

## Abreva can shorten the life of a cold sore outbreak

### No prescription required

Abreva is real cold sore medicine that is clinically proven to shorten healing time. ABREVA is the first and only non-prescription cold sore medicine that is approved by the Food and Drug Administration (FDA) to:

- ✔ Shorten healing time, and
- ✔ Shorten the duration of symptoms

### How does it work?

Viruses infect cells by invading them through the cell membrane. ABREVA is the only cold sore treatment to contain 10% Docosanol, a unique patented cold sore medicine.

Docosanol helps prevent the cold sore virus from penetrating healthy skin cells. It does this by actually changing the cell membrane. The virus has a difficult time infecting more and more cells. This means cold sores heal faster and symptoms don't last as long.

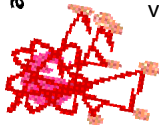
### For the best results...

#### Treat as early as possible!

- Be ready for the tingle, have ABREVA readily available
- ABREVA works best if it's used at the very start of a cold sore
- If you miss the tingle stage, start using ABREVA as soon as you can
- Remember to use ABREVA 5 times a day until healed



Start to heal it as soon as you feel it.



## Help avoid and manage your cold sore outbreaks

### Tips for cold sore sufferers

- ✔ Carry ABREVA with you in case a cold sore outbreak is triggered
- ✔ Use a lip moisturizer regularly to prevent chapping
- ✔ Avoid the sun or ultraviolet lamps when possible
- ✔ Use a sunscreen lip balm containing SPF
- ✔ Protect your lips from possible injury (scratches, bruises, etc.)
- ✔ Avoid contact with people who have cold or flu symptoms, and wash your hands frequently
- ✔ Ensure you get enough rest and sleep
- ✔ During times of high stress, consider relaxation therapy
- ✔ Keep your immune system strong by eating healthy

### Additional Information

If you need professional advice, talk to your healthcare professional.

Talk to your family doctor or pharmacist if:

- your cold sore becomes infected
- your cold sore lasts for more than 10 days

For more information about ABREVA: call 1-877-709-3539 weekdays or visit [www.abreva.com](http://www.abreva.com)



**abreva**  
Cold Sore Treatment

Money back guarantee  
Try Abreva, risk free

Start to heal it as soon as you feel it!



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# Are you a cold sore sufferer?

Read on if you'd like to...

- Reduce the chance of a cold sore outbreak, and
- Shorten how long a cold sore lasts



**abreva**  
Cold Sore Treatment

ABREVA shortens healing time – No prescription required

## Why do cold sore outbreaks happen?



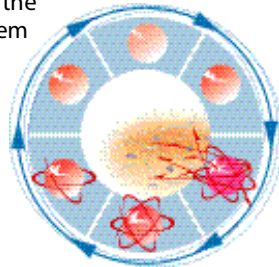
### If you get cold sores you are not alone.

Cold sores are caused by a virus called herpes simplex one (HSV-1). It is estimated that about 80% of American Adults carry this cold sore virus. However, for reasons we still do not understand, only about 20% of Americans get cold sore outbreaks. Most people who get cold sores experience one to three outbreaks a year.

### Why does my cold sore keep coming back?

Once you have the virus you never get rid of it. When you are first infected, the virus travels to the nerves in and around the face and neck and stays there. Most of the time, the virus hides from the body's immune system by being inactive.

Cold sore outbreaks happen when the virus is reactivated. The virus is often reactivated by different "triggers".



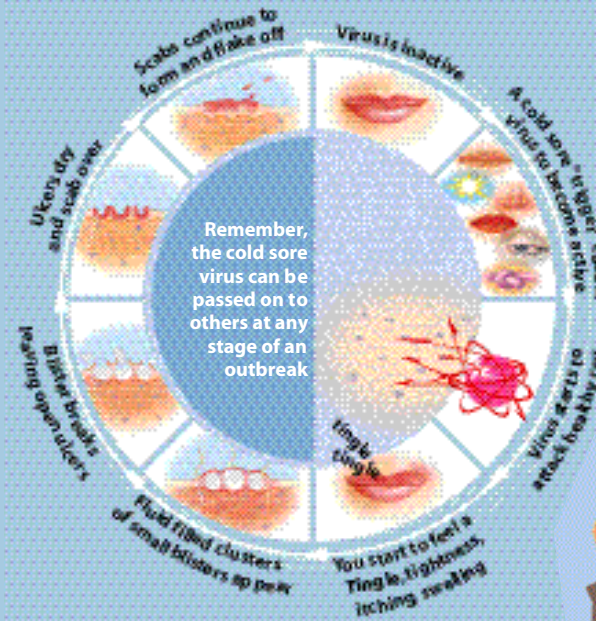
### Reduce the chance of a cold sore outbreak by understanding and avoiding these common "Cold Sore Triggers"

- Chapped or dry lips
- Sunlight or ultraviolet lamps
- Injury to the lips (cuts, scratches, bruises)
- Illness (including colds or flu)
- Being overly tired
- Stress or emotional upset



## When a cold sore outbreak is triggered, what happens?

There are a few stages to a cold sore outbreak. The first stage usually starts with a Tingle: a sense of soreness, tightness or swelling. This can happen very quickly. It can take a matter of hours or a day or two. Within a day or two, a blister appears and your outbreak is well on its way.



Remember, the cold sore virus can be passed on to others at any stage of an outbreak



### If you recognize the start of an outbreak, you may be able to shorten how long it will last!

The activated virus infects healthy cells by invading them through the cell membrane. As more and more cells become infected, the cold sore starts to become noticeable.

If you are able to recognize the first Tingle stage, use Abreva right away to help protect healthy skin cells.

ABREVA is the *only* cold sore treatment that contains the unique medicine 10% Docosanol. This medicine helps prevent the cold sore virus from penetrating healthy skin cells. It changes the cell membrane and makes it more difficult for the virus to enter.



Abreva helps cold sores heal faster and symptoms don't last as long. ABREVA works best if it's used as soon as you feel your cold sore starting (Tingle stage). However, if you miss the tingle stage, start using ABREVA as soon as you can. ABREVA should be used 5 times a day until your cold sore is healed.

ABREVA shortens healing time – No prescription required