

TIPS ON LIPS

Hot Summer Sun Brings Waves of Cold Sores and Skin Problems

(NAPS)—Lifeguards make summer safer, but “skin-guards” offer the best advice to protect your body from the heat and sun. Leading skin-guards—or dermatologists—say the sizzling summer sun and heat can cause waves of cold sores and other skin problems, such as sunburn, greasy skin and skin damage.

“Water safety is a must in the summer but so is skin safety to prevent discomfort and any problems that may affect your health and your physical appearance,” said Dr. Debra Jaliman, dermatologist and clinical instructor at Mount Sinai School of Medicine in New York. “Oddly enough, cold sores, despite their name, are commonly triggered by exposure to the sun.”

Jaliman said it is smart to be on guard for summer skin warning signs. “It’s especially important to pay attention to your skin, whether it’s a burning sensation that results in sunburn or a tingle on your lip that breaks out as a cold sore,” she added.

Here are some of Jaliman’s summer skin survival tips, whether you’re sunning at the beach, at a lake, in the park or right in your own backyard:

- **Don’t go burnin’**—Your chances of developing sunburn are greatest between 10 a.m. and 4 p.m., when the sun’s rays are strongest. The risk drops considerably before and after those



Tingling, redness, itching or blistering of the lips could signal an oncoming cold sore.

times. Always wear a broad-spectrum sunscreen with an SPF value of 15 or greater.

- **Protect that kiss**—Keep lips moisturized with a lip balm with an SPF value of 15 or greater. Dry or cracked lips are more prone to cold sore outbreaks. Don’t lick your lips because saliva increases the risk of sunburn.

- **What’s that tingle?**—Since exposure to the heat and sun can trigger a cold sore outbreak, apply ABREVA at the first signs of a cold sore, such as tingling, redness, itching or blistering.

- **Keep it cool**—Avoid hot water temperatures in the bath or shower. The hot water can scald

the skin and lead to more drying.

- **Moist is in**—Apply moisturizer immediately after your bath or shower, while your skin is wet. This traps the moisture in the skin’s upper layers. Be sure to use a fragrance-free moisturizer, as fragrance tends to pull oil out of the skin.

Abbreviate and Control

One-in-five Americans suffers from cold sores each year. Most experience the pain, discomfort and embarrassment of a cold sore two to three times a year, while some may suffer as many as 10 outbreaks a year. In the summer, exposure to the heat and sun can trigger a painful and embarrassing outbreak.

Forty million Americans who suffer from cold sores have at least one reason to smile this summer. ABREVA, the first and only non-prescription cold sore medicine, has been approved by the U.S. Food and Drug Administration (FDA) to shorten healing time. On average, ABREVA cuts cold sore healing time in half when compared to a cold sore left untreated.

For more information, call 1-877-709-3539 or visit the Web site at www.abreva.com. Cold sore sufferers also can ask their pharmacist for more information or to help them find ABREVA in their store. A complete list of summer health and beauty tips from Jaliman is available at www.abreva.com.