



# Pregnancy & postpartum skin

BIOCHEMIST, IMMUNOLOGIST AND FOUNDER OF ATOPIS SKINCARE, DR IONA WEIR, GIVES US HER TOP TIPS FOR MANAGING SKINCARE ISSUES DURING PREGNANCY AND BEYOND.



**C**ongratulations, you're pregnant! You may be feeling great and have that "pregnancy glow" that oestrogen gives, with shiny hair and strong nails. Pregnancy brings many beautiful changes to our bodies but some changes can surprise us. Many women are affected by hormone changes which impact skin with issues like acne, rashes, redness, pigmentation and discolourations flaring up. During pregnancy, hormones have a party causing pores to excrete more oil which can make skin flare with pimples and become more sensitive and vulnerable to rashes and discolouration. The immune system is suppressed to protect the baby and blood vessels are stretched to capacity which can create surface inflammation of veins. After birth, the changes in hormones can affect skin further with the sudden adjustment in oestrogen levels. If breastfeeding, hormone changes during this process can also cause breakouts and imbalances.

## BEAUTIFUL BACTERIA

Eating a balanced diet and taking probiotic supplements prior to giving birth offers incredible support for your skin microbiome to keep flare ups balanced, and it offers amazing support for your baby's skin too, especially if

you are prone to eczema. During birth, the healthy bacteria that gets passed onto your baby from your vagina, anus and skin, comes from what you eat. It makes a huge difference to your baby and their microbiome health. If you have a caesarean, putting baby on your stomach straight away will help to pass that beautiful bacteria onto your baby.

## ACNE

Increased blood flow and oil sebum production can give that delicious radiant glow during pregnancy, but it can also overload skin with acne flares and redness. Use a gentle face wash, like Atopis Gentle Cleanser to prevent stripping skin, and partner with an all natural moisturiser like the Atopis Radiant Balance Face Cream, formulated and proven to treat hormonal reactions, prevent ageing and soften wrinkles. Use Atopis Acne Cream for a powerful topical spot treatment of acne.

## PIGMENTATION

Melanin increases during pregnancy can create dark spots and patches on the skin (chloasma). Avoid sunshine, cover up and remember the spots will fade. The Atopis Radiant Balance Face Cream is proven to even out skin tone and pigmentation.

## DRYNESS AND ECZEMA

Depending on what season you are in and what your skin type is, dryness and eczema can flare up during pregnancy. Keeping hydrated and choosing a healthy diet can help. Our Dry, Itchy Skin Cream is FDA registered, 100% natural, and proven to restore eczema and irritation. This is the go-to-product to keep on hand for your skin and your babies (and it's amazing for restoring irritation from hand sanitisers too!)

## STRETCH MARKS

These can be so variable for every pregnancy, and are influenced by rapid growth, skin type, genetics and size. Keeping skin supple and moisture rich helps ease symptoms. Atopis Decadent Skin Cream is proven to hydrate skin at cellular level. Daily use is important and only a small amount is needed. Try not to itch stretch marks - if needed use Dry, Itchy Skin cream.



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