

# Abreva

## Efficacy And Use

### **Recommend one of a kind medicine for every cold sore outbreak...ABREVA**

*For your adult patients and children 12 years of age and older...The ONLY non-prescription cold sore medicine approved by the FDA to shorten healing time*

### **ABREVA means healing efficacy**

ABREVA speeds healing like a prescription, without one. In clinical trials, ABREVA was shown to reduce cold sore healing time to a median of 4.1 days vs 4.8 days with placebo and was shown to eliminate symptoms of pain, burning, itching and tingling in a median of 2.2 days vs 2.7 days with placebo.<sup>8</sup>

### **ABREVA composition**

Patented Active Ingredient: Docosanol 10%.

Inactive Ingredients: benzyl alcohol, light mineral oil, propylene glycol, purified water, sucrose distearate, sucrose stearate.

ABREVA is a smooth, white, odorless, tasteless cream that dries clear.

### **How to apply ABREVA**

- Wash hands before and after applying cream
- Apply to affected area on face or lips at the first sign of a cold sore (tingle)
- Rub in gently but completely
- Use 5 times a day until healed (up to a maximum of 10 days)

**Early treatment ensures the best results. Recommend keeping extra tubes of ABREVA on hand at home, school or work-to be prepared to treat immediately at the very first sign of a cold sore.**

8.Sacks SL, Thisted RA, Jones TM, et al. Clinical efficacy of topical docosanol 10% cream for herpes simplex labialis: a multicenter, randomized, placebo-controlled trial. *J Am Acad Dermatol.* 2001;45:222-230.