

Skin Changes	Sub-groups	Description	Common affected areas	Average onset	How to prevent / What to avoid	Our recommendation
<b>Stretch marks</b> = <i>Striae distensae</i>		Stretch marks are common during pregnancy due to the stretching of skin. Initially, the dermal lesions are pink to violet and sometimes slightly raised.	They are most commonly observed on the abdomen, breasts, upper arms, lower back, buttocks, thighs and groin.	They usually appear in the second or third trimester.	Prevention of stretchmarks is a controversial topic. Firstly, it depends on factors such as your genetics, age, size etc. However, few safe ingredients have been found to be able to help accelerate wound healing and reduce the severity of stretchmarks.	SOOTHING Belly Oil & CALMING Belly Milk & GENTLE Belly Cleanser
<b>Pigmentary changes</b>	Hyperpigmentation	Darkening of the skin is common during pregnancy. It’s possibly coursed by hormones	Hyperpigmentation is often found in these areas: pigmented area around the nipple (100%), genitalia (~50%), <i>linea nigra</i> (the vertical brown line on the growing belly) (~35%), neck (~20%) and upper chest region.	Begins early in pregnancy and progresses until delivery.	It can’t be prevented, due to genetic predisposition. Hyperpigmentation is probably caused by increased levels of various hormones.	If you want to get rid of the dark line ( <i>linea nigra</i> ) on your belly - even though it has been months since the delivery of your precious baby – try out our POLISHING Gel to Milk Belly Scrub.
	Melasma	Also called "the mask of pregnancy" consisting of irregular dark-brown macules (small discoloured skin area, less than 1cm wide) on the face.	Women with melasma can often find dark-brown macules here: nose (~43%), cheeks (~37%), upper lip (~24%), forehead (~21%), chin (~15%) and eyebrows (~3%).	It usually begins during the second half of pregnancy.	Avoid sun light - cover up or use sunscreen. Often hydroquinone and tretinoin are used to lighten the skin, however, we do not recommend pregnant women to use that.	We are currently formulating and testing a safe facial spritzer
<b>Increased skin sensitivity</b>	Acne	A skin condition characterised by increased sebum production, clogging of pores, inflammation and the presence of a bacteria - <i>Propionibacterium acnes</i> . Acne sufferers often have greasy skin, blackheads, whiteheads and pimples .	Acne primarily affects areas of the skin with a high number of oil glands, which includes the face, back and upper part of the chest.	The onset of acne in pregnancy is rather unpredictable.	Avoid using skincare that contain natural oils high in oleic acid (shea butter, avocado oil, olive oil etc) as these will clog the pores. During pregnancy don't use anti-acne products containing high levels of retinol (vitamin A). Tetracycline is a big NO too.	Few red spots and oily skin: PURITY Moisturiser. Bad acne: we are currently formulating an oil-free moisturiser with ingredients that the bacteria Propionibacterium acnes don’t like.
	Rosacea	Recurrent redness, itchy and swelling of the face and often combined with papules, pustules and small dilated blood vessels near the surface of the skin.	Nose, chin, cheeks and forehead	The onset of rosacea in pregnancy is rather unpredictable.	Avoid triggers such as spicy food, alcohol, skincare containing high levels of oleic acid, tobacco, sunlight. Hormonal changes during pregnancy can also trigger rosacea.	We are currently formulating and testing a safe facial spritzer
	Stinging skin type	Stinging or burning sensation after applying skincare	Where you apply the skincare.	Begins early in pregnancy.	Avoid using skincare products containing AHA, propylene glycol, the detergent sodium lauryl sulfate (SLS)	None of our products contain these harsh ingredients.
	Allergic skin type	Redness, swelling, itching and skin flaking when exposed to something to which the skin is allergic.		Begins early in pregnancy.	Avoid using skincare products containing diazolidinyl urea, imidazolidinyl urea, bronopol, quaternium-15, phenoxyethanol, parabens and other ingredients such as phthalates, triclosan, paraphenylenediamine. fragrances etc.	None of our products contain these harsh ingredients.