

Anti Stretch Mark Cream



The natural anti stretch mark cream helps in fading stretch marks and increases the elasticity of the skin. It consists of argan oil, lavender oil, geranium oil, amongst others.

MAIN INGREDIENTS AND THEIR ROLES:

Shea butter - Improves the overall appearance of skin, reduces the look of stretch marks and increases the elasticity of the skin.

Collagen - Boosts collagen production and improves skin elasticity.

Kokum butter - Rich in essential fatty acids, which softens the skin and helps promote elasticity.

Prunus armeniaca - Tightens and firms skin, promotes collagen production which in turn stimulates elastin.

Pelargonium graveolens - Helps mend collagen and improves skin's elasticity by boosting elastin fibres.

KEY INGREDIENTS

Aloe vera extract, Almond oil, Apricot oil, Castor oil, Geranium oil, Olive oil, Argan oil, Lavender oil, Rosemary oil, Coconut oil, Lemon oil, Ceresmer wax, Stearyl stearate, Cocoa butter, Shea butter, Kokum butter, Propylene glycol, Sodium Hyaluronate, Collagen, Glyceryl Stearate, PEG-100 Stearate, Cetearyl Alcohol, Tocopheryl acetate, Phenethyl alcohol, caprylyl glycol, Ascorbic acid, Niacinamide, potassium sorbate, Demineralized water and Geranium fragrance.

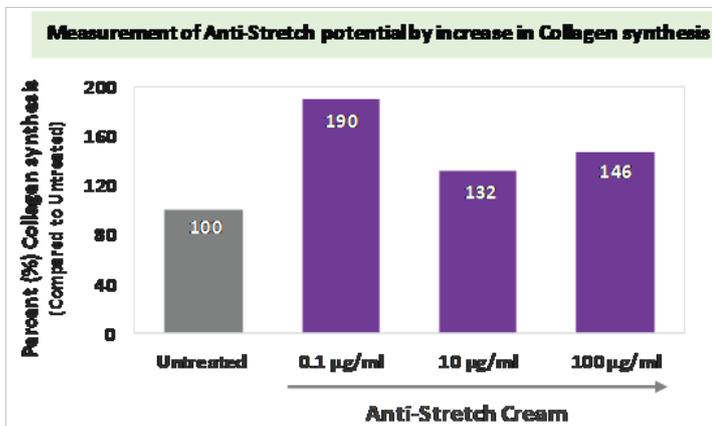
DIRECTIONS OF USE - Massage gently on the stretch marks. Can be used on sensitive areas. Use twice daily.

EFFICACY DATA - IN-VITRO

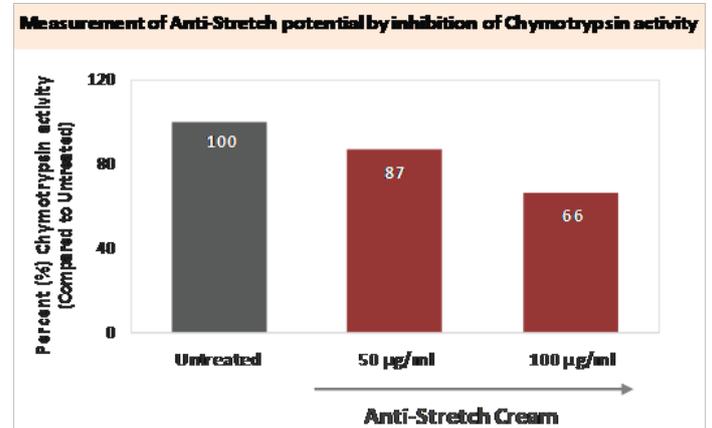
The stretch marks cause the skin's support structure of collagen and elastin to break down or rupture. Increase in collagen synthesis supports regular alignment of skin and reflects anti-stretch properties. In addition, skin-damaging enzyme such as Chymotrypsin is released during formation of stretch marks. Inhibition of Chymotrypsin activity also strengthens the Anti-Stretch properties.

Efficacy Claims

- Anti-stretch action
- Helps fading stretch marks
- Increases the elasticity of skin



Results obtained in vitro. Data demonstrates % Collagen levels compared to Untreated group normalised to 100%.



Results obtained in vitro. Data demonstrates % Chymotrypsin activity compared to Untreated group normalised to 100%.

Results

- 🌿 Anti-stretch Cream stimulates Collagen levels in Human Skin Fibroblasts (HFF-1) by a maximum of 90% as compared to Untreated group.
- 🌿 Anti-stretch Cream inhibits Chymotrypsin activity by a maximum of 34% as compared to Untreated group.

These results substantiate the anti-stretch properties of Anti-stretch Cream.