



# spotlight on health

## When You Start To Feel It, Heal It

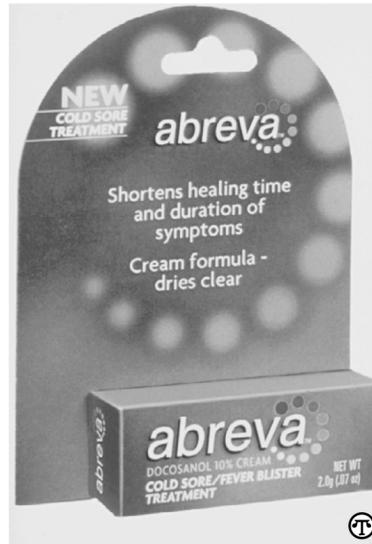
(NAPS)—Cold sore sufferers can now take control of cold sores with the first FDA-approved, non-prescription medicine designed to shorten healing time.

It is what 40 million cold sore sufferers have been waiting for...a non-prescription cold sore medicine that does more than soothe cold sore symptoms. It's the only over-the-counter cold sore medicine approved by the U.S. Food and Drug Administration (FDA) that shortens cold sore healing time and the duration of symptoms, such as tingling, pain, itching and burning.

One-in-five Americans suffers from cold sores each year. Most experience the pain, discomfort and embarrassment of a cold sore two-to-three times a year, while some may suffer as many as ten outbreaks a year.

"Since I'm in front of the camera almost every day, it is important that I always look and feel good," explained cold sore sufferer Joy Behar, comedienne and co-host of "The View." She added, "Having a cold sore on my lip can easily affect how I perform. I'm relieved to know that now I can be prepared with real medicine when I feel I'm getting a cold sore."

Normally, cold sores progress when the cold sore infection spreads from infected cells to healthy ones. ABREVA™, a new product from SmithKline Beecham contains docosanol ten percent, a medicine that works by protecting healthy cells so the cold



sore infection is less likely to penetrate those cells, and helps the cold sore go away sooner. In clinical trials, docosanol significantly reduced the healing time of patients' cold sore episodes. The cream is most effective when applied early, at the first sign of a tingle, redness, bump or itch.

The over-the-counter remedies currently used by cold sore sufferers may temporarily relieve symptoms, but they are not FDA-approved for healing cold sores. "ABREVA is clinically proven through double-blind, placebo-controlled research studies," said Dr. Stephen Sacks, a leading clinician and scientist in the field of antiviral therapy. "These studies confirmed ABREVA is most effective

early in the course of an outbreak and can reduce the length of time patients experience discomfort from cold sores."

Cold sore outbreaks can be brought on by a variety of factors, including stress, colds and flu, exposure to sunlight and extreme cold weather and fatigue. "Many people don't realize that a cold sore infection needs to be treated with real medicine," added Dr. Debra Jaliman, dermatologist and clinical instructor at Mount Sinai School of Medicine in New York. "If not treated properly, cold sores can be very painful and uncomfortable, and often take seven to ten days to go away. It's good to keep a medicine like ABREVA on hand so it can be applied at the very first sign of a cold sore."

The smooth white cream dries clear, and has no medicinal smell or taste. It can be used by adults and children 12 and over. Cosmetics, such as lipstick, may be applied over it; however, it is recommended to use a separate applicator, such as a cotton swab, to apply cosmetics over an unhealed cold sore to avoid spreading the infection. ABREVA is packaged in a convenient, portable tube, and can be found in the cough and cold or oral care sections of local drug, discount and grocery stores.

For more information call 1-877-709-3539 or visit [www.abreva.com](http://www.abreva.com). Cold sore sufferers can also ask their pharmacist for more information.