

# Total emollient therapy for the whole family

Dry or sensitive skin conditions, such as eczema and psoriasis, are incredibly common in the UK. The constant itch/scratch cycle can keep babies awake and give adults sleepless nights, putting a huge strain on the whole family.



Experts agree: one of the best ways to relieve discomfort and manage flare-ups is to adopt a routine of total emollient therapy by using a range of moisturising products that help to repair and rehydrate the skin.

## Manage dry skin conditions with QV

Developed by dermatologists, QV is a gentle, soap-free cleansing and moisturising range suitable for all ages and skin types. It is one of the few brands to contain glycerol – a naturally occurring humectant that helps the skin to remain hydrated and protects against irritation<sup>1,2,3</sup>

- Suitable for all ages – from infants to the elderly
- QV Skin Lotion, Cream and Gentle Wash all contain glycerol, which is a natural humectant
- Free from irritants such as sodium lauryl sulphate (sls)
- Free from fragrance, colour, lanolin, propylene glycol
- Leaves skin feeling smooth and soft
- Dermatological formulation
- Non-greasy – won't block pores

## Feel the difference – start using QV today

The most prescribed emollient in Australia is now available to you in the UK. The entire QV range is available on prescription from your GP or dermatologist, if you are undergoing treatment for a skin condition.

# Everyone can feel the difference with QV™

1. Brewster B. Aquaporins: Stimulating AQP3, *Cosmetics and Toiletries*, 123:6.p20–26. June 2008.
2. Fisher AA. *Contact dermatitis*. 3rd Edition. Philadelphia: Lea & Febiger; 1986. 249–250.
3. Fluhr JW, Darlenski R, Surber C. Glycerol and the skin: holistic approach to its origin and functions. *Br J Dermatol* 2008; 159:23-34.

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# There's a QV product for every part of your day

From a gentle wash to an intensive ointment, the QV range provides all the products you and your family need for Total Emollient Therapy – morning, noon and night.

## Choose an emollient with the QV grading system

Whether you suffer from a minor skin problem or severe itching, the QV grading system will help you decide how heavy an emollient you need for different times of the day or severity of dry skin. Products are graded 1–4, where 1 is the lightest.

For example, **QV Skin Lotion** is a light lotion, which is great when your skin is feeling dry (*but not for sore or cracking skin*), so it is classed as Grade 2. Whereas **QV Intensive Ointment** is Grade 4 because it is generally used when your skin is at its driest and in flare, making it an ideal night-time treatment.



## QV CLEANSERS

### QV Gentle Wash

- A mild, foaming cleanser
- pH balanced to moisturise sensitive skin
- Simply massage in and rinse off
- Also removes make-up



### QV Bath Oil

- Safe, non-slip formula – no need to bath siblings separately
- Disperses easily in water without leaving residue
- Ideal for infants and the elderly
- Simply add to the bath as required



## QV MOISTURISERS

### QV Skin Lotion

- A light, moisturising, all-over body lotion
- Apply to affected areas as often as required
- Also removes make-up



### QV Cream

- A highly concentrated, rich moisturising cream
- Ideal for areas that need extra hydration e.g. elbows and knees
- Can be used as often as required
- Available in a handy 100g pack size – great for school bags



### QV Intensive Ointment

- Highly emollient balm
- Protects and soothes sore skin to promote healing
- Preservative- and water-free
- Apply as often as required

