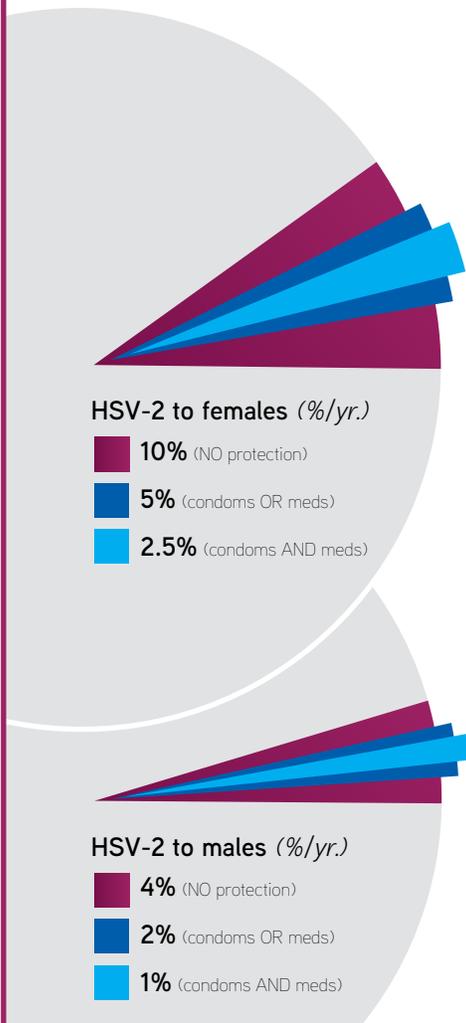


just the facts.

With knowledge, care and communication, the odds of passing herpes can be lessened to a large degree.



For comparison's sake ... There's a **2-15%*** chance of unintended pregnancy with condoms and a **1.81%**** chance of dying in a car accident over your lifetime.

*NBC News "Condom Use 101" Feb. 26, 2012
**2012 US Census "Death Rates by Selected Causes"
Note: Source of all data on this page comes from the research pages to the lower right.

"It's really important for people to understand how common herpes is, and how little problem it causes ..."
— Dr. Anna Kaminski (PP)

UNPROTECTED TRANSMISSION RATES?

- Herpes male to female without herpes = **10%**
- Herpes female to male without herpes = **4%**

Assumes the following:

- No sex during active outbreaks,
- No daily antiviral medication
- No regular use of condoms.

3 extra layers of protection:

1. **Daily suppressive therapy** of antiviral medication reduces transmission rates by around **50%**.
2. **Condoms** reduce transmission rates by another **30-50%**.
3. **Awareness** of prodrome symptoms helps to protect that much more so sex can be avoided during such sensations.

THE BASICS

- **Over 25 million Americans** 14-49 years old (**16.2%**) have genital herpes.
- **776,000** new herpes cases annually (2,000/day).
- **80%** have oral HSV-1

80% of the 16.2% with genital herpes don't know they have it.

Herpes is transmitted via **skin-to-skin contact** in a warm/moist environment (mostly genitals/mouth). Herpes is transmitted **only** when the contagious area of the skin contacts the mucous membrane or a crack in the surface of the skin.

Daily suppressive antiviral medication can reduce shedding by **50-90%** and reduce the frequency of outbreaks by **up to 80%**.

WHAT ABOUT ORAL SEX?

99% of the time, oral cold sores are caused by HSV-1 (oral HSV-2 is very, very rare)

50% of new genital herpes cases are HSV-1 from oral sex.

WHAT IS VIRAL SHEDDING?

Herpes can be transmitted with no visible symptoms.

Here are the %s of the time herpes silently sheds the virus based on the HSV type and location (not to be confused with transmission rates).

HSV-2 genital	15-30%
HSV-1 genital	3-5%
HSV-1 oral	9-18%
HSV-2 oral	1%

Shedding occurs more frequently during the first 6-12 months of having herpes than it does subsequently due to building up antibodies. Asymptomatic genital HSV-2 infections shed virus about 1/2 as frequently as symptomatic infections.

DISCLOSURE E-BOOK

- Download the free e-book to shift your whole perspective on the herpes talk — from one of fear to one of opportunity: herpesopportunity.com/lp/ebook

WHERE DOES THIS INFO COME FROM?

(just search for these terms in Google)

- **Planned Parenthood's herpes page**
- **ASHA Herpes Resource Center**
- **WebMD herpes page**
- **CDC: Genital Herpes Fact Sheet**
- **NYT Health Guide: Genital Herpes**
- **Westover Heights Herpes Handbook**
- <http://jama.jamanetwork.com/article.aspx?articleid=896698>

Spread knowledge and facts. Live fully. Love fully. **Begin now.**

for more, visit www.HerpesOpportunity.com