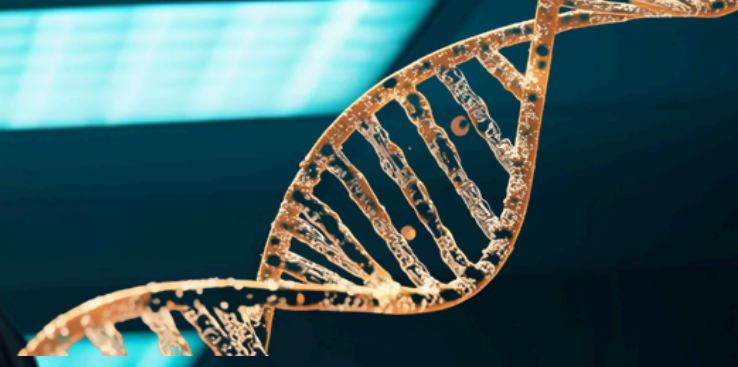


BASED ON THE BOOK BY DR. CHARLES B. HENSLEY

# Cold Wars: The Zicam Story

"An intellectual thriller of innovation, ambition, and resilience."



FILM OVERVIEW

# Cold Wars: The Zicam Story

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The movie follows the unconventional journey of Dr. Charles B. Hensley, a scientist and professor, as he navigates the high-stakes world of biotechnology to develop the cold remedy Zicam.

Based on the 2025 book of the same name by Dr. Hensley himself, this biographical thriller chronicles his departure from academia to launch a biotech company alongside his former student, Dr. Rob Davidson.



# THE FOUNDERS

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## Dr. Charles B. Hensley

SCIENTIST & PROFESSOR

A brilliant scientist who left the security of academia to pursue his vision. Driven by innovation and unwavering determination, he navigates the high-stakes world of biotechnology.

## Dr. Rob Davidson

FORMER STUDENT & CO-FOUNDER

Hensley's former student turned trusted partner. Together they launch a biotech company, facing skepticism from investors and fierce competition from established pharmaceutical brands.



# PLOT & THEMES



*"Innovation demands resilience."*

The narrative follows Dr. Charles B. Hensley as he leaves academia to launch a biotech company alongside his former student, Dr. Rob Davidson. Together, they pursue the development of Zicam against all odds.

The film explores powerful themes of innovation, corporate battles, and unwavering resilience as they face relentless skepticism from investors and fierce competition from established pharmaceutical brands.

— Dr. Charles B. Hensley

# CINEMATIC STYLE

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"An intellectual thriller driven by fast-paced 'walk-and-talk' dialogue, kinetic graphics, and 'pop-up' facts that transform complex science into cinematic storytelling."

BIOGRAPHICAL THRILLER // FEATURE FILM // INSPIRED BY THE SOCIAL NETWORK

# Coming Soon.

BASED ON THE 2025 BOOK BY DR. CHARLES B. HENSLEY.

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## Cold Wars: The Zicam Story

Follow us for exclusive updates and release dates

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