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## Introducing Abreva® Conceal™:

Abreva® Conceal™ is a new cold sore concealer that hides cold sores in an instant, and protects them while they heal. It's a clear, non-medicated patch that covers your cold sore, providing a smooth surface for you to apply makeup on top.

- **It's Not Polite to Stare:** About 80 million Americans suffer from cold sores, which can crash life moments big and small. From the initial tingle through the outbreak, you may believe your cold sore is all people see. And, it might be.
- **The Clear Solution:** Once your cold sore blister has appeared, Abreva® Conceal™ can be placed over it, creating a covered, protected environment for your cold sore for up to eight hours. It uses GlaxoSmithKline's proprietary MicroAir™ technology, which allows air in while keeping contaminants out. You can even apply makeup on top!
- **A New Beauty Staple:** Whether you use foundation, concealer powder or lip gloss...it all works with Abreva® Conceal™. There are three steps to hiding your cold sore with Abreva® Conceal™: 1.) Press, 2.) Powder, 3.) Perfect! First, clean and dry the area where the patch will go, then peel the applicator tab from the clear backing. **Press** on Conceal firmly in the center, hold for 15 seconds and then gently pull away the applicator tab at a slight angle. Then **"Powder"** with your normal daily makeup regimen. **Perfect!**
- **Conceal with Confidence:** When you use Abreva® Conceal™, you can go about your day with confidence – talking, eating, drinking – all without worrying about your cold sore. Abreva® Conceal™ helps manage the emotional experience of a cold sore outbreak, effectively covering it so you can live like it's not there.

*Abreva® Conceal™ will be available to retailers nationwide by September 15, 2012.*

*Suggested Retail Price is \$9.99 for a 6-pack and \$13.99 for a 12-pack (Pricing may vary by location).*

For more information please visit [www.abreva.com](http://www.abreva.com).

