

Cold Sore Confusion

(NAPSA)—Cold sore myths spread almost as fast as the virus itself. According to a recent survey by Wakefield Research, the majority of Americans cannot correctly distinguish between cold sore myths and facts.

The survey found that 63 percent of Americans don't know cold sores are contagious before you can see them, and one in two don't realize cold sores can take up to two weeks to heal if left untreated.

“With cold and flu season upon us and cold sore triggers all around, it's more important than ever to be prepared to fight cold sores,” said Pam Marquess, Pharm.D, pharmacist and pharmacy chain owner. “Abreva is the only over-the-counter medication approved by the FDA to shorten the healing time of a cold sore.”

The No. 1 pharmacist-recommended over-the-counter cold sore treatment, Abreva penetrates deep to the root of the cold sore to heal it fast. It also helps block the spread of the virus to healthy cells.

More than 80 million Americans suffer from cold sores, which can be triggered by fatigue, stress, cold weather, ultraviolet (UV) rays, hormonal changes, trauma to your mouth or lips, and a fever, a cold or the flu.