



What are Stretch Marks?

Stretch marks (also known as striae) are **extremely common and affect a vast majority of women** during their pregnancy. They appear as raised red, pink, purple or dark brown lines or streaks in the skin. In the beginning, [stretch marks](#) are quite visible but over a period of time they fade into flat, silvery lines.

The skin is made up of three layers – the epidermis (top layer), dermis (middle layer) and subcutaneous layer (inner layer). The dermis consists of elastic fibers of tissue that allow the skin to stretch to a certain point. When the body expands rapidly over a short period of time, the **fibers weaken and break and stretch marks begin to develop**.

[Stretch marks](#) generally appear on a woman's belly during pregnancy from the end of the second trimester onwards. The abdomen expands quickly to accommodate the baby growing inside and as a result the **skin is stretched** on parts of the body where fat is stored.

Women may also develop [stretch marks](#) on the breasts, thighs, hips, buttocks, upper arms and lower back. [Stretch marks](#) also affect women who are not pregnant, men, adolescents, athletes and body builders who have gained excessive weight or experienced rapid spurts of growth.

What Causes Stretch Marks?

[Stretch marks](#) are caused by the **loss of elastic tissue in the skin** due to overstretching during periods of rapid weight gain such as pregnancy and adolescence. Several factors may also contribute to the development of [stretch marks](#) and these include:

- Family history
- Ethnicity – African American women are less likely to develop [stretch marks](#)
- Production of the hormone, corticosteroid
- Poor nutrition
- Weight gain or weight loss may also worsen [stretch marks](#)
- Multiple pregnancies
- [Stretch marks](#) may develop after a previous pregnancy and become temporarily darker or a lighter extension of the stretch mark

Help for Stretch Marks

Over time (about 6 to 12 months) [stretch marks](#) do eventually fade and become



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Never disregard professional medical advice or delay in seeking it because of something you have read in this ebook or on ANY website.

less noticeable. This is because the pigmentation fades and lightens. In cases where the [appearance of stretch marks](#) is more severe, you may need to consult with a dermatologist where topical creams such as Retin-A and glycolic-acid may be prescribed. Keep in mind that these creams should not be used during pregnancy or nursing as they may cause some negative side effects.

Cosmetic treatments such as laser treatments and microdermabrasion may also help to **improve the [appearance of stretch marks](#) and restore the skin's elasticity**. These treatments are however quite costly and can be harsh treatments on the skin – so consider whether you absolutely need to have them done.

Alternative treatments may contain elastic, collagen as well as vitamins E and A, cocoa butter extracts, wheat germ oil or lanolin to help **maintain the skin's elasticity** and also keep it supple. Simply massaging moisturizers into the skin daily helps increase circulation and promote the rejuvenation of the skin's layers.

Natural remedies

People with [stretch marks](#) may **feel very self-conscious** regarding their 'scars'. A variety of moisturizers, creams and oils containing natural ingredients are available to **reduce and prevent the [appearance of stretch marks](#)**. More and more women are choosing to use natural and holistic treatments during their pregnancy because they are gentle on the body and support healthy skin from the inside out.

Biochemic salts such as Calcium Fluoride, Natrium Muriaticum and Calcium Phosphate restore tone and elasticity to muscles, connective tissue and skin and help to maintain the body's water balance. Keeping your belly well moisturized throughout your pregnancy will help to reduce dryness and itching that often accompanies [stretch marks](#). There are also many natural ingredients to promote healing of the skin, if such as Rosehip oil that has the ability to rebuild damaged skin tissue and can reduce the appearance of current [stretch marks](#).

Tips to prevent stretch marks

There are a number of precautions that can be taken to reduce the [appearance of stretch marks](#) and prevent them from occurring, and these include:

- Eat a well balanced diet that will help you to maintain a healthy weight throughout your pregnancy
- It is recommended that you gain no more than 25 to 35 pounds of weight. Gaining weight slowly will also minimize your risk of getting [stretch marks](#).
- Increase your intake of supplements such as vitamin C and E, zinc and silica to keep the skin healthy
- Exercise regularly
- Drink plenty of water to keep the skin well hydrated
- Moisturize your liberally throughout your pregnancy with a stretch mark prevention cream or oil
- Massage areas where you have stretch marks with a body brush or wash cloth to increase circulation

The Natural Approach



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Michele Carelse, Clinical Psychologist



All of our natural remedies are formulated by our expert team of herbalists, naturopaths and homeopaths, and headed by Michele Carelse.

Michele has had years of experience in the manufacturing and use of natural remedies. In addition, she is a trained Clinical Psychologist and has been incorporating natural remedies into her treatment of patients with depression, anxiety, ADD, ADHD and stress for many years with spectacular results.

While Western medicine has become the norm in many cultures, it is not the only treatment option. Conventional western medicine, often called allopathic medicine, is the system of medicine taught at most medical schools and most pharmaceutical and synthetic medicines are manufactured and marketed according to the principles of allopathic medicine. Allopathic medicine is also sometimes called orthodox medicine.

Because most of us in the Western world have grown up in a society in which allopathic medicine is the prevailing norm, we forget that, only a few decades ago, homeopathic, herbal and other natural medicines were commonly available – and freely used even by conventional doctors. While there are often heated debates about which system of medicine is ‘better’ than the other, many responsible doctors (whether they are allopathic or not) recognize that both have a role to play in the treatment program.

Natural medicine has often been frowned on by conventional doctors, especially by those who did not have sufficient knowledge of these medicines. However, it is encouraging to note that some medical schools are now beginning to re-introduce it into their course work, thereby providing doctors with a wider range of treatment options from which to choose. In many countries, especially in Europe, India and China, natural and homeopathic medicines are commonly prescribed by conventional doctors and represent a significant part of the total annual drug sales.

Naturopathy is a branch of medicine (just as allopathy is a branch of medicine) which operates according to the underlying philosophy that the body has an innate capacity to heal itself. While natural medicines are often called ‘alternative’ or ‘complimentary’ medicines, they are, in fact, a unique and independent form of medicine in their own right, well able to treat a variety of conditions. Perhaps the term ‘holistic’ medicine is more apt, given the broad range of treatment options and approaches which are to be found within the practice of natural medicine, which encompasses many different disciplines, including herbalism, homeopathy, iridology, osteopathy, chiropractic, therapeutic massage techniques, aromatherapy, acupuncture and many, many more.

Most naturopaths will use a variety of treatment modalities in order to treat their patients in a holistic way to support health, relieve symptoms and prevent future disease. In fact, even the World Health Organization defines health as being "... more than simply the absence of illness. It is the active state of physical, emotional, mental and social well-being." This is a wonderfully clear description of holistic or natural medicine, which strives to support health (thereby relieving or preventing symptoms), rather than simply eliminating disease.

Although allopathic medicine certainly has a role to play and has made a tremendous contribution to medical science during the past century, there is a growing perception that it is not the only answer and that, in many cases, holistic medicine can accomplish just as much, if not more – without the risk of side effects, addiction and sacrifice to health so commonly associated with pharmaceutical drugs. Contrary to common perception, and provided that they are manufactured in the correct way, natural medicines can work quickly and safely to promote healing.

In many cases, they can succeed where pharmaceutical drugs have failed. Despite frequent reports that they are ‘unproven’ and ‘untested’, the opposite is true. Natural medicines have a long history of usage and there is a wealth of empirical

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evidence to support their effectiveness and safety. In addition, active clinical research is carried out by many academic hospitals and universities to support the extensive traditional and empirical evidence behind natural medicines.

It is also important to know that, like any medicine, herbal and homeopathic medicines must be manufactured in the correct way, following acceptable procedures and manufacturing methods to ensure maximum effectiveness and safety. Due to the recent rise in popularity of natural remedies, many companies have sprung up to take advantage of the market. Unfortunately not all of them are equipped to manufacture to the correct standards, often resulting in a flood of inferior (and sometimes even unsafe) remedies onto the market – and giving natural remedies a bad name.

Even some pharmaceutical companies have rushed to claim their market share by producing so-called ‘standardized’ extracts of herbs and offering these as superior to the tried and tested methods of naturopathic manufacturing. Nothing could be further from the truth. While ‘standardized’ extracts may offer benefit of easy consistency of dosage (and cheaper more efficient production lines), they have grave disadvantages. These include an increase in side effects as the medicines produced in this manner lose the natural protective properties of the herbs. In some cases, these side effects have proved fatal – as was seen in the liver toxicity associated with standardized extracts of kava kava, a herb previously safely used for generations without any known side effects.

Most naturopaths recommend what is called the Full Spectrum Method of extraction – which retains the benefits of ALL the active ingredients within the herb as opposed to isolating only one – thereby providing a more complete treatment as well as superior protection against side effects.

Whatever your choice, always choose wisely. Research what is best for you. If you have a chronic or life threatening condition, don’t make changes without first discussing them with your doctor in order that your condition may be monitored. Well informed and supportive practitioners will support patients who want to take responsibility for their own health.

Related Natural Remedies:

StretchEasy Formula: Homeopathic remedy to prevent stretchmarks, improve skin tone, flexibility and elasticity

StretchEasy Formula is a 100% natural, safe and effective natural FDA registered homeopathic remedy containing biochemic tissue salts to **treat and prevent stretch marks from within.**

StretchEasy Formula keeps your skin supple and healthy during pregnancy by **improving skin elasticity** and the flexibility of connective tissue and preventing stretch marks caused by pregnancy, StretchEasy Formula also prevents water retention and swollen ankles during pregnancy – a definite bonus!

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StretchEasy Massage Oil: Pamper and condition skin to support elasticity and protect against common stretchmarks in pregnancy

StretchEasy Massage Oil contains essential oils of Patchouli, Neroli, Mandarin, Rose Geranium and Vitamin E with Rosehip Oil to **soften and condition the skin** and underlying connective tissue, thereby helping to condition the skin against the formation of new stretch marks and reduce the appearance of existing stretchmarks.

Made from the finest 100% pure aromatherapy essential oils, regular use of StretchEasy Massage Oil will not only nourish and **condition your skin**, it will also provide a luxurious pampering experience and leave you smelling like a princess!

[Learn more about StretchEasy Massage Oil](#)

Read the testimonials for these quality products [here!](#)

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1) All Native Remedies products are manufactured according to the highest pharmaceutical standards - using only the best quality raw ingredients from nature's medicine chest.

2) Native Remedies and our suppliers are registered with the FDA as accredited suppliers and manufacturers of health supplements. Our products are sold all over the world and are manufactured to strict international standards in a GMP accredited manufacturing plant.

3) All our remedies are manufactured in an FDA registered pharmaceutical facility under close supervision.

This includes formulation, acquiring and testing of raw ingredients as well as final manufacturing. This gives us the confidence to say that when you are buying a Native Remedies product, you are buying the safest and the best! We know what goes into our remedies - which is why we know what you will get out of them!

4) Manufacturing is done strictly according to the principles of GMP (Good Manufacturing Practice) and all raw ingredients undergo stringent testing before being approved by our registered manufacturing pharmacists.

5) We offer a free email [Ask Our Experts](#) service run by trained consultants ready to advise you on the best choice for your health.

6) We offer an unconditional [One Year Money Back Guarantee](#).



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