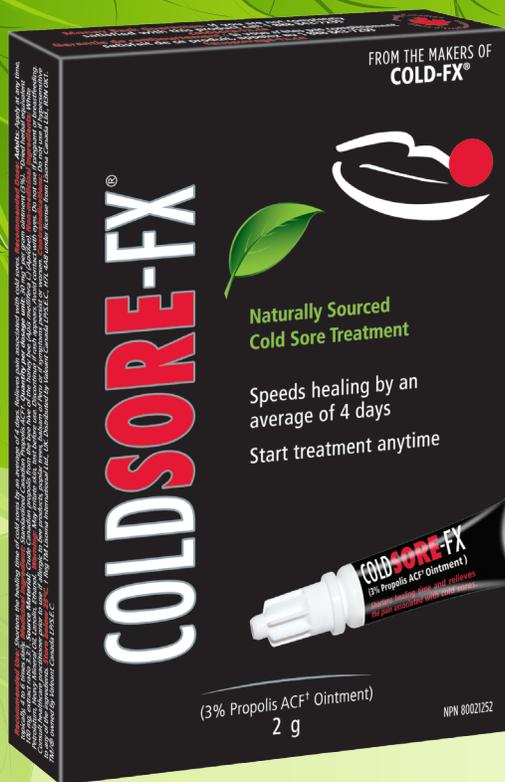


COLDSORE-FX[®]

FROM THE MAKERS OF
COLD-FX[®]



UPC 627207190022 NPN 80021252

Naturally Sourced Cold Sore Treatment

Speeds healing of cold sores by an average of **4 days¹** + **relieves pain** associated with cold sores.

What is COLDSORE-FX[®]?

COLDSORE-FX[®] contains Propolis ACF^{®1} (Antiviral Complex of Flavonoids), a highly purified proprietary extract derived from the resinous substance collected by honeybees from a specific region in **Canada**. Its components have been shown to be effective in reducing the duration of cold sores¹.

How COLDSORE-FX[®] works²

- Without treatment, a typical cold sore lasts about 8-10 days (Figure 1)³
- Direct inactivation of the virus (virucidal activity)
- Inhibition of virus multiplication inside infected cells
- Relieves the pain and discomfort through its anti-inflammatory and anaesthetic activities
- Stimulates the regeneration of connective tissue to accelerate the healing process

Cold Sore Stages

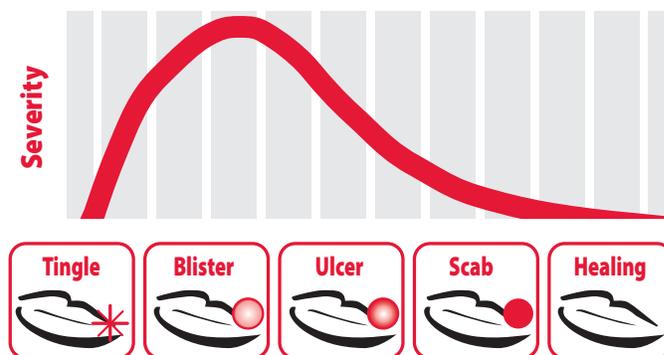


Figure 1. Stages of cold sore. A typical cold sore lasts 8-10 days³.

COLDSORE-FX[®] can be used at any stage of the cold sore cycle.

Without treatment, a typical cold sore heals in approximately 8-10 days³.

How is COLDSORE-FX® different from Abreva®?

COLDSORE-FX®
NPN 80021252

Abreva®
DIN 02245677

| | | |
|--|---|---|
| Cold Sore Treatment Ingredient Type | Naturally Sourced Medicinal Ingredient | Chemical substance |
| Medicinal Ingredient | 3% Standardized Canadian Propolis ACF ¹ (Antiviral Complex of Flavonoids) | 10% Docosanol |
| Healing Time | Shortens the healing time of cold sores by an average of 4 days. Relieves pain associated with cold sores. | Median healing time of a cold sore with Abreva is 4.1 days when used at the first sign. Reduces the duration of pain, burning, itching and tingling. |
| Recommended Dose and Administration | Adults: Apply at any time, topically, 4 to 6 times daily. | Adults and Children 12 years and over: Wash your hands and then apply the required amount of ABREVA® to the tip of your finger or cotton swab. ABREVA® should then be rubbed in gently, but completely, into the area around your cold sore. Repeat this 5 times per day until the lesion is healed, up to a maximum of 10 days. Begin treating as soon as possible, preferably at the first symptoms or signs of an episode (itching, burning, tingling or redness), because early treatment is important for best results. |

Recommended Dose: Adults: Apply at any time, topically, 4 to 6 times daily.

Medicinal Ingredient: Standardized Canadian Propolis ACF¹, quantity per dosage unit 30 mg* per gram ointment (3%).

*Dried herbal equivalent 100 mg, extract ratio 3.3:1.

Warning: May irritate skin, test before use. Discontinue if rash appears. Avoid contact with eyes. Do not use if pregnant or breastfeeding. Consult a healthcare practitioner prior to use if allergic to bee products, poplar trees, balsam of Peru or if symptoms persist or worsen.

Contraindications: Do not use if hypersensitive to any of the ingredients.

Store below 25°C.



CONFIDENTIAL - Do not copy, distribute or display externally to consumers or in any openly visible Patient Interaction areas including pharmacy counseling rooms. This material is solely for use by Health Care Professionals in understanding the available clinical data and science behind COLDSORE-FX® products. Note that data is not endorsed by Health Canada; refer to applicable NPN (80021252) for authorized indications in Canada. Always direct the patient to read and follow the label. For questions, call 1-888-843-7239.

References:

1. †Reg TM Lisoma International Ltd., UK. Distributed by Valeant Canada LP/S.E.C., H7L 4A8 under license from Lisoma Canada Ltd., R3N 0K1.
2. O Hoheisel MD. The Effect of Herstat (3% Propolis Ointment ACF) application in cold sores: a double-blind placebo-controlled clinical trial. The Journal of Clinical Research 2001, Volume 4, pp 65-75
3. Pathogen Safety Data Sheets: Infectious Substances – Herpes simplex virus. Government of Canada. <https://www.canada.ca/en/public-health/services/laboratory-biosafety-biosecurity/pathogen-safety-data-sheets-risk-assessment/herpes-simplex-virus.html> Accessed: May 14, 2018