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Winter Lip Service

How Much Do You Really Know About Cold Sores?

Parsippany, NJ (Feb. 3, 2011) – It's that time of year when you may find yourself feeling that dreaded tingle on your lip that you know will eventually turn into a cold sore. Although cold sores can appear on your lip year round due to cold weather, sun exposure, stress, sickness, injury to the mouth or lack of sleep, outbreaks are most prevalent in the winter time. A new, informative and entertaining website, www.MedicineNotMyth.com helps you identify the right treatments that can help you prevent or shorten an outbreak and understand and avoid cold sore triggers.

There are several myths out there about cold sores and how best to treat them:

Myth: Pricking the blisters with sterilized needles and applying rubbing alcohol, witch hazel, tea bags or ice can speed up healing.

Fact: Home remedies have not been clinically proven to heal cold sores or lessen healing time. Though they may ease the discomfort they could in some cases make it worse or cause the outbreak to last longer than it should according to experts.

Myth: If you have never had a cold sore, you don't carry the virus that causes them.

Fact: The fact is that 80-90 percent of adults have been exposed to the cold sore virus, but for unknown reasons, only 20-40 percent of people who get the virus actually experience outbreaks. That means that roughly 80 million Americans will experience at least one outbreak a year.

"Cold sores have long been kept private. Though they are relatively common, those affected don't talk about the condition to anyone and therefore are susceptible to believing inaccurate information about cold sores," said Lisa Maxwell-Anekwe, Brand Manager of Abreva. "We want to help ease the anxiety of cold sores by helping to distinguish medicine from myth."

According to www.coldsore.com, although there is no cure for cold sores, it is possible to reduce the frequency of outbreaks or speed up healing time and symptom duration when you get them.

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TIPS:

1. It's important not to share personal items or kiss for the entire cold sore life cycle.
2. Get plenty of rest. A worn-down body is more likely to get sick and find it hard to keep the virus inactive.
3. Use sunscreen to avoid over-exposure to the sun.
4. Use Abreva, the No. 1 pharmacist-recommended, over-the-counter cold sore brand. Abreva speeds healing like a prescription, but without one.

Not everyone will experience the same degree of discomfort during a cold sore outbreak. The size of the cold sore and the length of time it takes to heal may be different as well. Unlike other treatments, Abreva is the only FDA approved nonprescription medicine to shorten cold sore healing time. Only Abreva helps block the virus from entering healthy cells.

If you want to learn more about cold sores or cold sore treatments, talk with your pharmacist for, or visit www.coldsore.com or www.MedicineNotMyth.com.

You can also visit www.MedicineNotMyth.com to play a new interactive and informative trivia game that delivers valuable education about cold sores and their treatment. Those who clear the board can also enter for a chance to win \$500! A new winner is announced monthly through March 2011.

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