



Herpes Viruses Association

Registered charity 291657

41 North Road London N7 9DP
Office Tel: 020 7607 9661 Helpline: 0845 123 2305
e-mail: marian@herpes.org.uk

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New genital herpes treatment service launched

A new postal treatment service has been launched today for patients diagnosed with genital herpes. The service, offered by the Herpes Viruses Association (HVA) and online sexual health provider DrThom, costs £21.99 and enables patients to order treatment online and have the medication sent by post.

The herpes simplex virus causes cold sores around the mouth or blisters on the genitals according to where it is caught. Some patients may have symptoms every couple of months. Commenting on the service, Dr Thom Van Every medical director of DrThom said, "There is good evidence that treatment taken at the start of a herpes outbreak reduces its severity and length¹. Sometimes it is difficult or inconvenient to get to a doctor for a prescription at the start of an outbreak. Now, with this new service, patients can have the medication ready in advance." Marian Nicholson, director of the HVA, added "DrThom's initiative is a valuable addition to the HVA's range of services."

To see this new page, go to www.DrThom.com/herpes

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NOTES FOR EDITORS:

The genital herpes simplex virus (HSV) infection is common with 19,837 new cases diagnosed in sexual health clinics the United Kingdom in 2005.² A further 45,000, on average, will be diagnosed by GPs each year.³

¹ British Association of Sexual Health and HIV. Genital Herpes Treatment Guidelines. www.bashh.org/guidelines/2002/hsv_0601.pdf

² http://www.hpa.org.uk/infections/topics_az/hiv_and_sti/sti-herpes/epidemiology.htm

³ Woolley PD, Chandiok S. Survey of the management of general herpes in general practice. International Journal of STDs and AIDS 1996;7(3):206-211

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The HVA (hva.org.uk) exists to promote better mental and physical health with regard to the family of herpes viruses. Its aims are:

1. To provide information to the public, to medical professionals and to the media.
2. To encourage the development of new treatments for herpes simplex.
3. To tackle stigma and the unnecessary trauma associated with the condition.

As well as treatment advice, the HVA runs a helpline, which provides emotional support and advice to many people diagnosed with genital herpes or facial cold sores every year.

Helpline for the general public: 0845 123 2305 Website: www.herpes.org.uk

DrThom (DrThom.com) is the leading provider of online sexual health services and the only web-based treatment service to be registered with the Healthcare Commission, the UK's health watchdog.

Website: www.DrThom.com

For further information, please contact:

Marian Nicholson or Nigel Scott

Herpes Viruses Association

41 North Road

London N7 9DP

Tel: +44 (0) 20 7607 9771

E-mail info@hva.org.uk

Or

Dr Thom Van Every

Medical Director

DrThom

83 Victoria Street

London

SW1H 0HW

Tel: +44 (0) 203 008 6756