

+ A Film



COLD WARS: The ZICAM Story

Directed by:
Adam McKay

The True Story of How Two
Underdogs Revolutionized
Cold Medicine

MOVIE

Coming 2028



Meet the Stars

Chris Pratt as Dr. Charles Hensley – The visionary scientist who left academia to pursue his zinc research breakthrough.

Dave Franco as Rob Davidson – Hensley's former student turned business partner in their biotech venture.

Ashley Liao as Cathy Vesasco – The determined scientist who helps bring their cold remedy vision to life.

The Lead Cast of The ZICAM Story





Chiropractor / Charles's Girlfriend

Eriko brings warmth and grounding to Charles's chaotic world, balancing her chiropractic practice with unwavering support for his entrepreneurial dreams.



Yuri Kitagawa as Eriko Morita

Fellow graduate of Cleveland Chiropractic College.

Provides emotional anchor during Zicam's turbulent development.

Her belief in Charles fuels his determination through investor rejections and partnership conflicts.

The ZICAM Story Begins

At a crossroads in his career, Hensley questions everything he thought he knew about his future in academia.

└ Cleveland, Late 1990s

Dr. Charles Hensley leaves his USC faculty position behind.

A karaoke night at Cleveland Chiropractic College changes everything.

Academic career abandoned for an uncertain entrepreneurial path.





The Uphill Battle to
Market

Challenges & Obstacles

Investor skepticism: VCs doubted zinc-based cold remedies could compete in a crowded market.

Partnership conflicts: Hensley and Davidson clashed over company direction and equity splits.

Fierce competition: Cold-EEZE already dominated the zinc lozenge market with brand recognition.



The Zicam Breakthrough

From Lab to Launch

Hensley and Davidson form biotech startup against all odds. Zinc research reveals breakthrough cold virus treatment. Zicam development begins despite investor skepticism.

Leaving academia behind, Hensley teams with former student Rob Davidson to launch their biotech venture, channeling years of zinc research into what would become Zicam.

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Zicam Launch Success

A Breakthrough Moment

Against all odds, Hensley and Davidson successfully bring Zicam to market, capturing nationwide attention and disrupting the cold remedy industry.

\$100M

Zicam sales skyrocket in its first years on the market.

Featured in major media outlets nationwide
Becomes a household name in cold remedies



+ COLD
WARS

Thank You for Your Attention

From Karaoke Party to
Pharmaceutical Triumph

Directed by Adam McKay
Chris Pratt as Dr. Charles
Hensley
Dave Franco as Rob
Davidson

A story of innovation, persistence, and the
birth of Zicam.

