

Media Kit

AZZURX™
NATURE'S DEFENSE

AZZURX™ is a 100% all-natural homeopathic treatment for cold sores, fever blisters, and outbreaks caused by the herpes virus. AZZURX is designed to stop an outbreak when applied upon the first onset. But, if applied after an outbreak has started, AZZURX will help dry out the cold sore, reduce your discomfort, and help you heal more quickly.

- **STOPS** outbreaks before they erupt*
- **SHORTENS** active outbreaks*
- **SOOTHES** & promotes healing
- **EASY-TO-USE** individual applicators

*AZZURX works on all the symptoms including the outbreak itself. Herpes (HSV-1 and HSV-2) is a virus for which there is currently no cure. AZZURX, or any other medicine, cannot prevent you from spreading the virus or having outbreaks in the future. Individual results may vary.

92% of AZZURX users reported that their outbreaks were healed.

*Third-party clinical study, based on self-assessment

AZZURX is easy to use!

1. Just snap to activate the formula.
2. Squeeze to saturate the swab.
3. Apply the soothing serum directly on the site of the tingle or outbreak.



What are people saying?

"For 20 years I've tried everything—God bless you."

—Marie

"You've changed my life!"


—Tom


"You can feel it working! It stops the outbreak and keeps it away for a long time. I haven't had an outbreak since I've tried AZZURX."

—M.C., Tampa, FL

AZZURX is available for purchase online at azzurx.com for \$23.00 (US). The quick-dose package includes 3 single-use applicators. Relief is guaranteed. If a customer is not satisfied with the effectiveness of AZZURX, Outbreaks, Inc. will refund the purchase price (if returned within 30 days of purchase).

Follow us on social media to engage with our community and for special promotions.

 @azzurx

 @azzurxofficial

 @stopcoldsores

Media contact:

Steve Lutz, slutz@outbreaksinc.com

[Learn more at azzurx.com](https://azzurx.com)



About

Outbreaks, Inc. is a USA-based company specializing in effective, all-natural treatments for actual outbreaks that afflict the world. We are proud to be a partner in the movement to improve global health, starting with our first mission: to enhance the care available to the estimated 3.7 billion people who suffer from symptoms caused by the herpes virus. Within our current pipeline and with future products, we are committed to nature-based wellness by providing products that use botanical homeopathic ingredients, stimulating the body's natural defenses without the use of potentially toxic chemicals.

Founder



Steve Lutz
CEO/President

Steve brings over 30 years of experience in the pharmaceutical industry to Outbreaks Inc. He has vast experience in Commercialization, Trade Sales, Sales Force Management, Manufacturing, and 3PI Logistics. Steve has employed this knowledge to become a nationally sought-after senior advisory consultant.

Prior to launching Outbreaks, Inc., Steve began his sales career within the OTC Consumer Health division of a large pharmaceutical company. Within a few years, he transitioned to selling branded and generic pharmaceutical products for multiple companies throughout his career. He also was a founder of two previous pharmaceutical companies, one of which he helped build into a \$250M organization in just 10 years.

Outbreaks, Inc. is allowing Steve to come full circle in his career and get back to his roots with selling OTC Consumer Health products, while engaging his entrepreneurial spirit to create another company with the vision of helping people with "outbreaks" around the world.

Design Assets

Logos

Clear Space—The height of the “X” in AZZURX, and half the overall height of the Outbreaks logo are used to determine the safe area around the logo.



Reverse Applications—The reversed version can be used on different color backgrounds as long as there is sufficient contrast to maintain the logo's integrity.



Improper Use—The AZZURX and Outbreaks logos should never be altered in any way, including orientation, coloration, proportion, or effect.



Product Images



Single ampule



Ampule 3-pack



Retail packaging

Explainer Video

Youtube link to our video explaining how to use AZZURX

<https://youtu.be/-PfcPLSPFyU>



ASSURX works in 3 simple steps.

Answers to common questions about AZZURX™

What are AZZURX ingredients?

AZZURX is formulated entirely from botanical natural ingredients and combines powerful natural antivirals that have been used individually to mitigate herpes outbreaks for hundreds of years. Along with a proprietary blend of fractionated coconut oil and essential oil blend of chamomile, lavender, eucalyptus, and peppermint, the following are the active homeopathic ingredients with their respective HPUS (Homeopathic Pharmacopoeia of the United States) potencies:

Lemon Balm 3X HPUS | White Cedar 3X HPUS | Spotted Geranium 3X HPUS | Pot Marigold 3X HPUS

When do I use AZZURX?

Apply the first dose of AZZURX when you experience the **first tingle** of a pending outbreak. **Repeat every 12 hours, as needed.** In most cases, AZZURX will stop the outbreak. Once the skin is broken, it will take time to heal, but the sooner you begin therapy with AZZURX, the faster your skin will heal. If your outbreak has begun and a blister has formed, you can still use AZZURX for relief and healing. **Repeat every 24 hours, as needed.**

My symptoms stopped after the first dose of AZZURX. Can I stop using it?

To ensure a complete healing process, continue to apply all three doses of AZZURX in the package. (If applied at first tingle, reapply every 12 hours; if initial application was post-outbreak, apply every 24 hours.)

Are cold sores caused by herpes simplex type 1 (HSV-1)?

Yes. HSV-1 most commonly causes cold sores around the mouth. But it can also cause genital herpes. HSV type 2 (HSV-2) is the usual cause of genital herpes, but it also can infect the mouth.

For what kind of herpes is AZZURX therapy effective?

AZZURX provides relief and accelerates healing of symptoms resulting from either HSV-1 and HSV-2 outbreaks. However, AZZURX is for EXTERNAL USE only and should not be used near the eyes or internally.

What results can I expect from AZZURX?

If applied at the first tingle, AZZURX will usually stop an outbreak before it starts or stop an outbreak in progress. For most people, it will also dramatically reduce the time it takes for symptoms to heal. However, for some people AZZURX will not be effective, so Outbreaks, Inc. offers a money-back guarantee if you don't get the results you want.

Even for people who have great results with AZZURX, herpes outbreaks triggered by trauma (injury, tattoos, etc.) are more difficult to stop. If you have a severe outbreak that has been active for more than a week, AZZURX may not be optimally effective.

Can I use an applicator more than once?

No. Each AZZURX applicator has the exact dose needed to work immediately upon contact with your skin and should be discarded right after use. Cold sores and fever blisters, especially with an outbreak of open sores, are highly contagious. The applicators should never be used more than once and should never be shared.

How fast does AZZURX work?

The sooner you apply AZZURX, the faster it will work. You should start to see results within 24 hours.

How many applicators should I use for each outbreak?

Our research shows that using 3 applicators is the ideal treatment, so that's why we've packaged AZZURX in a convenient 3-pack. We recommend using all 3 applicators to ensure optimal effectiveness, even if your outbreak stopped after the first application. However, everyone is different, so if you feel that AZZURX is working for you, but you have used all 3 applicators, you can certainly continue to use AZZURX until you feel the outbreak is healed.