

a film by Justinsuperstar

MOM & DAD'S NIPPLE FACTORY

LOGLINE

Following Randi's battle with breast cancer and subsequent mastectomy, her husband Brian, a serial entrepreneur and tinkerer, embarks on an extraordinary journey to help her feel complete. In the pursuit of the perfect prosthetic nipple from a bedroom in their conservative Wisconsin town, Brian launches a project that grows from a labor of love into an unintended calling with the power to change thousands of lives.

STORY

Mom & Dad's Nipple Factory is a feature documentary that combines verité, interview, and over 100 hours of archival footage to tell the unlikely story of how director Justinsuperstar's conservative Christian parents launched a secret prosthetic nipple business from their humble home in Eau Claire, Wisconsin.

Initially conceived as an offbeat investigation into his parents' business, the film now encompasses the broader dynamics of his family, the reaction of their small-town community, and ultimately the remarkable untold love story of Brian and Randi Johnson.

This decades-in-the-making story follows introverted tinkerer Brian, his beloved social butterfly wife Randi, and the often-ingenuous lengths they went to raise five kids on a combined income of under \$20,000 a year. From an automated telephone group messaging service to a remote operated wedding videography business, the family had no lack of unique income sources dating back nearly forty years. However, with the kids all grown and having left the nest, the impact of Randi's breast cancer diagnosis nearly devastates the couple.

Following a unilateral mastectomy, and unsatisfied with the offerings available on the market, Brian quietly begins fashioning custom nipples for his wife that impresses even her surgeon. A secret nipple business is launched, helping people all over the world while their family remains completely unaware. In short order, Randi flourishes as the front-facing persona of the company, handling customer service and outreach with patients on a personal and intimate level.

All is revealed to the family when Brian's secret home product photo studio is found by his son-in-law, setting in motion a series of events that bring the family closer together than ever before.

With the barrier of the "family secret" gone, the Johnsons open up to one another in new and profound ways as the impact of their business is realized and the "Nipple Factory" becomes public knowledge to their small hometown.



TEASER

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