

Health & Beauty

Combatting Cold Sores In Sunny Weather

(NAPSA)—On sunny days, outdoor activities take center stage. However, for those prone to cold sores, fun in the sun may also lead to more than a sun-kissed glow.

Exposure to the sun's ultraviolet (UV) rays is among the most common cold sore triggers. For the estimated 50 million Americans who suffer from an average of one to three cold sores per year, this means a whole new chance for potential outbreaks. However, there is relatively low awareness that sun exposure can activate the cold sore virus.

A recent survey conducted by Abreva®, the only non-prescription cold sore medicine approved by the Food and Drug Administration (FDA) to shorten healing time and the duration of symptoms, showed that as few as 9 percent of cold sore sufferers actually feel they are most vulnerable to getting a cold sore in hot, sunny weather.

"Many people think it's enough to wear sunscreen, sunglasses and a hat to minimize damage from the sun's harmful rays," says Dr. Debra Jaliman, M.D., a board-certified dermatologist in Manhattan who specializes in cosmetic dermatology. "But cold sore sufferers in particular should take additional precautions."

One tip Jaliman recommends is that sun-loving cold sore sufferers



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should be prepared to treat outbreaks as soon as they begin, which will help to limit their severity and duration.

"If you're a cold sore sufferer, you know the telltale tingling sensation that signals an outbreak may be coming," she says. "Treating a cold sore at the first sign of an outbreak is crucial to keeping the severity and duration to a minimum. So if you're prone to flare-ups, you should keep a medicine like Abreva with you at all times, especially if you're going to be in the sun."

Unlike other non-prescription treatments that can only claim to moisturize or relieve pain, Abreva has a unique patented formula that is clinically proven to speed healing. It is the only over-the-counter cold sore product that contains 10 percent

Docosanol, an ingredient that, during an outbreak, prevents the cold sore virus from entering healthy skin cells by changing the cell membrane that surrounds them, making it more difficult for the virus to enter.

Jaliman also preaches vigilance. "An untreated cold sore takes about eight to 10 days to heal, but the sooner you start treatment, the more effective you can be in limiting its severity and duration," she says. "That's why it's so important for those who are cold sore sufferers to know their triggers and be prepared to treat the outbreaks."

She also recommends that those prone to outbreaks limit sun exposure, avoid tanning beds, apply sunscreen and lip balm with an SPF of at least 15 and wear a hat to protect the delicate skin of the face and mouth.

"Cold sores can be very distressing to sufferers at any time of the year, causing feelings of embarrassment, self-consciousness and vulnerability," says Jaliman. "But there's no reason why those who carry the cold sore virus can't live their lives feeling confident that they're presenting their best face at all times."

To learn more about effectively treating cold sores, visit www.HealitWithAbreva.com.