken in and out of the studio. All this leads to the hilarious discovery of all kinds of surprises and scoops about each of the girls.

During the show, the male contestant screens the girls according to the evidence he discovers.

He narrows down his choices until he is left with the perfect one.

At this point he finally gets to see all four contestants for the first time. He now has to choose between all of them again, but this time, according to their looks, and without knowing which girl he chose the first time.

So by the end of the night, with whom will the male contestant share a taxi home with?

Will it be Ms. Looks or Ms. Personality?

Or maybe, he'll hit the jackpot and get lucky by choosing the same girl twice.

