

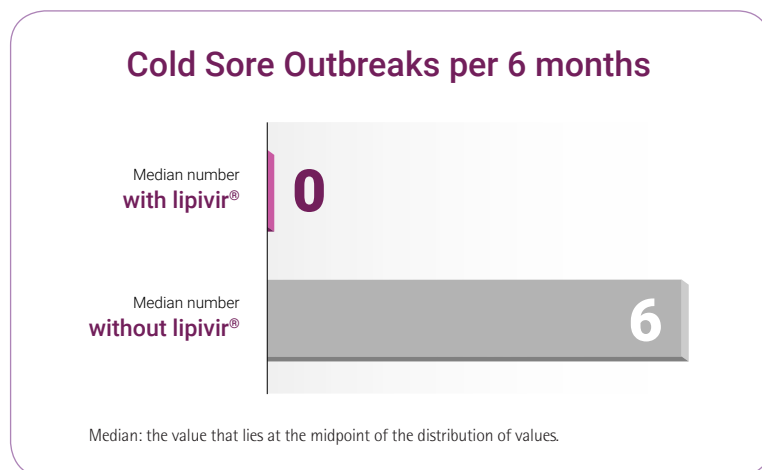
# lipivir<sup>®</sup>

Reduces the frequency of cold sores



## A new twice daily routine to protect against cold sores

lipivir<sup>®</sup> opens your practice to an entirely new category of cold sore treatment. When this gentle, over-the-counter lip gel is used daily as a preventative measure, it dramatically reduces the frequency of cold sore outbreaks.



In a clinical trial,<sup>1</sup> patients who usually experience a median of 12 cold sore outbreaks per year applied lipivir<sup>®</sup> as directed twice daily for 6 months. 80% of patients experienced a reduction in cold sore outbreaks of 75-100% and the median number of cold sore outbreaks over 6 months was zero.

## Well-tolerated<sup>1</sup>

lipivir<sup>®</sup> was generally well-tolerated during the 6-month study period. The most frequent adverse events were itching, tickling, or burning sensation on the lips, dry lips, and erythema. If patients experience these side effects, they should reduce the frequency of use to once daily per 3 days and use smaller amounts per application.<sup>1</sup>

## Proposed mechanism of action

lipivir<sup>®</sup> is made from a unique combination of water-free polyethylene glycols (PEGs), also known as macrogols: polyether compounds that, in large concentrations, exhibit antiviral activity. While the precise mechanism is unknown, saturated and unsaturated alcohols of moderate lengths have been shown to prevent viral multiplication by interfering with the ability of viral particles to fuse with human cell membranes.<sup>2</sup>

As a mixture of two PEGs, lipivir<sup>®</sup> is free of active pharmaceutical ingredients and cortisones, so its efficacy is not threatened by the HSV-1 virus developing resistance.<sup>3</sup> The water-free formula absorbs into skin and stays put against skin creams, makeup, saliva, or sweat.

# Recommending lipivir®

## Patient A



- Is suffering from a cold sore and in search of an over-the-counter treatment to speed healing
- As recommended by their pharmacist, in addition to purchasing an over-the-counter treatment, starts a preventative routine of twice daily lipivir® to reduce the risk of recurrence in the following months

## Patient B



- Suffers frequent cold sores so was prescribed an oral antiviral agent by their doctor
- Comes into the pharmacy to start or renew their prescription
- As recommended by their pharmacist, adds twice daily lipivir® to their preventative routine to further reduce the frequency of cold sore outbreaks

## What your patients should know

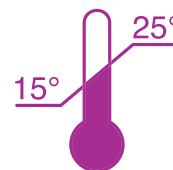
- Results may vary due to individual characteristics, history of outbreaks, and compliance. Patients should see their pharmacist or doctor if they experience recurrent outbreaks while using lipivir®.
- There are no known limitations on the duration of use. lipivir® should be used as a long-term routine to reduce cold sore outbreaks.
- lipivir® does not protect from infection with the HSV-1 virus or from sunlight. A sunscreen or lip balm with SPF 30 or higher should be applied after lipivir®.
- Only apply externally on intact skin. Do not apply to open sores. Do not use in or around eyes.
- Patients should wash their fingers before and after each application to prevent secondary infection of the cold sore or spread of the virus to non-infected skin.
- If patients experience mild dryness, itching, or redness around the lips, they should reduce lipivir® use from twice daily to once daily for three days and use smaller amounts per application. If the side effects persist, patients should stop using lipivir® and consult their doctor.



Shelf life of 3 years



Expires 3 months after opening



Storage temperature of 15-25°C



lipivir® is in a new class of its own. It is a new way to expand our cold sore category at the store.

Tammy Peters  
Procurement Manager,  
Moffat's Pharmacy PharmaChoice

lipivir® is the very first over-the-counter product of its kind available in pharmacies that can help sufferers avoid a cold sore outbreak altogether.

Renee Susin  
Pharmacist, Halifax, Nova Scotia

This is a great product and the only one that actually works at keeping cold sores away. I use a little bit once or twice a day and it keeps my cold sores away.

Anne  
lipivir® user

# lipivir®

To order lipivir® call 1-855-974-4446 | For more information please visit [www.lipivir.ca](http://www.lipivir.ca)

References: 1. Senti G, Iannaccone R, Graf N *et al.* A randomized, double-blind, placebo-controlled study to test the efficacy of topical 2-hydroxypropyl-Beta-cyclodextrin in the prophylaxis of recurrent herpes labialis. *Dermatology* 2013;226(3):247-252. 2. Sands J, Auperin D, Snipes W. Extreme sensitivity of enveloped viruses, including herpes simplex, to long-chain unsaturated monoglycerides and alcohols. *Antimicrob Agents Chemother.* 1979; 15(1):67-73. Beta-cyclodextrin in the prophylaxis of recurrent herpes labialis. *Dermatology* 2013;226(3):247-252. 3. Hwang C, Horsburgh B, Pelosi E *et al.* A net +1 frameshift permits synthesis of thymidine kinase from a drug-resistant herpes simplex virus mutant. *Proc Natl Acad Sci USA* 1994;91:5461-5465.

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7140 Albert Einstein, Montreal, Quebec  
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