

Protect your sensitive skin during pollen season.



Say *Yes!* with QV™

# Eczema, pollen and skincare – what to consider?

Coming into spring and summer means we are heading towards hay fever season.



## Pollen season and sensitive skin.

Spring and summer can be challenging time if you suffer from dry and sensitive skin.<sup>1</sup> Warming temperatures and seasonal allergens, such as grass and tree pollen can trigger conditions like eczema, causing uncomfortable and itchy flare-ups.<sup>1</sup>

Many of you with eczema also suffer from asthma, and allergies like hayfever, due to something called **Atopic Triad**<sup>\*2</sup> and may be dealing with multiple symptoms caused by pollen.<sup>1</sup>

**\*Atopic Triad:** Asthma, eczema, and allergies have a tendency to occur together due to a genetic link.

## Pollen & summer season skincare tips:



Limit outside activity when the pollen count is high.<sup>3,4</sup>



Dry your washing indoors.<sup>3,4</sup>



Shower and wash your hair before bed.<sup>3,4</sup>



Choose gentle cleansers, like QV Gentle Wash, that are free from soap, fragrance and colour.<sup>5</sup>



Talk to a pharmacist about antihistamines.<sup>3,4</sup>



Keep moisturisers in the fridge to provide an even greater cooling effect on hot days.

# Don't forget to moisturise!

Moisturisers are the cornerstone of dry and sensitive skincare.<sup>6</sup> Your skin is the first line of defence for fighting off bacteria, allergens and irritants entering our bodies.<sup>7</sup>

People with dry and sensitive skin conditions have an impaired skin barrier, which can make it more vulnerable to allergens like pollen.<sup>3</sup>



**An impaired skin barrier** causes cracks in the skin where irritants and allergens can enter.<sup>8</sup>



**Regular moisturising** helps restore barrier function and reduce the risk of having a flare.<sup>7</sup>

## When choosing a moisturiser to protect the skin against seasonal allergens like pollen...<sup>9</sup>

### Choose:

- ✔ Moisturisers that are free from common irritants.

### Avoid:

- ✘ Ingredients that may increase the risk of skin reactions such as lanolin, antimicrobials, or lauromacrogols.
- ✘ Common skin irritants, like fragrance and colour.

# Protect your skin against seasonal allergies.

Nourish your skin with QV.



## QV Gentle Wash

**Is a soap free foaming cleanser that helps to maintain your skin barrier whilst cleansing.**

- Contains 15% glycerin, which attracts and retains moisture.
- Free from fragrance and colour
- Non-comodegenic– doesn't clog the pores
- Suitable for the entire body, hair and face

The result? Clean, silky-smooth, and soft skin every time.



## QV Cream

**Is a highly concentrated, rich moisturising cream.**

- Proven to moisturise skin for 24 hours.
- Helps draw in water, prevent water loss, and increase skin hydration.
- Nourishes and helps form a protective barrier for the skin.

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**Both are ideal** to use with dry, sensitive skin and conditions such as **eczema, dermatitis, psoriasis** and **ichthyosis**.



## Don't just take our word for it!

*"QV is my holy grail moisturiser. It leaves me feeling hydrated, not greasy, soft and protected for at least 24 hours. It has really helped reduce my desire to scratch"*

– Emma

*"This gave my sensitive, eczema-prone skin much needed hydration, soothed my redness and stopped me feeling itchy all the time"*

– Kylie

*"92.6%\* would recommend QV Cream to family and friends"*

– Hometester Club

\*Tested by 190 people during a 4 week test in September - October 2024

## All products in the QV Skincare range\* are:



\*QV Skincare range in the UK.



# 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)



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