

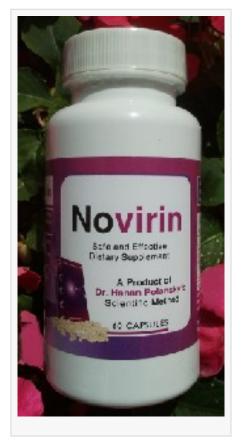
Is it an Ugly Pimple or is it a Herpes Sore?; The CBCD Reviews the Medical Evidence

Expert tips show how to distinguish a cold sore (fever blister) from a pimple.(1)

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"Infected with the herpes virus (HSV-1, or HSV-2)? The CBCD, which conducted two separate post-marketing clinical studies on the natural, antiviral formula of <u>Novirin</u>, recommends taking this effective herpes remedy to help the immune system target the latent HSV." - Greg Bennett, CBCD

Many people may confuse skin conditions on the mouth, such as canker sores, pimples, and herpes sores with one another. However, this need not be the case. "The best way to get the right diagnosis is to visit your doctor or a pharmacist." (1) An individual can also identify a cold sore vs. a pimple by looking for the following signs and symptoms. Dr. Joshua Zeicher said that the first thing you'll notice in a cold sore "is pain or burning in your lip. Next, small groups of fluid-filled blisters will form, usually on the outer border of one of your lips. Eventually these will pop, crust up, or form a yellowish scab. The herpes simplex 1 virus is passed through direct contact, he says, so if you've never had a cold sore before, think



back - have you recently kissed or shared a drink with someone with suspicious spots on their mouth?" (1) Dr. Zeicher is from the Mount Sinai Hospital in New York. In contrast, "the first sign of a zit is general minor soreness or tenderness, rather than the shooting pain or burning that comes with a cold sore. As anyone who's made it through puberty knows, they can appear anywhere on your face,

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If someone suspects that they may have an oral herpes infection, we recommend that they talk to the doctor about Novirin.

Greg Bennett, CBCD

not just your lip. They also tend to be firmer than cold sores since they're filled with skin oils and dead skin (not the clear fluid in cold sores), and often appear solo, rather than in clusters." (1) The CBCD recommends that individuals concerned about a herpes virus infection take Novirin. The formula of this antiviral remedy was shown to reduce HSV symptoms, such as cold sores, in two separate postmarketing clinical studies that followed FDA guidelines.

Learn more about herpes symptoms.

The formula of Novirin was tested by Hanan Polansky and Edan Itzkovitz from the CBCD in two clinical studies that followed FDA guidelines. The studies showed that the Novirin formula is effective against the herpes simplex family of viruses, which includes VZV. The clinical studies were published

in the peer reviewed, medical journal Pharmacology & Pharmacy, the first, in a special edition on Advances in Antiviral Drugs. Study authors wrote that, "individuals infected with the (HSV-1) ... reported a safe decrease in their symptoms following treatment..." (2) The study authors also wrote that, "we observed a statistically significant decrease in the severity, duration, and frequency of symptoms." (2)

Novirin can be ordered online through the product website, here: http://www.novirin.com

Novirin is a natural antiviral dietary supplement. Its formula contains five natural ingredients: Selenium, Camellia Sinesis Extract, Quercetin, Cinnamomum Extract, and Licorice Extract. The first ingredient is a trace element, and the other four are plant extracts. Each ingredient and its dose was chosen through a scientific approach. Scientists at polyDNA, the company that invented and patented the formula, scanned thousands of scientific and medical papers published in various medical and scientific journals, and identified the safest and most effective natural ingredients against latent viruses. To date, Novirin is the only natural antiviral product on the market with published clinical studies that support its claims.

What is the difference in treatments of cold sores vs. pimples?

When it comes to cold sores, "applying an over-the-counter (topical antiviral) treatment like Abreva at the first sign of symptoms can shorten healing time and ease issues like pain." (1) Additionally, researchers from the Wake Forest University School of Medicine wrote that "oral antivirals are the most effective treatment for cold sores." (See The Journal of Dermatological Treatment) (3) The public should be aware that a topical antiviral is different from an oral antiviral treatment. The topical antiviral is applied directly to the cold sore on the mouth, while the oral antiviral affects the entire body, and is usually a pill or capsule that is swallowed. A second important distinction is between a drug and a natural remedy. A drug is a treatment approved by the FDA against a disease or symptom. A remedy is a natural product that does not require FDA approval, and is used to maintain the health of an individual.

The conclusion of the Wake Forest researchers that "oral antivirals are the most effective treatment for cold sores," (3) is consistent with the results of the study conducted by the CBCD, which found that the oral antiviral formula of Novirin safely and effectively reduced herpes symptoms. (4)

When it comes to treating a pimple, individuals should "slather on an over-the-counter acne treatment ... if there's swelling, an over-the-counter hydrocortisone cream can also help." (1)

"If someone suspects that they may have an oral herpes infection, but just cannot tell the difference between a cold sore and a pimple, we recommend that they visit a doctor. If found positive for the herpes virus, we suggest talking to the doctor about Novirin." -Greg Bennett, CBCD

To learn more about Novirin, visit http://www.novirin.com

All orders of Novirin are completely confidential, and no information is shared or sold to any third party. Privacy is assured.

References:

(1) Ketchiff, M. "Is That a Herpes Cold Sore—Or Just a Zit?" Shape.com. Published November 21, 2014.

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(2) Polansky, H. Itzkovitz, E. Gene-Eden-VIR Is Antiviral: Results of a Post Marketing Clinical Study. Published in September 2013. http://www.scirp.org/journal/PaperInformation.aspx?PaperID=36101#.VNsjjuaUf90

(3) Vanessa N. Richardson, Scott A. Davis, Cheryl J. Gustafson, Cameron E. West, and Steven R. Feldman "Patterns of disease and treatment of cold sores." Cold Sores and Aphthosis. Journal of Dermatological Treatment. Published in December 2013. http://informahealthcare.com/doi/full/10.3109/09546634.2013.789476

(4) The Center for the Biology of Chronic Disease - "Gene-Eden-VIR is Antiviral: Results of a Post marketing clinical study." Published in Pharmacy & Pharmacology in August 2013. <u>http://www.cbcd.net/Gene-Eden-VIR-Clinical-Study.php</u>

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