Stratamark®

for the prevention and treatment of stretch marks

A breakthrough in the prevention and treatment of stretch marks





www.stratamark.net

Heal Better™
Stratpharma
Australia

Stretch marks can be more than just a cosmetic concern

Stretch marks are a well recognised and common skin condition that can be a cause of great **concern** and **insecurity** during and after pregnancy.[1]

Stretch marks are a type of thin, flattened abnormal scar. The cause for developing stretch marks is not fully understood, however, it is thought to be due to an abnormal change in the underlying tissue of the skin or by **hormonal changes** associated with pregnancy, puberty, bodybuilding, hormone replacement therapy etc.[2]

Although they are not detrimental to health, stretch marks can cause **physical symptoms** such as itchiness, tenderness and pain. Because of their visual appearance, they can also significantly affect one's **self-esteem** and image.[1]

Striae Distensae is the generic term for stretch marks, but there are several different classifications:

Striae Gravidarum describes stretch marks that occur due to pregnancy.



Striae Rubrae
are new red stretch marks.



Striae Albae
are mature, whiter and depressed stretch marks.

Stratamark® – A breakthrough medical product for the prevention and treatment of stretch marks

Stratamark is a rapidly drying, transparent gel formulation for the prevention and treatment of Striae Distensae (stretch marks).

Stratamark was developed for the prevention and treatment of all types of stretch marks, particularly those covering a wide surface area, resulting from pregnancy, adolescent growth spurts, weight gain or loss, or bodybuilding.

Stratamark was developed to spread easily over large surfaces of the body (i.e. buttocks, abdomen, thighs, breast and back), as well as exposed and sensitive areas.



FILM-FORMING, FLEXIBLE, FULL CONTACT

Stratamark dries to form a thin, transparent and durable protective film that ensures constant contact with the skin (24 hours a day/7 days a week).



HYDRATION

Stratamark is semi-permeable, which allows the skin to breathe and remain hydrated.



SOFTENS AND FLATTENS

Stratamark softens and flattens raised and depressed stretch marks.



SYMPTOMATIC RELIEF

Stratamark relieves the itching and discomfort of stretch marks.



REDUCES REDNESS AND DISCOLOURATION

Stratamark reduces redness and discolouration associated with stretch marks.



NON-REACTIVE

Stratamark is inert, has no measurable pH, and contains no alcohol, parabens or fragrances and does not penetrate below the level of stratum corneum, making it suitable for pregnant women, breastfeeding mothers, children and people with sensitive skin.

Stratamark® is clinically proven to prevent and treat stretch marks[3]

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

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

Control group

The reported prevalence of stretch marks ranges between 50–90%, with most control groups showing between 60% and 70% developed during pregnancy, depending on the population studied.[1]

Stretch marks prevention with Stratamark



18.2%
stretch marks developed

81.8%
no stretch marks developed



52% mild stretch marks

33% mild–moderate stretch marks

11% moderate stretch marks

4% moderate–severe stretch marks

0% severe or very severe stretch marks

Stretch marks treatment with Stratamark

87%
reported improvement in colour

86%
reported reduction in visibility

83%
reported reduction in itching



Stratamark® is a standalone topical treatment of stretch marks[4]

Prevention arm
n=139 pregnant women **without** stretch marks recruited from 26 weeks of pregnancy

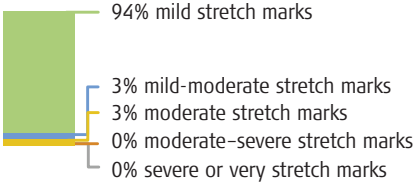
Treatment arm
n=133 post-delivery women **with** stretch marks from any cause

60–70%

Stretch marks prevention with Stratamark

31.8%
stretch marks developed

68.2%
no stretch marks developed



Stretch marks treatment with Stratamark

73%
of patients reported improvement in colour

90%
of HCPs rated Stratamark efficacy as Excellent or Very good

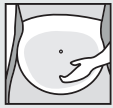

2 months post-delivery.
Start of treatment with Stratamark


6 months post-delivery. After 4 months of treatment with Stratamark

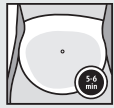
How to apply Stratamark®



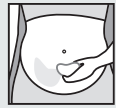
1. Ensure that the skin is clean and dry.



2. Apply a **very thin layer** of Stratamark to the relevant areas with the fingertips and distribute evenly to form a very thin layer and allow the gel to dry.



3. When applied correctly, Stratamark should be **dry in 5–6 minutes**.



4. If it takes longer to dry you have probably applied too much. Gently remove the excess with a clean tissue or gauze and allow the drying process to continue.



5. Once dry, Stratamark can be covered with undergarments, sunscreens or cosmetics.

Additional directions

- Stratamark should be applied **once per day** or as required to maintain contact with the affected surface, or as advised by your physician.
- Stratamark may be re-applied **more often** to ensure constant contact with the skin, or to reduce symptoms.
- Washing will likely remove Stratamark. Re-apply Stratamark **after each wash**.
- For best results Stratamark should be maintained in continuous contact with the skin (24 hours a day/7 days a week).
- **Moisturisers, lotions, etc. are not required.** Stratamark can be re-applied more often to avoid dry and tight skin feeling, as Stratamark prevents the water evaporation through the damaged skin that may cause this feeling. Moisturisers may be applied after Stratamark dries to maintain the first contact of Stratamark with the skin. Unlike Stratamark , moisturisers can cause irritation. Adding any additional products over Stratamark may reduce the effectiveness of Stratamark.
- **Stratamark does not need to be rubbed in or massaged** as it does not penetrate through the skin and will not enhance its effect.
- Stratamark may stain clothing if not completely dry. If staining occurs, dry cleaning should be able to remove it without damaging the fabric.
- Stratamark **should not be applied over other skin treatments** without the advice of a physician.

Duration of treatment

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

Prevention of stretch marks during growth spurts:
Stratamark should be used for the duration of the growth spurt or until the skin is no longer tightly stretched. Treatment should then be continued for 60 to 90 days.

Treatment of existing stretch marks:
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 stretch marks may need longer treatment.

How much Stratamark® do I need?

Stratamark gel is an advanced formulation that requires **substantially less product** per application than typical moisturising creams or cosmetic preparations.





Stratamark 20g tube
contains enough gel for approximately one month treatment for women in the late stages of pregnancy



Stratamark 50g tube
contains enough gel for approximately two months treatment for women in the late stages of pregnancy

In the beginning of pregnancy or after delivery,z one tube will last longer due to the smaller application area.

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A breakthrough in the prevention and treatment of stretch marks

- Prevents abnormal and excessive stretch mark formation
- Softens and flattens raised and depressed stretch marks
- Relieves itching and discomfort of stretch marks
- Reduces redness and discolouration associated with stretch marks
- Suitable for pregnant women, breastfeeding mothers, children and people with sensitive skin

www.stratamark.net

Also available from Stratpharma:

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

Stratamed®
advanced film-forming wound dressing

Step 1 – Stratamed:

Faster healing and early abnormal scar prevention



www.stratamed.com

Strataderm®
scar therapy gel

Step 2 – Strataderm:

For the professional treatment of abnormal scars, both old and new



www.strataderm.com

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Caution: Always read the label and follow the directions for use. For external use only. Consult instructions for use. Keep out of reach of children. For further instructions, please refer to the Patient Information Leaflet (PIL). **Ingredients:** Polydimethylsiloxanes, siloxanes, alkylmethyl silicones.

References: 1. Osman, H., et al. (2008). BJOG, 115(9), pp. 1138–1142. 2. Hildago, LG. (2002). American J of Clinical Dermatology, 3(7), pp. 497–506. 3. Malkova, S. (2014). New EU Magazine of Medicine, 1–4/4, pp. 1–7. 4. Hughes, CD, Hedges, A. (2018). Australasian Journal of Dermatology, 60(1), pp. 78–80.

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CE 2797

Stratamark and Strataderm are Class I Medical Devices
Stratamed is a Class IIa Medical Device
TGA Registered

Heal Better™ Stratpharma Australia

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