

ReTone®



# Weight Loss & Your Skin



Your mind is set; the commitment has been made. You are on a weight loss journey and will stop at nothing to achieve your goals.

Prioritizing your self-care and sustained personal wellness through these efforts is not only incredibly advantageous for your physiological health, but also exceedingly powerful for your overall confidence, mental well being, and desired physical appearance.

But as you lose weight and your body transforms, you may notice that your skin does not remain tight and firm to your shrinking frame.

While a dwindling waistline is an incredible achievement and one worth celebrating, we understand that excess, loose, stretch-marked skin can quickly dampen your spirits.

**Don't worry** - with your mind laser focused on your new healthy lifestyle, we'll help you understand your skin during this changing season.

Use this guide to navigate your skin changes during weight loss and learn how you can work toward healthy, beautiful skin as you shed the pounds.



# Skin Changes During Weight Loss: **What to Expect**

As the largest human organ that stands as the body's most protective layer, your skin is unbelievably multifaceted. When you grow, your skin adjusts as needed and expands with you. When you lose weight or muscle mass, your skin follows suit and adjusts to your new shape.

**But for as durable and adaptable as your skin is, it is equally as vulnerable to change.**

# Skin Proteins: Collagen and Elastin

## The Key Influencers to How Your Skin Reacts to Weight Gain & Loss

Collagen and elastin are fundamental and important protein fibers found in your skin. These fibers give your skin its firmness, strength, and elasticity.

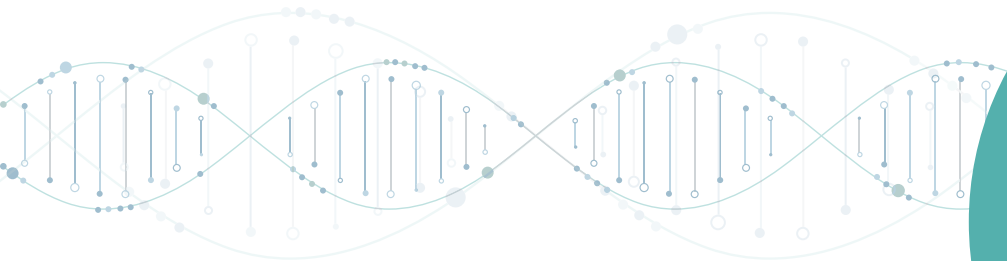
- When your **skin stretches** during weight gain, pregnancy, or muscle expansion, these protein fibers help your skin stretch with minimal or no tearing.
- When your **skin shrinks** during weight or muscle loss, these protein fibers help your skin contract back to a smaller shape.

When your body gained weight, your skin expanded to make room for the increased fat or muscle gains in various parts of your body, such as your arms, legs, abdomen, buttocks, and so on.

If, when you gained weight, your body carried that weight for a long period of time – such as a few years or longer – your skin's collagen and elastin fibers become weak, endured some damage, and lost their ability to completely retract during weight loss.

**Collagen** makes up 80% of your skin's structure and provides firmness and strength.

**Elastin** helps your skin remain an 'elastic' organ and provides elasticity to help your skin stay tight.



# Factors that Contribute to Skin Elasticity Loss

It's important to note that holding extra weight under your skin is not the only reason your skin loses elasticity and sustains weak collagen fibers. As you continue on in your weight loss journey and make adjustments that promote wellness and an improved physical appearance, keep in mind all the factors that contribute to your skin's look, feel, and health:



## How Much Weight You Gained & How Long You Carried that Weight

The longer you carried around an excess amount of weight, the looser your skin will be during and after weight loss because of your weakened and damaged elastin and collagen fibers.



## Your Genetics

Your genetic makeup may play a role in how your skin reacts to weight gain and loss.



## How Quickly You Lose (or Plan to Lose) the Weight

As a general rule of thumb, the more weight you lose in a short amount of time, the looser your skin will become with the potential to appear saggy.



## Your Age

Biologically speaking, the older you are, the less collagen fibers your skin will contain.<sup>1</sup>



### Heavy Sun Exposure

Research has shown that heavy, unprotected sun exposure can diminish the skin's collagen and elastin production. In turn, skin may become looser and not remain as tight.<sup>2</sup>



### Smoking

In addition to the obvious psychological health risks associated with smoking, cigarettes have been shown to impair existing collagen fibers and reduce future collagen production. As a result, skin tends to become loose and begins to sag the longer you smoke.<sup>3</sup>

While some of these factors are out of your control – such as your age and genetics – you can certainly regulate how much sun exposure you get, your cessation with smoking tobacco, and how quickly you lose the weight.



# Why Losing Weight Too Fast Can Leave You with Loose Skin

Your skin may be flexible, but it is a delicate, slow moving organ. When you lose a lot of weight at a rapid pace, particularly if you have a lot to lose, it's very difficult for your skin to quickly resort to a smaller and smaller state - especially when its elastin and collagen fibers are not in optimal condition.

Losing a lot of weight too quickly often results in excess, hanging skin because skin cannot return to its smaller shape as fast as the pounds are being shed.

Additionally, this excess skin can cause stretch marks to form, as the healthy areas of skin responsible for supporting the extra skin can become weighed down. The additional weight causes stretching, tearing, and scarring.

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According to the New York Times, many of the contestants on the popular show 'The Biggest Loser' had to wear compression clothing to conceal all the excess skin they were left with.<sup>4</sup>

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## What Causes Stretch Marks During Weight Loss?

### **Stretch marks...during weight loss?**

Unfortunately, yes. As surprising and disheartening as this fact may be, losing weight can cause stretch marks to form.

In addition to the possibility that excess, hanging skin leads to the formation of stretch marks, other causes include:

### **The emergence of pre-existing stretch marks**

Weight loss stretch marks can be latent marks that become visible only when an individual loses weight.

Sometimes, as the body loses weight and the skin shrinks in size, pre-existing stretch marks can move closer together. When this happens, it appears as if there are more stretch marks than there actually are.

While the weight loss is great, you can't prevent weight loss stretch marks from forming, as they're already embedded in the skin. There is, however, an effective, comprehensive therapy method you can try if this becomes your reality. We will discuss this later in the guide.



### Rapid weight loss

Need another reason to take your time losing weight? Even if there is no risk of excess skin in your weight loss journey, losing weight too fast can still cause stretch marks to form.

Losing more than two pounds a week can cause the body to release hormones that interrupt the skin's collagen production. With a low amount of collagen and elastin, the skin's support structure is weakened – giving way to the formation of stretch marks.<sup>5</sup>

### Muscle gain

Wanting to lose weight and gain muscle mass often go hand-in-hand. When it comes to weight lifting, strength training, or bodybuilding of any kind, stretch marks are always a possibility.

When muscle mass increases at a rapid rate, the skin begins to stretch and tear to make room for larger muscles. Subsequently, stretch marks form on various parts of the body.



# Stretch Mark Prevention

## How to Promote Healthy, Stretch Mark-Free Skin During Weight Loss

When losing weight, there's a lot to take in – like, what and when to eat, how and when to exercise, how to ensure you're getting enough rest, and so on.

But one thing rings true whether you're studying the physiological, mental, or skin health side of weight loss: **A slow and steady pace is key.**

As you take your weight loss journey one day at a time, there are steps you can take to set your skin up for success as it transitions with you:



### Go Slow; Take Your Time

Stretch marks or not, it's always best to lose (or gain) weight gradually. As previously discussed, skin loses elasticity during periods of weight loss. Shedding pounds too fast can exert skin and lead to a loss of collagen fibers. With this, stretch marks become visible through the top layer of skin.

### Eat Foods That Benefit Skin Health

Within your new diet or food regimen, try to add foods high in protein, zinc, and vitamins C and E. These nutrients are known to boost collagen production. With appropriate levels of collagen, the likelihood of stretch marks forming can certainly be reduced.

### Drink Water

When your body is well-hydrated, your skin is, too. Routinely drinking water throughout the day will help keep your skin hydrated and supple. Under these conditions, it's harder for stretch marks to form.

### Moisturize Your Skin

While water hydrates from the inside out, a moisturizer keeps your skin hydrated from the outside in. Don't settle for just any cream or moisturizer, though. Be sure to use a cream that is specially formulated to prevent and/or reduce the appearance of stretch marks.

### Stretch

If you haven't already, start incorporating a simple stretch routine before you work out. Light stretching promotes circulation and skin elasticity, further helping prevent the formation of stretch marks.

### Use Sun Protection

By all means, get outside and get that blood pumping; but, always remember to protect your skin from collagen-destroying UV rays. While the sun is less intense earlier in the morning and later in the day, it's best practice to always wear a broad-spectrum (protects against UVA and UVB rays) sunscreen – including on your face. Protected skin will stay healthier, tighter, and wrinkle-free longer.

### Steer Clear of Smoke (Even If You've Never Been a Smoker)

Even if you've never smoked, or you've bid farewell to your cigarettes, stay as far away from cigarette smoke as you can.

Of course, actually smoking diminishes your skin's glow and radiance, in addition to weakening its vital fibers for firmness and health; but, studies are showing that even exposure to secondhand smoke can raise levels of inflammatory proteins in your skin. These high levels can reduce collagen levels and cause skin to thin out and wrinkle.<sup>6</sup>

## Exfoliate

Regular, gentle exfoliation will remove dead cells from the surface of the skin. By using an exfoliating body sponge and an AHA body cleanser, dead skin cells are buffed away to reveal polished, youthful looking skin that can radiate a healthy, eye-catching glow. Additionally, consistent exfoliation supports the regeneration of new, soft skin.

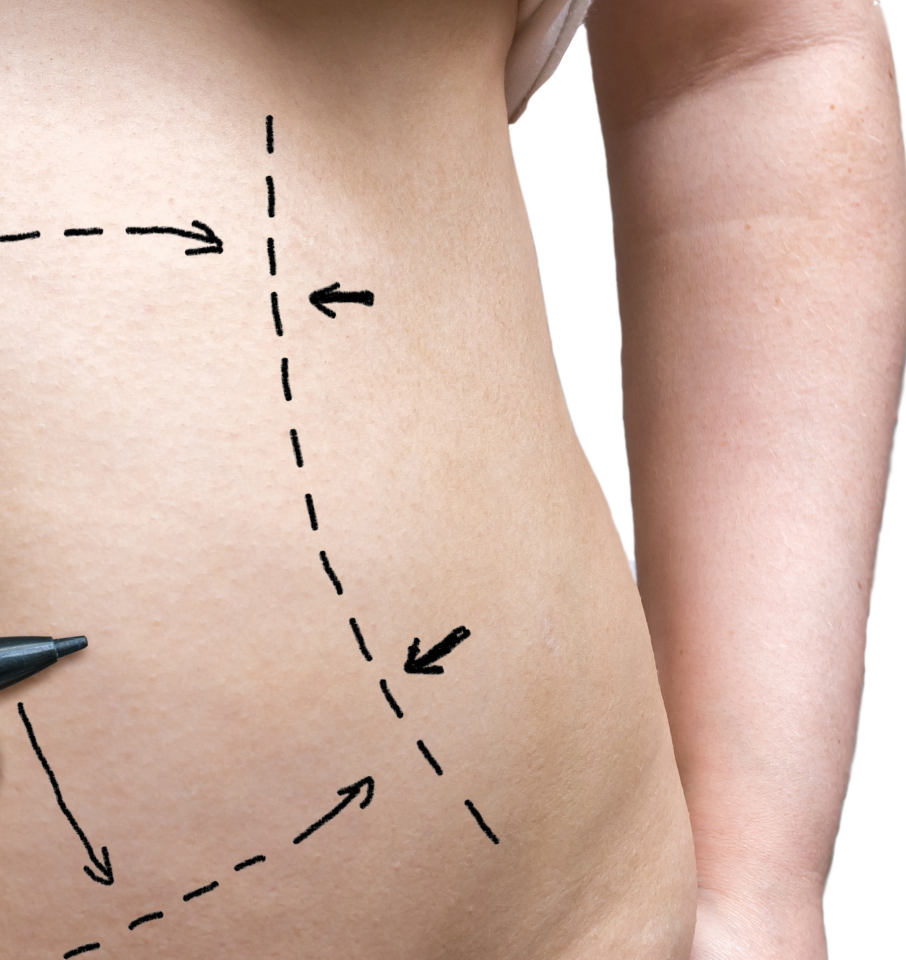
Exfoliation works to penetrate the skin's surface to reach and break up damaged, hyper-pigmented cells. After a short period of time of consistent exfoliation, hyper-pigmented cells (such as stretch marks) will begin to fade and healthy skin reproduction



# Stretch Mark Reduction

## How to Reduce the Appearance of Stretch Marks During **AND** After Weight Loss

Even if you are attentive to your skin during weight loss and focused on the basics of what your skin needs to be healthy and strong (**hint: re-read the prevention section**), your skin is not perfect and may still experience stretch marks.



## Medical Treatments to Get Rid of Stretch Marks

Treatment options for stretch marks range in intensity from home remedies to cosmetic surgery - with microdermabrasion, abdominoplasty, and laser treatment being a few popular routes that can yield good results.

The downside to stretch mark medical procedures - or most skin treatments for that matter - is they can be painful, require multiple treatment sessions that may span months, and cost upward of \$5,000.<sup>7</sup>

If you want to avoid stretch mark removal via medical procedures, there are other options you can try that are more natural and still very effective in reducing the appearance of stretch marks.



# Skin Care Products During & After Weight Loss

Getting rid of stretch marks after weight loss can often be a trial and error process. Here's an important tip to help you cut down on the number of products you try when looking for the one that will produce the results you want:

**The most effective and best stretch mark creams and oils for after weight loss don't just target the surface of the skin, they actually reach deep to target the damaged skin tissue and promote the rejuvenation of new, healthy skin.**

- If you're looking to **temporarily hide stretch marks**, try makeup products or sunless tanning creams and lotions.
- If you're looking to **fade stretch marks over time**, try natural solutions – like essential oils, honey scrub, apple cider vinegar, aloe vera, and others.
- If you're looking to **significantly reduce the appearance of your stretch marks** in a relatively short amount of time, try a comprehensive stretch mark therapy kit.

Keep in mind, even if a product is proclaimed as the best stretch mark cream after weight loss, it may not be formulated with the most effective ingredients, and certain chemicals may not be safe for your skin.





## What to Look for in a Stretch Mark Skin Care Product

Choose a cream that is non-greasy, retinoid free, paraben free, phthalate free, and void of artificial colors and dyes.

Then, be sure the product is specially formulated to prevent and/or reduce the appearance of stretch marks.

## Safe Ingredients

These safe, naturally occurring ingredients have been shown to deliver desired results in reducing the size and color of stretch marks and promoting overall healthy, glowing, hydrated skin:



• **Glycolic Acid** - a naturally occurring substance that is referred to as the holy grail for exfoliation.



**Hyaluronic Acid** - a naturally occurring molecule that is known for its capacity to draw and hold moisture.



**Centella Asiatica (Gotu Kola)** - a perennial herb that speeds up wound healing.



**Allantoin** - an organic substance that encourages skin to shed dead cells, grow new ones, and lock in moisture.



**Matrixyl 3000 Protein Complex** - an anti-wrinkle formula that supports the skin's metabolism.



**CoQ10** - an antioxidant that helps promote energy for growth and maintenance, prevents damage to collagen molecules, and preserves the elasticity of your skin.



# It's Time to Show Off Your **Healthy, Beautiful Skin**

With or without stretch marks, your skin is stunning and made to stand out. If you're serious about wanting to fade your skin marks – even the most stubborn ones – we have a solution for you.

# A Revolutionary Skin Care Product That Significantly Reduces the Appearance of Stretch Marks and Scars Before and After Weight Loss



## ReTone's Comprehensive Stretch Mark Therapy Kit

This simple, all-encompassing method tackles stubborn stretch marks before and after weight loss through a proven, two-step system.

By combining powerful, safe ingredients, comprehensive stretch mark therapy exfoliates and penetrates the skin's surface to:

- Significantly reduce the color and appearance of stretch marks
- Support elastin and collagen production
- Hydrate and rejuvenate surrounding skin tissue

**The best part?** The ReTone Stretch Mark Therapy Kit typically delivers results you can see in as little as 60 days.



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