
health hints

Keeping Lips Sealed May Prevent Cold Sores

(NAPS)—Controlling an embarrassing and painful condition may be as easy as following some simple health tips for lips—that’s good news for millions of Americans.

Cold sores (also called fever blisters) are a result of Herpes Simplex 1—a virus carried by 80 percent of Americans. While there is no cure for the virus, a number of steps can be taken to help curb cold sores.

Prevention and Protection

According to Dr. Charles Zugerman, associate professor of clinical dermatology at Northwestern University Medical School, maintenance of a person’s physical and emotional health can reduce the risk of cold sores occurring.

“A person’s lifestyle can significantly affect whether or not he or she will have frequent cold sore outbreaks,” says Zugerman, who recommends relaxing activities like meditation or exercise to relieve emotional stress and that people strive for overall good health.

Experts also say outbreaks can be prevented by keeping lips in healthy condition.

“It’s extremely important,” says Zugerman, “to use protective products with a high SPF (Sun Protection Factor) rating to nourish your lips and shield them from the environment.”

Zugerman recommends using a

protective product with an SPF level of at least 20, such as Blistex DCT (Daily Conditioning Treatment) or Blistex Ultra Protection.

In addition, doctors advise that for avoiding cold sores, it’s helpful to dress properly and avoid sun or wind burn exposure to the face and lips throughout the year.

Treatment

If a breakout is inevitable, treatment is possible and can make the condition more manageable. At the first sign of burning or itching, Zugerman recommends gently massaging a medicated lip care product, such as Blistex Lip Ointment, into the effected area up to four times daily. The penetrating analgesic provides quick, affective relief while also adding antiseptic qualities.

Using a medicated product early may temper a big outbreak and stem the frustration you feel as a result of an untimely cold sore.

“If a cold sore develops, keep the area clean and avoid touching the sore,” adds Zugerman. “Treatment by a physician may be necessary if cold sores become frequent or severe.”

For more information on lip care, send for a free copy of *Your Guide to Healthy Lips*, at Blistex Inc., Consumer Affairs Department, 1800 Swift Drive, Oak Brook, IL. 60523.