

PRESS RELEASE

NEW HOPE, NATURALLY, FOR STRETCH MARKS

Stretch marks have long been a source of concern to women. It's estimated that as many as 50% of pregnant women will develop them.

Being told that stretch marks are a "natural" part of pregnancy is little comfort to those whose body image and self-confidence have suffered a blow.

Now "natural" has been taken into a world-first, 100% natural product that has been shown to visibly reduce the appearance of stretch marks in a relatively short time.

Researched and developed by an Australian company, LM Naturals Stretch Mark Oil is unique blend of natural essential and cold-pressed oils. Available in two special formulas, it is completely natural, making it acceptable for use during the last trimester of pregnancy and by breastfeeding mothers.

Stretch marks vary in their severity, depth and colour, and cannot technically be 'healed' because they are actually fine tears and scarring in the dermis of the skin. However, after twelve weeks of daily application of LM Naturals Stretch Mark Oil, most women who participated in testing were thrilled with the visible reduction in the colour, size and intensity of their stretch marks, and all felt that their skin texture and tone was smoother. Results will of course depend on individual factors, but some women (and their partners!) noticed results in as little as two weeks.

The quest for such a product, naturally, began with a mother and grandmother. When she saw the distress her daughter felt over "absolutely horrific" pregnancy stretch marks, Laila Mehregani put her knowledge of essential oils to work. Years of research, development and testing have now resulted in LM Naturals Stretch Mark Oil, which currently has a patent pending on its unique formula.

Only the very best, pure and natural ingredients available worldwide are used in LM Naturals Stretch Mark Oil, and the company remains committed to this principle in the development of further products. A stretch mark formula specifically for men is in the development process. Contrary to popular belief, fast-growing adolescent males, bodybuilders, and men who gain a lot of weight may also have stretch marks.

As a special gift from a mother to daughter, LM Naturals Stretch Mark Oil is hard to beat. Laila's daughter, Fariba (now marketing spokesperson for the company) knows only too well what a difference it has made to her life - naturally. "I had tried everything but nothing worked, and I felt quite desperate looking at my stretch marks – until my mother's hard work brought results that literally left me speechless. 'Thank you' hardly seems enough for such an amazing gift, but it's heartfelt, and I know that thousands more women will now be thanking my mother too."

LM Naturals Stretch Mark Oil can be purchased online from the company's website (www.lmnaturals.com.au) where there's more information and before and after photographs. A 24 hour telephone ordering facility (1300 729 939 1300) is also in place.

29 October 2004

end