

Understanding scars and stretch marks.

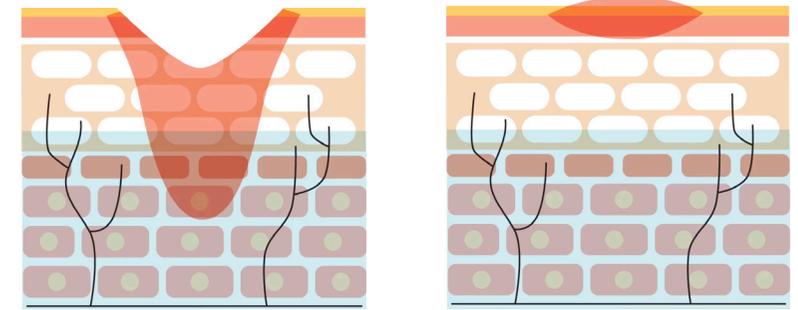
There are a number of different skin concerns in South Africa, one of the biggest being scars and stretch marks. They are more prevalent than one would think, they are permanent and can have a huge impact on people's self-confidence.



What is a scar?

A scar forms as part of the natural healing process following an injury. When the dermis - the second layer of skin - is damaged, the body forms collagen fibers to repair the damage, and that can eventually result in the formation of a scar. Because our bodies are designed to repair scars quickly and not perfectly, we are often left with unsightly scars, which can cause people physical discomfort and to feel self-conscious.

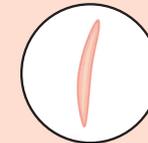
The final appearance of a scar will vary from person to person and depends on several factors. The shape, size, and depth of the wound contribute to the way a scar forms, as does the amount of blood that can get to the area. Skin type, the age of the person and even nutritional status will play a role in determining what a scar will eventually look like.



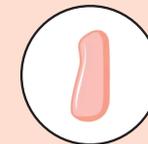
There are three main types of scars:



Linear scars are relatively thin, small, and flat. A surgical scar is the result of a medical procedure and generally heals as a linear scar where staples or sutures have been used to close a wound.



Hypertrophic scars are red, thick and raised. They grow within the borders of the original wound and eventually get smaller.



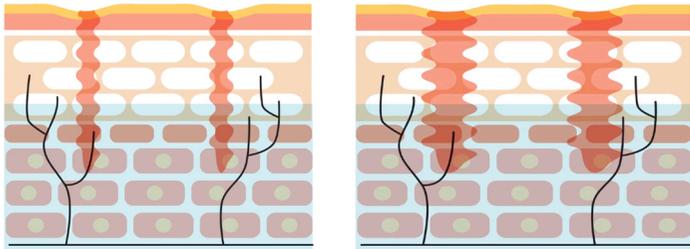
Keloid scars are also raised, often dark or red, and, unlike hypertrophic scars, expand beyond the contours of the actual wound. Keloid scars tend to be genetic and can be hard to control. They originate from an overproduction of collagen at the wound site.

Stretch marks are also a type of scar.

Stretch marks (striae) are also a type of scar, however most people view them differently to scars. Although stretch marks do not represent a significant medical problem, they can cause emotional distress to those who develop them.

Stretch marks occur when the body goes through a rapid change in size like adolescent growth spurts and pregnancy. The likelihood of developing stretch marks varies according to skin type, age, BMI, positive family history, diet and the hydration of the skin.

When the body expands faster than the skin around it, internal tears in the dermis occur. When these tears heal, they form thin scars called stretch marks. As stretch marks heal they go through a number of different stages, with older stretch marks being far harder to treat. Initially they are red in colour, can feel itchy and the surrounding skin appears flattened and thin. As time passes the stretch marks begin to darken, enlarge and lengthen. Once the stretch marks have matured and when the skin is no longer under tension they will start to fade and become paler. They may also appear slightly depressed and irregular in shape or length.



How to improve the appearance of scars and stretch marks.

While some people consider their scars to be marks of pride, many people just want them to go away. Scars usually fade over time, and while there are no products that can make a scar disappear entirely, there are various solutions that offer an opportunity to improve the scar's appearance.

Bio-Oil research directors Justin and David Letschert say "Scars and stretch marks fall into the same category because they are permanently damaged skin. We use an oil to treat scars and stretch marks, because it's the best medium to use, because skin loves oil. When you apply an oil to skin, your skin accepts it and all the powerful ingredients inside the product can get into the skin and do their job."



Discover healthy nourished skin through the power of oil.

Bio-Oil's range of specialist skincare oils have been clinically proven to reduce the appearance of scars and stretch marks. 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. Discover high-oil specialist skincare for scars and stretch marks.



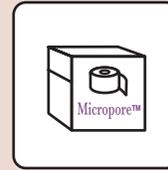
Scar management tips.

Give your skin what it needs to be resilient, nourished, restored and protected every day with Bio-Oil's range of specialist skincare oils.

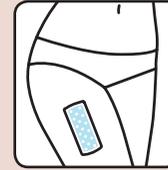


Taping and massaging.

Once your wound has healed, usually after two or three weeks, you can start taping and massaging your scar to ensure that it turns into a thin, faded line.



Apply Micropore™ tape along the scar. Taping will help support and flatten the scar.



Leave the tape on for up to five days and change it only once it starts to peel off.



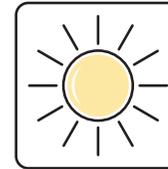
Massage the scar with Bio-Oil Skincare Oil or Skincare Oil (Natural) whenever the tape is removed and changed. This helps to improve scar elasticity.



Regular application of Bio-Oil's specialist skincare oils will help soften, flatten and reduce the redness of the scar.

Protect your scar from the sun.

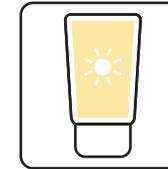
Scar tissue is very sensitive to the sun and is more susceptible to sun damage than the rest of your skin. That's why it's important to try avoid sun exposure and to always apply sunscreen over the scar.



Sun exposure can increase pigmentation and prolong the redness of scars.



It is therefore important to avoid sun exposure.



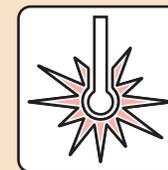
Use a sunscreen with a SPF 30 or higher over the scar.

Problem scars.

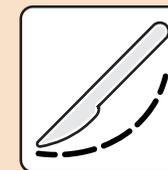
If you are predisposed to severe or problem scarring, or the scar is causing physical pain or severe psychological distress, contact a dermatologist or plastic surgeon to discuss further treatment options, including corticosteroid injections, laser therapy or surgical revision.



Corticosteroid injections.



Laser therapy.



Surgical revision.

How to prevent and reduce the appearance of stretch marks.

Boosting and maintaining your skin's elasticity is one of the best ways to prevent the formation of stretch marks. This is achieved by keeping your skin well hydrated and supple through the regular application of one of Bio-Oil's specialist skincare oils. Both formulations work to maximise the skin's elasticity thereby reducing the possibility of stretch marks forming and helping improve the appearance of existing stretch marks.



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 areas prone to stretch marks to help skin stretch.



Bio-Oil believes in the power of oil.

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 deliver optimal skin health.

Bio-Oil Skincare Oil is the world's leading scar and stretch mark product. It is clinically proven to reduce the appearance of scars. Skincare Oil is a light, non-greasy oil containing a powerful combination of the breakthrough ingredient PurCellin Oil™, 4 plant extracts, and 2 vitamins. It 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 clinical results as the original Skincare Oil – to be effective in treating scars, stretch marks, uneven skin tone, ageing and dehydrated skin.

Bio-Oil Skincare Oil and Skincare Oil (Natural) give skin what it needs, so that you can discover hydrated, supple and resilient skin through the power of oil, every day.



Dermatologically tested.



Paraben, preservative & phthalate free.



Vegan & not tested on animals.



Halal & Kosher certified.