

Edible Beauty Launches a Pure & Powerful Alternative to *THAT* Stretch Mark Oil, That Actually Works



We can tell a lot about our life journey via our body. Scars, stretch marks, skin dimples and uneven skin give our body character! But, with warmer weather on the way, combatting scars and stretchmarks (old and new) is often on the mind come bikini season!

And up until now, a pure and highly active stretch mark oil (that actually works) has been hard to find!

Enter, Edible Beauty Australia's Phyto-Stretch Mark Oil. A new and cutting-edge alternative to conventional paraffin (petroleum distillate) based stretch mark oils.

Anna, naturopath and founder of Edible Beauty Australia, has been working on this formula for the past two years:

“My customers have been requesting a pure and efficacious option to combat stretch marks and scarring. Given purity is of utmost importance when it comes to our formulas, it has been important for me to be able to create a cutting-edge and powerful product with “edible” purity. We have spent a lot of time testing the effectiveness of this product and I have been blown away by how quickly it works to remove stubborn stretch marks (some over 15 years old) and even work on old scarring and dimpling.”

91%

noticed an improvement in:

- Appearance of stretch marks
- Texture and grooves associated with stretch marks
- Surface area covered by and number of stretch marks

100%

said their skin felt more hydrated

90%

noticed an improvement in skin smoothness after just 2 weeks

91%

noticed an improvement in skin elasticity and firmness

*Consumer study of 11 participants after 4 weeks

EDIBLE BEAUTY

— AUSTRALIA —

Tackling new and years-old stretchmarks and scars has never been so easy, or so pure! Edible Beauty's game-changing bio-active body oil has been formulated with a blend of more than 10 highly active plant-based oils that improve the appearance of stretchmarks and scars whilst smoothing, firming and hydrating the skin.

The secret weapon in this high-performance formula is AlphaImprove, a high potency active derived from Babacu and Pracaxi Oil – clinically proven to reduce the appearance, texture, length and stiffness of new and existing stretchmarks, whilst restoring skin elasticity, reducing moisture loss and promoting skin regeneration.

Combined with Jojoba Seed, Sea Buckthorn, Pomegranate Seed and Arnica Extract, this exclusive technology provides a burst of nourishing omega fatty-acids, vitamin C and Vitamin E to visibly smooth skin and improve skin texture.

Infusing the skin with deep and intense hydration prevents the formation of new stretchmarks whilst keeping skin firm and supple. This powerful and luxurious body oil leaves your skin feeling silky smooth and nourished, and its delightful (all-natural) sweet orange scent is perfect for Summer!



About Edible Beauty Australia

Edible Beauty Australia is a naturopathically formulated range providing pure, active and sustainable skincare and wellness products. Developed by naturopath and nutritionist Anna Mitsios, the brand offers 100% PETA certified vegan and cruelty free, formulations with a high concentration of Australian bio-active native extracts and the highest quality natural botanicals from around the world with clinically proven, powerful skin transforming results.

For more information, sampling and media enquiries, please contact —

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Phyto Stretch Mark Oil

A\$44, 100mL

Botanical Actives:

AlphaImprove

An innovative bio-active blend of Babacu and Pracaxi Oils with proven effectiveness in reducing stretchmarks and scarring.

Jojoba Seed Oil

Penetrates skin cells for deep hydration and prevention of transepidermal water loss, preventing the occurrence of new stretch marks. Keeps skin hydrated, smooth and supple.

Arnica Extract

Prized for its ability to restructure and strengthen the skin barrier, improving stretch marks, scars and damaged skin. Rich in fatty acids and antioxidants Arnica helps prevent the appearance of wrinkles, skin dimples and other signs of ageing.

Passionflower Seed Oil

Assists in restoring skin barrier function, prevents collagen breakdown and reduces the appearance of 'age spots', skin dimpling and wrinkles for visibly firm and youthful skin.

