Total emollient therapy from QV

Experts agree that a programme of total emollient therapy is one of the best ways to reach dermatitis and manage flare-ups. That means adopting a 2-stage routine of cleansing and moisturising to help repair and rehydrate skin, around the clock.

The QV range provides all the products a child needs for this 2-stage process, soothing sensitive skin conditions, morning, noon and night.

The QV range is one of the few brands to use glycerol in many of its products, so it feels smoother on the skin. It’s also completely free from SLS (sodium lauryl sulphate). Here’s what you’ll find right across the QV range:

- Free of urea, which is used in many other emollients
- Non-comedogenic formula, so they don’t block pores
- Glycerol formulation that feels great on the skin
- No colours, fragrances, propylene glycol, lanolin or its derivatives
- Non-comedogenic formula, so they don’t block pores
- Free of urine, which is used in many other emollients
- Unscented to be safe, especially if skin is affected

QV products for every part of the day

Our grading system helps you decide what to recommend for different times and types of dry skin. Products are graded 1 to 4, with 1 being the lightest (for dry but not sore skin) and Grade 4 the highest (for nighttimes when skin might flake up).

The benefits of not using soap

Even mild soap can be highly alkaline and can strip away the skin’s natural layer of protective oils. Soap also reduces the thickness and number of cell lamina in the stratum corneum, leaving the skin dry and potentially susceptible to infection.

What makes glycerol so effective?

Glycerol is a naturally occurring humectant that isn’t greasy, so it leaves skin feeling smooth and soft, without blockages forming.

A few facts about glycerol

- Glycerol is a naturally occurring humectant found in animal and vegetable fats, as well as human skin
- It was discovered in 1779 but its benefits to the skin have only recently been verified
- It protects the skin from the effects of washing, detergents and allergens
- It’s transported into the skin cells by recently discovered transporting proteins called aquaglyceroporins (AQGPs)
- The effects of poorly functioning, low numbers or incorrectly expressed AQGP1 can be mitigated by the topical application of glycerol

Glycerol and skin hydration

Glycerol (sometimes known as glycerin) is an effective humectant capable of attracting and holding water. It’s an effective skin plasticizer14 — non-toxic, non-irritating and non-comedogenic to the skin. Cases of sensitisation to glycerol are rare.

How glycerol is transported into the skin

Glycerin is a humectant, so where glycerol goes, water will follow. Aquaporins (specifically aquaglyceroporin) are a family of proteins that form channels to facilitate water transportation across cell membranes. Aquaporin (AQGPs) co-transport water and glycerol into and out of the epidermis. Glycerol transportation, both rapidly and potentially through stimulated AQGP channels, has a direct impact on improved skin hydration, elasticity and barrier function recovery.

Light liquid and soft white paraffin

As well as glycerol, QV products use light liquid paraffin and soft white paraffin. Liquid paraffin is an emollient that promotes hydration and suppleness of the skin. Soft white paraffin is an occlusive agent with excellent emollientic action. It is non-irritant, non-irritating and non-comedogenic.10,11

How QV helps stop skin drying out

Aquaporins (AQGPs) are pH-sensitive11 and at a pH of ~5–6 skin pH, they are inhibited.11 If the pH of the stratum corneum increases, AQGP3 becomes permeable. For example, if you use soap that has a high pH, the AQGPs will become permeable and water loss from the stratum corneum will increase. This causes the skin to dry out. By using a pH-balanced QV product, you can help to increase glycerol transportation without promoting water loss through the stratum corneum.