



**RILASTIL**  
LABORATORIO DERMATOLOGICO

*50 years*  
BY MOTHERS' SIDE

**#PREGNANTANDLOVINGIT**  
*Mini guide for mums-to-be*

MILANO | ITALY





## *Dear Mum-to-be,*

*This booklet is a gift for you. Together with our experts, chose the most interesting #pregnantandlovingit topics and collected them in these pages.*

*We hope it will help you accomplish peace of mind during one of the most important times of your life.*

*It's our way of saying "thank you".*

*Since 1972, mums-to-be have trusted Rilastil when it comes to taking care of themselves while their body changes to welcome a new life. If one of our Rilastil Stretch Marks creams could talk, who knows how many stories of emotions, surprises, doubts, dreams, worries, and soft caresses it would tell. We would laugh, we would be moved, we would be transported. They would be stories of curious women looking at their reflection or of women who tell their bump fairy tales...*

*One thing is certain: if our cream had a voice, it would say THANK YOU for having chosen us for your skin!*

*We hope you'll want to stay in touch with us on our Social channels where you will find lots of in-depth advice for those of you who are #pregnantandlovingit.*

*Follow us on Instagram and Facebook and visit the Mum and Baby section of our website, where you'll always find up-to-date information!*

**THE EXPERTS WHO CONTRIBUTED  
TO THE CREATION OF THIS MINI GUIDE**



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Federica Cavallini*



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- 06 **Pregnant: more time for your skin and your changing body**  
*Federica Cavallini, dermatologist*
- 08 **Chloasma: an unpleasant blemish.**  
*Federica Cavallini, dermatologist*
- 10 **Intimate hygiene during pregnancy**  
*Eleonora Iachini, gynaecologist*
- 12 **How your breasts change and how to prevent cracked nipples**  
*Roberta Mayer, midwife*
- 14 **The newborn's daily hygiene: a way of bonding**  
*Pilar Nannini, paediatrician*
- 16 **How can you protect yourself from the sun?**  
*Federica Cavallini, dermatologist*
- 18 **Since 1972, we have looked after the skin of mums-to-be...**

## PREGNANT: MORE TIME FOR YOUR SKIN AND YOUR CHANGING BODY



Pregnancy is a special time, full of new experiences and surprises. The body is enriched by female hormones which bring about various changes, also affecting the skin and hair. Knowing what these changes are and understanding how to deal with them is essential for caring correctly for your body and discovering new beauty rituals.

During the 9 months of pregnancy, it's very important for all women to stimulate the activity of the elastin and collagen fibres that support the skin. How do you do that?

By using the right emollient and hydrating products, daily, gently massaging them into the skin. This is certain to keep your skin supple and hold the dreaded stretch marks at bay.

It should be clear by now that taking care of your body with skin treatments is fundamental for healthy and supple skin.

- HYDRATE
- ELASTICISE
- SOOTHE
- PROTECT FROM THE SUN

## What are the important things to do?

Products must be chosen with attention and careful thought. The skin is an organ that absorbs all substances that are applied to it; therefore, mums-to-be should choose products that have been certified for pregnancy.

During pregnancy and under the influence of hormones, certain areas of the body become extremely sensitive to the sun. This puts many women at higher risk of the appearance of skin spots (melasma); it's advisable, therefore, to carefully choose sunscreens that can be used on a daily basis, even for short walks outside.

*Federica Cavallini, dermatologist*



## DID YOU KNOW THAT...

Especially in the first trimester, some women become more sensitive to smells, a condition known as hyperosmia. That's why products without any scent or with a very light fragrance should be used. Discover Rilastil Stretch Marks Cream for Sensitive Skin, formulated without fragrance, or the new Stretch Marks Oil.





## CHLOASMA: AN UNPLEASANT BLEMISH.

Mums-to-be may notice the appearance on their face of unsightly brownish spots, which persist even after they have given birth. This imperfection is known as melasma.

The word “melasma” comes from Greek: “melas” means “black”.

Indeed, it is pigmentation that can be a light or dark shade of brown and mainly appears on the forehead, cheekbones and chin. This pigmentation will be more pronounced following exposure to the sun.

Pregnancy-related melasma (keep in mind that even non-pregnant women can suffer from melasma) is better known as chloasma. It's not a pathological condition, but a change in the skin that can be highly distressing and cause discomfort.

The hormonal changes of this period play a key role in the appearance of chloasma; genetic predisposition and exposure to the sun do the rest.

**Our most valuable advice to mums-to-be?  
Watch out for the sun!**

Always protect the skin on the face with sunscreen with a very high SPF, even in winter and in the city.

This also applies to women with darker skin that tans easily without burning: in fact, darker phototypes are more prone to chloasma.

Another preventive measure you can take is a diet rich in antioxidants and vitamin A precursors. Last but not least, brightening creams and exfoliants will be of great help in making this imperfection fade if it persists after you have given birth.

*Federica Cavallini, dermatologist*

*Did you know that...*

Exposure to the sun is one of the main causes of skin ageing and discoloration?

Always protect your skin with **Rilastil Sun System D-Clar Uniforming Photoprotective Cream**. It should be applied 30 minutes before exposure and every 2 hours or more often if you sweat excessively or if you bathe/swim often.

A collection of three Rilastil D-Clar products against a blue background. From left to right: a white bottle of Micropeeling Concentrate (120ml / 3.38 fl. oz.), a small brown glass bottle of Concentrated Depigmenting Drops (30ml / 1.01 fl. oz.), and a white tube of Daily Depigmenting Cream (50ml / 1.7 fl. oz.). The products are arranged in a slightly overlapping manner.

**RILASTIL D-CLAR  
COMPLETE DEPIGMENTING SYSTEM**

The routine to use at home for the prevention and treatment of skin discoloration. It consists in 3 steps:

- 1. Rilastil D-Clar Concentrated Micropeeling**
- 2. Rilastil D-Clar Concentrated Depigmenting Drops**
- 3. Rilastil D-Clar Daily Depigmenting Cream**



## INTIMATE HYGIENE DURING PREGNANCY

We all know that pregnancy is a delicate time; we may not, however, all know the physical and hormonal upheaval it brings about and how some sources of discomfort can be prevented with a good intimate hygiene. Constipation, using aggressive soaps, physical difficulty in washing properly caused by the bulk of the belly are the cause of vulvar itching, discomfort and disorders.

### **The pH of the vulva and of the vagina**

The first change noticed by pregnant women is a change in smell, which isn't actually the symptom of a condition that usually affects women, but a change in the pH of the vulva and of the vagina.

This pH must be maintained for the vagina to be an inhospitable environment for bacterial proliferation: in fact, bacterial vaginitis can migrate to the cervix of the uterus and cause it to become shorter.

When you notice a change in smell and, therefore, pH, it's important not to start worrying and to know that this is a normal phenomenon, which actually needs to be supported with the use of gentle, not-too-aggressive products that will not compromise it.



## What practical advice should you follow?

Despite the bulk of your belly, you must always clean from the vulva towards the anus and never in the opposite direction, as this would carry germs from a dirty area to an area that must remain as clean as possible. Avoid using wet or fragranced wipes, and only use soap once a day so as not to damage the skin barrier.

You should also stop using panty liners, as they can cause continuous skin injuries and sensitisation. It's also important to choose underwear

that is preferably made from white cotton, a natural product without chemical additives or dyes. Our last recommendation: prevent constipation as much as possible. Ask your gynaecologist about remedies to treat it, as germs that stagnate in the lower part of the intestine can contaminate the vagina.

*Eleonora Iachini, gynaecologist*

## DISCOVER VIDERMINA CLX



**A sanitising and protective mousse cleanser for intimate hygiene**, also recommended in case of excess development of the local microbial flora. It protects the skin and the mucous membranes.



**Cleansing solution** with a slightly acidic pH (5.5), suitable for daily intimate hygiene. Its formula contains a selected plant-based anti-microbial complex; it sanitises and refreshes, without impairing the surface balance of the skin and of the mucous membranes.



**A soothing intimate hygiene gel** that protects and restores balance, indicated in case of excessive growth of the local microbial flora. With pH and osmolality recommended by the WHO.

## HOW DO THE BREASTS CHANGE DURING PREGNANCY AND BREASTFEEDING? HOW TO PREVENT CRACKED NIPPLES?



Changes in the breasts are often an early sign that one is expecting.

From the first trimester, breasts can become sensitive to the touch and their size gradually increases under the effect of specific hormones, which also change the colour of the nipple and its areola.

The hormones that play an important role in preparing breasts for breastfeeding are

oestrogens, progesterone, and prolactin. It has been known for several years, in all countries of the world, that, when possible, breastfeeding is preferable and should be encouraged from the very first moments of a newborn baby's life. We must, however, add that breastfeeding is not always simple and can even be difficult or painful.

*Did you know that cracked nipples are the main reason mums find their baby's suckling painful?*

### **What are they?**

Fissures (cracks) are small cuts in the nipple that may even bleed.

### **What can you do?**

If you are not instructed to suspend feeding due to the presence of blood, you must change the way the baby attaches to the breast, as this is the main cause for the appearance of fissures.

The baby is correctly attached to the breast if: there's no pain, the baby is placed tummy-to-tummy with the mum, the baby's mouth is fully open, and, while suckling, the baby engages not just the nipple but also a large part of the areola. I always advise women to ask a midwife for help on understanding how to improve the attachment of the baby to the breast.

*“The good attachment of the baby to the breast is the best strategy for preventing cracked nipples.”*

*Roberta Mayer, midwife*



## RILASTIL DERMATOLOGICAL STRETCH MARKS OIL

Ideal for preparing the breast's areola and the nipple for breastfeeding before the birth (8th/9th month) and for the prevention of fissures in this delicate area of the body. It contains 100% natural ingredients and vitamin E for an emollient, soothing and protective action. It improves skin tone and elasticity and prevents the appearance of stretch marks.



# THE NEWBORN'S DAILY HYGIENE: A WAY OF BONDING

When a baby is born, it's essential to choose the right products for her skin routine, to transform daily hygiene into an opportunity to show your little one how much you love her.

Products for cleaning the body and hair of newborn babies must respect the microorganisms that live on the skin without upsetting the balance of the hydrolipidic film, i.e. the skin's natural protective barrier.

In fact, babies' skin is not sterile; it's colonised by microorganisms that form the skin's microbiome, an active part of the skin's protection and fundamental for the development of the immune system.

## What products do I recommend?

- To clean their little bottom: gauze and wet wipes;
- To soothe nappy rash: protective ointment with at least 10% zinc oxide;
- For the baby's bath, choose a cleanser that respects the pH of the newborn's skin. Baths should not last longer than ten minutes. That's to keep sensitive skin from becoming too dehydrated.
- For elasticity and hydration: delicate body milk to apply after the bath, on still damp skin, or before putting the baby to bed as an evening ritual, to encourage skin-to-skin contact and help the baby relax.



**RILASTIL DERMASTIL PEDIATRIC**  
Formulated with Omega 3, 6, 9, provitamin B5 and vitamin F, for the protection and care of the skin of babies and children, respecting and preserving the hydrolipidic film.

### Suggestions for cleaning little noses correctly

Cleaning the nose daily is fundamental for protecting babies from respiratory infections, and, if they have a cold, for removing excess secretions, especially in children younger than two, who are not yet able to blow their own nose.

Use saline/isotonic solution, a solution that contains 0.9% of sodium chloride in purified water;

Repeat the operation on the opposite side; You can clean the nose of older children – over 2 years old – while the child is sitting down or standing up;

If the newborn is not breathing well, it's important to perform the wash before feeds, to make sure that they get enough milk, and before putting the baby to bed, to help them breathe.

*Pilar Nannini, paediatrician*



**TONIMER**  
lab:

Ask your pharmacist for advice.



## HOW CAN YOU PROTECT YOURSELF FROM THE SUN?

### **Sun exposure: pros and cons**

The sun's rays are a cure-all for the skin of grown ups and children.

Correct exposure to the sun guarantees numerous positive effects: it improves mood, it stimulates the synthesis of vitamin D, it strengthens the immune system, and it promotes the growth of a healthy and balanced skin microbiome.

Sun exposure, however, must go hand in hand with all precautions aiming to prevent unpleasant effects. It's important to protect yourself from immediate damage, such as burns, erythema and allergies, as well as from long-term damage, such as skin ageing and skin tumours.

### **Advice on how to protect the skin of little ones**

All skin types need protection from sun damage but the skin of children needs special attention. Children's skin is thinner than that of adults and contains less melanin, the pigment that protects the skin from UV rays.

That's why it's important to protect young children with SPF 50+ and choose sunscreens that have been formulated specifically for their skin.

## What about mums?

Mums, on the other hand, can opt for a chemical filter, i.e. a filter made up of (synthetic or natural) molecules that can absorb the sun's radiation. This type of protection is usually more pleasing to the touch and is easy to spread.

When should sunscreen be applied?  
You should remember that, for both mums and children, sunscreen must be first applied at least 20 minutes before exposure to the sun, so that it is absorbed by the skin.

The sunscreen must be reapplied every 2 hours during exposure over the course of the day and always after swimming, even if the cream is water-resistant.

Last but not least, remember that it's important for all members of the family to wear a hat and sunglasses and to avoid exposure in the hottest hours of the day.



*"We do not inherit the Earth from our ancestors; we borrow it from our children" Find out more about the commitment of Rilastil Sun System for the planet on [www.alsoleresponsabilmente.it](http://www.alsoleresponsabilmente.it)*

*Federica Cavallini, dermatologist*



**DID YOU KNOW THAT...**

Rilastil commits to expressing the importance of #alsoleresponsabilmente (#responsibleexposure) by protecting the skin from the damaging action of UVA and UVB rays. Sunburns in children are, in fact, one of the main causes of melanoma in adults. The Rilastil Sun System Baby line was formulated to protect children's skin and is tested by dermatologists and paediatricians. Various textures and formats for the most pleasant application. Discover them in your pharmacy.





SINCE 1972, WE HAVE LOOKED AFTER THE SKIN OF MUMS-TO-BE...

FOR 50 YEARS **RILASTIL STRETCH MARKS** HAS BEEN THE MOST LOVED DERMATOLOGICAL LINE DURING PREGNANCY

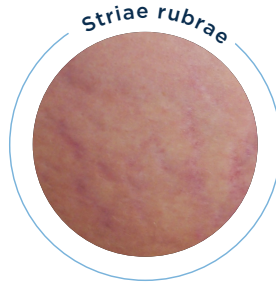
### Know your stretch marks

Stretch marks are scars that form when the connective matrix of the dermis is fractured. The colour depends on the phase of their evolution:

#### Inflammatory phase

### RED STRETCH MARKS

It lasts from a few months to 1-2 years. In this phase, the marks' colour ranges from pink to purplish red; that's why they're known as striae rubrae (red stretch marks). The surface is smooth, while the red colour is caused by the increased flow of blood, called up by the inflammation mediators.



#### Scarring phase

### WHITE STRETCH MARKS

This phase is characterised by the disappearance of the erythematous appearance, which is replaced by a pearly off-white colour, hence the name of striae albae (white stretch marks). The surface is sunken, gives to the touch, with small wrinkles perpendicular to the mark's axis.



# TREATMENT PROTOCOL

## INDICATIONS

## PREVENTION OF STRETCH MARKS

- ELASTIC SKIN



### STRETCH MARKS OIL OR CREAM

2 applications per day for the period concerned

- NON-ELASTIC SKIN



### STRETCH MARKS CREAM

2 applications per day for the period concerned

- SENSITIVE AND REACTIVE SKIN



### STRETCH MARKS OIL /CREAM FOR SENSITIVE SKIN

2 applications per day for the period concerned

## INDICATIONS

## SHOCK TREATMENT - RED STRETCH MARKS

- NORMAL SKIN



### STRETCH MARKS AMPOULES + CREAM

2 applications per day, tap the ampoule gently on the red stretch mark twice a day:

- every day for the first 10 days,
- every other day for the next 20 days.

Combine the Stretch Marks Cream with a light massage twice a day.

- SENSITIVE AND REACTIVE SKIN



### STRETCH MARKS OIL + CREAM FOR SENSITIVE SKIN

2 applications per day, without massaging hard

## INDICATIONS

## MAINTENANCE - WHITE STRETCH MARKS

- ALL SKIN TYPES



### STRETCH MARKS CREAM OR CREAM FOR SENSITIVE SKIN OR OIL

2 applications per day for the period concerned

## INDICATIONS

## PREVENTION OF BREAST FISSURES

- ALL SKIN TYPES



### STRETCH MARKS OIL

2 applications per day on the nipple and areola of the breasts from the eighth month of pregnancy until the end of breastfeeding.

If used during breastfeeding, follow the usual feed hygiene practices.

## RILASTIL STRETCH MARKS OIL

Emollient and soothing,  
it helps prevent stretch marks

- **SWEET ALMOND OIL**  
Emollient and soothing
- **ROSE HIP**  
Regulates skin elasticity, restores hydration, regenerates and firms the skin
- **RICE BRAN**  
Promotes skin repair



It can be used during pregnancy and breastfeeding.\*

Following the usual feed hygiene practice.

## RILASTIL STRETCH MARKS CREAM

Specific treatment for stretch marks that is perfect for a beneficial and long massage, with its rich and creamy texture.

- **ESSENTIAL AMINOACIDS**  
Elasticising and restructuring action
- **ALLANTOIN**  
Dermoplastic action
- **VITAMIN COMPLEX**  
Nourishes and protects the skin



It can be used during pregnancy and breastfeeding.\*

Following the usual feed hygiene practice.

## RILASTIL STRETCH MARKS AMPOULES

Intensive “shock” treatment, particularly indicated for the inflammatory phase (red stretch marks).

- **ESSENTIAL AMINOACIDS**  
Elasticising and restructuring action
- **ALLANTOIN**  
Dermoplastic action
- **VITAMIN COMPLEX**  
Nourishes and protects the skin



10 x 5 ml ampoules



They can be used during pregnancy and breastfeeding.

Following the usual feed hygiene practice.

## RILASTIL STRETCH MARKS CREAM

Specific treatment against stretch marks, formulated to minimise the risk of sensitisation, itching and allergy.

*Fragrance- and colourant-free.*

- **SODIUM BUTYROYL HYALURONATE**  
Elasticising and nourishing action
- **VITAMIN E**  
Soothing action
- **SHEA BUTTER**  
Nourishing action
- **HYALURONIC ACID**  
Hydrating action

*Sensitive skin*



200 ml



It can be used during pregnancy and breastfeeding.\*

Following the usual feed hygiene practice.





WWW.RILASTIL.COM

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