

Protecting Intimate Skin - During Pregnancy and Beyond

During and post pregnancy, the body undergoes a number of changes. As hormone levels alter, so does the pH level of intimate skin. Urine infections and cystitis are also more common during pregnancy,¹ making it more important than ever for you to take particular care of your intimate skin.

Professor Janice Rymer of Obstetrics and Gynaecology, Kings College London, provides these top tips for taking care of your intimate area during pregnancy and post birth:

‘Always try to take in at least three litres of water each day. This will help to flush out your system and shift bacteria out of the bladder, lowering the risk of infection. If you have cystitis, try drinking cranberry juice which helps relieve the burning feeling. You can also ask your pharmacist to suggest an over the counter remedy suitable for pregnant women. If you are in pain and don’t feel better in a few hours, contact your doctor who may prescribe antibiotics.

As the pH of intimate skin is different to that of normal skin, it is important to only use products that are specially designed to protect and promote a healthy intimate pH. Femfresh have a range of products to meet your body’s changing needs, allowing you to gently cleanse and soothe intimate skin and ensure you leave good pH hanging around.’

The Femfresh range of intimate care products is dermatologically and gynaecologically tested to work in harmony with your body.

- Femfresh Re-Balance Soothing Wash (rrp.£2.99, 200ml) contains natural moisturisers to provide extra comfort. With extracts of white lily and calendula, it helps limit the development of odour and leaves you feeling fresh and comfortable.
- Femfresh Re-Balance Moisturising Gel (rrp. £3.49, 50ml) is fragrance free and hypoallergenic. Enriched with extracts of aloe and mallow, this gel hydrates and soothes the intimate area while limiting the development of odour.
- Femfresh Cleansing Wipes (rrp.£2.69, 20 wipes) contain soothing mallow and naturally anti-bacterial calendula extracts. Flushable and

¹http://www.babyworld.co.uk/information/pregnancy/pregnancyproblems/pregprobs_cystitis.htm

degradable, they provide on the spot cleansing and relief when you need it most.

Femfresh is available at Boots, Superdrug, supermarkets and chemists nationwide.

www.femfresh.co.uk

About Femfresh:

- A woman's intimate skin has a different pH to body skin and like body skin can be sensitive, so FEMFRESH products have been designed to care especially for this delicate skin.
- Intimate pH plays an important role in the body's natural defences
- All FEMFRESH products are gynaecologically and dermatologically tested, so they won't irritate.
- FEMFRESH is owned by Church & Dwight, a US based household, industrial and personal care products company.
- Church & Dwight UK Ltd produce and market a number of toiletry and personal care products including Arm & Hammer toothpaste, Nair hair removal, Pearl Drops tooth polish, First Response family planning products, Orajel mouth pain relief and Stérimar nasal hygiene.