

# dental**town**

September 2015

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40%<sup>1</sup> of your patients

Suffer from painful weeping

Cold Sores 4 times per year



**Viroxyn**  
PROFESSIONAL USE with 5.5% BENZOCAINE

Time to  
Loss of Pain: **1 Hour**<sup>7</sup> (Median)

Time to  
Healing: **3 Days**<sup>7</sup> (Median)

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# The Misunderstood Disease

The dentist is the oral health expert. Dental Healthcare Professionals understand how the health of teeth, gums and the mouth relate to general overall health.

One serious link with oral health is the "Common Cold Sore". 30% - 40% of all dental patients have cold sores an average of three to four times a year, many having much more depending on what triggers their outbreaks<sup>1</sup>.

Contrary to common perceptions, cold sores are not a trivial condition. The cold sore virus is especially contagious due to the sores weeping fluids saturated with the virus. An active cold sore causes pain, irritation and itching, often resulting in the patient touching or scratching at the lesion. While touching the cold sore these virus saturated fluids are easily picked up by the hands or spread to other people through physical contact<sup>2</sup>.

Patients should never touch a cold sore and then rub their eyes. The cold sore virus is the leading cause of non-impact blindness in the United States; a condition known as Herpes Keratitis. 1.5 million new cases occur each year, with 40,000 of them resulting in the loss of sight. The cold sore virus can also spread to other parts of the body in a condition known as Herpes Whitlow<sup>2</sup>.

Dental professionals are at an elevated risk of contracting Herpes Whitlow and should never touch an active cold sore. In one specific case a dental professional who was working on a patient with an active cold sore contracted Herpes Whitlow while scratching an itch on her neck even though she was properly gloved and masked<sup>2</sup>. In another case, Herpes Whitlow was contracted by a hygienist when using ultrasonic scaler which aerosolized the virus and contaminated her eye, resulting in Keratitis<sup>2</sup>.

In a surprising recently published clinical study, the cold sore virus has been shown to significantly accelerate the replication of HIV Aids virus<sup>3</sup>. In addition, links have also been identified between the cold sore virus and the onset of Alzheimer's<sup>4,5</sup> and about 1,250 incidents of Encephalitis, also caused by the cold sore virus, occur each year which can cause severe mental impairment in new born infants<sup>6</sup>.

Professionals need to help the public understand the significance of cold sores and prevent the spread and duration of the disease. The dental office is known for motivating patients to better oral health. While the patient is thinking about their mouth, it is a perfect time to help them understand the potential danger and seriousness of the cold sore virus. A visit to the Dentist or hygienist is the perfect time to educate the patient on this this misunderstood disease.

## Viroxyn Featured in CRA

*Viroxyn was featured in Gordon Christensen's CRA Newsletter. CRA uses practioners to confirm efficacy and clinical usefulness of new products. Viroxyn is now new and improved with 7.5% benzocaine to increase patient comfort during treatment.*

CRA  
CONFIRMED  
USEFUL

### NOTEWORTHY

#### TOPICAL TREATMENT FOR COLD SORES & FEVER BLISTERS



\$21.50/3 pack  
with minimum purchase of 12 (3 packs)

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#### VIROXYN

Professionally dispensed clear water-based solution of benzalkonium chloride & isopropyl alcohol in plastic-wrapped sealed glass vials containing 0.6ml solution. To apply, break ampule & rub liquid over lesion through the abrasive applicator. **Advantages:** 1) Lesions were reported to dry up & heal quickly (1-4 days); 2) Easy to use; 3) Cold sore site pain eliminated quickly for most users; & 4) Positive results were frequently recognized after a single application. **Disadvantages:** 1) Stings when applied, especially if lesions are large; 2) Cost; & 3) Was not effective 100% of the time.

**86%** of 29 CRA Evaluators stated they would incorporate this product into their practice, & **90%** rated it excellent or good & worthy of trial by colleagues.

CRA Newsletter, Volume 29, Issue 11, November, 2005

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3. Servada D, Gray R, Sewankaambo N, Wabwire-Mangen F, Chen M, Quin T, Lutalo T, Kiwanuka N, Kigozi G, Nakugoda F, Meehan M, Ashley-Morrow R, & Wawer M, Human Immunodeficiency Virus Acquisition with Genital Ulcer Disease and Herpes Simplex Virus Type 2 Infection: A Nested Case-Control Study in Rakai, Uganda, *Journal of Infectious Diseases*, 2003, 118
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6. [www.cdc.gov](http://www.cdc.gov)
7. McCarthy J, Browning W, Teerlink C, Veit G, Treatment of Herpes Labialis, Comparison of Two OTC Drugs and Untreated Controls, *J. Est. Rest. Dent*, 2012 24(2) p 103 - 109



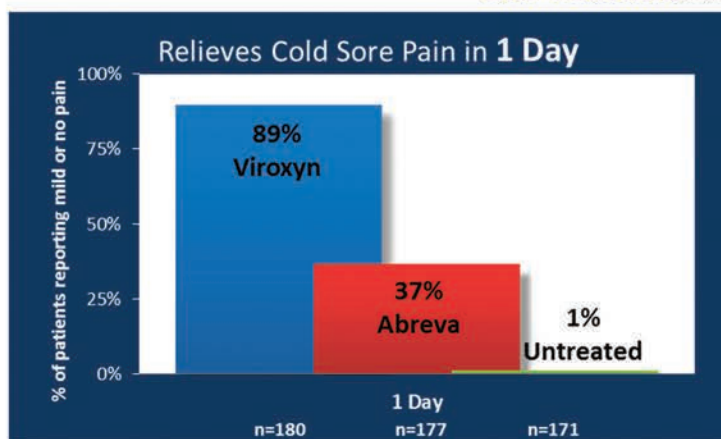
# Stopping the Virus

Short of a cure, the ideal medicine to help stop the spread of the cold sore virus would need to **act fast, stop the pain and irritation, work at every stage** of the cold sore, be able to be applied **without touching the cold sore**, be convenient enough to be **carried with the patient at all times**, and only require **one treatment**.

## Viroxyn is the answer!

**Acts Fast:** Viroxyn heals fast! 51% of patients have completely healed their cold sores in 3 days, and 78% report full healing within 5 days<sup>7</sup>.

**Stop the Pain:** Viroxyn stops pain even faster! 50% of the patients report pain relief within about 1 hour and 89% within 1 day<sup>7</sup>.



## Comparison of Viroxyn Professional and Abreva as published in the Journal of Esthetic and Restorative Dentistry

Table 3 & Table 4 from the Journal of Esthetic and Restorative Dentistry Vol 24 - No 2 - 103-109 - 2012

| Viroxyn and Abreva Users | Time to Healing |             | Days until loss of Pain |                              |
|--------------------------|-----------------|-------------|-------------------------|------------------------------|
|                          | Median          | Mean (SD)   | Median                  | Mean (SD)                    |
| Control                  | 11.0            | 11.5 (3.8)* | 6.0                     | 6.7 (3.5)*                   |
| Abreva                   | 7.0             | 7.6 (2.2)+  | 3.0                     | 2.8 (2.1)**                  |
| Viroxyn                  | 3.0             | 4.0 (2.0)=  | 0.042<br>(1 hour)       | 0.6 (1.0)***<br>(14.4 hours) |

\*Control versus Abreva (t-test; p<0.001) \*\*Control versus Viroxyn (t-test; p<0.001) \*\*\*Viroxyn versus Abreva (t-test; p<0.001)

McCarthy J, Browning W, Teetzel C, & Vell O. Treatment of Herpes Labialis: Comparison of Two OTC Drugs and Untreated Controls. Journal of Esthetic and Restorative Dentistry. April 2012; Volume 24, Issue 2, p 103 - 109.

Viroxyn Professional Use represents a new and innovative approach to the treatment of cold sores / fever blisters. Viroxyn Professional Use utilizes a direct microbicidal approach resulting in faster healing and rapid relief from the distressing symptoms of pain, itching, and burning

## Without Touching the Cold Sore:

Viroxyn's patented applicator is specially designed to be small, easy to carry anywhere and treats the cold sore without ever touching it.

**Works at Every Stage:** Viroxyn works effectively at every stage of the cold sore, not just at the beginning.

**One Treatment:** Viroxyn works with

only a single dose per cold sore outbreak. Patients don't need to constantly treat or remember to take medication.

Viroxyn is the ideal choice for treating Cold Sores.

## Viroxyn Up Close

Viroxyn Professional Use is an OTC drug sold exclusively through Dentists and Dermatologists. It has 7.5% benzocaine to ease any discomfort during application and to enhance proper treatment. The active ingredient in Viroxyn Professional Use is Benzalkonium Chloride which inactivates the cold sore virus on contact. The other ingredient in Viroxyn Professional Use is Isopropyl Alcohol which carries the Benzalkonium Chloride deep into the tissue to where the virus resides. The medication is housed in a patented delivery system specifically designed to help the medication penetrate deep without the person ever touching the cold sore. Viroxyn Professional Use has a 3-year shelf life and is guaranteed to work.

# From the Doctors and Patients

We need more products like this in the Dental Profession. Because the product works so well, the staff recommends it to every patient.  
*Dr. S.D., California*

The office staff loves it because they know it will work every time. Patients love it because it works immediately, stopping the pain and ugliness of the sore.  
*Dr. E.L., Chicago, IL*

This product is great for my practice because it works. It allows me to get my patients out of pain and back to see me sooner.  
*Dr. M.B., Merango, IL*

I have tried everything on the market Rx and over the counter. This is the best, SO worth the money!!  
*Tonya*

We have a large amount of patients who suffer with monthly cold sores. We feel it is the best product we have ever used. The patient only has to apply it once and the pain is gone. We make sure every patient who comes in hears about Viroxyn.  
*Dr. J.C.*

We recommend it to every patient because of the positive feedback from patients who have used it. We are now actively educating our patients about Viroxyn.  
*D., Hygienist, Raliegh, NC*

The only product I have found that literally zaps your fever blister instantly. Highly recommend to anyone who suffers from painful fever blisters.  
*Debbie*

"I have tried every product available and nothing has ever worked very well. I have found that Viroxyn works magic. The first time I applied it to my lip, my outbreak was almost completely gone by that afternoon. My Daughter has used it, and feels the same way. I now always have a vial of Viroxyn available to me just in case I feel an outbreak coming on. It's an amazing product."  
*Trish, Scottsdale, AZ*



# Viroxyn<sup>®</sup>

PROFESSIONAL USE WITH 7.5% BENZOCAINE

**\$299 Special** Included **FREE:**  
**12 Dose Treatment Pack**  
**3 CE Credit Online Course**



Until October 31<sup>st</sup> receive **\$135** worth of additional Viroxyn Professional Use **FREE** included in this special\*

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**Everything included for \$299**

- 12 - Packs of 3 Treatments (36 Treatments)
- 1 - FREE Pack of 12 Treatments (12 Treatments, \$135.00 value)
- 25 - Patient Brochures
- 1 - Brochure Holder
- 2 - Chair-Side Cards
- 1 - FREE Voucher for CE Course (worth 3 CEUs, \$84.00 value)

**Money Back Guarantee**

MSRP: \$45.00-\$50.00 per 3-treatment pack, which is ~\$15.00 per dose (one dose per cold sore outbreak)  
 Viroxyn Professional Use is OTC but is sold exclusively through Dentists and Dermatologists directly.

Viroxyn is an OTC drug that has been registered with the FDA and assigned a National Drug Code Number.  
 (NDC 66774-1003-3) US Patents: 6,759,434 6,423,750 6,211,243 6,410,599 6,414,032 6,420,431