

You Feel It... In More Than One Way

It starts with a tingle. It burns and itches. And it seems to grow more noticeable by the minute. You don't want people to see your cold sore, but you can't hide it — unless you go into hiding yourself. You're embarrassed — so you might turn down invitations you'd normally accept, avoid other people and spend more time at home. A cold sore may be little, but it can be a big nuisance. You just want to get back to a normal routine as quickly as possible.

You're Not Alone

An estimated one in five Americans is affected by cold sores each year. Most people who experience them get two to three cold sore outbreaks each year. Just before and during an outbreak, the cold sore infection can be easily passed on to others. It's especially important to be aware of early warning signs that a cold sore is coming, and be sure to avoid close physical contact when you have one.



Getting to the Root of the Problem

A blister, or cluster of blisters around your mouth, is caused by the cold sore virus. After the cold sore has healed, the virus stays dormant, or asleep, in your body but can be reactivated by everyday triggers like stress, sunlight, extreme hot or cold weather, colds and flu, lack of sleep, or menstruation.

Finally...Real Medicine that Shortens Healing Time,

abreva

ABREVA is the first and only non-prescription cold sore medicine approved by the FDA that shortens healing time and the duration of symptoms. Other non-prescription cold sore remedies may relieve some cold sore symptoms but do nothing to actually heal cold sores. ABREVA does more.



The Sooner, the Better

A typical cold sore outbreak can last as long as seven to 10 days. The sooner you begin using ABREVA, the more effective the medicine will be. So for best results, use ABREVA at the very start of the cold sore — when you feel the first sign of the tingle, redness, bump or itch.

ABREVA is different from other over-the-counter cold sore products. Only ABREVA contains the powerful medicine docosanol, which helps to shorten the healing time of cold sores and the duration of symptoms, including tingling, pain, itching and burning.

The Healing is in Your Hands

With ABREVA, you can now take control of your cold sore. You don't need to see a doctor and you don't need to get a prescription to buy ABREVA. Look for ABREVA in the cough and cold or oral care sections of your local drug, discount or grocery store. Let ABREVA help you start healing your cold sore right away.

abreva® Answers

How is ABREVA different from the over-the-counter cold sore remedies I've already been using?

Finally, real medicine that heals, **ABREVA**. It's the only FDA-approved, non-prescription cold sore medication that can actually shorten healing time. The sooner you start using ABREVA, the sooner you can begin healing your cold sore.

What else should I know about ABREVA?

ABREVA comes in a portable tube so you can easily carry it with you and be prepared at the first sign of a cold sore. ABREVA is a smooth, white cream that dries clear. It won't sting or burn and it has no smell or taste. So, it can be your own secret weapon against cold sores.

Who can use ABREVA?

ABREVA can be used by adults and children 12 and over.

How often can I apply ABREVA?

ABREVA should be used five times a day until the cold sore is healed. Apply it directly to the cold sore infection at the first sign of a tingle, redness, bump or itch for best results.

Can I apply cosmetics on top of ABREVA?

Yes. Cosmetics, such as lipstick, may be applied over **ABREVA**. However, use a separate applicator, like a cotton swab, to apply cosmetics over an unhealed cold sore to avoid spreading the infection. For best results, remove any cosmetics prior to applying ABREVA.

Where can I buy ABREVA?

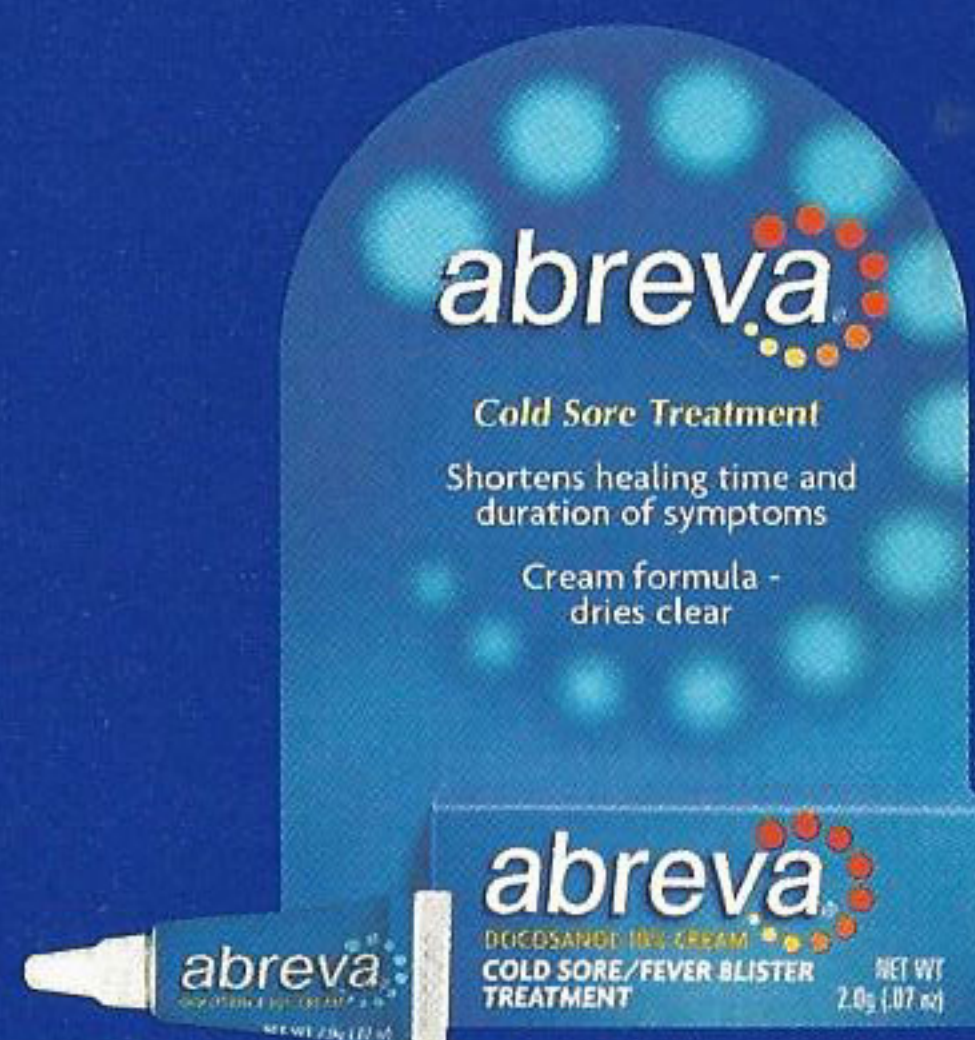
ABREVA is located in your local drug, discount or grocery store. Look for it in the cough and cold or oral care sections. Your pharmacist can also give you more information and help you find ABREVA.

Take control of your cold sore.

Start to heal it as soon as you feel it. ABREVA.

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**Start to Heal it as
Soon as You Feel it.**



For more information about ABREVA:
call **1-877-709-3539**

or

visit **www.abreva.com**.



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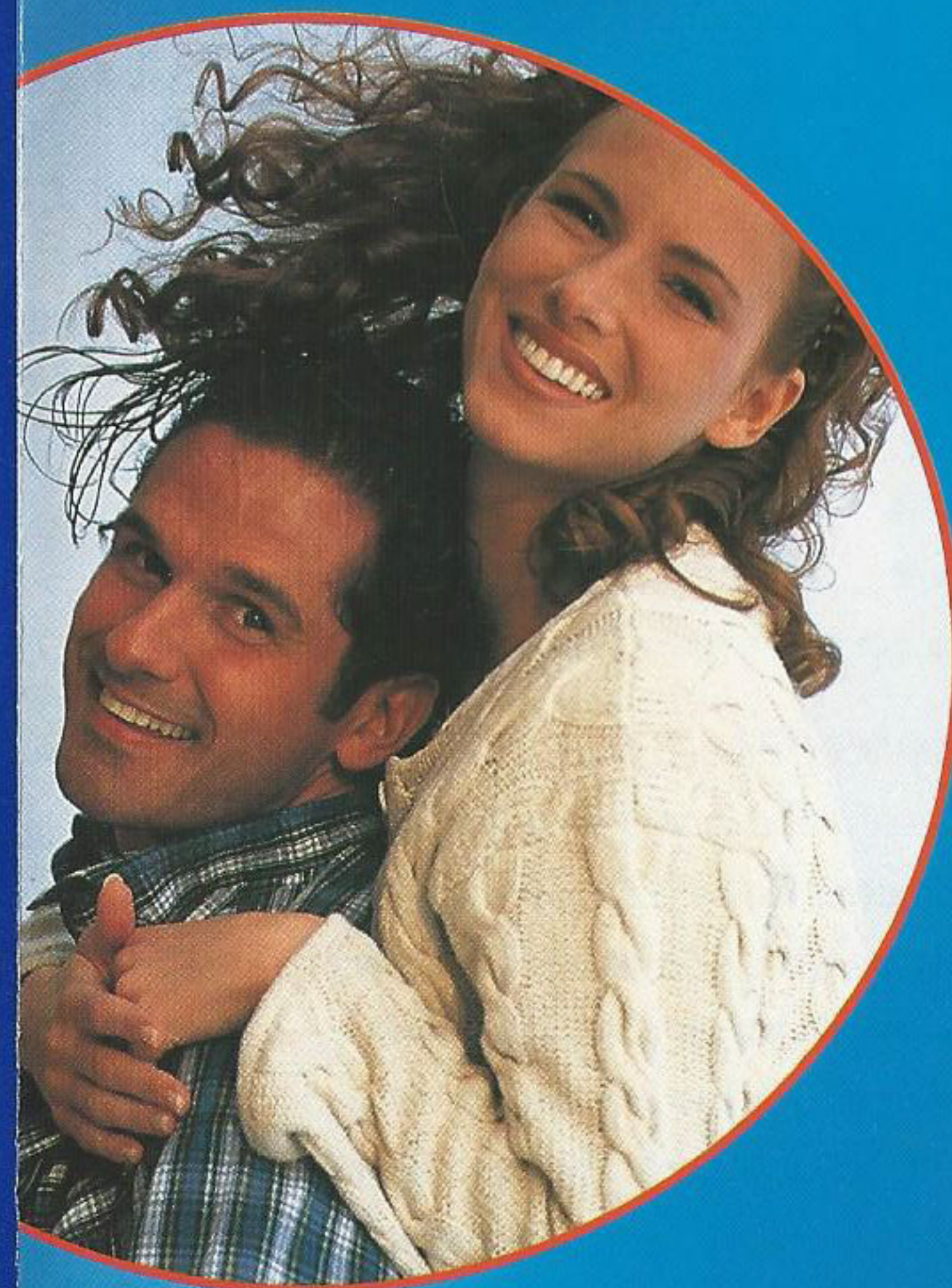
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Shortens Healing
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