

Discover  
healthy and  
nourished  
skin through  
the power  
of oil.

## It's never too early to start caring for your skin.

Taking care of your skin pre- and post-pregnancy makes a huge difference to your confidence as your body starts changing. The biggest pregnancy skincare concerns are stretch marks, uneven skin tone, itchy dry skin, and caesarean scars.

When it comes to caring for your skin during pregnancy, prevention is better than cure. A recent survey revealed; 60% of pregnant women only start treating their skin concerns in the 3rd trimester – but this is too late. Your skin starts changing from the beginning of your pregnancy, so that is the best time to start caring for it.

Discover the powerful role oil can play in preparing and protecting your skin for all these changes.

## Oil gives skin new life.

Only oil can truly nourish, restore and protect your skin. Because only oil goes deeper to lock in moisture to help your skin function. Oil mimics skin's natural oils, so when oils are applied to the skin, they are easily absorbed and assist in restoring skin's natural outer oily layer – locking essential moisture in the skin.

So as you prepare to bring new life into the world, give your skin new life by making oil part of your daily skincare routine from the start of your pregnancy to help keep your skin healthy and prevent future skin issues.







**Bio-Oil's range of specialist skincare oils gives skin what it needs, from bump to baby, so that you can discover hydrated, supple, and resilient skin through the power of oil, every step of your pregnancy journey.**

## Powerful formulations. Powerful results.

Bio-Oil believes in the nurturing power of nature, and for more than 30 years, has been on a mission to harness the power of oil to create skincare that works with skin to restore and protect it. Bio-Oil has pursued and perfected a range of high-oil specialist skincare solutions that are irrefutably effective in meeting skin's needs.

Rooted in science and inspired by nature, both Bio-Oil Skincare Oil and Skincare Oil (Natural) have been formulated for results and designed to effectively work with the skin to give it exactly what it needs throughout your pregnancy journey so that it can stretch and recover beautifully.

Bio-Oil Skincare Oil is the world's leading scar and stretch mark product. Trusted by mothers and recommended by gynaecologists and midwives for more than 30 years, it is clinically proven to reduce the appearance of scars and stretch marks, making it the ideal pregnancy skincare solution. This light, non-greasy oil contains a powerful combination of the breakthrough ingredient PurCellin Oil™,

4 plant extracts, and 2 vitamins. Bio-Oil Skincare Oil absorbs easily and helps boost skin's elasticity by keeping it supple and hydrated, and promotes skin regeneration by supporting and restoring damaged skin.

And now with the introduction of Bio-Oil Skincare Oil (Natural), Bio-Oil has harnessed the power of science and nature to match the efficacy of its original Skincare Oil – with a product made entirely from natural ingredients.

Says Bio-Oil research director Justin Letschert: "We wanted to be the first to make a performance product in skincare from natural ingredients, and that is what we did."

Formulated with a powerful combination of 3 base oils, 4 specialist oils, 2 vitamin oils and 5 plant extracts, each ingredient was selected on its ability to deliver the same results as the original Skincare Oil – to be effective in treating scars, stretch marks and uneven skin tone.



# Pregnancy skincare tips.

Give your skin the nourishment it needs to stretch and recover beautifully throughout your pregnancy journey with Bio-Oil's range of specialist skincare oils. For best results, apply Bio-Oil Skincare Oil or Skincare Oil (Natural) as soon as you find out that you're pregnant.



## How to prevent pregnancy stretch marks.

With up to 90% of women developing pregnancy stretch marks, it's no wonder this pregnancy skincare concern is at the very top of the list.



**Tips**



Eat a skin-beneficial diet, foods rich in vitamin C and zinc.



Exercise to improve circulation.



Drink 2L of water a day to keep skin hydrated from within.



Apply Bio-Oil Skincare Oil or Skincare Oil (Natural) twice daily from the first trimester until after birth.



Massage into your breasts, abdomen and hips to help skin stretch.


## Skincare that works.

Bio-Oil's range of skincare oils have been clinically proven to reduce the appearance of scars and stretch marks, making them the ideal pregnancy skincare solution.


Bio-Oil Skincare Oil and Skincare Oil (Natural) are light, non-greasy and absorb easily. They help boost skin's elasticity by keeping it supple and hydrated, and promote skin regeneration by supporting and restoring damaged skin.

Nourish, condition and restore skin with skincare that is proven to work.






Avoid the sun as exposure to UV radiation increases pigmentation.



Massage Bio-Oil Skincare Oil or Skincare Oil (Natural) into the affected areas, twice daily for a minimum of three months.



Bio-Oil's skincare oils' key ingredients help improve the appearance of uneven skin tone by promoting skin regeneration.



Once the oil is fully absorbed, apply a sunscreen with an SPF of at least 30+ daily.

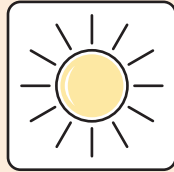
## How to improve uneven skin tone.

Women can suffer from uneven skin tone during pregnancy as a result of fluctuations in hormone levels. While pigmentation usually fades after pregnancy, it may not disappear completely. Bio-Oil Skincare Oil and Skincare Oil (Natural) contain soothing ingredients such as Calendula, Chamomile and Lavender which actively work to restore uneven skin tone and improve the overall appearance of the skin.

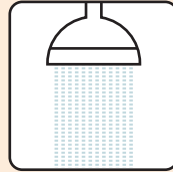


## Tips to relieve itchy, dry skin.

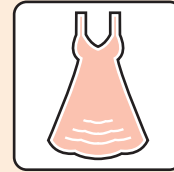
As the blood supply to the skin increases during pregnancy, many women experience mild itchiness – especially on their breasts and abdomen as the skin stretches to accommodate their growing baby. To help relieve itchy skin, follow these tips.



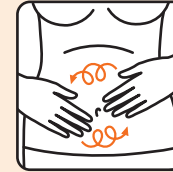
Avoid the heat; rather stay inside or under shade during hot weather.



Take cool baths or showers; hot water can dry out the skin.

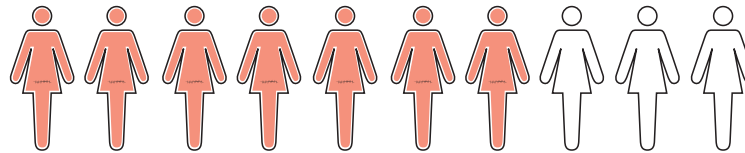


Wear loose, cotton clothing.

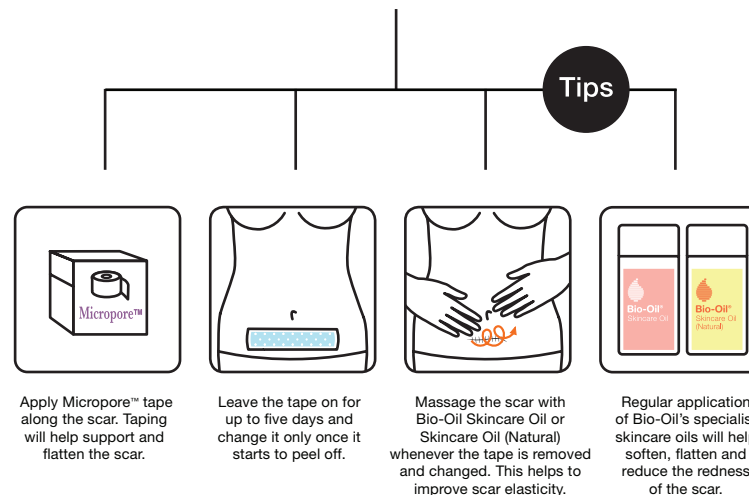


Apply Bio-Oil Skincare Oil or Skincare Oil (Natural) to hydrate and soothe itchy skin.

## How to minimise the appearance of caesarean scars.



With 70% of private hospital births in South Africa occurring by caesarean section, many expectant mothers are eager to learn how best to care for their caesarean scar. Once you receive the all-clear from your gynaecologist at your six-week check-up, you can start taping and massaging your scar to ensure that it turns into a thin, faded line.



Dermatologically tested.



Paraben, preservative & phthalate free.



Vegan & not tested on animals.



Halal & Kosher certified.