

## The first clinically proven treatment for stretch marks now available in pharmacies

Pharmacists can now recommend with confidence clinically proven products specifically formulated to prevent and repair stretch marks. Previously only available on-line, SilDerm Stretch Mark Prevention Oil and SilDerm Stretch Mark Repair Cream is now available through independent pharmacies. To increase customer awareness in pharmacies, SilDerm Group will supply counter display units, posters and sample packs.



According to NHS statistics, 70% of women and 40% of men will get stretch marks at some time in their lives, and the occurrence increases to 90% in women following pregnancy. The scars cause considerable distress and upset in patients, especially as they occur at that time of their lives when some women become very conscious of their physical appearance.

Stretch marks are the result of subcutaneous scarring caused when the skin is overstretched as a result of pregnancy, rapid adolescent growth spurts or following weight gain or loss. A proven effective treatment that can be applied at home to prevent or repair stretch marks is a welcome alternative to aggressive plastic surgery.

Conditioning the skin to prevent stretch marks requires a different approach to repairing the scars once they have occurred. A single product cannot achieve an acceptable result in both

conditions, so SilDerm have developed products which are formulated to be specific to each problem. Unlike other products on the market, SilDerm is the only treatment for stretch marks that has proven clinical results.



SilDerm Stretch Mark Repair Cream contains two active ingredients, Darutoside and Registril, which have been shown in clinical trial to dramatically reduce the redness of the marks and encourage repair by stimulating collagen production. Using

ultrasound and 3D imaging to quantitatively measure the results, the study showed improvement in the length and depth of the stretch marks by up to 72% over a 4 week period.

SilDerm Stretch Mark Prevention Oil contains two naturally occurring active agents, GotuKola and Tocopherol. Clinical trials have shown that in women with a history of developing stretch marks, only 14% of those using SilDerm Stretch Mark Prevention Oil developed new stretch marks compared to all the women in the placebo group.



In addition to the active ingredients, both products have been allergy tested, approved for use in pregnancy and formulated to be quickly absorbed so they don't leave a residue to soil or stain clothing.

SilDerm Stretch Mark Prevention Cream is available in 50ml tubes (RRP £11.50) and 200ml tubes (RRP £39.95). SilDerm Stretch Mark Prevention Oil is available in 30ml bottles (RRP £9.99) and 200 ml bottles (RRP £34.95).

Further information about the products and clinical data can be found at [www.silderm.com](http://www.silderm.com)

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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 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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