

## A HANDY GUIDE

# How to manage dry, sensitive & eczema-prone skin.



Every skin day starts with **QV**



**We understand that your sensitive skin can cause you to hold back from enjoying life's everyday moments. Whether you struggle with dry skin, or more serious eczema flare ups, QV is here to help you feel more confident in the skin that you're in.**

Our gentle, scientific formulations have been developed over many decades, in consultation with dermatologists, to promote healthy skin.

Australian made and owned, QV was founded in 1953 by a young chemist, Gerald Oppenheim, and his wife, Rae, a nurse.

At the request of the dermatology ward of Melbourne's Queen Victoria Hospital, Gerald created a specialist skincare product that later became known as QV Bath Oil (named in honour of the hospital).

From these humble origins, QV has become Australia's number 1 best-selling sensitive skincare brand in pharmacy\*



## Why use QV on sensitive skin?

The daily use of QV can help fight eczema flare ups, reduce dryness and combat irritation, promoting healthy skin. As well as helping with the look and feel of dry skin, emollient-based products like QV can help reduce the itch that often comes with dry skin. Emollients are more than just effective moisturisers. Emollients with no active ingredients can be used to cleanse the skin and as a substitute for everyday soaps, as they are suitable to use on a regular, long-term basis.

**All our products are dermatologically tested, pH balanced, and free from active ingredients (such as lanolin) that are best avoided for those with sensitive skin.**

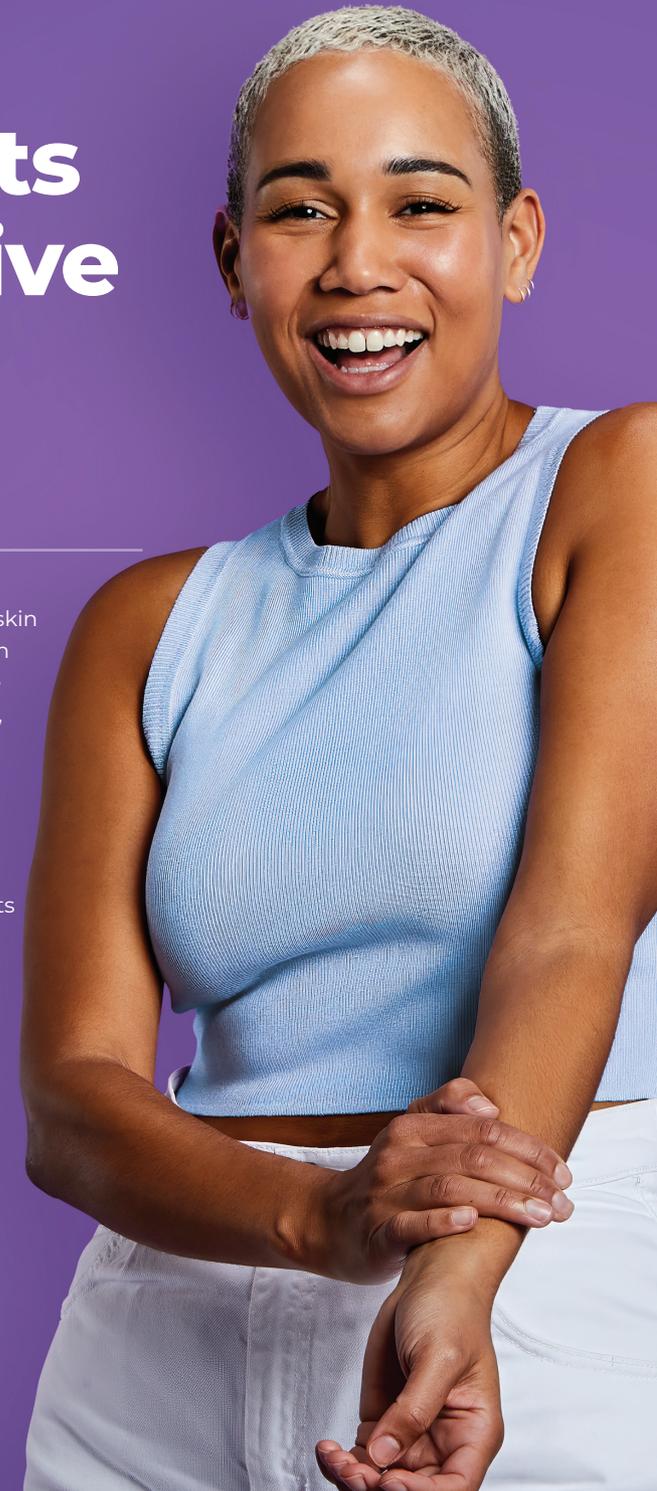


\*IQVIA, Skincare category, Australia Pharmacy Value Sales, FEB23 MAT Sales

# Why are emollients so effective on dry skin?

Dry skin occurs when the outer layer of skin lacks moisture, small gaps form between the cells and visible cracks appear in the skin's surface. Most people with eczema, for example, have dry skin which causes itchiness and contributes to the formation of cracks in the skin, and, consequently, a damaged skin barrier.

Emollients, a mixture of water, waxes, fats and oils in various proportions, are used to moisturise the skin, filling the spaces between the cracks. Not only do they moisturise the skin and soothe the itch, they also coat the skin's surface with an oily layer, which helps to trap moisture beneath it, preventing the skin from drying out further. This helps repair the skin's barrier, which is important to avoid irritation and infection.



# Managing sensitive skin with emollients.

## Step 1

### Cleansing sensitive skin.

It's time for a new cleansing routine, because caring for sensitive skin starts in the shower.



#### ⊗ Say NO to soap! - why?

Everyday soaps are highly alkaline and can dry the skin, with many containing Sodium Lauryl Sulphate, which strips away the skin's natural oils.

Shower gels and body washes, for example, contain fragrances that can be skin irritants.



#### ✓ DO

- Always use a soap substitute, rather than ordinary soap, for hand washing, showering and bathing.
- Take warm showers or short, cool baths
- Gently pat your skin dry.

#### ⊗ DON'T

- Use plain water alone for washing, as this will dry the skin.
- Bathe in water that is too hot as this will cause itching.
- Take long, hot baths.

## Which QV products do you recommend I use to cleanse my skin?

Each QV soap-free cleanser delivers a different level of hydration, depending on the skin's needs.

#### Light emollient 💧💧

##### QV Bath Oil

QV Bath Oil provides light hydration favoured for its soft, gentle formula. It's a soothing bath treatment for the relief of dry, itchy skin by helping to prevent moisture loss.

##### How to use - Bath:

Add 10ml of bath oil to adult's bath or 5ml to baby's bath (one capful of bath oil measures 5ml).

Bathe for 5 to 10 minutes. Pat skin dry.

##### How to use - Shower:

Rub gently onto wet skin, leave for a few minutes, briefly rinse and pat skin dry.



#### Medium emollient 💧💧💧

##### QV Gentle Wash

QV Gentle Wash provides medium hydration and is a soap-free alternative cleanser for the cleansing of dry, scaly skin and relief of symptoms of atopic and infantile eczema and psoriasis.

##### How to use - bath or shower:

Use Gentle Wash daily

Apply desired amount of QV Gentle Wash to wet skin and lightly massage.

Rinse and gently pat skin dry.



# Managing sensitive skin with emollients.

## Step 2 Hydrating sensitive skin.

### Keep the moisture in.

After cleansing the skin, the next step is to apply a suitable moisturiser while the skin is still damp, to hydrate the skin, coat the surface and restore the skin's barrier function.



### How much product do we apply?

Most emollients are available in 500g

Pump containers 1 pump = 1g

Body Area	Light Dose	Medium Dose	High Dose
Arm	2 pumps	5 pumps	10 pumps
Chest	2 pumps	5 pumps	10 pumps
Abdomen	2 pumps	5 pumps	10 pumps
Upper Back	2 pumps	5 pumps	10 pumps
Lower Back	2 pumps	5 pumps	10 pumps
Thigh	2 pumps	5 pumps	10 pumps
Shin	2 pumps	5 pumps	10 pumps

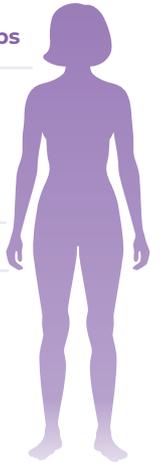
Face, neck & ears 2 pumps

Arms 2g pumps each

Torso 4-6 pumps

Hands 1/2 pump each

Both legs 8-9 pumps



Use an emollient according to the dryness of your skin, and individual preference/tolerance.

#### ✓ DO

- Apply emollients with clean hands.
- Apply downwards in the direction the hair grows, to avoid blocking the hair follicles, and smooth it gently into the skin, allowing it to soak in.
- Use your emollients as frequently as your skin needs them. Cream based emollients may require application every four hours, while ointment based emollients may require less frequent application as they stay on the skin for longer.
- Use intensive emollients at night time because you won't have the opportunity to reapply as often and these are effective for longer.

#### ✗ DON'T

- Put fingers directly in the tub if it doesn't come in a pump dispenser, to avoid contamination. Use a clean spoon to take out the desired amount each time.
- Stop using emollients because you have run out or your skin condition is under control. If you have sensitive skin, it's important to follow a daily routine and always keep your skin well-moisturised.



Lotions and creams (light to medium emollients) are generally better for red, inflamed areas of skin

Ointments are preferable for dry skin (that is not inflamed)

Light emollient

Medium emollient

Heavy emollient

**QV** is formulated specifically for **dry skin conditions.**

**Suitable for:**  
**✓Eczema ✓Dermatitis ✓Psoriasis**

**QV Bath Oil** 250ml | 500ml   



**SOAP COLOUR FRAGRANCE FREE**

Locks in moisture. Ideal for flare ups, infants and elderly	Soap-free - doesn't strip natural oils
Clear, non-greasy formula with no oily residue	Suitable for use with scaly skin, winter itch, dermatitis, atopic eczema and psoriasis
Non-comedogenic - doesn't clog pores	Water-dispersible formula for complete body hydration

**QV Skin Lotion** 250ml | 500ml   



Light, every day - non-greasy all over body moisturiser	24 hour, triple-moisturising blend to nourish skin
Particularly suitable for infants and the elderly	Lanolin, fragrance and propylene glycol free

**QV Gentle Wash** 250g | 500g   



**SOAP COLOUR FRAGRANCE FREE**

Soap-free, foaming cleanser for use across the whole body	Contains 15% Glycerin for increased skin hydration
Lanolin, fragrance and propylene glycol free	Locks in moisture without clogging pores
Suitable for washing hair to manage dry or sensitive scalps	Great for frequent hand washing - helps maintain hydration whilst gently washing away dirt and contaminants

**QV Cream** 100g | 500g | 1050g   



Triple moisturising blend to nourish skin	Proven to moisturise skin for up to 24 hours
Highly concentrated, contains squalane to help strengthen skin barrier	Lanolin, fragrance and propylene glycol free

**QV Intensive Ointment** 450g   



Rich, intensive balm for very dry and sensitive skin	Soothes and promotes healing on sore or sensitive skin
Helps to restore normal skin condition	Sting-free formula

# Manage dry skin conditions with the QV Skincare Range.

Use the chart below to identify the most appropriate QV Skincare product(s) for your skin.

Dry skin condition	Common symptoms	Who is at risk?	Recommended QV Skincare product
<b>Dry Skin</b> 	Skin has a rough texture and may be scaly or prone to forming shallow cracks. Skin lacks moisture and may look dull and flaky.	Dry skin can affect anyone, but it's particularly common as we age. Some people have naturally dry skin, and others have dry skin only at certain times of year (e.g. winter).	<b>QV Gentle Wash</b> <b>QV Skin Lotion</b> <b>QV Moisturising Cream</b>
<b>Contact Dermatitis</b> 	Occurs after your skin touches something that irritates it. Skin can look red, dry, scaly, and cracked and may be itchy.	Contact dermatitis can affect people with allergies to common irritants like soap, detergents, perfumes, disinfectants, oils, and dust.	<b>QV Gentle Wash</b> <b>QV Skin Lotion</b> <b>QV Moisturising Cream</b>
<b>Eczema</b> 	There are numerous types of eczema, but typical symptoms include itching, redness, scaling and dryness.	Eczema is believed to have a hereditary component, with most sufferers having a family history. Some children will grow out of eczema before secondary school, but others will have the condition for their entire life	<b>QV Gentle Wash</b> <b>QV Moisturising Cream</b> <b>QV Ointment</b>
<b>Psoriasis</b> 	Characterised by sharply defined, red patches of skin that become covered with dry, silvery scales. Typically affects the knees, elbows, scalp and back, but can affect any part of the body	Psoriasis is a common, chronic condition that affects people of all ages and around 2% of the UK population. Psoriasis is not contagious but is thought to be triggered by genes or certain environmental factors..	<b>QV Gentle Wash</b> <b>QV Bath Oil</b> <b>QV Skin Lotion</b> <b>QV Moisturising Cream</b> <b>QV Ointment</b>
<b>Ichthyosis</b> 	Continual and widespread scaling of the skin, usually affecting the whole body.	Ichthyosis can either be inherited due to a single genetic trait, or can develop very early in foetal life. It may also develop later in life due to a number of medical problems, such as kidney disease.	<b>QV Gentle Wash</b> <b>QV Bath Oil</b> <b>QV Skin Lotion</b> <b>QV Moisturising Cream</b> <b>QV Ointment</b>

## Patient Emollient Therapy Plan

Total emollient therapy for dry, sensitive or eczema-prone skin.

Fill out this handy tear-off page with the products you're interested in, then take it along to your pharmacist or GP to get your QV products.

Pack Size	PIP Code	NHS Supplier Code	SystemOne	Suggested Products
<b>QV Gentle Wash (Cleanser)</b>				
250g	363-9176	ELZ364	QV G	Tick Box <input type="checkbox"/>
500g	363-9168	ELZ365	QV G	Tick Box <input type="checkbox"/>
<b>QV Bath Oil (Cleanser)</b>				
250mL	367-1849	ELZ483	QV B	Tick Box <input type="checkbox"/>
500mL	327-3307	ELZ363	QV B	Tick Box <input type="checkbox"/>
<b>QV Skin Lotion (Moisturiser)</b>				
250mL	327-3331	ELZ366	QV S	Tick Box <input type="checkbox"/>
500mL	363-9341	ELZ367	QV S	Tick Box <input type="checkbox"/>
<b>QV Cream (Moisturiser)</b>				
100g	327-3315	ELZ358	QV C	Tick Box <input type="checkbox"/>
500g	327-3323	ELZ739	QV C	Tick Box <input type="checkbox"/>
1050g	363-9143	ELZ360	QV C	Tick Box <input type="checkbox"/>
<b>QV Intensive Ointment (Moisturiser)</b>				
450g	363-9150	ELZ361	QV I	Tick Box <input type="checkbox"/>

← Tear along perforated line

# Want to know more about the QV range of products?

Please reach out to us at [qvskincare.co.uk/contact-us](https://qvskincare.co.uk/contact-us) or follow us

 QVSkincareUK  qvskincareuk



## References:

\*<https://www.qvskincare.com.au/articles/healthy-beautiful-skin/soap-vs-surfactants.html>

Emollients for dry skin conditions: Best Practice Guidelines. Reviewed by: Emma Williams MSc EPP, RN (Child) Dip, Cert.Ed

Living with Eczema - Information for adults with eczema. National Eczema Society

[https://www.medicinenet.com/dry\\_skin/article.htm](https://www.medicinenet.com/dry_skin/article.htm)

<https://www.mayoclinic.org/diseases-conditions/dry-skin/symptoms-causes/syc-20353885>

<https://www.netdoctor.co.uk/conditions/skin-and-hair/a3626/contact-dermatitis/>

<https://knowyourskin.britishskinfoundation.org.uk/condition/contact-dermatitis/>

<https://www.nhs.uk/conditions/atopic-eczema/>

<https://nationaleczema.org/eczema/causes-and-triggers-of-eczema/>

<https://www.psoriasis-association.org.uk/about-psoriasis>

<https://www.nhs.uk/conditions/psoriasis/>

<https://www.nhs.uk/conditions/psoriasis/causes/>

<https://knowyourskin.britishskinfoundation.org.uk/condition/ichthyosis/>

<https://www.nhs.uk/conditions/ichthyosis/>

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