

STRETCH MARK STRONG!

5

Essential Tips
for Minimizing
Stretch Marks
During Pregnancy

Dr. Jen
KNOWS SKIN

Welcome

Hello Beautiful! Welcome to your holistic guide for managing stretch marks during pregnancy.

I'm glad you're here, and I'm excited to share these tips with you. My holistic approach to minimizing stretch marks focuses on skin resilience and overall wellness. I won't promise you a stretch mark free pregnancy, but I can promise that the holistic tips in this guide will fortify your skin to help minimize the formation of stretch marks, improve existing ones and enhance your skin's ability to adapt to the many changes of pregnancy.

Before you begin, take a moment to check in with how you're feeling. Research shows that a positive mindset significantly enhances skin health and overall well-being. Above all, celebrate your changing body and Black Girl Magic throughout this journey, and give yourself grace on the tough days.

Wishing you a happy, healthy and radiant pregnancy!

- Dr. Jen

This guide is for educational purposes only and does not constitute medical advice. Speak with your healthcare provider before making any changes during pregnancy.



THE SCIENCE

What are stretch marks?

Striae Gravidarum, known as stretch marks, typically appear as red, brown or purple lines or streaks that get lighter over time.

Stretch marks most often appear on areas prone to rapid growth or change including the abdomen, breasts, thighs, hips, butt and lower back.



How do stretch marks form?

Stretch marks form when the skin rapidly stretches during pregnancy, or contracts postpartum, causing weak collagen and elastin fibers to break and form scars beneath the skin's surface.

Collagen and elastin are the two main proteins in skin. Collagen, the primary structural protein, gives the skin strength and firmness by serving as a support framework that keeps the skin tight and resilient.

Elastin provides elasticity, enabling the skin to stretch and return to its original shape.

Stretch marks develop more rapidly when collagen and elastin fibers are weak or the skin barrier, the skin's protective outer layer, is compromised.

Think of your skin like a building: if a building has a weak structure, it's more prone to collapsing. The same principle applies to the skin: the stronger your skin's barrier and structure, the less likely you are to develop stretch marks.

Pregnancy & Postpartum Stretch Mark Risk Factors

Hormonal fluctuations

Compromised skin barrier (signs include dryness, irritation, redness, flaky skin)

Nutritional deficiencies

Dehydration

Sleep deprivation

Chronic stress

Rapid weight gain

Rapid weight loss

Genetics

Prioritize Body Care

Purify. Nourish. Protect.

A consistent body care routine supports skin resilience, elasticity and barrier function which helps minimize stretch mark formation and reduce the appearance of existing stretch marks.

Cleanse

Regular showers or baths remove sweat, dirt, and environmental pollutants that can clog pores, helping the skin absorb products more effectively.

- Use mild soap or body wash and warm water. Hot showers and baths deplete moisture, disrupt the skin barrier, and aren't advised during pregnancy.



Holistic Tip:

Warm showers are great for mind, body, and spirit, as water grounds and cleanses the spirit, while the warmth helps release physical tension in the body.

Exfoliate

Use a gentle scrub 1-2 times per week to remove dead skin cells, boost circulation, and prep your skin for deep hydration. Opt for scrubs with simple ingredients such as sugar, coconut oil and honey.



Holistic Tip:

To raise your vibration, set an intention as you exfoliate to slough away stagnant energy that no longer serves you.



Moisturize

Moisturize daily, reapply throughout the day as needed. Choose natural oils, butters and humectants like shea butter, cocoa butter, coconut oil, rosehip oil and honey.

- Choose organic and cold-pressed options to ensure quality and reduce pesticide exposure.
- Apply oils and butters while the skin is still damp for maximum absorption. Lock in moisture at night for best results.



Holistic Tip:

Gently massage oils and butters into the skin, for at least 1-minute, to promote circulation and relaxation.

Avoid Irritants

Avoid products (body care and laundry care) containing synthetic fragrance, petrolatum, SLS, propylene glycol and phthalates, as these ingredients can irritate the skin and contain toxins that pose potential risks to you and your baby.

Patch Test

Patch test new and existing products as pregnancy hormones can make your skin more sensitive.

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Eat with Intention

Fuel. Flourish. Glow.



Nutrition plays a crucial role in minimizing stretch marks during pregnancy as it supports collagen production, skin elasticity, hydration, and repair. Choose organic foods to ensure quality and reduce pesticide exposure.

Key Skin Nutrients

Water

Benefits: hydrates skin, nourishes skin cells, supports toxin removal

Recommendation: aim for at least 8-10 glasses of water daily

Vitamin E

Benefits: powerful antioxidant

Recommendation: avocados, almonds, spinach, sunflower seeds

Vitamin A

Benefits: promotes skin cell production and repair

Recommendation: carrots, sweet potatoes, spinach, kale, mango

Omega-3 Fatty Acids

Benefits: moisturizes, uv protection, reduces inflammation, promotes wound healing

Recommendation: chia seeds, hemp seeds, walnuts

Zinc

Benefits: uv protection, wound healing, hormone regulation, immune support

Recommendation: chickpeas, lentils, pumpkin seeds, quinoa, nuts

Vitamin D

Benefits: promotes repair, reduces inflammation, enhances moisture retention.

Recommendation: sun exposure (10-min per day), prenatal vitamins, mushrooms

Vitamin C

Benefits: antioxidant, supports collagen production, immune support

Recommendation: red bell peppers, kiwi, strawberries, broccoli, leafy greens

Protein

Benefits: needed for collagen and elastin production, essential for skin repair

Recommendation: lentils, chickpeas, quinoa, tofu, tempeh, edamame, nuts, seeds

Selenium

Benefits: supports skin elasticity, wound healing, protects against skin damage

Recommendation: brazil nuts, brown rice, lentils

Cheat Code:

Smoothies, salads, bowls, and stir-fry are great ways to get multiple skin nutrients in one meal.



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Protect Your Rest

Recharge. Repair. Replenish.



Get your beauty sleep to fortify your body and skin before the baby arrives. While you sleep, your skin repairs itself and helps minimize stretch marks by promoting collagen and elastin production and reducing inflammation.

Quality Sleep Tips:

- establish a bedtime routine, including body care
- create a comfortable environment
- use supportive pillows and keep the room cool
- limit screen time before bed, blue light can disrupt sleep patterns
- practice relaxation techniques before bed
gentle stretching, journaling, meditation or reading are great options
- aim for at least 7 hours of sleep each night



Holistic Tip:

Apply oils and butters before bed. Sleep enhances the healing benefits of body care products supporting skin renewal and promoting harmony in your mind, body, and soul.

4

Minimize Stress

Relax. Relate. Release.



Stress increases cortisol which breaks down collagen and reduces skin elasticity making stretch marks more likely to form. Minimize stress with joyful activities to support healthy, resilient skin.

Try these proven stress busters:

- | | |
|---------------|-------------------------|
| Meditation | Singing |
| Breath work | Spending time in nature |
| Dancing | Prenatal Massage |
| Humming | Journaling |
| Sound Healing | Grounding |
| Coloring | Laughing |



Holistic Tip:

Use your daily skincare routine as a time to pause, breath and affirm yourself to reduce stress and boost confidence.

A 2020 study found that a daily skincare routine improves feelings of empowerment, happiness, self-esteem and overall well-being in new moms.

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Get Active

Move. Energize. Flow.

Safe, regular exercise during pregnancy helps minimize stretch marks by balancing hormones, boosting collagen, improving skin elasticity, and enhancing blood flow.

Pregnancy safe ways to stay active:

Hula Hooping

Walking

Swimming

Prenatal yoga

Strength Training

Dancing

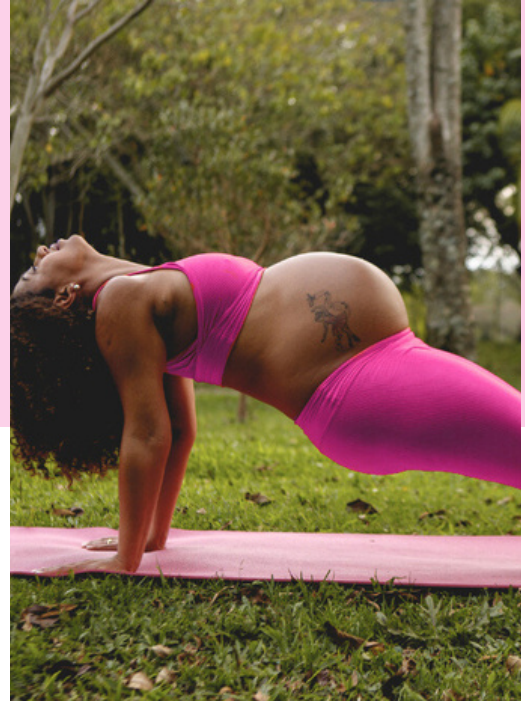
Biking



Holistic Tip:

Movement clears stagnant energy from the body, releasing blockages and promoting mental and emotional clarity, leaving you feeling light and open.

***Don't forget your pelvic floor exercises. They help stabilize your core, ease back pain, and prepare your body for labor. Improved circulation from these exercises supports skin elasticity which helps minimize stretch marks and aids in smoother postpartum recovery.





Your melanated skin has
unique needs during
pregnancy, and I'm here
to support you!

1-on-1 Holistic Skincare Coaching

Glow through pregnancy with a soul-nourishing holistic skincare plan designed just for you. Book a free 15-minute consultation today.

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Radiant Roots Masterclass

Get safe, effective holistic skincare support that honors the unique needs of Black pregnant women.

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You deserve skincare that sees & celebrates your magic!

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