



AUSTRIAN WELLNESS SINCE 1931

The Cold Sore Prevention Protocol

An evidence informed routine to cut outbreak frequency, built on how UV and stress actually reactivate HSV 1.



A free guide from the Labisan research team, Salzburg.

Cold sores are a prevention problem, not a treatment problem

HSV 1 lives permanently in the trigeminal nerve after the first infection. It is not something you catch again and again. It sits dormant and waits for a trigger to send it back down the nerve to the surface of the lip. That means the outbreak you feel next month is not really about the treatment you reach for once the blister appears. It is about the trigger you did or did not block in the days before.

Across multi year dermatology reviews, the single most reproducible trigger for recurrent lip outbreaks is ultraviolet light. In studies of recurrent sufferers, daily use of an SPF 15 or higher lip protection was associated with roughly a fifty percent reduction in outbreak frequency compared with no protection. For people whose outbreaks are clearly sun linked, the reduction was often larger. The takeaway is simple: the most effective cold sore intervention is not an antiviral you apply after the fact. It is a mineral lip SPF applied every morning, all year.

KNOW YOUR TRIGGERS

The trigger checklist

Reactivation almost always follows one of these. Learn which ones are yours and you can get ahead of most outbreaks.

- Ultraviolet light. Sun on the lips, and reflected sun off snow, water and sand. The number one trigger.
- Wind and cold. Dry, cracked lips lose their barrier and invite reactivation.
- Fever and illness. The classic reason it is called a fever blister.
- Stress and poor sleep. Raised cortisol quietly lowers your immune guard.
- Lip trauma. Dental work, a knock, or chapping can set one off.
- Hormonal shifts. For some people, predictable monthly timing.

The prevention protocol

1. Protect every morning

Apply a mineral SPF lip balm as the first step of your day, every day, not only when it is sunny. Zinc oxide gives broad physical UV protection that does not wash out the way some chemical filters do. This one habit does most of the work.

2. Reapply outdoors

SPF on lips wears off with talking, eating and drinking. Reapply every two hours outdoors, and always after swimming or heavy sweating. At altitude and near water the UV load is far higher than it feels.

3. Shield against wind and cold

In cold or windy conditions, a protective balm keeps the lip barrier intact. A cracked lip is a doorway. Keep it sealed and supple.

4. Support the inside layer

Prioritise sleep, manage stress, and keep your immune baseline steady through winter and busy periods. Outbreaks cluster around run down weeks.

5. Respect the tingle window

The twelve to twenty four hours after the first tingle is when action matters most. This is the response plan on the next page.

THE FIRST TINGLE

Your tingle window response plan

Most people can feel an outbreak coming as a tingle, itch or tightness hours before anything shows. That early window is your best chance to blunt it.

- Stop irritating the area. No picking, no licking, no harsh scrubbing.
- Keep the lip protected and moisturised so it does not crack.
- Cool the spot briefly if it helps the discomfort.
- Cut the load on your system: hydrate, rest, and ease off stress where you can.
- If you use a pharmacy antiviral cream, the earlier in the tingle window you start, the better it tends to work.

Prevention versus treatment

Treatment thinking	Prevention thinking
Wait for the blister, then react	Block the trigger before it fires
Focus on the few days of an outbreak	Focus on the daily routine year round
Measured in how fast it heals	Measured in how rarely it happens

WHEN TO SEE A DOCTOR

Please get proper medical care if any of these apply

- Sores that last longer than two weeks or keep spreading.
- Outbreaks near the eyes, or any change in vision.
- Very frequent or unusually severe outbreaks.
- A weakened immune system, or you are pregnant.
- Signs of infection: spreading redness, swelling, pus or fever.

This guide is educational and about prevention. It is not a diagnosis and not a substitute for advice from a qualified professional.

HOW LABISAN FITS

A two layer system

Labisan was built around exactly this prevention first idea. The Protective Lip Balm SPF 20 is the outside layer: pharma grade, twenty two percent non nano zinc oxide, no fragrance or flavour, and it holds its SPF at altitude. The Graviola Capsules are the inside layer, a 22 to 1 extract made to Austrian GMP standards for everyday immune support. Together they cover the two things that decide outbreak frequency: the UV load on your lips and the resilience of your system underneath.

Not sure what you are looking at? Get a free assessment at
labisan.shop/clinic

Upload a photo and get a personalised read plus a care plan in minutes, free. Want certainty? A Labisan doctor can review your case directly.