

Dear Clients,

We are pleased to announce that we have been appointed as agents for the HerpoTherm electronic device.

- In summary of the device it prevents cold sores from occurring. This device is the size of a lipstick that is meant to be used as soon as the tingling sensation is felt by the client.
- It operates as a 4 second burning sensation at 51° Celsius that destroys the proteins of the cold sore.
- I would like to add that I have tried it as I suffer from cold sores regularly and it does work.
- We are launching this product this month, where the opening orders are a min of 2 and you will receive marketing material and shelf talkers with the product.
- The company is prepared to send agents stock as they are running an advertising campaign where clients (public) will collect or you can deliver to the clients.
- There is quite a large investment in all media types for the product and I would encourage the agents to sell the product as it the most embarrassing feeling to have cold sores on the face.

HerpoTherm™

The new electronic way to prevent cold sores and fever blisters.

- Dermatologically tested.
- Chemical free thermal treatment.
- Manufactured in Germany.
- Suitable for adults and children.
- Small and compact lipstick form.

“As an actress I cannot afford to have cold sores”
Yvonne Woelke

**NEW RETAIL
PRODUCT**

HerpoTherm® is a medical device which is capable of preventing the development of lip herpes when used at the appropriate time. No uncomfortable, unattractive blisters and no sensation of sores will occur in the lip area. The instrument in lipstick form is small and compact and can be easily carried around for handy use any time.

Everyone, regardless of gender or age, can use the HerpoTherm®. For reasons of hygiene, the HerpoTherm® should always be used by only one individual. With the HerpoTherm®, symptoms of the herpes infection are effectively combated.

...nt and Ther... Concept by Melinda
the Beauty Therapy Industry

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What Are Cold Sores?

Herpes simplex labialis is among the most common skin infections and affects more or less 95% of the population.

Lip herpes (also known as cold sore) is a viral infection which is provoked by the Type 1 Herpes-simplex virus. Transmission takes place by way of droplet infection, through direct contact, or as a smear infection. Most of the affected persons have contracted the virus very early in their childhood.

However, the infection doesn't by any means manifest itself in everyone. It takes two to twelve days from the time of contraction to the outbreak of the infection. The invading viruses attack the most superficial cells of the skin and travel over the sensory nerves to the respective ganglia where they engender an infection of these nerves. During the first week, the virus in the mucous membrane as well as in part of the infected nerve cells is eliminated. The virus can, however, linger in the surviving nerves, unrecognizable and therefore unattackable by the immune system. These surviving cells serve as a life-long virus reservoir. Whenever the immune system of the infected person is weakened, a reinfection occurs.

The virus then spreads along the nerve pathways in the opposite direction towards the skin surface. Causative agents include exposure to the sun rays, injuries, burns, or systematic causes such as stress, fever, menstruation, and tumorous diseases. The first symptoms of lip herpes are prickly sensations, burns, itchiness and a feeling of tightness; occasionally pain as well. Shortly thereafter, small, liquidfilled blisters appear.

These burst after a few hours or days, dry out, and leave behind scabs which heal by themselves after about 7-10 days.

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The entire cycle of the herpes reactivation normally takes between 10 and 14 days. The affected skin and mucous membrane areas are highly stressed during the various stages which run their course during the break-out of the blisters – blister formation (vesicle phase), wounds (ulceration phase), scab formation and healing.

Application

The treatment of lip herpes should be effected as soon as possible upon detection of the first symptoms which normally become apparent before the formation of the herpes blisters occurs.

- Take the cap off of the Herpotherm® and place the gold-plated heat patch on the area of the mouth affected by the symptoms.
- Now press the button. The heating-up phase will begin, marked by an acoustic signal.
- A light diode shows when the functional temperature of the instrument has been reached. The treatment time lasts about 4 seconds.
- The acoustic signal will sound a second time to mark the end of the treatment. The LED will go out. Now you can remove the Herpotherm® from the lips.
- Multiple treatments with the Herpotherm® are absolutely possible and should be carried out in accordance with the circumstances (such as lingering or repeated occurrence of the symptoms).
- The Herpotherm® is not designed for any use apart from that described here.

Take the cap off of Herpotherm®.

- Place the gold-plated heat patch on the area of the mouth affected by the symptoms. Now press the button.
- The heating-up phase will begin, marked by an acoustic signal.
- A light diode shows when the functional temperature of the device has been reached. The treatment time lasts about 4 seconds.

- The acoustic signal will sound a second time to mark the end of the treatment. The LED will go out.
- The disinfection of the contact patch should be carried out after use of the Herpotherm® utilizing a disinfectant solution.
- This procedure should be carefully followed since the herpes virus can be spread from one part of the body to another on the same person.

Side effects and Contraindications

No undesired effects of this medical device are known. The test results of the expert medical, dermatological report based on a clinical-dermatological observation of the application of Herpotherm® have concluded that the use of Herpotherm® is sound with respect to dermatological-clinical criteria. The concentrated heat which is used in the treatment can be uncomfortable for some people. However, the danger of burning has been ruled out. Those with pacemakers, those with allergies and also pregnant women can use the Herpotherm® without worries.

The goldplated contact patch of the Herpotherm® makes it possible for people with allergic reactions to chrome-nickel to use the herpes treatment instrument.

Furthermore, children, those with pacemakers, and those who suffer from epilepsy can use the Herpotherm® without worries. It is of utmost importance to caution that the Herpotherm® should always be used by only one individual. Ignoring this warning can lead to the unintentional contraction of the herpes virus and/or other pathological agents. Furthermore, the user of the Herpotherm® should always disinfect the device after each use, utilizing the disinfectant solution included in the package or another similar one.

This procedure should be carefully followed since the herpes virus can be spread from one part of the body to another on the same person. The risk of spread of the herpes-simplex virus from one part of the body to another (for example nose, eyes [risk of blinding]) is greatest when the fluid has already formed in the blisters and these then



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burst. It is advisable to prevent reaching this stage through the timely use of the Herpotherm®.

Care and Cleaning

The disinfection of the contact patch should be carried out after use of the Herpotherm® instrument utilizing a disinfectant solution (for example a disinfection and cleaning towelette). Do not clean the instrument with water.

Functional Mode

The treatment of herpes with the Herpotherm® takes place with the help of a concentrated heat in the range of 50-51°C which, when applied at the proper time, prevents the formation of the blisters and allows the further symptoms (prickly sensation, burns, itchiness, feeling of tightness, pain) to subside quickly.

Through the heating of the cells infected with the herpes virus, a total or partial denaturing of the enzymes or proteins can be achieved. The reproduction of the virus is thereby prevented and the development of the lip-blister can be stopped.

In dermatological testing the formation of lip-blisters was totally prevented in the test subjects by means of the correctly timed use of the Herpotherm®. When used later, the Herpotherm® causes a less serious cycle and/or an earlier subsidence of the symptoms.

The Herpotherm® is a medical device made in Germany with 100% end control of the reported application parameters. Undesired side effects or even pathological skin-changes in the area of the lips were ruled out in dermatological testing.

FAQ's

What is lip herpes? Herpes simplex labialis is among the most common skin infections and affects more or less 95% of the population. Lip herpes (also known as cold sore) is a viral infection which is provoked by the Type 1 Herpes-simplex virus.

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How would I get lip herpes?

Transmission takes place by way of droplet infection, through direct contact, or as a smear infection. Most of the affected persons have contracted the virus very early in their childhood. However, the infection doesn't by any means manifest itself in everyone. It takes two to twelve days from the time of contraction to the out-break of the infection.

When is the risk of spreading the herpes-simplex-virus greatest?

The risk of spreading the herpes-simplex virus is greatest when fluid has already formed in the blisters and these then burst.

When is a break out of lip herpes most likely?

Whenever the immune system of the infected person is weakened, a re-infection occurs. The virus then spreads along the nerve pathways in the opposite direction towards the skin surface.

What causative agents do exist?

Causative agents include exposure to the sun's rays, injuries, burns, or systematic causes such as stress, fever, menstruation, or tumorous diseases.

How often can lip herpes break out?

The frequency for a break out of lip herpes is different from one person to the next. There are people who suffer from lip herpes every fortnight in comparison to others who have lip herpes once to three times a year.

What is Herpotherm®?

The Herpotherm® is a medical device that is capable of preventing the development of lip herpes when used at the appropriate time. The device in lipstick form is small and compact and can easily be carried around for handy use at any time. Everyone, regardless of gender or age, can use the Herpotherm.

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The Herpothem is a medical device made in Germany with 100% end control of the prescribed application parameters.

How does the Herpothem work?

The treatment of herpes with the Herpothem® takes place with the help of concentrated heat in the range of 50-51°C which, when applied at the proper time, prevents the formation of the blisters and quickly suppresses the further symptoms (prickly sensation, burns, itchiness, feeling of tightness, pain). Through the heating of the herpes virus infected cells, a total or partial denaturing of the enzymes or proteins can be achieved. The reproduction of the virus is thereby prevented and the development of the lip-blisters can be stopped.

When do I have to apply the Herpothem®?

The treatment of lip herpes should be effected as soon as possible upon detection of the first symptoms which normally become apparent before the formation of the herpes blisters occurs.

How do I have to apply the Herpothem®?

Take the cap off of the Herpothem® and place the gold-plated heat patch on the area of the lips affected by the symptoms. Now press the button. The heating-up phase will begin, marked by an acoustic signal. A light diode shows when the functional temperature of the instrument has been reached. The treatment time lasts about 4 seconds. The acoustic signal will sound a second time to mark the end of the treatment. The LED will go out. Now you can remove the Herpothem® from the lips.

Multiple and repeated applications in the lip area with the Herpothem® are absolutely possible and should be carried out in accordance with the circumstances (such as lingering or repeated occurrence of the symptoms).



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Can I share my Herpotherm® with another person?

No. It is of utmost importance to caution that the Herpotherm® should always be used by only one individual. Ignoring this warning can lead to the unintentional contraction of the herpes virus and/or other pathological agents. Furthermore, the user of the Herpotherm® should always disinfect the device after each use, utilizing the disinfectant solution included in the package or another similar one. This procedure should be carefully followed since the herpes virus can be spread from one part of the body to another on the same person.

Can the Herpotherm® cure lip herpes?

With the Herpotherm®, symptoms of the herpes infection are effectively combated. Infection with the Herpes-simplex virus cannot, however, be reversed.

Are there any side effects when applying the Herpotherm®?

No undesired side effects of this medical device are known compared to known creams or tablets, which are typically used for the treatment of lip herpes. The test results of the expert medical, dermatological report based on a clinical-dermatological observation of the application of Herpotherm® have concluded that the use of Herpotherm® is sound with respect to dermatological-clinical criteria. The concentrated heat which is used in the treatment can be uncomfortable for some people. However, the danger of a burn has been ruled out.

I am allergic to chrome-nickel. Can I use the Herpotherm®?

Yes, the gold-plated contact patch of the Herpotherm® makes it possible for people with allergic reactions to chrome-nickel to use the herpes treatment instrument.

I have a pacemaker. Can I use the Herpotherm®?

Yes, also people with pacemaker can safely use the Herpotherm®.

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I am an epileptic. Can I use the Herpotherm®?

Yes, also people who suffer from epilepsy can safely use the Herpotherm®.

Is the Herpotherm® suitable for children?

Yes, the Herpotherm® can be applied on children, because even children can be affected by the herpes-simplex-virus und suffer from the break out of lip herpes. The skin of children is more heat sensitive than adult skin. It is therefore recommended to warn the children that the produced heat of the Herpotherm® can be uncomfortable for a short moment.

Are there dermatological reports for the Herpotherm®?

Yes, in dermatological testing the formation of lip-blisters was totally prevented in the test subjects by means of the correctly timed use of the Herpotherm®. When used later, the Herpotherm® causes a less serious cycle and/or an earlier subsidence of the symptoms. The Herpotherm® is a medical device made in Germany with 100% end control of the prescribed application parameters. Undesired side effects or even pathological skin-changes in the area of the lips were ruled out in dermatological testing.

How can I clean the Herpotherm®?

It is recommended that the disinfection of the contact patch should be carried out after use of the Herpotherm® utilizing a disinfectant solution (for example a disinfection and cleaning towelette). Do not clean the device merely with water.

What is included in the shipping package?

The shipping package includes the medical device Herpotherm® as well as a lithium-battery Ultra CR2 from Duracell which is needed to operate the device. Furthermore the product packaging includes disinfection towelettes (for recommended disinfection of the device after application), user information? and instructions for use.

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How should I behave if lip herpes breaks out after all?

Do not share towels, servicing, toothbrushes, cutlery or glasses with other people as a precaution to avoid any risk of infection.

Do not chew on your finger nails to avoid spreading the herpes virus via your fingers.

Do not put in your contact lens with saliva. That way you can avoid that herpes viruses attain to the eyes which can cause blindness if the worst comes to the worst. You may wish to consider wear glasses during this time.

Do avoid direct contact with skin. This includes kissing – in particular babies and newborns.

Avoid sexual intimacies with your partner (oral sex) so that herpes viruses cannot be transferred from lip area to other regions / genital area.

Take care during pregnancy so that herpes viruses is not transferred to other regions /genital area.

Do not irritate the herpes blister.

Do not remove the scab.

What to consider during pregnancy?

The herpes-simplex-virus cannot be transferred inside womb. The baby cannot be infected inside the womb. There is no risk at birth – unless lip herpes broadens to genital herpes. This can occur if herpes viruses have been transferred to genitals through the exchange of caresses. In this case it is essential to call a doctor.

What to consider when coming in contact with babies and newborns?

Herpes infection is particularly bad during infancy since the body's defences of newborns are still building up. If the worst comes to the worst there is a risk of meningitis (brain

fever). Therefore contact with newborns should be avoided absolutely; Do avoid direct contact with skin e. g. kissing in particular babies and newborns. Breastfeeding is always possible considering hygiene measures.

Do not touch your own infected skin area and after that the child when exchanging nappies or bathing. Do not lick-off the dummy. Please call a doctor at the first indications of an infection of your child. If you notice a beginning attack of lip herpes and you are unsure about the exact diagnose, we would like to ask you to call a doctor – especially on behalf of your child's health.

How should I behave if I notice an unusual development of my herpes infection?

Please call a doctor!

What can I do to build up my body's defences to guard against a break out of lip herpes?

- Ensure a balanced diet rich in vitamins.
- Moderate exercise.
- Indulge yourself with enough sleep.
- Exercise in the fresh air.
- Protect yourself against a cold in the cold season through warm clothes.
- Try to avoid stress.

What can I do to get lip herpes as seldom as possible?

Care for your inherently sensitive lips. Do avoid intensive solar irradiation or use a caring lip stick with high sun protection factor. Go slow after climate change to give your body time to acclimatise. Use the Herpotherm® when noticing the first symptoms (prickly sensation, burns, itchiness, feeling of tightness, pain). A Breakout or development of these unattractive and sometimes painful blisters can be avoided. Always keep the Herpotherm ® with you (e. g. handbag) so that you can use it right away when noticing the first symptoms.

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The new electronic way to prevent cold sores and fever blisters.



- Dermatologically tested.
- Chemical free thermal treatment.
- Manufactured in Germany.
- Suitable for adults and children.
- Small and compact lipstick form.

“As an actress I cannot afford to have cold sores”
Yvonne Woelke

NEW RETAIL PRODUCT

Herpotherm™ QUICKGUIDE

HOW TO “PREVENT” COLD SORES AND FEVER BLISTERS

STEP 1



REMOVE THE SILVER HERPOTHERM CAP.

STEP 3



ALWAYS CARRY THE HERPOTHERM WITH YOU. IF THE SYMPTOMS RECUR THEN IMMEDIATELY REUSE HERPOTHERM ACCORDING TO STEP 2. REMEMBER TO NEVER SHARE THE HERPOTHERM WITH ANOTHER PERSON DUE TO DANGER OF SPREADING THE VIRUS TO OTHER PERSONS.

STEP 2



PLACE THE GOLD PLATED SURFACE ONTO THE SKIN WHERE SYMPTOMS ARE FELT IN THE LIP AREA (EG TINGLING, ITCHING, PAIN). PRESS THE BUTTON MOMENTARILY AND HOLD ON SKIN UNTIL THE 4 SECOND HEAT SEQUENCE IS COMPLETE. (WAIT UNTIL THE SECOND ACOUSTIC SIGNAL IS HEARD, NOW YOU CAN REMOVE FROM SKIN).

REPEAT AT 10 SECOND INTERVALS (VERY IMPORTANT TO PREVENT SKIN FROM OVERHEATING) UNTIL SYMPTOMS (TINGLING, ITCHING, PAIN) HAVE COMPLETELY DISAPPEARED.

STEP 4



ALWAYS REMEMBER AFTER EACH USE TO DISINFECT THE ENTIRE GOLD PLATED AREA WITH A DISINFECTANT WIPE.



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