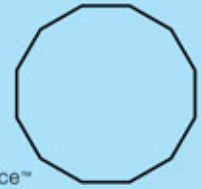


BENEV Company Inc.

23263 Madero, Suite A, Mission Viejo, CA 92691, USA [www.BENEV.com](http://www.BENEV.com)  
949-457-2222, 949-457-2221, fax



Progressive Skin Science™

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## How to Keep Your Pregnancy Glow BENEV Tips for Beautiful Skin during Pregnancy

**Mission Viejo, CA**—Just in time for Mother's Day, BENEV Company Inc., an FDA-licensed pharmaceutical manufacturer, offers helpful pregnancy skin condition information and tips for expectant mothers.

During pregnancy, a woman's body goes through many visible changes. Most women will experience the famous radiance that evokes comments like "you have that pregnancy glow about you." In some cases, preexisting skin conditions can become rather bothersome during pregnancy, and many women will experience conditions such as chloasma or acne that are linked to hormonal changes that occur during pregnancy. The good news is that your skin will generally return to normal after giving birth. The following guidelines will help you have beautiful, glowing skin all through your pregnancy.

### **Chloasma (melasma, "mask of pregnancy")**

Up to 70% of pregnant women develop this condition, characterized by brownish marks that appear around the eyes, nose, and cheeks. Until recently, the only treatment of choice was to reduce time spent in the sun and wear sun protection and a wide brim hat when in the sun. Now there are other options that women can safely use during pregnancy. New skin brighteners that contain phyllanthus emblica fruit extract (try BENEV Emlite Cream) and do not contain traditional, harsh lighteners such as hydroquinone, are safe and effective for controlling chloasma during pregnancy. Other pregnancy-safe treatments are topical vitamin C (try BENEV Vitamin C Gel) and azelaic acid (try BENEV Azalex Gel).

### **Acne**

Acne flare-ups during pregnancy are very common. Look for foaming gel cleansers that interact with oily skin to cleanse pores without over-drying (try BENEV Crystal Cleanser). Topically applied vitamin C is safe and effective against acne (try BENEV Vitamin C Gel), and anti-redness gels with azelaic acid and glycosaminoglycans (try BENEV Azalex Gel) fight inflammation and breakouts.

Exfoliators with low percentages of salicylic and glycolic acid are also effective and safe so long as the pregnancy is normal and healthy (try BENEV Salicylic Acid Exfoliator 2% and Glycolic Exfoliating Gel 7.5%). Facial masks containing sulfur are great for persistent cases (try BENEV Sulfur Mask); sulfur is safe for normal, healthy pregnancies.

### **Stretch marks (striae distensae, striae gravidarum)**

Due to connective tissue changes, 90% of pregnant women develop stretch marks. Genetics, hormones such as estrogen and relaxin, and the actual distance the skin must stretch are all factors that determine who will be afflicted with stretch marks. To help curtail them, lotions or creams can be applied daily during the first two trimesters. Areas of concern are the abdomen, buttocks, breasts, and thighs. Look for products with conditioning ingredients such as squalane, glycosphingolipids, cholesterol, and dimethiconol, which help make the skin more pliable (try BENEV Pure Squalane and Essential Lipids).

### **Cholestasis of Pregnancy**

Cholestasis, which is the most common liver condition that only occurs during pregnancy, generally starts during the third trimester and usually clears up after giving birth. Symptoms include itching on the palms of the hands and soles of the feet that sometimes spreads to the trunk of the body. Usually, your doctor can prescribe a topical anti-itch medication. For additional soothing, you can blend a topical vitamin C cream (try BENEV Vitamin C Cream 12%) with the anti-itch medication.

### **About BENEV Company, Inc.**

BENEV is committed to serving medical skin care professionals around the world by developing scientifically advanced, effective solutions that promote optimum skin health. All BENEV products are developed in our FDA-licensed drug manufacturing facility with stringent quality control to ensure safety, stability, and efficacy. Available only through physicians. For more information, call 1-888-43-BENEV or go to [www.BENEV.com](http://www.BENEV.com).