

## Bodybuilders – don't let ugly stretch marks mar your perfect body

### **New Stretch Mark Repair Cream improves the appearance of stretch marks in just 4 weeks**

No matter how good their skin tone, at some point during their training every serious bodybuilder will develop stretch marks. When a bodybuilder bulks up too quickly they put on pounds of muscle in a very short space of time. As the muscle builds the skin surrounding it has to stretch to accommodate the bulk, and a stretch mark is formed.

A stretch mark is formed deep in the connective tissue of the skin's secondary layer called the dermis. This is where collagen is stored which gives the skin its strength and elasticity. Typically stretch marks are long lines of varying depth, but the angry red appearance stands out from the rest of the surrounding skin which is unsightly and causes distress and embarrassment to the sufferer. Bodybuilders dedicate time and effort developing a sculpted toned body shape and the last thing they want to adorn it with is ugly stretch marks!



One of the most common areas for stretch marks on a bodybuilder is where the upper chest and front shoulder meet, because this is typically where there is a rapid muscle growth. Once a stretch mark forms it is there for good, and although it fades a little over the years, it is impossible to completely eradicate it without medical intervention, such as laser therapy.

But help is at hand. SilDerm Stretch Mark Repair Cream has been 100% clinically proven to help improve the appearance of existing stretch marks in just four weeks.

SilDerm Stretch Mark Repair Cream contains a range of natural active ingredients including Darutoside, a botanical extract from a plant found in Ethiopia, Madagascar, Japan and

Australia, and Registril, a combination of ingredients including green bean extract and rutin, which is found in fruit and berries. In controlled trials, Darutoside was shown to stimulate wound healing and tissue regeneration, and the effect was to reduce the length of stretch marks by 50% and the depth of the indentation by 55%.



Further clinical studies also showed that when applied twice daily over a two month period Registril reduced the redness of the stretch mark and also decreased the depth by up to 72%.

The cream is easy to use; just apply twice daily to existing stretch marks over a four week period and then once daily until the stretch marks begin to fade. Unlike other stretch mark products, it is rapidly absorbed into the skin, so it won't leave the skin or clothing feeling greasy.

SilDerm Stretch Mark Repair Cream is available in 50 ml tubes at £11.50 or 200ml tubes at £39.95 and can be purchased online at [www.silderm.com](http://www.silderm.com). For further advice call the SilDerm Customer Care Line on 0844 544 7450.

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### **More about SilDerm Group**

The SilDerm Group has a strong pharmaceutical background and the company's aim is to establish a major worldwide healthcare brand with products developed to create Beauty Through Science. The development of all SilDerm's products is based on sound scientific and medical research and all products have proven effectiveness. Developed in leading University research centres in the USA, SilDerm's product range includes:

**SilDerm™ Stretch Mark Prevention and Repair**

**SilDerm™-Lumixyl™ Skin Brightening Treatment**

**SilDerm™-Lumixyl™ Revitaleyes Revitaleyes Brightening Eye Cream**

**SilDerm™-Celfix™ Anti-Ageing Treatment**

**SilkPeel Dermalinfusion System**

Further products and treatments are scheduled for launch during 2012.

Since its formation in 2009, SilDerm Limited has gone from strength to strength. In addition to working directly with the professional beauty trade, the company currently has UK partnerships with Urban Retreats in Harrods in London and Harvey Nicholls in Manchester. International expansion began in late 2011 with a distribution agreement in Japan, and new territories within Europe and the Middle East are scheduled to come on stream in mid-2012 as part of their controlled organic growth strategy.

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