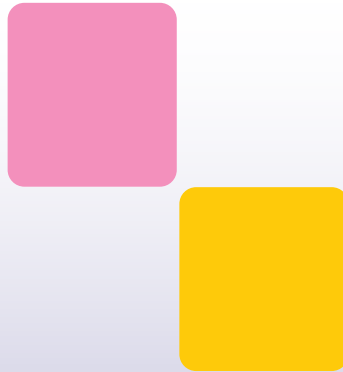




# SilDerm<sup>TM</sup>

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## Stretch Marks: The Facts



# Stretch Marks are very common... and a big problem

Anyone can get Stretch Marks, but they occur more often in women than men.

## In fact...

- 70% of all women and 40% of men will suffer Stretch Marks some time in their life. <sup>(1.)</sup>
- More worryingly, 90% of all pregnant women get Stretch Marks.
- It is a big issue and it causes distress and upset to many people who suffer from it.



# Causes of Stretch Marks

There are several factors that can either cause Stretch Marks or make developing them more likely, these are:

## ■ Pregnancy

Pregnancy is a big factor in Stretch Mark development, particularly after the sixth month of pregnancy. Hormones that are produced by the body to help soften ligaments ready for birth also soften fibres in the skin increasing the risk of developing Stretch Marks.



## ■ Gaining Weight Quickly

Stretch Marks are more likely to occur if a lot of weight is gained during a short period of time. Regular dieting and then subsequent rapid weight gain is the main cause of Stretch Marks.

## ■ Puberty

Young people tend to grow very fast during puberty which puts extra strain on the dermis. Males often get Stretch Marks on their shoulders and back, whereas females tend to get them on their hips, thighs and breasts.



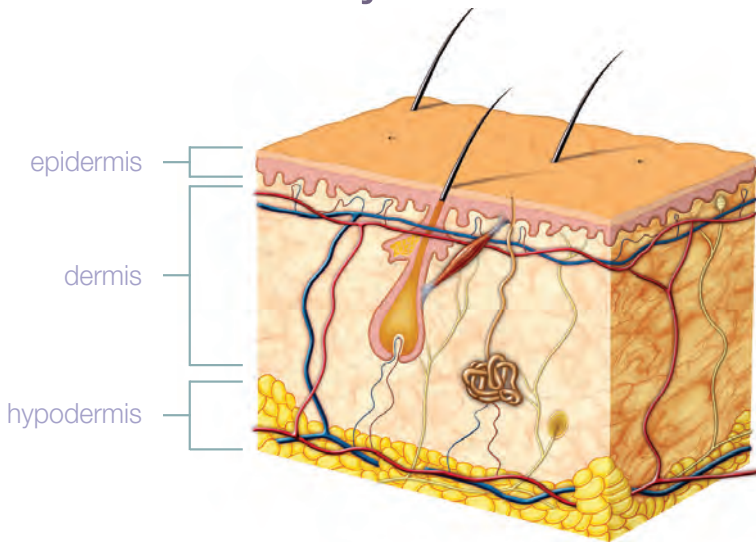
## ■ Family History

If you have close relatives who have Stretch Marks (such as your mother) the risk may be greater.



# The Science Behind Stretch Marks

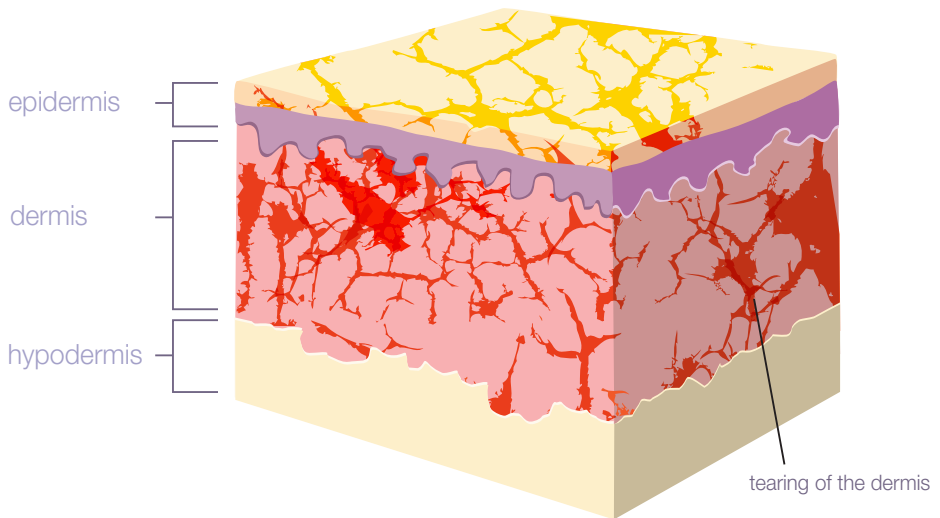
Our skin is made  
up of **3**  
main layers...



- **The Epidermis** is the outer layer of the skin that forms a protective barrier.
- **The Dermis** is the strong, supportive middle layer of the skin that gives the skin its strength and elasticity
- **The Hypodermis** is the inner layer of the skin, consisting of fat and supportive connective tissue



# How do Stretch Marks Develop?



- Stretch Marks occur in the dermis when the skin is stretched considerably over a short period of time, e.g. puberty, pregnancy, rapid weight gain.
- This rapid skin stretching causes the dermis to tear in places to relieve the pressure.
- As the dermis tissue starts to repair itself it lacks the smooth regular appearance of normal skin – hence the raised appearance of Stretch Marks.
- Ultimately, Stretch Marks are scars and should be treated in the same way.



Introducing...

# SilDerm™ Repair Cream



- Only SilDerm™ Repair Cream is clinically proven to reduce redness and improve the indentation of Stretch Marks.
- Developed by doctors specifically to treat Stretch Marks with clinically proven ingredients.
- Unlike other treatments, it's unique formulation has been **proven to work** on **reducing the redness** and **indentation of Stretch Marks**.
- SilDerm™ is safe to use in pregnancy.
- Twice daily application.

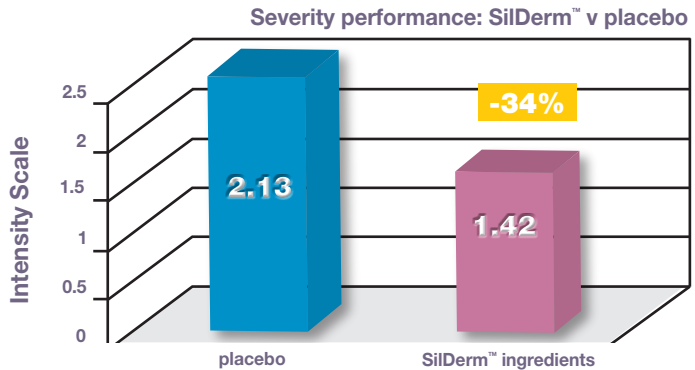
Thanks to SilDerm™ your patients can see and feel a difference in just a few weeks.

# How does SilDerm™ Work?

■ SilDerm™ Repair Cream contains clinically proven ingredients.

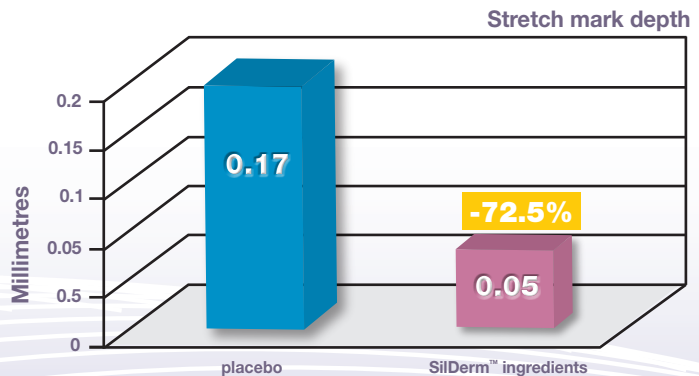
■ **Darutoside:** Is well known for its wound healing properties. Clinical studies ① have shown that with topical use twice daily for a month Darutoside can significantly decrease the severity of Stretch Marks by up to **34%**.

1



■ **Registril:** this works by stimulating collagen repair. Clinical studies ② have shown that with topical use, twice daily for two months Registril can improve a Stretch Marks colour while also decreasing the appearance of its depth by up to **72%**.

2



Unlike other topical treatments SilDerm™ Repair Cream actually works to help treat the visible signs of Stretch Marks.

# How to help prevent Stretch Marks?



- Stretch Marks are never 100% preventable, but there are steps that can be taken to decrease the risk of suffering.
- Maintain a healthy weight – gaining weight at a fast rate is one of the biggest factors causing stretch marks.
- Gain weight steadily during pregnancy.
- Look after the skin – keep it hydrated and moisturised.

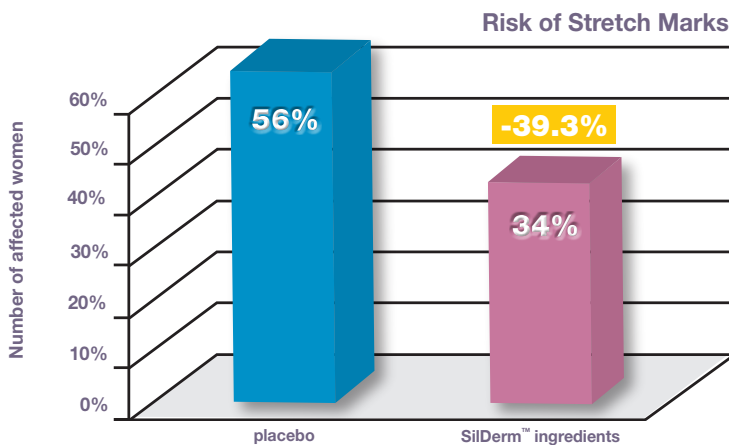
Encouraging patients to use an effective Stretch Mark prevention treatment with clinically proven results will significantly reduce the risk of Stretch Marks.



# SilDerm™ Stretch Mark Prevention Oil

- 100% clinically proven to minimise the risk of Stretch Marks.
- SilDerm™ Stretch Mark Prevention Oil's unique ingredients have been proven in clinical trials to significantly reduce the chance of getting Stretch Marks during pregnancy.

3



- The ingredients in SilDerm™ Stretch Mark Prevention Oil are considered safe for use in pregnancy.
- Twice daily application.



# Why Recommend SilDerm™?

- It is the only topical treatment available that is **clinically proven** to help **treat** and **prevent** Stretch Marks.
- It is the only treatment that is proven to work on reducing the redness and indentation of Stretch Marks (the two most important factors when treating Stretch Marks).
- Unlike other topical treatments, the ingredients in SilDerm™ have been proven to improve the appearance of Stretch Marks.



RRP. **Repair  
Cream £39.95**

RRP. **Prevention  
Oil £34.95**

Give your patients the chance to look and feel better about themselves by recommending SilDerm™ today.

# NOTES





Silderm™ is available exclusively on **[www.silderm.com](http://www.silderm.com)**

For more information please visit **[www.silderm.com](http://www.silderm.com)** or call our customer care line  
on **0844 544 9969**.