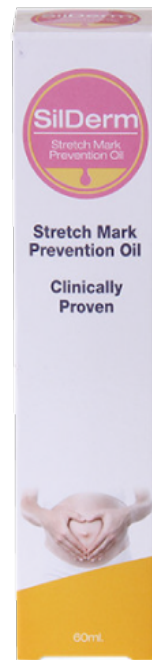


# SilDerm Stretch Mark Prevention and Repair Training Presentation

# SilDerm™ Stretch Mark Prevention & Repair

PROVEN EFFECTIVENESS FOR  
STRETCH MARK PREVENTION & REPAIR



# PREVENT STRETCH MARKS

Clinically proven to help  
prevent stretch marks



**SilDerm™**  
**Stretch Mark  
Prevention Oil**

# SAY NO TO STRETCH MARKS

*"I love this product – it got rid  
of all my stretch marks – even  
those I had for over 2 years!"*

**SilDerm™**  
**Stretch Mark  
Repair Cream**



Stretch Mark treatment from the brand trusted by physicians



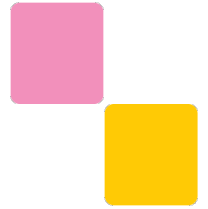
# Stretch Marks Are a BIG Problem

- **70%** of all women & **40%** of men will suffer stretch marks sometime in their life <sup>(1)</sup>
- More worryingly **90% of all pregnant** women get stretch marks
- **1 in every 10 UK women** has a concern around scarring, sagging or cellulite on their body (3.1m women) <sup>(2)</sup>



(1) NHS Direct Website UK  
(2) Mintel body care report 2009

# What Are Stretch Marks ?



- Striae gravidarum are linear depressions of the skin caused by fibro-blast dysfunction<sup>1</sup>.
- Stretch marks may be the result of
  - mechanical factors (stretching of the skin owing to the development of subcutaneous structures such as interstitial adipose tissue or muscle development) or
  - biochemical factors (i.e. because of excessive glucocorticoid levels, which inhibit the activity and proliferation of fibroblasts<sup>2</sup>).
- Stretch marks may appear at any stage of life and can be related in some cases to genetic predisposition<sup>3</sup>.

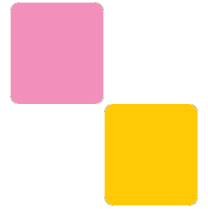


# What Are Stretch Marks ?

- striae frequently occur during adolescence and pregnancy
  - approximately 27% of adolescent<sup>2</sup>, and between 60% and 90% of women develops them during pregnancy <sup>3,4</sup>
- This is as a result of a combination of mechanical and hormonal factors (increased steroid hormones<sup>2</sup>).
- For striae gravidarum, some authors have suggested that variables such as age, weight gain during pregnancy or family history may also be risk factors for this skin problem<sup>4</sup>.



# Preventing Stretch Marks

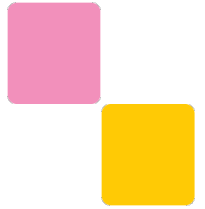


## Prevention:

- The skins elasticity has been proposed as an important factor associated with the appearance of Stretch marks<sup>4</sup>
- Preventive treatments are therefore focused on increasing the skins elasticity and improving the dermis structure



# Preventing Stretch Marks

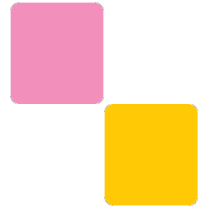


- This can be achieved partially by massage, as massage stimulates the fibroblasts in the area
- Some safe plant extracts can be used to add strength and pliability through the stimulation of fibroblasts.
- These increase the production of collagen and elastin fibers<sup>5</sup>





# Preventing Stretch Marks



## Safety Critical for recommendations

- Tetralogy screened ingredients only.
- Main databases
  - Medline
  - Toxline
  - Dart
  - Teris
  - Lactmed



# Repairing Existing Stretch Marks

## Repair:

- Treatment options for existing Stretch Marks is difficult. Options include
  - Massage with creams and oil
  - Clinically proven Creams
  - Dermabrasion
  - Laser treatment



# Repairing Existing Stretch Marks

Repair:

- Combination treatment is often used
- Treatment goals are;
  - Reduce the redness
  - Improve the pliability of the skin
  - Improve indentation



# The SilDerm™ Target Market

## Repair Cream

Teenagers and puberty

Body builders

New mums

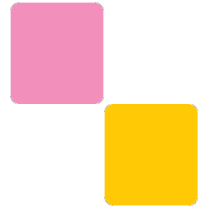
## Prevention Oil

Pregnant women in the first 12 weeks of pregnancy

Obese customers who intent to loose weight



# The SilDerm™ Range



SilDerm™ Stretch Mark Oil for the Prevention of Stretch Marks

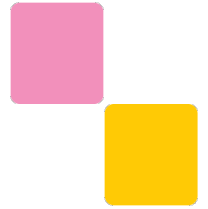


SilDerm™ Stretch Mark Repair Cream for the Repair of existing Stretch Marks



# The SilDerm™ Range

## Stretch Mark Prevention Oil



Oil Containing natural ingredients



Main ingredient is Centella Asiatica. Vit E derivative.



Strengthens the skin so less likely to tear when the skin expands



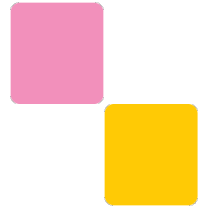
Oil smells of Lavender and is easily absorbed.

# Clinically Proven



# The SilDerm™ Range

## Stretch Mark Prevention Oil



- Proven to be stimulate the fibrobalsts and increase the strength of the skin before it expands



- Clinically Proven in a placebo controlled study 80% less likely to get Stretch Marks using SilDerm Prevention Oil



- All ingredients have been screened by databases and passed as safe to use during pregnancy.



- Absorbed quickly into the skin



# The SilDerm™ Range

## Repair for Existing Stretch Marks



Contains two unique, patented plant extracts that repair existing stretch marks



Registril and Daroutoside

- Reduces redness of stretch marks
- Improves indentation by 72%



Cream has a pleasant citrus smell and is easily absorbed.

## Clinically Proven





# The SilDerm™ Range

## Repair for Existing Stretch Marks



### Registril

- The combination of;
  - A green bean extract, an inhibitor of trypsin and chymotrypsin.
  - An antioxidant, rutin, which contributes to stabilizing mast cells and to the anti-elastase properties.
  - Two peptides already having demonstrated their efficacy in the reconstitution of the extracellular matrix.

# The SilDerm™ Range

## Repair for Existing Stretch Marks



### Daroutoside

- The combination of;
  - two purified plant extracts rich in terpenoids with similar structures in butylene glycol
- Main function is;
  - stimulation of collagen synthesis, matrix regeneration

# 3- Clinical Data

**SilDerm™**  
Clinical Summary  
Beauty through Science

**Clinical Efficacy of SilDerm Repair Cream Ingredients**

**Darutoside**  **Registri**   
Molecular Formula: C<sub>24</sub>H<sub>32</sub>O<sub>10</sub>

**Introduction**  
SilDerm Repair Cream contains two active ingredients, Darutoside and Registri. These have been proven to improve the redness of striae (stretch mark) and also improve the indentation associated with striae. Both have undergone rigorous clinical investigations;

**Darutoside**  
Darutoside has been investigated for many years as an appropriate treatment for wounds. There is well documented evidence supporting its efficacy in the repair of wounds and scars. The application onto the skin of Darutoside leads to more regular alignment of the collagen matrix and to an improvement in skin elasticity.

**Registri**  
In-vitro studies show the efficacy of Registri in inhibiting several of the precursors that stimulate the production of fibroblasts and hence collagen. This has been quantified in-vitro and the resultant effect on stretch marks has been investigated.

 **Placebo**  **Improvement in collagen synthesis with Registri**



**SilDerm™**  
Clinical Summary  
Beauty through Science

**Prophylaxis of Striae gravidarum with a Topical Formulation**  
**Ref:** Mallo J, Belda MA, Costa D, Novat A, and Sola M. School of Medicine, Unit of Pharmacology, University of Barcelona, REUS (Tarragona), Spain.

**Introduction**  
Pregnant women, who are influenced by the negative consequences of the appearance of striae (Stretch marks), tend to use products to prevent the problem. However a rigorous study to demonstrate their true efficacy does not appear to have been carried out.


This study aims to provide some clinical evidence as to the efficacy of a prophylactic anti-striae oil (Centella asiatica extract, alpha-tocopherol, and collagen-elastin hydrolisates) on the development of striae. No effective treatment for the prevention of striae has been studied, but there have been studies on active substances that can stimulate the fibroblast activity and hence the synthesis of collagen could be used to prevent striae when they are predictable (i.e. during pregnancy). No rigorous study has been carried out to-date on the prevention of striae. This study aims to record new data and to evaluate the true efficacy of a preventative anti-striae product during pregnancy.

**Method**  
This double blind randomised study used the active ingredient (Centella asiatica) and a placebo with no active component. Both products were similar in look, smell and feel. The study comprised of 80 pregnant women who were in the first 12 weeks of pregnancy, and the study was over a 30 month period. Checks were performed, one at the moment of inclusion, three during the study and one during the last period of pregnancy. The appearance and severity of the striae were measured in A) the total group and B) in sub groups such as those who had previously had striae and different demographic groups.

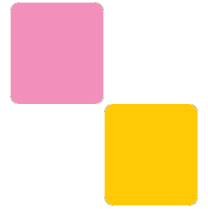
**Results**  
In the placebo group 22 women (56%) presented with striae, whereas in the treated group only 14 women (34%) developed striae in the term of the pregnancy; this difference was significant (p < 0.05, x2 test).

In women with a history of striae during puberty, the active oil induced a significant absolute prevention in 89% of the cases, whereas in the placebo group all women developed striae (p= 0.00014; x2 test).

**Discussion**  
In a homogenous population group, the preventative effect was observed in the appearance of striae, with significantly less striae in the active treatment group and in the severity of the striae.



# SilDerm™ Promotional Messages



SilDerm is a unique range of clinically proven products for Stretch marks and Scars

The SilDerm range will provide the best products for you to recommend.

The SilDerm range is at an affordable price for customers to try

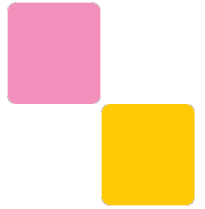
The SilDerm range will increase the size of the category by having products that work and improving choice

\*Internal Market Research





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- 3.Singh et Al. Striae Distensae. Indian J.Dermatol Venerol, Leperol, 71. 370-2 (2005)
4. Osman H et al. Risk Factors for the development of striae gravidarm. AM J. Obstet Gynecol. 196. 62 (2007)
5. Tenni R. et Al. Effect of the triterpenoid fraction of Centella asitatica on macromolecules of the connective matrix in human skin fibroblast cultures. Ital J.Biol-chem. 37. 69-77 (1988)
- 6 Data on File. Summary Avaliable

