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LM NATURALS

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REPORT – LM NATURALS PTY LTD.

The principal Dermatologist of Fremantle Dermatology was approached by Fariba Fanaian, Marketing Director of LM Naturals Pty Ltd to conduct a clinical usage study of their marketed product “LM Naturals Stretch Mark Oil for Mothers” and “LM Naturals Stretch Mark Oil for Pregnant Women”. These are proprietary products that have been successfully marketed for some time. It consists of a blend of essential and cold pressed oils (attachment A).

Study Method

Volunteers were selected through advertisements placed in local newspapers as well as Community Centres and Obstetrician’s offices. Trial participants were to be either currently pregnant or had been pregnant within the past 10 years (attachment B) Five visits to Fremantle Dermatology were required over a 12 week period to assess their response (visits were at 0, 3, 6, 9 and 12 weeks). Participants were asked to apply the trial oil two times a day to selected areas of stretch marks.

The treated areas were photographed with a Canon EOS digital camera using a 100mm macro lens with ring flash. All striae were visualised using Dermetrics SIAScope imaging system from Astron Clinica.

The SIAScope machine allows for imaging, recording and capturing of skin blood flow, collagen, melanin and colour (attachment C). The striae selected to be recorded and observed in the study were marked and recorded in the Astron Clinica imaging system. The exact sites being measured and observed were marked on a computer generated mannequin that was kept in the database. In this way we could ensure that the same area of skin being treated was measured and recorded at each and every visit. General dermatographic data age, sex, weight etc. was recorded and de-identified.

Study Participants

Twenty eight volunteers were enrolled for the study of which three were actively pregnant during the study. Twenty three of these completed the majority of the trial recording points. Of those who failed to complete the study two moved to the other side of Australia with their husband's work. One had a marriage separation and couldn't continue attending. One changed work places and found it too difficult to continue with trial visits. One was lost to follow up and did not reply to letters and phone messages.

Safety

There were no adverse events of any type. Patients were specifically asked regarding any adverse cutaneous events and none were recorded. All trial participants were asked to complete a Diary (attachment D).

Results

Only three women who were actively pregnant participated in the study. These are considered as a different group. The number is too small to make any statistical assessment. One was a primigravidae (first pregnancy). This patient noticed no real change as she had a rapidly expanding abdominal girth. Striae are caused by excessive weight gain and abdominal expansion.

The two other women who were in their second and third pregnancies felt clinically that once they started using the LM Naturals Oil for Pregnant Women no further new stretch marks developed. Additionally they noted that the stretch marks they had, had not deteriorated further. As such their conclusion was that the LM Stretch Oil for Pregnant Women had stabilised their skin whilst their pregnancies continued.

Of the twenty non pregnant women who concluded most study end points, nine had noticed improvement in their striae. A further seven were noted clinically and digitally to have shown a good improvement in their lesions. Sixteen of the twenty patients who completed most study end points had a positive result from the use of LM Naturals Stretch Mark Oil for Mothers.

The Dermetrics SIAscope Imaging System allows three dimensional assessment of the outer skin layers. The response to the LM Naturals Stretch Mark Oils was assessed clinically, photographically with digital photography as well as assessing the dermal layers with the SIAscope system. I wish to attach examples of the results achieved. (attachment E).

Attachment F contains three testimonials drawn from the diaries of trial participants which reflect their perspective of the LM Naturals Stretch Mark Oil product.

Conclusion

In this limited volunteer trial where all participants received active treatment there were no adverse events. There were no negative cutaneous reactions. The LM Naturals Stretch Mark Oil is very well tolerated and safe.

The majority of volunteers reached sufficient trial end points for digital data analysis and comparison. In the non-pregnant group seven of twenty (35%) were shown to have a good improvement both clinically and digitally, after 12 weeks of applying LM Naturals Stretch mark Oil. A further nine out of twenty (45%) noticed good improvement in their skin. If these two groups are combined sixteen of twenty (80%) felt the product was of value in improving their striae (stretch marks).

When one considers the rate of elastic and collagen tissue regeneration an observational trial period of 12 weeks is very short. However 80% of non-pregnant participants had improvement in their striae. I would expect that more prolonged use of this product will lead to increasing improvement and benefit.

The number of pregnant women observed was very small (only 3 were assessed), one was in the first pregnancy, second in the second pregnancy and the third in her third pregnancy. I wish to make no comments regarding this except to say no adverse effects were noted.

Summary

LM Naturals Stretch Mark Oil for Mothers and for Pregnant Women is safe. Using the criteria of this observational trial they have been shown to be beneficial in improving striae. Therefore I have no hesitation in recommending their use in patients with such lesions.

Yours sincerely
Kind regards

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(LM Naturals – report)