



## LIQUID GOLD: THE BEST BODY OILS FOR KEEPING STRETCH MARKS AT BAY

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Most women know to start slathering on some kind of oil or cream in order to keep their ballooning bellies (and breasts) from forming those discolored little lines called stretch marks. But it's important to know which products might be most effective and when is the optimal time to start lubing up so that post-pregnancy, skin stays as even and stripe-free as possible.

"Women should start gently massaging their bellies with a body oil of their choice around 20 weeks of pregnancy," Dr. Paul Jarrod Frank, Cosmetic Dermatologist and founder of 5th Avenue Dermatology Surgery and Laser Center in New York City tells The Hive. "As the belly grows, oils can help minimize the trauma from rapid stretching of the skin that subsequently causes stretch marks." He adds that keeping the belly skin moisturized and out of the sun is essential to try and prevent potential scarring.

Stretch marks are partially caused from hormonal changes during pregnancy, which as one might imagine, no oil in the world can really remedy, but the other culprit is the rapid expansion of the epidermis.

Once stretch marks set in, Dr. Frank advises that no topical solution will really make a difference and certain treatments like the VBeam pulsed-dye laser can remove redness and stop the scar from progressing.

But for those of us who are going laser free (for now), these natural body oils are full of naturally moisturizing properties that will do just fine and make a stretched out belly glisten in all of its rounded glory.