



- Press Release -

Preventing Cold Sores naturally this winter - Treatment by heat – without any chemicals

A new technology in a lip stick like device means hope for millions of cold sores sufferers. It is based on the principle of concentrated heat and can prevent outbreaks in the form of well known blisters. The application takes only 4 seconds, is perfectly safe and natural, without any chemicals and has been approved and certified by various independent organizations.

Waiheke Island, Auckland – Cold sores or lip herpes is one of the most common skin diseases. Almost everyone knows the uncomfortable feeling it creates, such as tingling and itching or even burning. Within a short time, painful vesicles, followed by thick crusts spread over the lips. Almost 90% of our countries population are victims of this – once infected – regularly returning viral infection.

There are various reasons: Stress, low immune system, sun exposure or fever – therefore sometimes it is also called “fever blisters”. Menstruation trauma can also be a cause for the disease.

There are a number of options for treatment, such as cremes and tablets. Some with side effects though and most products can't be used by pregnant women. But there is also a natural technique which works free of any chemicals and is free of risks or possible side effects. HotKiss works with concentrated heat: Temperatures between 50 and 51 degrees Celsius stop the spreading of the pathogen and make the symptoms disappear quickly.

The battery-powered device looks just like a lip stick and easily fits into every pocket. It has a golden contact plate which is being placed on the infected portion and through which heat is applied. The entire treatment takes place in less than 4 seconds. The product has been dermatologically tested, approved and is safe for children and allergy sensitive people as well.

HotKiss is very popular in the UK where it sold just under 100,000 pieces within only two months after being introduced to the market. It is manufactured under very strict quality standards. It has won a number of awards in product innovation and medical certificates have been issued. HotKiss can be used for up to 200-300 applications; after that – just replace the batteries. This makes it the first real life time solution for the prevention and treatment of cold sores or herpes.

Hotkiss can be ordered online, in participating health stores and all good pharmacies around the country.

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