

What can aggravate dry, sensitive, itchy skin or eczema?

- Sand and dust.
- Soaps and detergents.
- Rough clothes and items such as carpets and car seats.
- Scratching and rubbing.
- Bubble baths.
- Extremes of temperature.
- Heating and air conditioning.
- Fragranced and medicated products.
- Chlorine in pools.
- Certain foods.



How can I help care for my child's skin condition?

- Avoid soap and fragranced products. Use **QV Kids Wash** to gently cleanse your child's skin.
- Avoid biological washing powders and fabric conditioners.
- Moisturise your child's skin regularly with either **QV Kids Moisturising Cream** or **QV Kids Balm**. For particularly dry skin, a moisturiser should be applied up to 3 times a day.
- Avoid long, hot baths and showers. Heat aggravates the itching.
- Discourage scratching. This further irritates the condition.
- Avoid sudden changes of temperature, especially those that may cause your child to sweat.
- Dress your child in light, soft, loose clothes. Cotton clothing should always be worn next to the skin.
- Avoid dusty conditions and sand, especially sandpits.
- Keep pets out of the house as fur and hair can cause irritation.



Always read the label. Use only as directed.

ego™ the science
of healthy skin™



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- Emollients & Protectives

QV Kids is available exclusively
from pharmacies nationally.
Retail outlets may vary internationally.

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References:

1. Epstein E: Common Skin Disorders. Medical Economics Books. New Jersey. 1988. pp102-104.
2. The Australian Journal of Pharmacy, Vol 82, May 2001, pp 410-412.
3. Textbook of Dermatology, 6th edition, 1998, pg 3562



the fun stuff for dry
and sensitive skin

Does your child suffer from dry, sensitive or itchy skin?

Dry or sensitive skin among children is a common problem.¹ In Australia research has shown that 1/3 of children will be affected by atopic eczema by the time they are ten.² Symptoms vary from redness and itching in mild cases to cracking and in more severe cases weeping, bleeding and infection.

Regardless of the severity, it's important to care for your child's dry or sensitive skin on an ongoing basis. If neglected the condition could worsen. Unfortunately due to the abundance of fragranced and coloured products on the market it can be a challenge for parents to tell their children they can't use the same products as their siblings or friends.

Kids with sensitive skin need no longer be deprived!

QV Kids complements the existing QV range with three playful products that provide all the benefits and protection of QV with an added element of fun!

With funky, bright packaging, **QV Kids** is perfect for kids with dry or sensitive skin and those who just wanna have fun! Your child will now look forward to caring for their skin every day.

All products are dermatologically tested. They are also fragrance free to gently soothe and protect your child's delicate skin. The range consists of a hand and body wash and moisturising cream both with added micro beads containing vitamin A and E, and a moisturising balm to treat particularly severe dry skin conditions.

QV Kids Wash

QV Kids Wash is a lightly foaming soap free cleanser. It has been pH balanced to match the natural, protective pH of your child's skin. It contains vitamins A and E in colourful, but skin friendly, micro-beads. Use it in the bath or shower – even at the sink – as an everyday hand and body wash.

QV Kids Wash is available in a 200mL bottle and a handy 375mL pump pack.



QV Kids Moisturising Cream

Highly concentrated, non-greasy and easy to apply all over the body, **QV Kids Moisturising Cream** protects dry, sensitive and itchy skin as it moisturises. Suitable for use on eczema it also contains vitamins A and E in colourful, skin friendly micro-beads, adding an element of fun to kids' skin care. **QV Kids Moisturising Cream** is available in a handy 100g sized tube.



QV Kids Balm

QV Kids Balm is a water free, highly emollient moisturising balm designed for children with severely dry skin. It's also suitable for use on eczema. Water based moisturisers have been known to cause stinging when applied to inflamed skin.³ That's why water is out and light liquid paraffin and soft white paraffin are in – to gently and effectively soothe very dry skin. Available in a 100g tube and a 450g pot.

