

Banish Stretch Marks in Pregnancy

SilDerm™ the first clinically proven treatment to prevent stretch marks

No longer do women have to accept that stretch marks are an inevitable side effect of pregnancy, thanks to a new product that is now available in pharmacies in the UK. SilDerm Stretch Mark Prevention Oil is the first treatment that has been clinically proven to prevent stretch marks developing during pregnancy.

SilDerm™ Stretch Mark Prevention Oil contains two naturally occurring ingredients that work together to significantly decrease both the risk and the severity of stretch marks:

- Gotu Kola: a plant extract which stimulates the body's own cells to produce collagen
- Tocopherol: natural vitamin E – a strong antioxidant that helps prevent tissue damage



An easy to apply attractively fragrant oil, SilDerm™ Stretch Mark Prevention Oil can be applied to the vulnerable areas of the body such as abdomen, breasts, hips and buttocks and stimulates the skin cells to start the healing process before the stretch marks have taken hold. It is easily absorbed into the skin and will not stain clothes.

Some competitor products claim to have evidence that they are effective, but simply don't have the data which stands up to scrutiny. In a double blind placebo-controlled study of over 80 women, SilDerm ingredients were shown to dramatically reduce the incidence of stretch marks.

Not all women experience stretch marks during pregnancy, but the study included women who had developed them during puberty and were therefore prone to stretch marks. In this group 100% of the women in the placebo group developed further stretch marks compared to only 11% of those using SilDerm.

SilDerm™ Stretch Mark Prevention Oil ingredients have been screened for use in pregnancy and when breastfeeding. Its higher prenatal safety standards using a unique teratology screening process, have earned it recommendations from leading obstetricians and gynaecologists across the world.



SilDerm™ Stretch Mark Prevention Oil is available in 30ml bottles at £9.95 and 120ml bottles at £34.95 from independent pharmacies and online from www.silderm.com. For further advice call the SilDerm Customer Care Line on 0844 544 7450.

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Note to Editors

- Hi resolution images available on request
- Stretch marks happen during times of rapid growth, such as pregnancy, but can also occur in puberty, via excessive weight gain or even as a result of weight lifting at the gym.
- 70% of women develop stretch marks during pregnancy
- Stretch marks are a form of scar but only involve the skin's secondary layer, the dermis, which contains the collagen networks that give skin its strength and elasticity.
- Stretch marks can occur anywhere, but are more likely in areas where fat is stored, such as the abdomen, breasts, hips and buttocks.

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 it's 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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