

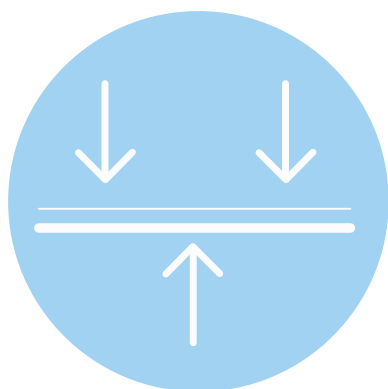
QVTM
baby

Together,
we'll grow
stronger.



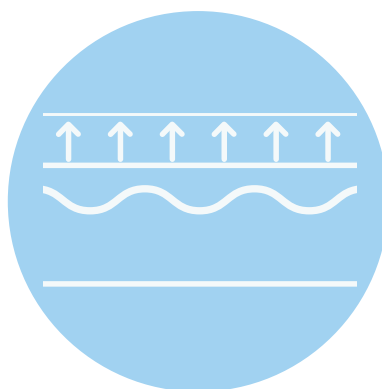
A baby's skin is soft and delicate, however, it has a very important role to play for the baby's health, including preventing infection and reducing the amount of allergens and irritants that penetrate into the skin.¹

Despite having such an important function, the baby's skin does not become fully developed until 12 months after birth.¹



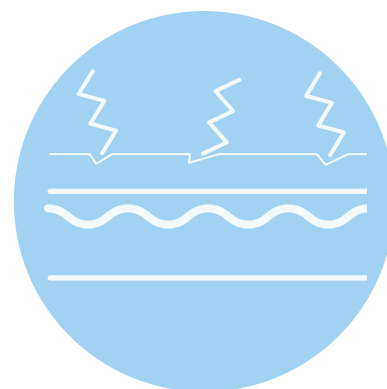
THINNER SKIN BARRIER

A baby's skin barrier is 30% thinner than an adult's ²



DEVELOPING SKIN BARRIER

A baby's skin is not fully developed until 12 months ¹



INCREASED VULNERABILITY

An infant's skin is more vulnerable to infection and external irritants ³



Soaps and harsh surfactants play a role in *weakening* the baby's skin barrier.³
A weakened skin barrier can lead to other *symptoms of eczema*, such as redness, itch and inflammation, in babies who have a genetic predisposition.⁴

That's why it is so important to use *gentle products* to help ensure that the baby's skin barrier is supported during this formative time.⁵



Exclusive
to Pharmacy



Australian
Made & Owned

No.1

baby skincare
brand in
pharmacy[^]



Australian made, QV Baby is a dermatologically tested range of *gentle* hydrating cleansers, moisturisers and a barrier cream, specially developed for sensitive skin. **Recommended by paediatricians**, every QV Baby product is free from colour, fragrance and other common irritants, to work in *harmony* with baby's delicate skin.

FREE FROM
FRAGRANCE

FREE FROM
SOAP

FREE FROM
COMMON IRRITANTS

PAEDIATRICIAN
RECOMMENDED

AUSTRALIAN
MADE & OWNED



QV Baby Washes



QV Baby Bath Oil

Gentle, Moisturising Bath Oil

- ✓ Enriched with Vitamin E
- ✓ Moisturises while cleansing
- ✓ Soap-free
- ✓ Preservative Free
- ✓ Non-comedogenic (won't block pores)
- ✓ Water dispersible

Suitable for use everyday and with conditions such as eczema, baby rash and cradle cap.

Available in 250ml, 500ml.



QV Baby Gentle Wash

Gentle, Moisturising Wash

- ✓ Enriched with Vitamin B3
- ✓ Soap-free
- ✓ pH balanced
- ✓ Low-irritant formulation
- ✓ Free from fragrance, colour, lanolin and propylene glycol.

Suitable for use everyday and with conditions such as eczema, baby rash and cradle cap.

Available in 250g, 500g.



QV Baby 2 in 1 Shampoo & Conditioner

Gentle 2 in 1 Shampoo and Conditioner

- ✓ Tear-free
- ✓ Ophthalmologist tested (safe around the eyes)
- ✓ pH balanced
- ✓ Contains moisturising properties
- ✓ Low-irritant formulation

Suitable for use everyday and with conditions such as eczema, baby rash and cradle cap.

Available in 200g.

QV Baby Moisturisers



QV Baby Moisturising Cream

Gentle, hydrating Moisturising Cream

- ✓ Enriched with Vitamin B3
- ✓ Contains 5 moisturisers
- ✓ 24 hour hydration
- ✓ Supports the skin barrier
- ✓ Non-greasy, easily absorbed

Suitable for use everyday and with conditions such as eczema, baby rash and cradle cap.

Available in 250g, 500g



QV Baby Skin Lotion

Gentle, hydrating Skin Lotion

- ✓ Enriched with Vitamin B3
- ✓ Triple moisturising system
- ✓ 24 hour hydration
- ✓ Works in harmony with the skin
- ✓ Low-irritant formulation

Suitable for use everyday and with conditions such as eczema, baby rash and cradle cap.

Available in 250g

QV Baby Barrier Cream

Nappy Rash

Nappy rash is the most common skin disorder of infancy⁶ and is caused by the irritation and soaking of the nappy contents on the baby's skin, combined with friction.⁷ Whilst nappy rash is not a serious condition, it can cause pain and soreness and may make the baby unsettled or irritable.

Barrier products like QV Baby Barrier Cream can help protect against nappy rash, however, many parents are not aware that nappy rash can be prevented.



QV Baby Barrier Cream

Gentle, protective Barrier Cream

- ✓ Forms a barrier to help shield baby's skin from irritants
- ✓ Helps protect against nappy rash
- ✓ Doesn't impact nappy absorbency
- ✓ Rehydrates the skin
- ✓ Non-sticky, non-greasy
- ✓ Low-irritant formulation

Suitable for use everyday and with conditions such as eczema, baby rash.

Available in 50g, 125g



Dermatologically
Tested



Paediatrician
Recommended



Free from Soap,
fragrance and
common irritants



QV
baby



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QV™ Together
we're
stronger

^All data sourced: Aztec IRI Scan Data, Total Pharmacy Skincare, data ending MAT 02/06/19.

References: 1. Nikolovski J, Stamatias GN, Kollias N, Wiegand BC. Barrier function and water-holding and transport properties of infant stratum corneum are different from adult and continue to develop through the first year of life. *J Invest Dermatol* 2008;128(7):1728–1736. 2. Stamatias GN, Nikolovski J, Luedtke MA, Kollias N, Wiegand BC. Infant skin microstructure assessed in vivo differs from adult skin in organization and at the cellular level. *Pediatr Dermatol* 2010;27(2):125–31. 3. Lavender T, Bedwell C, Roberts SA, Hart A, Turner MA, Carter L, et al. Randomized, Controlled Trial Evaluating a Baby Wash Product on Skin Barrier Function in Healthy, Term Neonates. *Journal of Obstetric, Gynecologic & Neonatal Nursing*. 2013;42:203–14. 4. Oranges T, Dini V, Romanelli M. Skin Physiology of the Neonate and Infant: Clinical Implications. *Adv Wound Care (New Rochelle)*. 2015;4:587–95. 5. Concannon P et al. *Paediatric Dermatology* 18(2):149. 2001. 6. Pierard-Franchimont C et al. *Eur J Pediatr* 155:756-758. 1996. 7. Pierard-Franchimont C et al. *Eur J Pediatr* 155:756-758. 1996.