



# YOUR GO-TO COLD SORE TREATMENT

Cold sores (herpes simplex virus 1) are a bothersome reality for many people. Although they're not dangerous, they can make it hard to enjoy everyday life.

Read on to learn about the virus, understand the triggers, and get tips on how to Act On It fast with Abreva.

\*Pharmacy Practice+ and Profession Santé 2016 Survey on OTC Counselling and Recommendations (pharmacists)  
and The Medical Post and Profession Santé Survey on OTC Counselling and Recommendations (physicians)  
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# ADVANTAGES OF ABREVA

Abreva contains 10% docosanol, a viral-blocking agent that modifies the cell membrane to inhibit the virus from infecting healthy skin cells. That translates into all kinds of real results that you'll both feel and see.



Works faster\*\* to shorten cold sore healing time



Reduces the duration of pain, burning, itching, and tingling



Helps prevent infection from spreading to healthy cells



Starts to work immediately by soothing on contact



Available over the counter since 2005



To learn more about cold sores and Abreva, visit [abreva.ca](http://abreva.ca)

\*\*Abreva is proven to reduce healing time of cold sores to median 4.1 days when used at the first sign of a cold sore. An untreated cold sore can last approximately 8 days. To be sure this product is right for you always read and follow the label. Trademarks owned or licensed by GSK. ©2017 GSK group of companies or its licensor.

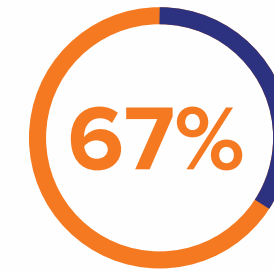


# COLD SORES 101

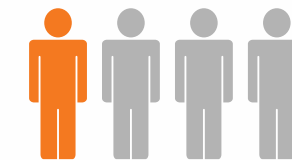
Knowledge is your best strategy for managing cold sore outbreaks. Here are a few things to know so you can treat your next cold sore effectively and efficiently.

- Cold sores are usually preceded by redness and a tingling sensation. Make sure you act on it at first tingle with Abreva—the sooner you begin the treatment, the faster you will see results.
- Cold sores can cause pain and discomfort. Abreva starts to work immediately by soothing on contact and reduces the duration of pain, burning, itching, and tingling.
- An untreated cold sore can last up to 8 days. When used at the first sign of a cold sore, Abreva works faster\*\* to shorten cold sore healing time.
- Cold sores occur on average 2 to 3 times a year. Keep Abreva on hand to ensure that you can treat the cold sore at the first sign and shorten the duration of an outbreak.

## Did you know?



- **67%** of the population under age 50 has HSV-1 because it is so contagious.<sup>1</sup> There's no cure for the cold sore virus—once you're infected, the virus never leaves your body.



- For the majority of people, HSV-1 remains inactive throughout their lives and they may never know they have the virus. Around **1 in 4** people will experience recurrent infections.<sup>2</sup>



- **61%** of frequent cold sore sufferers say that cold sores are a severe problem for them.<sup>3</sup>

<sup>1</sup>World Health Organization. Herpes simplex virus. (2016, January). Retrieved April 27, 2016, from <http://www.who.int/mediacentre/factsheets/fs400/en/>

<sup>2</sup>American Sexual Health Association. Oral Herpes. (n.d). Retrieved April 28, 2016, from <http://www.ashasexualhealth.org/stdsstis/herpes/oral-herpes/>

<sup>3</sup>The 2015 Gallup Study of the Market For Cold Sore Treatment Products

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# COLD SORE TREATMENT TIPS



Cold sores are contagious, so help lower the chances of them spreading and get your smile back sooner by treating them with Abreva at the first sign of an outbreak.

Here are a few other things you can do to get rid of your cold sores faster.



**Act on it—fast.** Treatment is most effective when used early in the course of a cold sore. Treat cold sores immediately with Abreva.



**Prevent the spread.** Abreva contains 10% docosanol, a viral-blocking agent that modifies the cell membrane to help block the virus from entering healthy cells.



**Don't confuse myth for medicine.** If it seems like a home remedy has been effective, it may be that your cold sore naturally aborted due to an effective immune response. Use a proven and effective medical treatment like Abreva to treat cold sores.



**Curb stress.** Cold sores often happen before events such as holidays, weddings, the new school year, new relationships, and other stress-inducing situations. Minimize your stress as much as possible. Try keeping a log of your outbreaks so you can identify your triggers and be ready to act on it with Abreva.



**Don't pass it on.** If you find yourself touching your cold sore, stop! If you do touch it, wash your hands right away. Your cold sore is contagious throughout its entire cycle, especially during the blister stage. When it's weeping or seeping, avoid close physical contact with others.

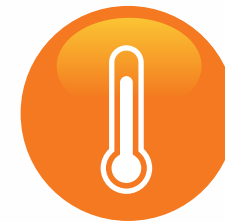
# COMMON COLD SORE TRIGGERS



Everyone's cold sores can be triggered by different things. Knowing what they are may help you identify your own personal triggers and take the necessary steps to manage them.



**Weather** can dry out lips in the winter and exposure to the sun's UV rays can damage lips.



**Cold, fever or flu** weaken your immune system, making you more susceptible to an outbreak.



**Fatigue and/or stress**, both mental and physical, can zap your immune system.



**Holidays** and other important days are known stressors.



**Hormones** can do all sorts of strange things to the body.



**Dental trauma** can be a trigger for many.

Take the cold sore trigger quiz on [abreva.ca](http://abreva.ca) to learn more.