

A new Medical Product, worldwide
The Prevention of Labial Herpes Outbreaks

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lipivir[®] *Preventing Herpes Outbreaks*

A Major Consumer Health Opportunity

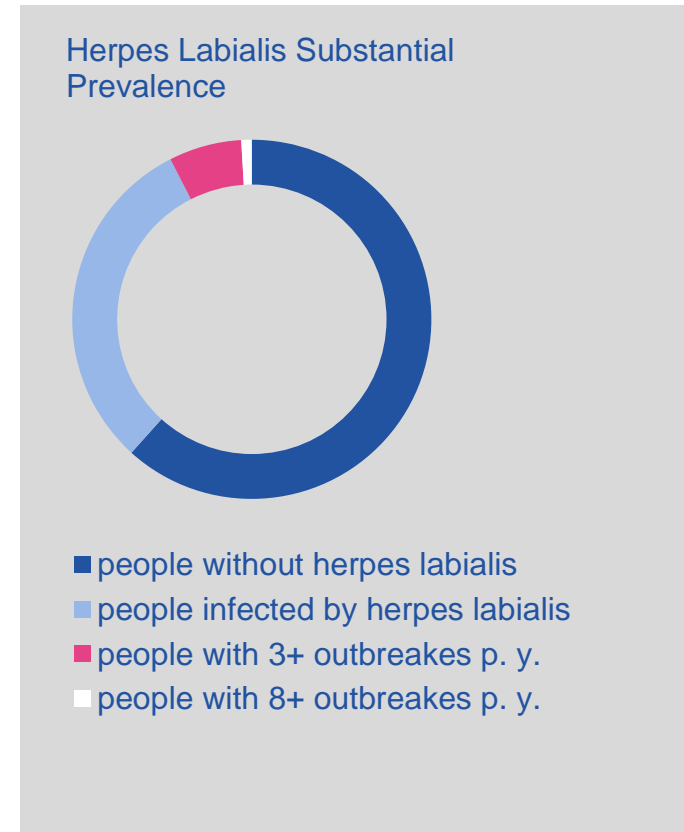
Prevention of herpes labialis outbreaks with an OTC product meets a major unmet clinical need

The demographics

33% of the population have 1 outbreak per year*

7% of the population have 3 – 8 outbreaks per year* **

1% of the population have >8 outbreaks per year * **



* market study in Switzerland (performed by GfK)

** market data published by Medivir (www.medivir.se)



A Major Consumer Health Opportunity (2)

Medical Need

Prescribed anti-viral systemic treatments of herpes labialis are only indicated for severe cases (multiple and multilocular vesicles) and when > 6-8 outbreaks per year occur in order to reduce number and severity of outbreaks, and not reimbursed in all countries.

For all other cases only topical treatments of herpes labialis outbreaks with, e.g. OTC acyclovir creams are indicated. Those kind of treatments are not very promising and have no preventative effect.

The vast majority of the herpes labialis patients do not get systemic treatments but can only use topical OTC products in order to relieve their outbreaks.

There is currently no OTC or non-prescribed product on the market to reduce significantly the number of herpes labialis outbreaks inspite a major clinical need.



A Major Consumer Health Opportunity (3)

Patients Need Prevention

An efficacious prevention product is a real need by herpes labialis patients, especially for those having several outbreaks per year.

**Total prevention potential for herpes labialis
(3+ outbreaks per year) in US and EU
56 million people (8% of 700 million) *) **)**



Clinical Data

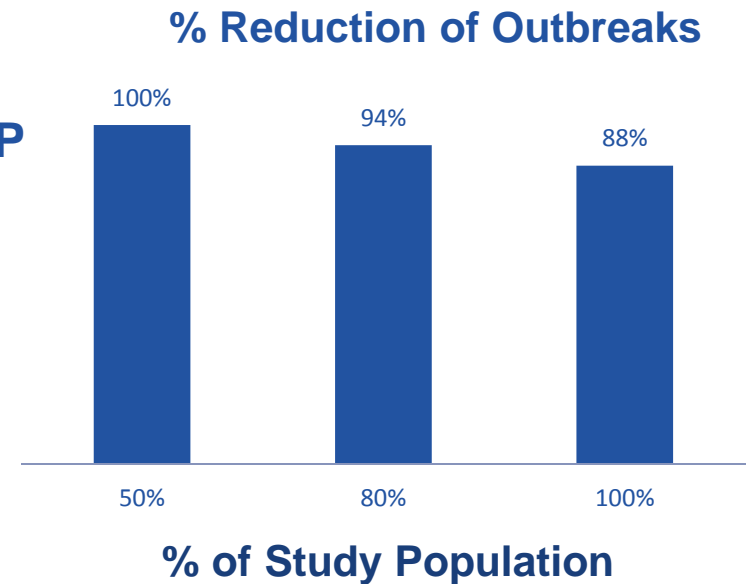
Tested in a prospective clinical trial

Single center Phase I/II, placebo controlled, randomized, double-blind, according to GCP Guidelines

Clinical Trials Center (CTC), University Hospital Zurich

Patients with a history of **at least 8 herpes relapses/year (range 8 – 20)**

Duration of the trial: 6 months per patient



Patients Benefit

Lipivir prevents outbreak

Gives herpes patient security from outbreaks

Prevents facial disfiguration and pain

Preserves appearance and social contacts

What affected patients said after using Lipivir

A female entrepreneur from France, suffering from over 15 outbreaks per year:

«I used the product regularly 2 weeks so far. My feedback is: I have had no outbreaks since!!! You can hardly imagine what relief this is.»

A Swiss Lawyer:

“I had a terrible onset of herpes and immediately applied Lipivir. The expected massive outbreaks did not occur, only two very small spots. Now it is all gone. In the past, these herpes onsets resulted in chaos and I did not meet people for 8 days.»

