



Getting the better of

**WINTER**

**SKIN**



# Talking to your patients about managing winter skin

## Getting ready for increased patient visits this winter?

As the colder months approach, many will experience flare-ups of dry, sensitive, and eczema-prone skin.

Winter can worsen symptoms of dry skin conditions such as eczema, and psoriasis<sup>1/2</sup> and the conditions can become more challenging to handle.

### Pharmacy Team/ Health Care Professionals can help with:

- **Appropriate product recommendations**
- **Self-care advice**

[1] <https://www.healthline.com/health/skin-disorders/winter-eczema-treatment#moisturize>  
2) <https://www.psoriasis-association.org.uk/news/cold-weather-tips>







## What causes **dry** and **itchy** skin?

When the outer layer of skin lacks moisture, small gaps form between the cells and visible cracks appear in the skin's surface.

One of the underlying causes is **seasonal changes**.

# Some common winter flare-up triggers:



**Low humidity** in the air outside and dry air indoors from heating systems, which can sap the moisture from air and affect the patient's skin.



**Clothing materials** like wool, which can be scratchy and irritating to the skin.



**Colds and flu** can cause a generalised flare or a local contact reaction around the nose due to persistent blowing.



**Dust mites and mould can trigger eczema.** Houses are more likely to lack ventilation in winter months, exacerbating these issues. Plus, people spend more time indoors, which increases exposure.



**Lower levels of sunlight** can have an impact on patients with psoriasis.



**Stress** caused by the pressures of the festive season.

# How can patients modify their skincare routine to reduce the impact of winter?

## Broadening the types of emollients used:

Shifting from lighter, watery lotions to thicker creams and ointments with richer, more moisturising formulas can provide additional hydration, protecting the skin from water loss.



Switching to an emollient soap substitute.

Everyday soaps and shower gels can cause the skin to dry out further.





# How can patients modify their skincare routine to reduce the impact of winter?

Encourage patients to apply emollients more liberally and reapply at least 3-4 times per day (as advised by the NHS) to maintain optimal moisture levels.

- Remind patients to pay special attention to their **hands and face**, as these areas are often more exposed to the elements and require extra care during the colder months.
- Suggest a smaller size emollient **tube for on-the-go** applications.

Your patients might have more frequent flare ups in winter. Remind patients that moisturisers combined with active treatment, such as topical corticosteroids, give better results than active treatment alone.



Active Treatment  
+  
Moisturiser  
=  
Better results

# QV Cream

A highly concentrated, rich moisturising cream. Suitable for use with dry, sensitive skin and conditions such as eczema, dermatitis, psoriasis and ichthyosis.

- Suitable for the entire family from infants to the elderly.
- Proven to moisturise skin for up to 24 hours.



Glycerin



Petrolatum



Paraffinum  
Liquidum



Squalane



Dimethicone



Say Yes! with QV™

# QV Cream

A highly concentrated, rich moisturising cream. Suitable for use with dry, sensitive skin and conditions such as eczema, dermatitis, psoriasis and ichthyosis.

**Glycerin:** A *humectant* helping to draw and hold water to the skin to maintain hydration.

**Petrolatum:** A highly effective *occludent*, used to promote both short and long-term skin rehydration.

**Paraffinum Liquidum:** An *emollient* that helps to reduce moisture loss from the outermost layer of the skin to maintain hydration.

**Squalane:** Naturally-occurring component of the skin's oil (sebum), this *emollient* works as a vehicle to help carry other hydrating substances or ingredients across the skin.

**Dimethicone:** A silicone that helps to protect the skin by forming a water-repellent barrier against water soluble irritants.



Say Yes! with QV™



# QV Intensive Ointment

Rich intensive balm not only helps to rehydrate skin, but also helps seal in skin's moisture too.

## Suitable for:

- **Extremely dry and sensitive skin.**
- **The entire family from infants to the elderly**
- **Conditions such as eczema, dermatitis, psoriasis and ichthyosis.**

**Versatile:** Suitable for use on the entire body, including the face, which simplifies the regimen for patients.

**Sting-free formula:** Water-free formulation won't sting when applied to inflamed or cracked skin.

[Source: <https://eczema.org/information-and-advice/triggers-for-eczema/weather-and-eczema>]



Say Yes! with QV™

# About the QV Skincare range\*



\*QV Skincare range in the UK