

#loveyourlines? British women say not so much

Submitted by: M Squared Communications

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Following the high profile campaign #loveyourlines, Secret Saviours have carried out research amongst 1,000 ordinary women to see if their attitude to stretchmarks have changed ... full results below.

Further, the research revealed that there is a fundamental misconception amongst women as to how stretchmarks actually form – and when properly explained, women quickly realised that no amount of moisturising with oils or creams could penetrate deep into the dermis where stretchmarks actually form.

PRESS RELEASE

SEPTEMBER 2015

#LOVEYOURLINES ?

NEW RESEARCH SUGGESTS MOST WOMEN DON'T LOVE STRETCHMARKS

Although the #loveyourlines campaign has given women the opportunity to embrace their stretch marks by sharing them on social media, according to new research* carried out by Secret Saviours Anti-Stretch mark underwear, far from loving their tiger stripes, for most ordinary women stretch marks are right up there with other pregnancy worries like weight gain, back pain, sagging boobs and sleep deprivation. Moreover, when asked whether they would share their stretch marks on social media, the answer was a resounding 'no'.

The Secret Saviours research also found that most women are not sure they believe that a beauty lotion or oil would prevent stretch marks, but an overwhelming majority would, however, gladly accept the help of a secret saviour and give anti-stretch mark underwear a try if they knew it would definitely prevent stretch marks.

The Secret Saviours Research found that:

- The main pregnancy 'fear factor' is weight gain (31%), followed by sleep deprivation (22%), pelvic floor problems (18%), back pain (13%), stretch marks (12%) and sagging boobs (5%)
- The stretch mark fear factor was highest (17%) in the 18-24 age group
- Nearly 70% of ordinary women would be unlikely to show their pregnancy stretch marks in a bikini selfie or on facebook and this figure was consistent across all age groups
- When told that stretch marks occur deep in the dermis, over 70% of women didn't think or were unsure that a beauty lotion or oil would prevent them
- 75% of women would try anti-stretch mark underwear if they knew it would prevent stretch marks, with this figure rising to 87% amongst 25-34 year olds

Says Sophie Hooper, Secret Saviours co-founder and mum, "The #loveyourlines hashtag showed that anyone can get stretch marks , regardless of shape, age or celebrity status. However, our research does show that most normal women, given the choice, would prefer to prevent stretch marks and definitely wouldn't show them off on social media.

"It's also clear that once women know where and why stretch marks originate, they are not convinced that lotions and oils will prevent stretch marks but they would try anti-stretch mark underwear if they

knew it would work.”

The Secret Saviours Anti-stretch mark underwear system is the only pregnancy stretch mark product in the UK which is clinically proven** to prevent stretch marks, the tissue tear lines which can form deep within the skin (dermis) during pregnancy.

Creams and Oils

Although creams and oils will keep the outer layer of the skin (epidermis) supple and hydrated during pregnancy, a recent study published in the British Journal of Dermatology in March 2015***, reviewing studies on the use of topical applications to prevent stretch marks during pregnancy, concluded that reliable [topical] methods of preventing stretch marks were scarce and the evidence was weak.

Secret Saviours Science

Secret Saviours was developed by a vascular surgeon and features a unique bump support band, and Day Gel and Night Cream and the system is clinically proven* to prevent stretch marks in 7 out of 10 women (and proven to prevent or significantly reduce in 9 out of 10). It is thought that 9 out of 10 pregnant women will develop stretch marks if no steps to prevent are taken.

The Secret Saviours support band features a number of soft bubble-like pads to gently grip and support the skin, spreading the strain of the extra load, disrupting and dissipating points of stress so that the skin can't actually tear in a straight line deep in the dermis which is when there is a risk of stretch marks forming.

The band, which also provides essential lower back support, works in conjunction with an aromatherapy Day Gel which is applied to the skin before wearing the band to give the pads a firm grip on the skin. At the end of the day, after the band is taken off, a night time cream is applied to deeply moisturise throughout the night.

The support band, available in S, M, L & XL, depending on the size of the baby on board, is made from the softest stretch fabric, and should be a snug but comfortable fit, gently expanding as the bump grows.

The Secret Saviours System comprising support band, Day Gel and Night Cream (125 ml), is recommended for use from week 12 onwards priced £69.95 and is available, together with a measuring guide and more information, from www.secretsaviours.com. Like us on facebook www.facebook.com/secretsaviours and follow us on twitter @secretsaviours

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NOTES TO EDITORS:

*On the 27 August 2015, Secret Saviours conducted an online survey among 1,020 randomly selected British adults aged 18+. The margin of error—which measures sampling variability—is +/- 2.2%, 19 times out of 20. The results have been statistically weighted according to the most current social grade, age, gender and region data to ensure samples representative of the entire adult population of Great Britain. Discrepancies in or between totals are due to rounding

**Randomised control trial carried out at the Institute of Maternity and Gynaecology at Tucuman in Argentina, presented at the American Association of Dermatology (February 2015) on 159 women who were between 12 and 14 weeks pregnant. Half used the Secret Saviours system and the other half did not use any creams or devices to provide a control group for comparison. Independent clinicians noted that nearly 70% of women in the control group developed stretch marks, with most scoring a seven for severity. But 70% of women who used Secret Saviours had no sign of stretch marks and those which did were very minor in appearance, with most scoring just four.

***<http://www.ncbi.nlm.nih.gov/pubmed/25255817>

Further Product Detail:

All the yarns used to make the support band are ethically sourced and any chemicals and dyes used are environmentally friendly and proven to be safe when in contact with the skin. There are no parabens, PABA, synthetic colours, mineral oils petroleum or paraffin in either the Day Gel or Night Cream.

Experts available:

Vascular Surgeon Mr Stephen Barker who developed Secret Saviours
Founder of Secret Saviours and mum Sophie Hooper

Case Studies:

Case studies are on file, with permission to use

Further information, full trial statistics, images and further samples are available from:

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