







Cold Sore Triggers & How to Avoid Them

Cold sores are an unpleasant fact of life for many people. A virus called herpes simplex one (HSV-1) causes them. While approximately 80% of American adults carry this virus, only about 20% experience outbreaks. Understanding common triggers and how to avoid them may help you reduce the potential for a cold sore outbreak.

Common triggers include:

-  Chapped or dry lips / Cold weather
-  Sunlight or Ultraviolet lamps
-  Injury to the lips, such as cuts, scratches or bruises
-  Illness such as colds or flu
-  Being overly tired
-  Stress or Emotional upset

Helping to avoid an outbreak:

- Use lip moisturizers frequently to prevent chapping
- Avoid the sun and tanning lamps when possible
- Use a sunscreen lip balm containing SPF 15 or better
- Protect the lips from possible injury
- Wash hands frequently and thoroughly to help avoid colds and flu
- Always get enough rest and sleep
- Consider relaxation therapy or counselling if stressed
- Eat healthy to keep the immune system strong

Keep Abreva ever-ready in case an outbreak starts.

Abreva is the first and only non-prescription cold sore medicine approved by the FDA to both shorten healing time and shorten symptom duration



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Think Fast. Think Abreva.



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