



Your Monthly Update

Dear Colleague

Welcome to the February 2014 newsletter from Pure Bio Ltd.

NEWS FLASH!

We are thrilled and excited to announce that Pure Bio is about to become stockists for Viridian supplements, to run alongside our existing Pure Encapsulations range. Viridian Nutrition matches our ethical standards in purity, environmental concern and customer focus. For our customers, it will mean that many products that have recently disappeared from our range due to EU legislation will again be available. So be sure to keep a close eye on our website and our FB page for the official launch, coming soon!

Be sure to check our homepage regularly on www.purebio.co.uk as there are currently a number of reformulations occurring.

Cold Sores

Protocol Summary

Ranking	Nutritional Supplements	Botanical Medicine
Primary	Lysine	Lemon Balm
Secondary	Vitamin C Flavonoids Vitamin E	Witch hazel
Other	Zinc Boric acid	Chaparral Echinacea Golden seal Licorice (topical) Myrrh St John's Wort
Primary – Reliable and relatively consistent scientific data showing a substantial health		

benefit.

Secondary – Contradictory, insufficient, or preliminary studies suggesting a health benefit or minimal health benefit.

Other – An herb is primarily supported by traditional use, or the herb or supplement has little scientific support and/or minimal health benefit.

The Facts

Cold sores are painful fluid-filled blisters that form on the borders of the lips caused by a herpes virus, most often the herpes simplex 1 virus.

Cold sores should not be confused with canker sores, which are small ulcerations in the mouth. The herpes blisters are contagious and eventually break, ooze, and crust over before healing commences. Care should be taken not to spread them to other parts of the body or to other people. Recurrences are common and can be triggered by such things as stress, sun exposure, illness, and menstruation. Indeed, the virus lives permanently in the nerve endings of many adults and children.

Scratching will spread the virus which can then lead to secondary bacterial infection.

Note: Genital herpes infection (usually caused by herpes simplex 2) is a related condition and potentially may be treated in much the same way as herpes simplex 1.

Symptoms

Cold sores may appear with colds, fevers, exposure to excessive sunlight, or menstrual periods, as well as during periods of stress or illness. The sores usually disappear within two weeks. Initially, there may be tingling or prickling at the site of the cold sores even before they are visible (this is called the prodrome). The blisters often weep a clear fluid and ultimately form a scab. If the infection is transmitted to the eyes, it may lead to blindness.

Dietary and Lifestyle Modification

Eat more high-lysine, and fewer high-arginine, foods

Arginine is a protein that is a critical building block for creating new herpes viruses. On the other hand, the amino acid, lysine, replaces arginine in the cells and thereby inhibits viral replication. Therefore, a diet that is low in arginine and high in lysine may help prevent or treat herpes outbreaks. Several studies have shown that increasing lysine intake can reduce the recurrence rate of cold sores. Although people with herpes simplex reportedly consume about the same amount of arginine and lysine in their diet as do people without cold sores, it is conceivable that adjusting the intake of these amino acids may be beneficial. For that reason, many practitioners advise people with cold sores to avoid foods with high arginine-to-lysine ratios, such as nuts, seeds, grains, peanuts, and chocolate. Yogurt and other organic dairy products as well as most meats can be a healthy way to increase lysine intake.

The herpes virus prefers an acid environment

In optimum health, the body's pH balance should be around 7.4, which is slightly alkaline. When the pH drops below 7.0 a state of acidity develops. Any stress, flu, colds, or too much sun will cause the body to move toward the acidity. Avoid eating acid foods, such as tomatoes, citrus, carbonated soda or anything with vinegar if it will touch the cold sore area. Applying this exclusion alone, along with continual cleaning of the wound with alcohol or hydrogen peroxide, can cut the cold sore healing duration by 50%.

Boost the immune system, assisting the body to combat the virus.

- Cleanse the body of toxins so that the immune system is able to function at its best.
- Focus on a diet high in fresh fruit and vegetables including broccoli, cauliflower, cabbage, brussel sprouts and kohlrabi, garlic and onion, chili, ginger, sprouted seeds and beans and use cold pressed seed and vegetable oils. These all assist the immune system.
- Have plenty of garlic or use a garlic supplement or other natural antibiotic such as olive leaf extract or grapefruit seed extract.
- Take vitamin C
- If indicated or prescribed, take a good multivitamin and mineral supplement.
- Manage stress levels. Progressive relaxation and creative visualisation will be of assistance with stress anxiety or depression. There are also many herbal remedies that assist in the handling of temporary stress.

The herpes simplex virus requires a warm, moist environment in order to proliferate.

- Applying ice as soon as soon as the first tingle or itch is experienced will greatly reduce or delay the cold sore.

Nutritional Supplement Treatment Options

Lysine - 1 to 3 grams daily. The amino acid lysine has been reported to reduce the recurrence rate of herpes simplex infections in both preliminary and double-blind trials. The amount used in these studies was usually 1 to 3 grams per day, although some people received as little as 312 mg per day.

When lysine has been used for acute outbreaks, the results have been mixed. In a preliminary study, 390 mg of lysine taken at the first sign of a herpes outbreak resulted in rapid resolution of the cold sores in all cases. However, in a double-blind study, supplementing with 1 gram of lysine per day for five days did not increase the healing rate of the cold sores.

Vitamin C and Flavonoids - 200 mg with 200 mg flavonoids, three to five times daily. Vitamin C has been shown to inactivate herpes viruses in a laboratory environment. In one study, people with herpes infections received either a placebo or 200 mg of vitamin C plus 200 mg of flavonoids, each taken three to five times per

day. Compared with the placebo, vitamin C and flavonoids reduced the duration of symptoms by 57%.

Vitamin E - *Apply cotton saturated with oil for 15 minutes every three hours on day one, then three times daily on days two and three.* In a preliminary trial, a piece of cotton saturated with vitamin E oil was applied to newly erupted cold sores and held in place for 15 minutes. Participants were instructed to repeat the procedure every three hours for the rest of that day, and then three times daily for two more days. In nearly all cases, pain disappeared in less than eight hours. Application of vitamin E oil appeared to accelerate healing of the cold sores. Similar results were reported in another study.

Zinc - *Consult a qualified healthcare practitioner.* Zinc preparations have been shown to inhibit the replication of herpes simplex in a laboratory environment. In one study, people with recurrent herpes simplex infections applied a zinc solution daily to the sores. After healing occurred, the frequency of applications was reduced to once a week for a month, then to twice a month. During an observation period of 16 to 23 months, none of these people experienced a recurrence of their cold sores.

Zinc oxide, the only commercially available form of zinc for topical application, is probably ineffective as a treatment for herpes simplex. Because an excessive concentration of zinc may cause skin irritation, topical zinc should be used only with the supervision of a qualified practitioner knowledgeable in its use.

Boric Acid - Boric acid has antiviral activity. In a double-blind trial, topical application of an ointment containing boric acid (in the form of sodium borate) shortened the duration of cold sores by about one-third. However, concerns about potential toxicity have led many practitioners to avoid the use of boric acid for this purpose.

Botanical Treatment Options

Lemon Balm - *Apply a 1% 70:1 herbal extract up to four times per day.* Lemon balm has known antiviral properties. A cream containing an extract of lemon balm has been shown in double-blind trials to speed the healing of cold sores. In one double-blind trial, topical application of a 1% 70:1 extract of lemon-balm leaf cream, four times daily for five days, led to significantly fewer symptoms and fewer blisters than experienced by those using a placebo cream. In most studies, the lemon-balm cream was applied two to four times per day for five to ten days.

Witch Hazel - *Apply a cream containing 2% extract six times daily for three to eight days.* The proanthocyanidins in witch hazel have been shown to exert significant antiviral activity against herpes simplex 1 in a laboratory environment. In a double-blind trial, people with acute cold sore outbreaks applied a topical cream containing 2% witch hazel bark extract or placebo six times a day for three to eight days. By the end of the eighth day, those using the witch-hazel cream had a pronounced and statistically significant reduction in the size and spread of the inflammation when compared to the placebo group.

Additional herbs to consider:

➤ **Chaparral**

- [Echinacea](#)
- [Golden seal](#)
- [Myrrh](#)
- [St John's wort](#)

In traditional herbal medicine, tinctures of various herbs, including Chaparral, St. John's wort, Golden seal, Myrrh, and Echinacea, have been applied topically to herpes outbreaks in order to promote healing.

Caution: It is likely that there are many drug interactions with St. John's wort that have not yet been identified. St. John's wort stimulates a drug-metabolizing enzyme (cytochrome P450 3A4) that metabolizes at least 50% of the drugs on the market. Therefore, it could potentially cause a number of drug interactions that have not yet been reported. People taking any medication should consult with a doctor or pharmacist before taking St. John's wort.

[Licorice](#) in the form of a cream or gel may be applied directly to herpes sores three to four times per day. Licorice extracts containing glycyrrhizin or glycyrrhetic acid should be used, as these are the constituents in licorice most likely to provide activity against the herpes simplex virus. There are no controlled trials demonstrating the effectiveness of this treatment, but a cream containing a synthetic version of glycyrrhetic acid (carbenoxolone) was reported to speed healing time and reduce pain in people with herpes simplex.

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