

Stratamark®

for the prevention and treatment
of stretch marks



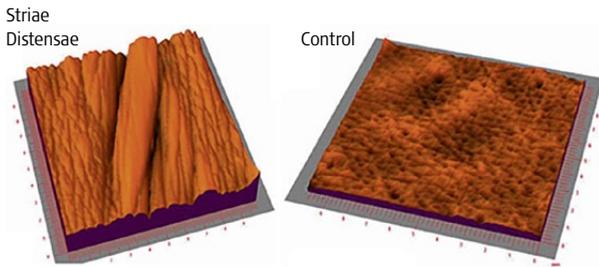
The novel topical medical
device specifically designed
for the prevention and
treatment of Striae Distensae



Class I Medical Device, FDA Listed/TGA Registered

 **Stratapharma**
Switzerland

Striae Distensae are a form of pathological scarring



Three-dimensional representation of skin replicas.

Striae indicate a **pathological condition of the connective tissue**.¹ The pathogenesis of Striae Distensae describes definitive **changes in the extracellular matrix**, especially changes in collagen, elastin and fibrillin.²⁻⁵

Histologically Striae are a form of **atrophic scarring**, in which the dermal collagen ruptures and separates; the intervening gap is filled with newly synthesized collagen, which then becomes aligned in response to local stress forces.⁶

Although they are not detrimental to health, they can cause physical symptoms such as **itchiness, tenderness and pain**.⁷ Because of their visual appearance, they can also significantly affect a **woman's self-esteem and image**.⁷

The development of Striae has been **likened to wound healing or scar formation**.⁸

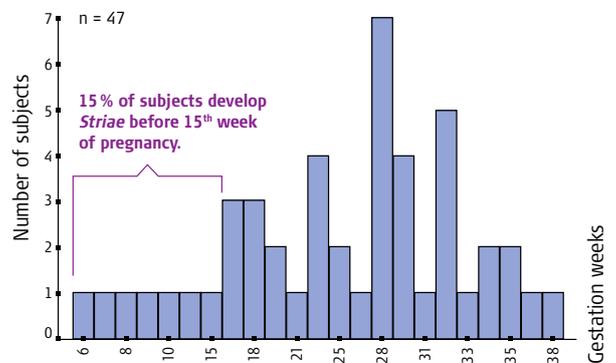
Studies found **no correlation** between:

- Striae Gravidarum and weight gain per week
- Greater percentage increase of abdominal/hip girth during pregnancy and a greater number of Striae.³

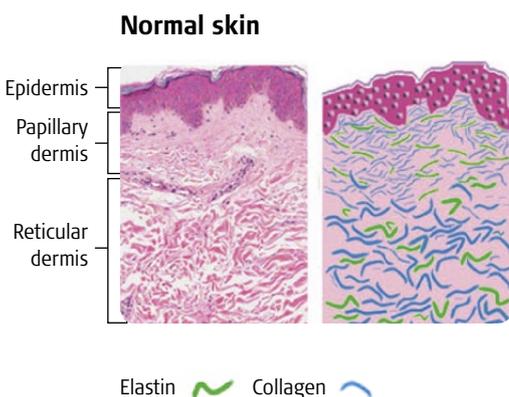
The strength of the skin's strain is not the primary cause of Striae.

Clinical publications confirm that **hormonal change is one of the main risk factors** for the development of Striae.

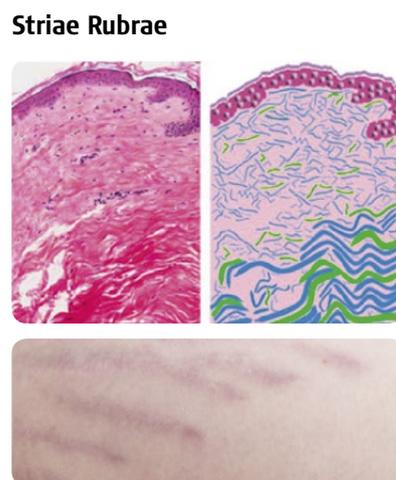
Distribution of gestational ages when Striae first appeared³



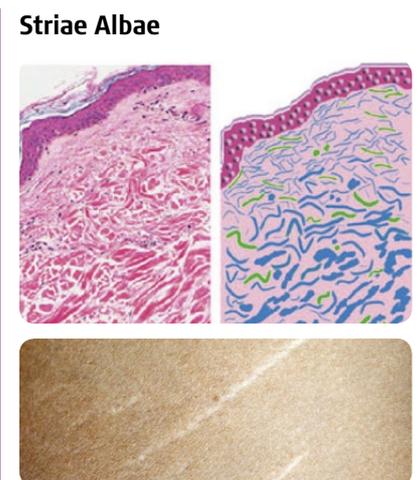
Histological comparison of normal skin, Striae Rubrae and Striae Albae⁹



Normal skin: haphazardly arranged small collagen fibres and thin elastin fibres in the papillary dermis, surrounded by ground substance; coarse elastic fibres and thick bundles of collagen parallel to the direction on the skin in the reticular dermis.



Striae Rubrae: fine elastic fibres predominate in the dermis with thicker tortuous fibres in the periphery; there is a reduction and reorganization of elastin and fibrillin fibres and structural changes in collagen are seen.



Striae Albae: histology demonstrates epidermal atrophy and loss of the rete ridges; densely packed, thin eosinophilic collagen bundles are arranged horizontally, parallel to the surface of the skin in a **similar way to a scar**.

Stratamark is the only topical product for the prevention and treatment of Striae with proven clinical evidence¹⁰

Malkova S. The effect of innovative gel in the prevention and treatment of Striae Distensae (Stratamark gel). New EU Magazine of Medicine, July 2014, 1-4/2014.

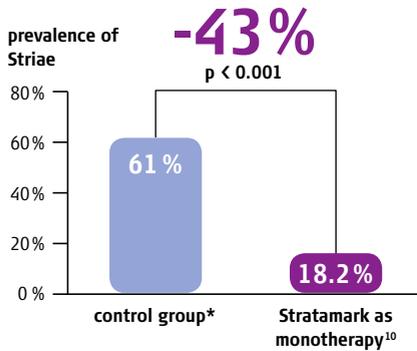
Total of 303 patients split into 2 arms, evaluated by 61 obstetricians

Prevention arm
n=148 pregnant women with **no** existing Striae at the abdomen area

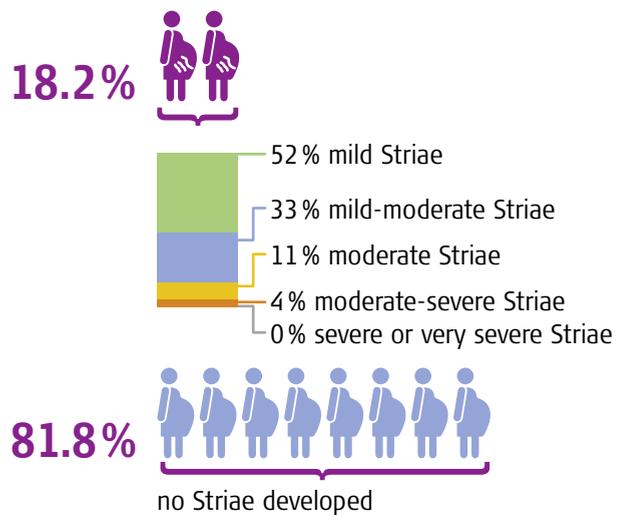
Treatment arm
n=155 pregnant women with **existing** Striae at the abdomen area

Results – prevention arm

Control group*



Stratamark as monotherapy group

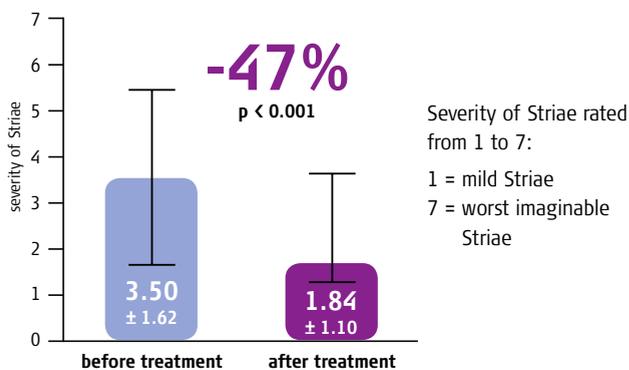


The reported prevalence of Striae ranges between 50-90%, with most control groups showing between 60% and 70% developed during pregnancy, depending on the population studied.^{7,11}

*Data from: Osman H et al. BJOG 2008;115:1138-1142

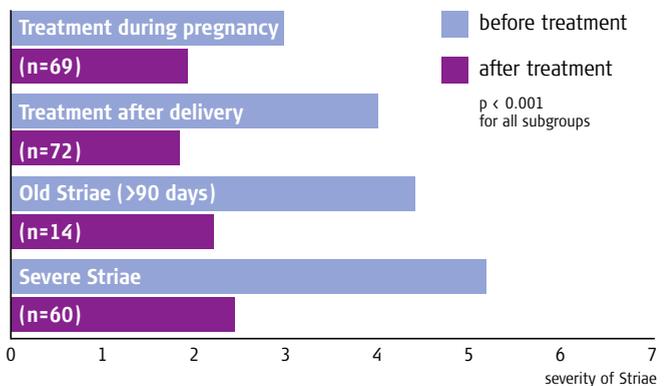
Results – treatment arm

Significant reduction in severity of Striae



Subgroup analysis

Reduction of Striae regardless of age or severity



88% reported improvement in colour

86% reported reduction in visibility

83% reported reduction in pruritus

Stratamark®

for the prevention and treatment of stretch marks



Stratamark is a unique gel formulation, specifically designed for the prevention and treatment of all types of Striae.

- Prevents new Striae from forming
- Softens and flattens Striae
- Reduces redness and discoloration associated with Striae
- Relieves the itching and discomfort of Striae



Stratamark is applied in a very thin layer to the relevant areas.

- Highly efficient: Stratamark gel is a unique formulation that requires substantially less product per application than typical moisturizing creams or cosmetic preparations
- Easy application to all areas of the skin, including exposed and sensitive areas
- Once dry, Stratamark can be covered by undergarments, sunscreens or cosmetics



Stratamark dries to form a thin, flexible and protective gel sheet that is gas permeable and waterproof.

- Allows the skin to normalize the collagen synthesis cycle
- Hydrates and protects the skin



Stratamark is transparent and odorless. It does not contain alcohol, fragrances or parabens.

- Does not penetrate below the level of the stratum corneum (the top layer of the skin)
- Suitable for pregnant women, breastfeeding mothers, children and people with sensitive skin

Stratamark provides complex triple action



Hydration

Stratamark is semi-occlusive and gas permeable, which allows the skin to breathe and remain hydrated. However, it is also hydrophobic, which prevents water being lost from the dermal layers of the skin. It helps in decreasing the transepithelial water loss and therefore increasing stretch marks hydration.^{13,14}

Protection



Stratamark forms a durable, flexible and waterproof sheet. It does not penetrate into the epidermis or dermis. Stratamark protects the stretch mark from local irritants including friction from clothing. This assists in normalizing the level of collagen production.¹³



Modulation

Stratamark influences the epidermal-dermal signaling cascade via a regulation role of the epidermis on fibroblast production. Keratinocytes have shown to activate the fibroblasts, hence collagen and glycosaminoglycan production. This leads to the normalizing of the keratinocyte hydration status and the normalizing of tissue growth factors, which signals dermal fibroblasts to normalize the collagen synthesis cycle of Striae.¹³



Unlike cosmetic and moisturizing products, Stratamark is a **medical device with proven therapeutic action** for the prevention and treatment of Striae.

Stratamark®

for the prevention and treatment of stretch marks



How to use

- Ensure that the skin is clean and dry.
- Stratamark is applied in a **very thin layer** to the relevant areas with your fingertips.
- Distribute evenly and allow the gel to dry.
- Stratamark should be applied **once per day, or after each wash.**
- For best results Stratamark should be maintained in **continuous contact with the skin** (24 hours a day, 7 days a week).
- When applied correctly, Stratamark should be dry in **5-6 minutes**. If it takes longer to dry you have probably applied too much. Gently remove any excess gel with a tissue or paper towel and allow **the drying process to continue**.
- Once dry, Stratamark can be covered by undergarments, sunscreens or cosmetics.

Duration of treatment

Prevention of Striae during pregnancy:

Stratamark is recommended for use **from the beginning of the second trimester (13 weeks)** or at the first sign of Striae. Treatment should be continued following birth for a minimum of 60 to 90 days.

Treatment of existing Striae:

Stratamark should be used for at least 60 to 90 days (24 hours a day/7 days a week). Continued use is recommended until no further improvement is seen. Severe and/or older Striae may need longer treatment.

Stratamark may also be used in combination with other Striae treatments including laser therapy.

Side effects

- There have been **no side effects** observed with the proper use of Stratamark gel. It is not absorbed, so will not produce systemic side effects, and it is unlikely to produce local side effects.
- If Stratamark gel was accidentally swallowed it will not be absorbed in the gastrointestinal tract due to the high molecular weight, and will be excreted without modification.

If Stratamark is used from 13th week of pregnancy then approximately 3 tubes of Stratamark 50 g will be required for full period of treatment including 60-90 days post partum, when used on breast, thighs and abdomen.



- **One 20 g tube** contains enough gel for approximately one month treatment for women in the late stages of pregnancy.
- **One 50 g tube** contains enough gel for approximately two months treatment for women in the late stages of pregnancy.

Stratamark®

for the prevention and treatment of stretch marks



Stratamark is specially designed for the prevention and treatment of Striae

- Softens and flattens raised and depressed Striae
- Reduces redness and discoloration of Striae
- Relieves itching and discomfort of Striae
- Suitable for pregnant women, breastfeeding mothers, children and people with sensitive skin

From Stratpharma Switzerland, producer of:



www.stratamed.com

Stratamed is the first film-forming silicone gel-based wound dressing approved for the use on open wounds and compromised skin.

- Stratamed is bacteriostatic and inert.
- Stratamed can be used immediately after caesarean sections, surgical procedures, skin resurfacing etc.
- Stratamed assists with healing of the wound and manages visible outcome after skin damage.
- Stratamed is suitable to use on infants, during pregnancy and whilst breastfeeding.

Stratamed®

advanced film-forming wound dressing



www.strataderm.com

Strataderm - for the prevention and treatment of hypertrophic scars and keloids.

- For old and new scars.
- Strataderm is used after caesarean sections, general surgery, trauma etc.
- Strataderm is safe to use on infants, during pregnancy and whilst breastfeeding.

Strataderm®

scar therapy gel



Fresh incision¹² Before treatment (left) and 8 weeks post treatment (right) with Stratamed (monotherapy).



Fresh and old scar after caesarean section Both scars untreated.

Stratamed and Strataderm help mothers to get the best possible scar outcome after a caesarean section.

www.stratamark.net

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