



Dr. Merrill S. Chernov, a surgeon at Community Hospital Medical Center, has developed a cold-sore remedy.



Phoenix doctor finds cold sore medicine

By Barbara Yost
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Every cold sore sufferer recognizes the first sign that a breakout is about to occur: a prickly sensation on the lip or around the mouth.

Within a day, the sore is out in force — a nasty, unsightly, painful pustule that can linger for weeks, disappear, and return again and again.

Now a new remedy, developed by a Phoenix surgeon, is proving effective against the herpes simplex virus that causes cold sores and fever blisters.

Victims who say they've tried every product on the market tout the clear liquid as the answer to their prayers. They use words like "miracle" to describe the product and tag its inventor as "O Great Healer Of the Herpes."

"This stuff is like liquid gold to me," Mary Ann Hellman, assistant director of nurses at Community Hospital Medical Center, and lifelong herpes victim, said.

"It's magic cause it works."

The "great healer" is Dr. Merrill Chernov, who has practiced general surgery in Phoenix for more than 10 years.

While in residence at Maricopa County Hospital, Chernov picked up knowledge about the skin and began to experiment with various ointments.

A surgery patient who came to him with a cold sore inspired him to try a herpes remedy. He says he hit on the formula his first try.

Now sold through his Joshua Skin Care Center as simply Cold Sore Solution, the liquid is a topically applied drying agent, Chernov said.

He rates his remedy "about 90 percent effective" and said it often stops the herpes patches before they break out.

"Patients apply it (the solution) and the cold sore won't develop," he said.

"It works that fast and it works that good."

William Meyers, a stockbroker, said he's suffered almost monthly outbreaks of cold sores "as far back as I can remember."

Other remedies heal the sores within seven to 10 days, he said, but when he applies the Cold Sore Solution at the first tingle, the sore never materializes.

"I get pretty cautious about the claims people make," he said, "but the damned stuff works."

Another victim suffered the disease on his eyelid and cheek and healed it with Chernov's medication.

Marilyn Bodine, a medical transcriptionist at Doctors Hospital, is so confident the Cold Sore Solution has killed the herpes virus around her mouth that she's given away her supply.



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