



HEALTH WARS

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HEALTH WARS

SERIES SYNOPSIS

HEALTH WARS is a dynamic, unscripted limited series (Six (6) - 30 minute episodes) where the most pressing questions in health, food, pets, and lifestyle are settled by the nation's top medical experts. Each episode features a high-stakes, head-to-head debate on a single, timely topic—empowering viewers to make informed decisions in a competitive reality meets educational television.

HOST



FEMALE HOST - TBD

CO-HOST



Dr. Drew Pinsky

Renowned physician, media personality, and Chief Medical Doctor for The Wellness Company, Dr. Drew brings credibility, medical insight, and broad audience appeal.

HEALTH WARS

COMMENTARY HOST



Peter Gillooly

CEO, The Wellness Company Peter Gillooly is a visionary healthcare executive and the driving force behind The Wellness Company (TWC). Since launching TWC in 2022, Peter has led the organization to deliver healthcare the way it was meant to be: preventative, proactive, and patient-first.

HEALTH WARS

DOCTORS/DEBATERS



At the heart of **HEALTH WARS** are two powerhouse panels of medical experts; **RED TEAM & BLUE TEAM DOCTORS/DEBATERS** each bringing a bold, contrasting worldview to every episode.

Each episode, these teams go head-to-head—debating, challenging, and defending their positions and our contestants. Their expertise, passion, and willingness to confront each other's beliefs drive the drama, the learning, and the real-world impact of every show.

RED TEAM



Five (5) renowned doctors that embody the spirit of respected figures like Dr. Drew and RFK, advocating for proven methods, clinical rigor, and a measured embrace of innovation.

BLUE TEAM



Five (5) equally accomplished doctors and experts who represent the **polar opposites** of their counterparts & challenging expertise.

HEALTH WARS

SERIES FORMAT

- Each episode is a real-world experiment and a battle of experts, giving viewers unprecedented access to the truth behind today's most controversial health and wellness questions. High-stakes, unscripted debates and dramatic personal journeys keep audiences engaged
- Viewers get the facts, the drama, and the real-world results—helping them make informed health decisions.

STRUCTURE



Debate Structure: Two teams (6 experts per side) debate the issue, bringing evidence, passion, and personal experience.



Contestants: Each episode features two contestants, each representing one side of the debate, who embark on a 90-day journey guided by their team of experts.



Studio & Field: Episodes blend in-studio debates, expert analysis, and immersive, home environment segments following contestants in their real lives and doctors in “enemy territory.”



Final Showdown: Each episode culminates in a data-driven, dramatic studio showdown where results are revealed and the truth is debated.

SAMPLE STRUCTURE



Tease: Preview the debate and introduce the topic



Meet the DEBATERS: OUR Host & Dr Drew introduce our **RED TEAM DEBATERS** (doctors) and their credentials and then our **BLUE TEAM DEBATERS** (doctors)



Opening Arguments: Each side presents their case. In-depth profiles and baseline assessments are done on CONTESTANTS.

HEALTH WARS

SAMPLE STRUCTURE



90-Day

Journey: Contestants follow their assigned regimen, with progress tracked and supported by their expert teams in a reality/home environment format.



DOCTOR SWAP: STEP INTO ENEMY TERRITORY: Doctors and experts from each side analyze and critique the opposing approach.



FINAL SHOWDOWN STUDIO DEBATE: BOTH SIDES – DOCTORS & CONTESTANTS converge to analyze evidence from BOTH SIDES and battle it out and **WEIGH IN THE FACTS/Crossfire:** Rebuttals

SAMPLE STRUCTURE



Closing Statements: Final arguments from each side



The VERDICT IS IN!

HEALTH WARS

Two Sides. One Verdict!



THE EPISODES:

Each episode of **HEALTH WARS** dives deep into a single, urgent question in health, food, lifestyle, etc. Guided by our hosts, two teams of six top doctors—each representing opposing philosophies—debate, challenge, and test the claims behind today's most controversial wellness trends. Two real-world contestants, each championing one side, embark on a 90-day journey, putting the debate to the test with their own lives. Every episode blends studio, expert analysis, home immersion, and dramatic results, making the stakes—and the truth—impossible to ignore.

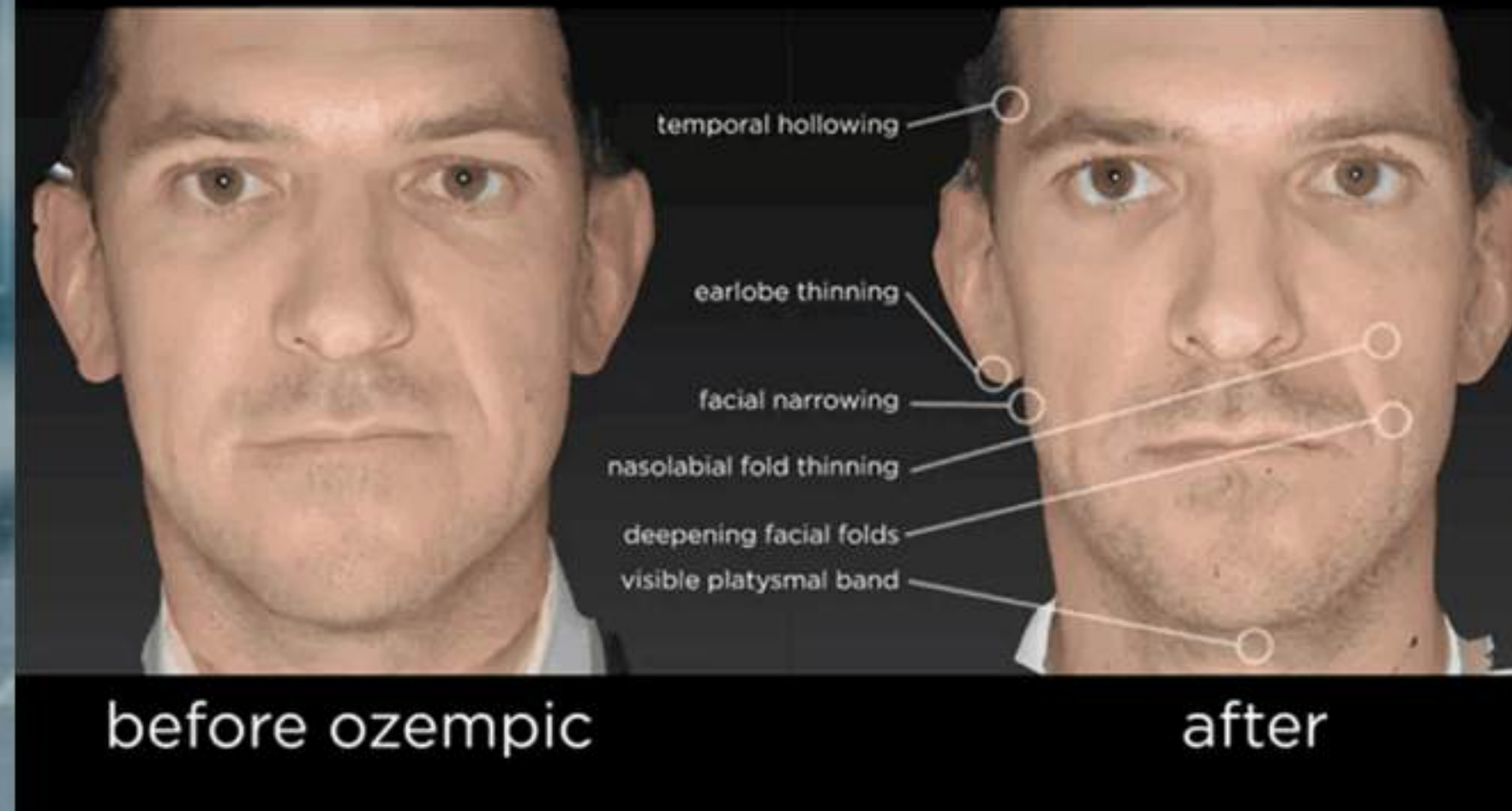


EPISODE ONE

Weight Loss: Pharmaceutical interventions (e.g., Ozempic) vs. traditional weight loss methods. Can the latest pharmaceutical breakthroughs like Ozempic outpace the tried-and-true methods of diet and exercise? Doctors debate safety, sustainability, and the real cost of the “miracle drug” era.

EPISODE ONE

what does ozempic face look like?



- **Debate:** Team Pharma vs. Team Traditional
- **Contestants:** One guided by medication, one by lifestyle change
- **Focus:** Safety, sustainability, and the real cost of the “miracle drug” era
- **Outcome:** 90-day results and data-driven debate reveal which path delivers lasting change

EPISODE TWO



EPISODE TWO

Mental Health: Medication vs. Holistic Therapies.

Is the best path to mental wellness found in pharmaceutical interventions, or do holistic and alternative therapies offer a more complete solution?

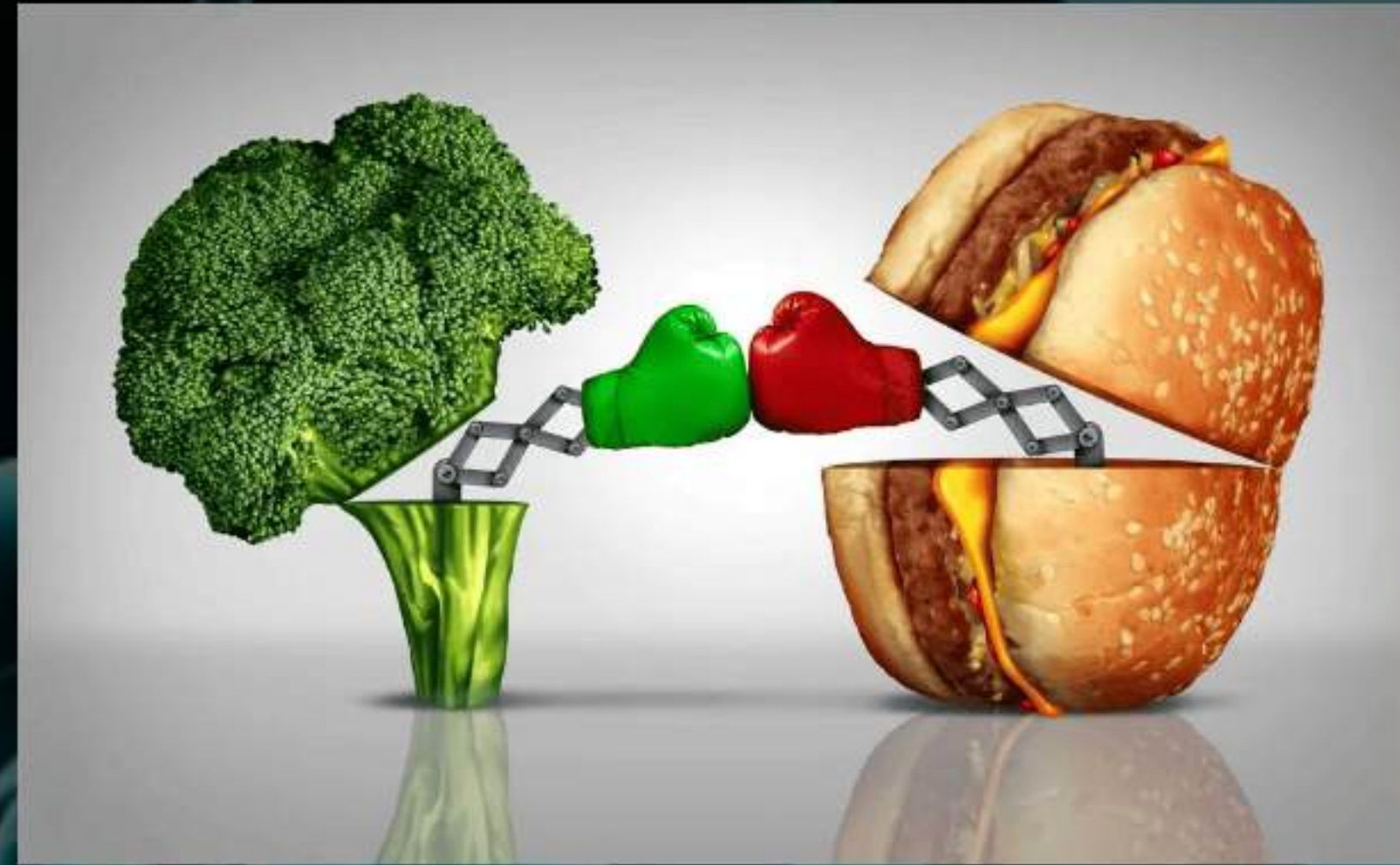
- **Debate:** Psychiatric medicine vs. integrative/holistic approaches
- **Contestants:** One follows a medication-based plan, the other a holistic regimen
- **Focus:** Depression, anxiety, and the mind-body connection; real-world effectiveness and side effects
- **Outcome:** 90-day mental health journeys, with expert analysis and myth-busting

FOOD FIGHT

EPISODE THREE

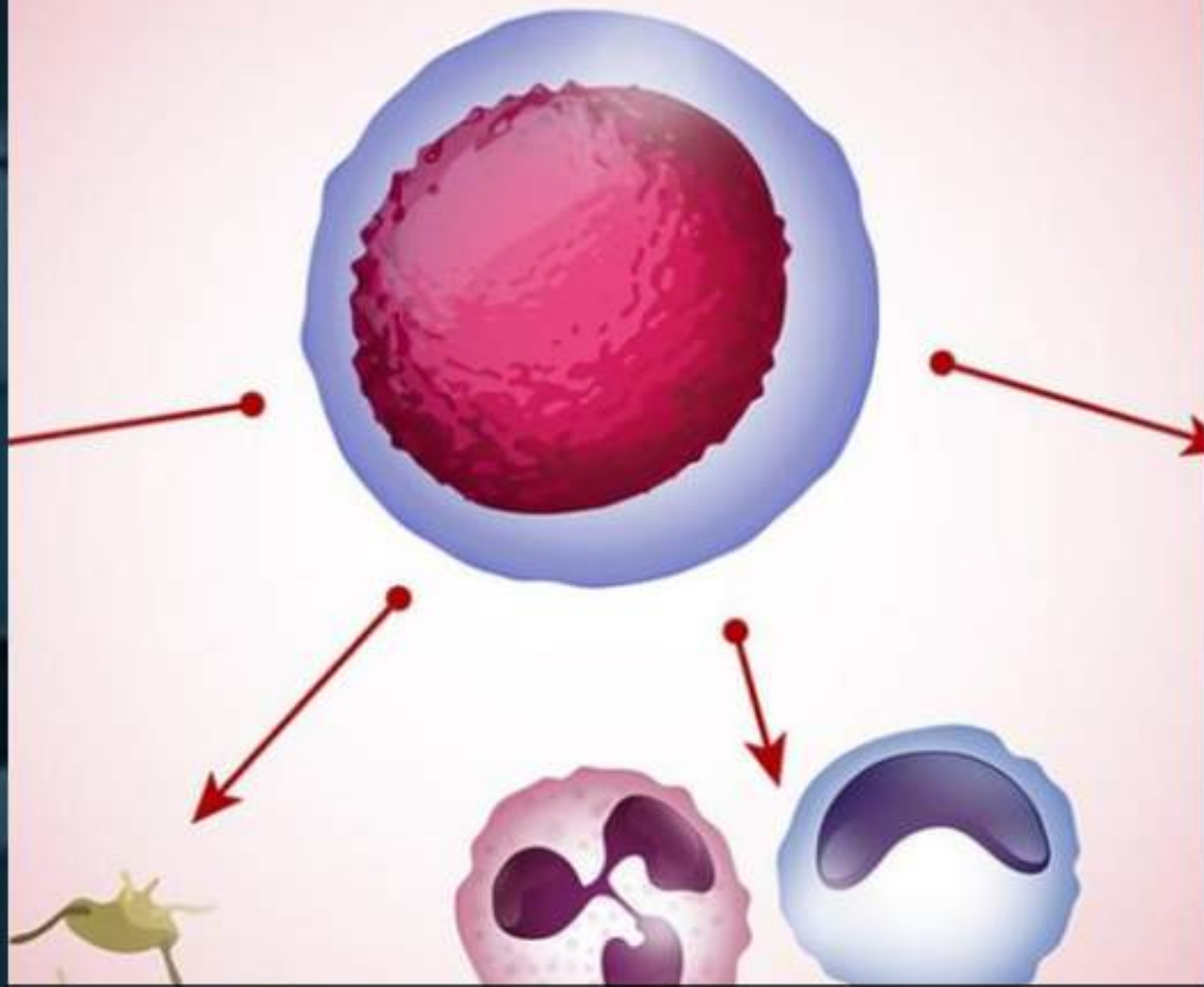
Food Fight: Vegan vs. Carnivore vs. Paleo vs. Keto diets—debating the long-term effects of vegan, carnivore, and other trending diets, science, lifestyle, and real-world results.

EPISODE THREE



- **Debate:** Vegan vs. Carnivore vs. Paleo vs. Keto
- **Contestants:** Each adopts a contrasting diet under medical supervision
- **Focus:** Long-term health, nutrition, sustainability, and lifestyle impact
- **Outcome:** Contestants' transformations and health metrics drive the final debate

SELF-RENEWING STEM CELL



EPISODE FOUR

Stem Cell Showdown: Regenerative Medicine vs. Traditional Care. Are stem-cell therapies the future of joint health—or just hype? Are traditional surgical procedures still the optimal route?

EPISODE FOUR



- **Debate:** Regenerative medicine vs. traditional surgical/medical care
- **Contestants:** One undergoes stem cell treatments, the other follows standard protocols
- **Focus:** Efficacy, safety, innovation, and accessibility
- **Outcome:** Contestants' 90-day progress and expert panel verdict



EPISODE FIVE

Anti-Aging: Can science slow aging, or is the secret in lifestyle and mindset? Or all Marketing Myth? Explore peptides, supplements, and medical innovations vs nutrition, sleep, movement, and stress reduction.

EPISODE FIVE



- **Debate:** Medical innovations (peptides, supplements, tech) vs. nutrition, sleep, movement, and stress reduction
- **Contestants:** Each follows a different anti-aging regimen
- **Focus:** Longevity, vitality, and separating marketing from reality
- **Outcome:** Measured results and a final studio debate on what really works

EPISODE SIX



- **Debate:** Hormone therapy and pharmaceuticals vs. non-hormonal and lifestyle-based approaches
- **Contestants:** One uses hormone therapy, the other explores alternatives
- **Focus:** Symptom management, mental health, long-term risks, and quality of life
- **Outcome:** Contestants' journeys and expert debate illuminate the best paths for women's health

Menopause

EPISODE SIX

Menopause/Women's Health: Hormone Therapy vs. Alternatives

What's the safest and most effective way to navigate menopause and midlife health?



BONUS EPISODE

Pet Health: Bonus Episode: Natural vs. Conventional -What's the healthiest way to care for our pets: natural or conventional products?

BONUS EPISODE



- **Debate:** Natural/holistic pet care vs. conventional veterinary products
- **Contestants:** Pet owners follow opposing protocols for 90 days
- **Focus:** Nutrition, wellness, and real-world pet health outcomes
- **Outcome:** Results-driven debate on what's best for our four-legged family members

TARGET AUDIENCE



Primary Audience:

Adults 50+, with a strong female skew, who are deeply invested in their health, longevity, and navigating the overwhelming volume of medical information. These viewers appreciate balanced perspectives, trust authoritative voices like Dr. Drew, and are drawn to debates that reflect their own real-life health decisions.

Emerging Audience:

Thanks to the show's star power, Dr. Drew's household recognition, and the rising popularity of alternative and integrative health trends, *HEALTH WARS* is also capturing a younger, health-curious demographic—particularly adults 35–49. This group is digitally savvy, wellness-obsessed, and eager to explore trending topics like peptides, Ozempic, and holistic therapies.



AUDIENCE PERSONA

John Matthews



Age
47

Marital Status

Married with 2 children

Education

Post Graduate

Bio

John is a CEO of an advertising agency and has a lot on his plate every day. As chief executive, he has to keep himself alert during meetings and the decision-making processes.

He understands that health is the most critical factor for his work performance. John is very health-conscious and makes sure that he is physically fit. He finds time to exercise and eat healthy food.

Health Habits



Regular 30-minute exercise



Strict diet plan



Keeping hydrated

Motivation



Work performance



Focus



Family

Wants

- Looking for a better alternative to save time for exercise in a busy schedule.
- Exploring other options like high-intensity interval training

Frustrations

- Missing the daily exercise slot because of a hectic schedule.
- Unable to adhere to healthy eating at parties and meetings



I believe good health is the secret to my success!"

- Health-conscious, skeptical of extremes, and looking for clarity
- Interested in nutrition, wellness trends, longevity, biohacking, and pet health
- Loyal to trusted experts, but intrigued by alternative viewpoints
- Watch similar programs like *The Doctors*, or *Dr. Pimple Popper*
- Engage with health content on YouTube, TikTok, and wellness podcasts
- Adults 25–54 interested in health, wellness, food, pets, and lifestyle
- Viewers seeking credible, engaging information and actionable recommendations



DISTRIBUTION

 YouTubeTV

NETFLIX

Paramount+

max

hulu

prime

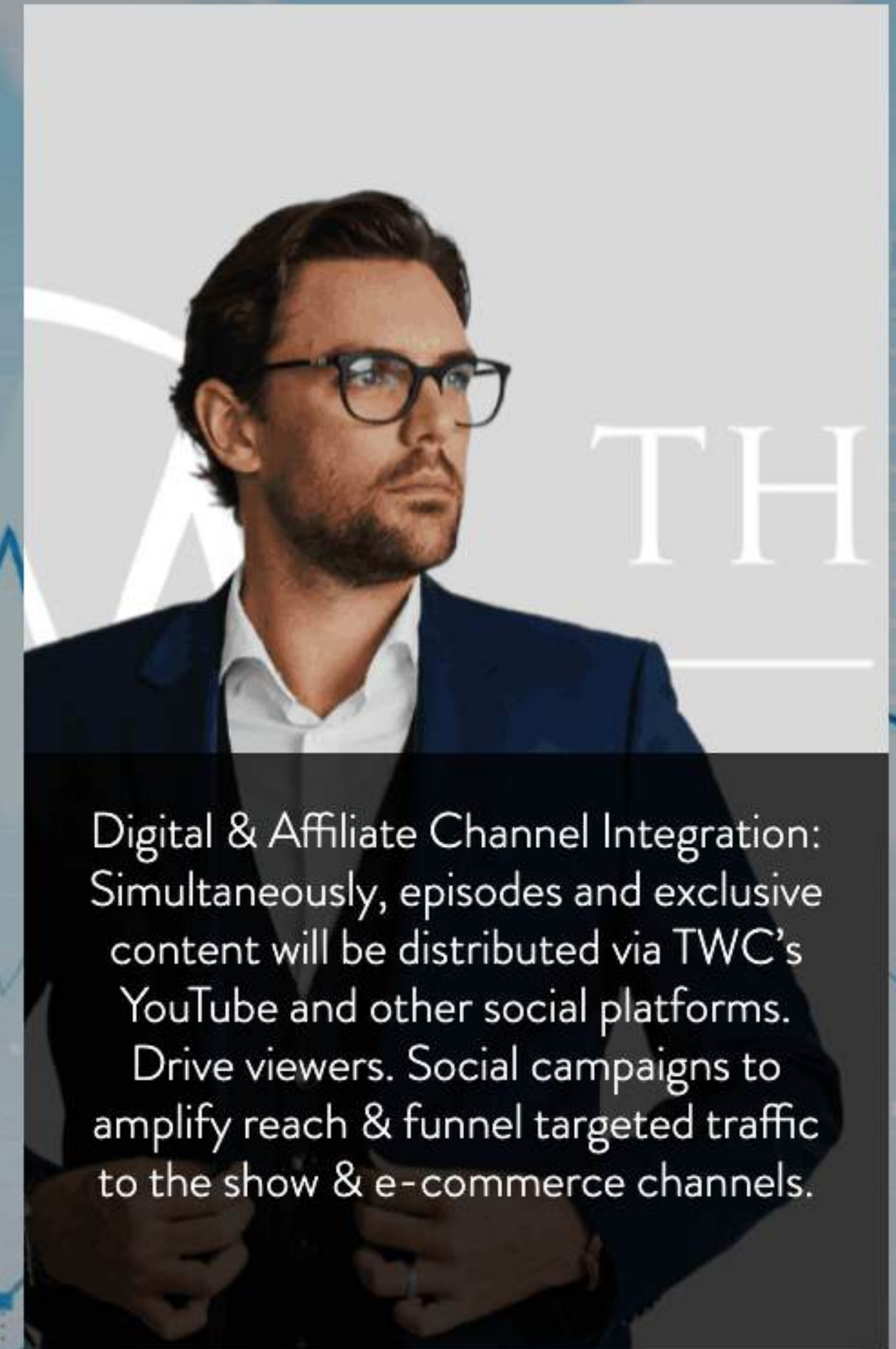

fubo

 **tv+**

peacock 

- 
- Primary: Major streaming platforms (Netflix, Hulu, Amazon Prime Video, Max) or leading cable networks (Discovery+, Food Network, HGTV, Nat Geo)
 - Secondary: The Wellness Company's digital channels, YouTube, and social media for bonus content & product upselling

BRAND & PRODUCT INTEGRATION





SERIES GOALS

- **Drive awareness, traffic, and sales for The Wellness Company and partner brands**
 - **Establish The Wellness Company as a thought leader in health and wellness**
 - **Spark national conversations and empower viewers to make informed choices**

HEALTH WARS

WHY NOW?

With more information (and misinformation) than ever, audiences crave trustworthy, balanced perspectives. The Great Debate cuts through the noise, offering clarity and entertainment in equal measure.

- Timely, relevant topics that matter to everyday life
- Balanced, engaging format—not just experts, but real people and influencers
- Competitive, Educational and Entertaining—viewers learn while being entertained



Orlando Espinosa brings his decades of high-profile business experience and contacts to Brandstar Entertainment, Inc. He is the creative force behind the company. He recently formed the National Television series, 'Health Uncensored!' with Dr. Drew. From our Burbank, CA studio, Dr. Drew and his world-renowned guests will take our viewers on an adventurous journey through the world of health and wellness as we know it and the breakthroughs that lie just ahead. The series will entertain and inform our viewing audience while having an impact on all areas of their lives. It is set to air weekly on FOX Business Network.

Nicole Oropesa President of BrandStar Entertainment, its pioneering branded entertainment division.

Oropesa has been a driving force of BrandStar's growth for the past 15 years and is an original producer of flagship show, The Balancing Act, which is the longest-running television show on Lifetime and hosted by Montel Williams.

