

DOCUMENTARY FILM

MAY 21TH, 2026

COLD WARS

THE ZICAM STORY:

A TALE OF SCIENCE & SURVIVAL

DR. HENSLEY

LATE 1990S

COLD WARS: THE ZICAM STORY



A CAPTIVATING TALE OF SCIENCE, POWER, AND SURVIVAL

The late 1990s. Cleveland Chiropractic College. A karaoke party is in full swing, but amid the off-key singing and laughter, one man stands apart. Dr. Hensley watches his colleagues celebrate, his mind elsewhere entirely. After years in academia, something feels hollow. Tonight, surrounded by the chaos of amateur performers and cheap beer, he begins to question everything he thought he wanted from his career.



COLD WARS: THE ZICAM
STORY

BIOTECH
DRAMA

THE FOUNDERS



FOUNDER 1

NAME

Dr. Hensley

ROLE

Visionary

BACKGROUND

Academia



FOUNDER 2

NAME

Rob Davidson

ROLE

Partner

BACKGROUND

Former Student

THE STRUGGLES AND OBSTACLES



INVESTOR SKEPTICISM

Investors remained deeply skeptical of zinc-based cold remedies. Securing funding meant endless pitches, rejected proposals, and doors slammed shut by those who doubted the science.

CONFLICTS & COMPETITION

Internal conflicts threatened to tear the team apart, while Cold-EEZE dominated the market. The competition seemed insurmountable, forcing the team to innovate or fail.

COLD WARS: THE ZICAM STORY

THE
DISCOVERY

The breakthrough came from years of dedicated research into zinc's remarkable antiviral properties. Scientists had long suspected that zinc ions could interfere with the replication of rhinoviruses—the primary culprits behind the common cold. The Zicam team focused on developing a delivery method that could maximize zinc's effectiveness at the cellular level.

THE SCIENCE BEHIND ZICAM

Their research revealed that zinc gluconate, when applied directly to nasal passages, could significantly reduce cold duration and severity. The key innovation was creating a gel formulation that allowed zinc ions to remain in contact with nasal tissue long enough to combat the virus. Through countless experiments and refinements, the team transformed theoretical science into a practical solution—Zicam was born from the intersection of rigorous research and entrepreneurial determination.



COLD WARS: THE ZICAM STORY

TRIUMPHS & STRUGGLES



INVESTOR SKEPTICISM

Overcoming doubt from skeptical investors who questioned zinc-based remedies

PARTNERSHIP CONFLICTS

Navigating tensions between Hensley, Davidson, Kaye & Landau

COMPETITION

Battling established products like Cold-EEZE for market share

THE LAUNCH

Zicam debuts to notable attention and industry acclaim



THE ROAD TO LAUNCH

**COLD WARS: THE ZICAM
STORY**

CENTRAL THEMES & DEEPER MEANING

**MINI DRAMA
PITCH**

AMBITION

The relentless drive to transform scientific discovery into commercial success

RESILIENCE

Overcoming investor skepticism, partnership conflicts, and industry competition

TRANSFORMATION

From academic researcher to biotech entrepreneur, reinventing identity and purpose



**COLD WARS: THE ZICAM
STORY**

**MINI DRAMA
PITCH**

THANK YOU

