



COLD SORES IN WINTER?

Don't leave it up to wishful thinking



Recommend ACITOP, SA's No.1 Cold Sore Cream¹

- 🎯 Stops viral replication²
- 🎯 Reduces severity of symptoms^{3,4}
- 🎯 Relieves pain³

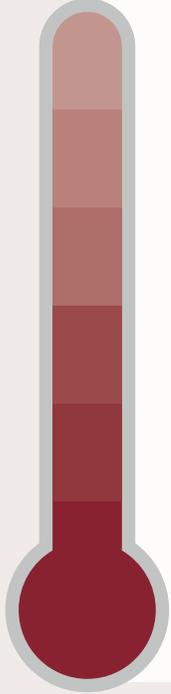
Clear cold sores in...
**HALF
THE
TIME**^{2,3*}



5 % Acyclovir



Winter is associated with some of the triggers for cold sores:⁵⁻¹⁰



Cold weather



Fever due to illnesses such as a cold or flu



Reduced immunity increases susceptibility to viral infections



Chapped lips caused by cold weather, chilling winds or excessive licking



Fatigue

Manage winter cold sores with:



Stops viral replication and reduces severity of symptoms^{2-4*}



Lip balm^{5,7}

Moisturises the lips^{5,7}



Topical anaesthetic cream⁵

Numbs painful blisters⁵

Recommend ACITOP, SA's No.1 Cold Sore Cream¹

*Individual response may vary. Treatment should be initiated as soon as possible following onset of signs and symptoms of a cold sore and should be continued for 5 days. If healing has not occurred, treatment can be continued for up to 10 days.

References: 1. Based on internal analysis by Inova Pharmaceuticals (Pty) Ltd using data from the following source: IQVIA TPM MAT August 2023 ACT4 D6D1 Topical Antivirals. Brands measured in Units, reflecting estimates of real world activity. Copyright IQVIA. All rights reserved. 2. ACITOP professional information, June 2003. 3. Sprunace, S. L., et al. Acyclovir Cream for Treatment of Herpes Simplex Labialis: Results of Clinical Trials. *Antimicrob. Agents Chemother.* 46, 2238–2243 (2002). 4. How effective are creams and tablets for the treatment of cold sores? [Internet] Institute for Quality and Efficiency in Health Care (IQWiG) 2018 (cited: November 2023) Available from: <https://www.ncbi.nlm.nih.gov/books/NBK525789/>. 5. Gopinath, D., et al. Comprehensive Overview of Epidemiology, Pathogenesis and the Management of Herpes Labialis. *Viruses* 15, 225 (2023). <https://doi.org/10.3390/v15010225>. 6. Huang D., et al. Cold exposure impairs extracellular vesicle swarm-mediated nasal antiviral immunity. *Mechanisms of allergy/immunology.* 151(2), P509-525 (2023). 7. What Causes Chapped Lips and How to Treat Them. [Internet] Healthline 2023 (cited: November 2023) Available from: <https://www.healthline.com/health/chapped-lips-treatment> (2023). 8. Cold weather: protect your mouth. [Internet] UK HealthCare (cited: November 2023) Available from: <https://ukhealthcare.uky.edu/sites/default/files/cold-weather-protect-your-mouth.pdf>. 9. Can cold sores be prevented? [Internet] Institute for Quality and Efficiency in Health Care (IQWiG); 2018 (cited: November 2023) Available from: <https://www.ncbi.nlm.nih.gov/books/NBK525765/>. 10. Fonte A., et al. Seasonal sensitivity and psychiatric morbidity: study about seasonal affective disorder. *BMC Psychiatry* 21,317 (2021). <https://doi.org/10.1186/s12888-021-03313-z>.

Scheduling status: **S1** **Proprietary Name (and dosage form):** ACITOP cream. **Pharmacological Classification:** A 20.2.8. Antiviral agent. **Composition:** Each gram of cream contains 50 mg of Acyclovir (5.0 % w/w Acyclovir). **Reg. No.** 32/20.2.8/0719. **Marketed by:** Inova Pharmaceuticals (Pty) Limited. **Co. Reg. No.** 1952/001640/07, 15E Riley Road, Bedfordview. **Tel. No.** 011 087 0000. www.inovapharma.co.za. For full prescribing information, refer to the professional information as approved by the SAHPRA (South African Health Products Regulatory Authority). Further information is available on request from Inova Pharmaceuticals. 23159L IN4571/23.



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