

INDEPENDENT community pharmacist

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WINTER SKINCARE

The **cold** guard



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Exposure to extremes of biting winds, cold air and dehydrating central heating can cause dry and chapped skin during winter months and exacerbate skin problems like eczema and psoriasis. **Dawn Gay** considers the treatment options

The research and development institute for natural skincare, Essentially Yours, launched its new Sensitive Facial Oil in July. It claims that the protective and anti-ageing product is a "super food in skincare form". Mr Hamilton, founder of Essentially Yours, says: "Vital oils such as those found in Sensitive Facial Oil provide real protection from environmental factors such as wind, cold and the drying effects of central heating. This is because they reinforce the hydro lipid film, our protective waxy film on the skin. You are effectively creating a Barbour jacket for the skin, providing total protection while putting in super antioxidants to help repair summer damage."

irritation does not warrant a visit to the doctor, or because it is faster and more convenient to speak to their pharmacist. And with skin problems generally on the rise, pharmacists are in an important position to help and advise, and have solution-based products to offer," he says.

A 'big hand' for E45

RB added three new products to its E45 hand cream range in October to address very dry skin problems. The top-selling range for dry skin now includes E45 Repair and Protect Overnight Hand Cream (its first night hand cream), E45 Intense Recovery Hand Cream and E45 Nourish and Restore Hand Cream. The launch is being backed by TV advertising and a digital, PR and sample campaign.

GSK announced the launch of its new junior Oilatum Daily Junior cleansers, including a shampoo, wash and bubble bath, at October's Pharmacy Show. Oilatum's senior brand manager Caroline Fredj says: "Oilatum is a renowned skincare brand and is bringing innovation to the dry skin category with the launch of the Oilatum Daily Junior cleansing product range. The extension will help drive further growth by meeting consumer demand for a range of products specifically created for babies and young children with dry skin." The Oilatum child and baby range is currently growing at a rate of 16.2 per cent and is being launched with a £1m above-the-line advertising campaign.

QV Skincare has a highly successful range of products for dry skin conditions and IMS data reveals that sales increased by 58 per cent last year. The brand's sales team is currently working to increase its presence in independent pharmacies, according to brand manager Stephanie Young. "We're thrilled to have received such a great response for a product that we know has such a positive impact on people's health and wellbeing. Free from fragrances and sodium lauryl sulphate (SLS), QV is one of the few brands to contain glycerol in many of its products, protecting the skin against irritation and retaining the skin's