

'If being pregnant is like having a bun in the oven then Mama Mio is the icing on the cake'

WWD Beauty Biz
May 2006

mama mio

deluxe pampering for supermamas



Mama Mio ER whips post-birthing bods back into shape faster than Heidi Klum can make it out of the labor ward and into an evening gown.

WWD Beauty Biz
May 2006

'Growing bellies expand beautifully with Mama Mio's Tummy Rub Stretch Mark Oil and Super-rich Body Cream'

People Magazine
May 15th, 2006

'I tried Mama Mio's ER as a last resort fight against my crepey tummy - I'm thrilled it's now much more toned *and* smoother. I feel so confident in my skin again that I'm going bikini shopping next week!'

Sue, mum of four

'The fun, girly packaging reminds you that you are not just pregnant - you are a gorgeous woman who wants to look and feel her best.'

Annabel Jones
Beauty Editor, EVE

'I simply adore the fabulous Mama Mio products and their Tummy Rub Stretch Mark Oil got me through the nine months without any skin damage! The oil is fantastic!!'

Normandie Keith
Beauty Editor at Large
YOU Magazine



Tanya Mackay, Sian Sutherland and Kathy Miller

Mama Mio – The Conception and Why It Works

Mama Mio was conceived in London by three friends (Kathy, Sian and Tanya) who have worked in skincare for ten years. In that time we have had 7 babies between us and realised a need for specific, luxurious and safe creams that help our skin with the nine month s-t-r-e-t-c-h! We have worked with our favourite chemists and aromatherapists to create perfect pregnancy salvation products for the *supermama under construction*. We have all been the guinea pigs for Mama Mio, as have our friends and friends' friends. And it worked (glowing skin) and we all smile a dreamy smile when we smell our fragrance - it forms a special part of our memory bank of lovely times. It is a blend of 10 pregnancy-specific essential oils that somehow smells just perfect to sensitive pregnant noses. As the demand throughout London grew for our wonderful Tummy Rub, we knew it was time to think big. The result is the Mama Mio range- to help your skin stay beautiful during and after this magical time of creation.



Mama Mio maternity skincare is primarily designed for one thing: increasing skin elasticity. You're gonna grow, you're gonna shrink; and no-one tells you your skin doesn't have to suffer – but it's a battle and you have to fight! Your secret weapon is the continual and plentiful use of Essential Fatty acid-rich oils (EFAs) to nourish the lipid layer of your skin, helping maintain the suppleness and elasticity. Research has clinically proven that EFAs help skin elasticity and improve the very integrity of skin cells – helping your skin stretch and recover.

Mama Mio – great skin for the nine month stretch and beyond.

for today's supermama...



Why Mama Mio Works

Gravida - our Fragrance

Gravida means pregnancy in Latin and it is a very special element of our Mama Mio range. Gravida is a blend of ten pregnancy-specific essential oils that all combine to create a fragrance which offers emotional benefits, physical benefits and it smells wonderful. In Gravida each one of the oils has been chosen for its safety and its specific benefits for you throughout pregnancy. The fragrance is designed to appeal to even the most morning-sick among us. It is a beautiful fresh citrus blend with a gentle heart of white flowers. It somehow smells just perfect and we love it.

Key Ingredients

Here are a few of the key ingredients we use to help you win back your pre-stretched skin.

BORAGE OIL

An ancient oil used in the Far East for thousands of years, it is one of the richest sources of Essential Fatty Acids. This oil is highly moisturising and very active in healing damaged skin.

Tummy Rub Stretch Mark Oil and Cream

SWEET ALMOND OIL

Cold-pressed, rich in Essential Fatty Acids and very nourishing. Sweet Almond Oil is highly moisturising and quickly absorbed leaving a soft sheen on the skin with no residue.

Tummy Rub Stretch Mark Oil and Cream
Wonder-Full Balm ¥ Massage Oil
Boob Tube ¥ Super-rich Body Cream

WHEAT GERM OIL

Rich in Vitamin E this oil is very healing and nourishing to the skin. In addition Vitamin E is useful for its role as a powerful anti-oxidant, soaking up free radicals and helping the EFAs get on with their vital work.

Tummy Rub Stretch Mark Oil and Cream

Rosehip Seed Oil

Very rich in Essential Fatty Acids which are beneficial for the treatment of damaged and distressed skin by providing intense moisturisation and preventing stretch marks.

Tummy Rub Stretch Mark Oil and Cream

MANUKA OIL

From the New Zealand plant, this oil has been used for centuries for its healing and anti-bacterial properties.

Wonder-Full Balm

SAFFLOWER OIL

Very rich in Essential Fatty Acids (Omega-6), super-moisturising and it actively helps strengthen cell membranes.

Massage Oil

CARROT SEED OIL

Carrot Seed Oil is used primarily for its healing properties and effects on the skin. It stimulates circulation, repairs and tones the skin, increases elasticity and reduces the formation of wrinkles and scars.

Wonder-Full Balm

Evening Primrose Oil

Moisturising and emollient, it restores the body's natural balance of Essential Fatty Acids and reduces the effects of aging.

Boob Tube ¥ Wonder-Full Balm
Super-rich Body Cream

MEADOWFOAM OIL

It contains over 98% Essential Fatty Acids – this oil is renowned for its moisturising and anti-aging properties. It is also easily absorbed and non-greasy.

Wonder-Full Balm

SHEA BUTTER

Most potent healing butter, provides protective barrier, minimizes stretch marks and wrinkles.

Boob Tube
Tummy Rub Stretch Mark Cream
Super-rich Body Cream

Ginkgo Biloba

It oxygenates the skin and creates a long lasting hydration, by bonding with collagen to promote cell integrity and youthful skin.

Facial Spritz

AVOCADO OIL

Extremely moisturising and rich in antioxidants and EFAs, this oil is deeply penetrating and rich in Vitamins D and E, which means that it is one of the best oils for regenerating the skin and softening the tissue.

Wonder-Full Balm ¥ Boob Tube
Super-rich Body Cream

CoQ10

A very powerful antioxidant. With continued use it helps prevent collagen degradation, helps increase cell regeneration and has been found to soften the skin making it look more toned!

Boob Tube

JOJOBA OIL

The closest oil to your skin's own sebum, it is very soothing, helpful in healing and protecting against aging.

Massage Oil

GOLD OF PLEASURE OIL

A unique oil with a high Omega-3 content, it is very rich and moisturising, providing elasticity. Also acts as an anti-aging agent.

Wonder-Full Balm

BEESWAX

Rich and creamy it helps seal in moisture without clogging pores.

Wonder-Full Balm

Say NO to stretch marks!

mama mio
deluxe pampering for supermamas



The Facts about Stretch Marks

What is a maternity stretch mark?

A maternity stretch mark is the surface scar of a tear that has formed below the skin's surface. They appear as raised red welts over the torso, especially the breast area and tummy and hips, in some cases as far down as the backs of knees. They are permanent, although may fade with time. The medical name is 'striae distensae'.

What causes maternity stretch marks?

They occur because skin is exceptionally distended or stretched for a period of time, which causes the skin's support structure (the collagen and elastin) to break down.

Will you get maternity stretch marks?

There is a genetic pre-disposition towards them – unfortunately, it is impossible to predict – until it is too late – and you have them. If your mother had stretch marks or if you already have the fine silvery lines of teen-growth stretch marks, you are most vulnerable.

How can you help prevent them?

You need to maintain the moisture balance and improve the elasticity of your skin to help it cope with the nine-month stretch. This is one time when you get what you pay for so please don't cut corners. A basic body lotion does not contain the specific ingredients needed. Mama Mio **Tummy Rub Stretch Mark Oil** is a tried and tested treatment created specifically to help you prevent stretch marks.

Why Is Mama Mio so good?

Mama Mio has been designed to increase your skin's elasticity and strength through the use of Essential Fatty Acids, Omega 3, 6 and 9. EFAs are crucial to the strength and elasticity of your skin. Ironically when you are pregnant you are most depleted of your supply of EFAs – your baby is taking them from you to make his little brain and little eyes! What this means is when your skin is about to undergo its biggest challenge – a 20-inch stretch – it is at its weakest point. Mama Mio works by ensuring your skin is getting its Omegas directly where it needs them, topically. Mama Mio **Tummy Rub Stretch Mark Oil** is a specialist product that helps prevent the formation of stretch marks.



for today's supermama...



Tummy Rub Stretch Mark Oil

120 ml 4.1 fl.oz

Mama Mio Tummy Rub Stretch Mark Oil is a super-nourishing blend of the richest and most healing oils available. It absorbs quickly, leaving your skin feeling soft and nourished but not at all greasy. Furthermore, every ingredient has a distinct moisturising purpose and is laden with Essential Fatty Acids. It super-hydrates your taut tummy to add elasticity, sparing you itchy-belly syndrome and helping you win the battle against stretch marks.

Our Tummy Rub Stretch Mark Oil is a perfectly balanced blend of four essential oils combined with our Gravidia fragrance to make a tremendous stretch mark fighter.

Natural Actives

Sweet Almond Oil - cold-pressed, rich in Essential Fatty Acids (EFAs) and very nourishing. Sweet Almond Oil is highly moisturising and quickly absorbed, leaving a soft sheen on the skin with no residue.

Borage Oil - an ancient oil used in the Far East for thousands of years, it is one of the richest sources of EFAs, specifically gamma-linolenic acid (rich in Omega-6) which is very effective in healing damaged skin. Borage Oil is wonderfully moisturising and very active as it is quickly recognized and utilised by the skin.

Wheatgerm Oil - rich in Vitamin E, this oil is amazingly healing and nourishing to the skin. Vitamin E is also useful for its role as a powerful anti-oxidant, soaking up free radicals and helping the EFAs get on with their vital work.

Rosehip Seed Oil - Very rich in EFAs (Omega-3 and Omega-6) which are beneficial for the treatment of distressed skin by providing intense moisturisation. This oil has the added benefit of a naturally occurring trans-retinoic acid (think benefits of retin-A but without side effects) which is very helpful in preventing stretch marks.



'The Tummy Rub really helps to prevent stretch marks'
Easy Living Magazine

Superfirm Boob Tube

100 ml 3.4 fl.oz

Boob Tube is a leave-on moisture mask for the delicate skin in the bust area. This skin does not take well to large size changes and however much you wish your fantastic pregnant profile was permanent, it isn't. It is on loan and the rent is high if you don't take care of your skin. So keep rubbing in our Boob Tube - an EFA-rich blend of **Evening Primrose Oil, Avocado Oil, Olive Oil, Sweet Almond Oil**, nature's perfect **Shea Butter** (the most potent and healing of all butters) and the AMAZING **CoQ10** - a heavy duty anti-oxidant that makes your skin look and feel firmer, softer and more toned. The combination of these ingredients, blended with our gentle Gravidia fragrance, give you a gravity defying team to act as a compass & keep you heading north!

Natural Actives

CoQ10 - a very powerful antioxidant. It helps prevent collagen degradation, helps increase cell-regeneration and has been found to soften and smooth the skin making it look more toned.

Evening Primrose Oil - helps restore the body's natural balance of EFAs and reduce the effects of aging.

Sweet Almond Oil - highly moisturising, rich in EFAs and is quickly absorbed into the skin leaving a light sheen.

Shea Butter - most potent healing butter, provides protective barrier, minimizes stretch marks & wrinkles.

Avocado Oil - one of the best oils for regenerating the skin, it is rich in EFAs and Vitamins D and E.

Olive Oil - contains EFAs, maintains moisture whilst leaving your skin supple and smooth.

Dandelion Root - stimulates skin cell regeneration and contains antioxidant Vitamin C.

Wild Yam Extract - improves skin condition & tone.

Saw Palmeto Extract - softens the skin and improves the condition.

Fenugreek Extract - protects the skin and stimulates cell regeneration.



'This is on my pregnancy wish list'
The Belly Connection

Superfix Wonder-Full Balm

30 ml 1 fl.oz

A blend of nine different oils and waxes, this product is super-targeted moisture. Designed to rid you of those obscure little dry patches (a weird side-effect of pregnancy), our Wonder-Full Balm soon became an obsession with all of us – it is the handiest product to keep in a handbag and rub on anything that needs a bit of glow or a hit of super-moisture. Use on lips, cuticles, hands, elbows, heels, knees; pretty much anywhere that moisture is needed. The ingredients are so lovely: **Gold of Pleasure Oil, Meadowfoam Seed Oil, Avocado Oil, Evening Primrose Oil, Carrot Oil, Sweet Almond Oil, Manuka Oil, Carnauba Wax** and **Beeswax**. It is the dream team to have on your side when you and your skin are parched.

Natural Actives

Gold of Pleasure Oil - high in Omega-3, this is a rich and moisturising oil providing elasticity and also acts as an anti-aging agent.

Meadowfoam Oil - contains over 98% EFAs, renowned for its moisturising and anti-aging properties.

Avocado Oil - one of the best oils for regenerating the skin, it is rich in EFAs and Vitamins D and E.

Evening Primrose Oil - helps restore the body's natural balance of EFAs & reduce the effects of aging.

Carrot Seed Oil - used primarily for its healing properties, it also stimulates circulation, increases elasticity and reduces the formation of wrinkles and scars.

Sweet Almond Oil - highly moisturising, rich in EFAs and is quickly absorbed into the skin leaving a light sheen.

Manuka Oil - from the New Zealand plant, this oil has been used for centuries for its healing and anti-bacterial properties.

Beeswax - rich and creamy, it helps seal in moisture without clogging pores.



'The
Wonder-Full
Balm is
amazing'

Ms Taylor-Vann
Happy Customer

Superheaven Gravida Candle

7 oz

What is it about candles we girls just love? Because guys REALLY just don't get it (can you just hear him saying 'why do you need another candle?'). But let's face it, we just love them. Maybe because it's a clear sign that it's our time; time to chill out, time to pamper, time to take time for yourself. We three at Mama Mio are candle crazy and as connoisseurs we feel our Gravida candle really is the biz. Starting with the colour - how gorgeous is this pink? For security, health and safety we chose a top of the line natural wax blended with Soy wax because it burns safely and smoothly for 40 hours of bliss. Of course our Gravida fragrance, a heavenly blend of 10 pregnancy-specific essential oils, will ease your mind and send your worries packing: it clears the air and your head whilst gently sending reassuring messages (psychic transportation!).

So really, never mind the whys — just enjoy.



Perfect for pregnancy but just as heavenly anytime...

Superclean

Moisturising Shower Cream

300 ml 10.5 fl.oz

Moisturising Shower Cream was very carefully created to maintain the moisture balance in your skin. It is a low-lather formula using an extremely gentle cleanser (created for babies!), our Gravida fragrance and it is pH balanced. All of our ingredients work together to soften, calm, hydrate and condition your skin: **Glycerine, Arnica Extract, Chamomile Extract** and **Aloe Vera Extract**. The result? A fragrant halo of calm surrounds you as you step out of the shower with your skin somehow feeling like you have had an hour-long soak in an oil-rich bath. Follow with your Mama Mio Tummy Rub and you are ready for the day's busy baby-construction schedule.



'The best new deluxe pampering for mothers-to-be has got to be Mama Mio'
Junior Magazine

Superjuicy

Super-rich Body Cream

200 ml 6.8 fl.oz

Super-rich Body Cream is an amazing cocktail of natural oils, butters, emollients and humectants working in perfect harmony to add mega-moisture to your skin; lock it in then throw away the key. Rich EFA oils including **Avocado Oil, Olive Oil** and **Evening Primrose Oil** are combined with the amazing effects of **Shea Butter** to ensure you have access to serious moisture during the parched time of pregnancy. Our Gravida fragrance (a heavenly blend of 10 pregnancy specific essential oils) surrounds you with a feeling of calm clarity. During pregnancy we were in a permanent stage of 'parched' so we drank loads of water and moisturised like maniacs. The reward of lots of lovely comments on our baby-soft skin made the added effort well worthwhile!

Natural Actives

Shea Butter - most potent healing butter, provides protective barrier, minimizes stretch marks and wrinkles.

Evening Primrose Oil - helps restore the body's natural balance of EFAs and reduce the effects of aging.

Sweet Almond Oil - highly moisturising, rich in EFAs and is quickly absorbed into the skin leaving a light sheen.

Avocado Oil - one of the best oils for regenerating the skin, it is rich in EFAs and Vitamins D and E.

Olive Oil - contains EFAs, maintains moisture whilst leaving your skin supple and smooth.

Squalene - Olive-derived Squalene is very compatible with the skin and is moisturising without being greasy.



'The best body cream is Mama Mio'
Grazia Magazine

Congratulations! Kit

The perfect way to say *well done* gift

Oh my goodness, you're pregnant! You are now a supermama under construction. Well these treats are designed to take you the whole nine yards and get you to forty weeks feeling mentally fit and well with fantastic skin... what more can you ask for, besides a pain free birth... which, alas, is beyond even our products' power! Whilst 'under construction' you will be amazed at how far and how fast your skin can stretch. Our job is to moisturise, nourish and elasticise your skin. Your job is to pamper yourself; luxuriate and massage while dreaming of flat tummies!

Moisturising Shower Cream

Super-rich Body Cream

Tummy Rub

The perfect way to say well done, at any point during pregnancy! A great gift from a husband, brother, boss, sister, good friend or new friend.



Perfect presents for pregnant people

BBB Kit

The perfect *sassy girlfriend/sister* gift

OK, it's time to get serious. You are growing by the day and it is putting a strain on your skin, so keep it nourished, keep rubbing in moisture and elasticity and you will be rewarded with your pre-stretched skin. But it is hard work... you need to spend long hours languouring in the bath and put your muscles to the test massaging all your bountiful bumps.

Sounds lovely? Shhh, that's our little secret - tell everyone else what hard work it is!

Tummy Rub

Boob Tube

Wonder-Full Balm

Designed for the second half of pregnancy - this gift is a bit more girly. A chuckle to be shared between girlfriends, sisters or a mum to her daughter.



IT's TIME! Hospital Kit

The perfect *baby shower* gift

It is important to have your bag packed and ready to go long before you think you should. This kit ensures your countdown will feel warm and fragrantly familiar. There is a Gravida Candle for making the room smell heavenly, Calming Facial Spritz to keep you cool, Tummy Rub, because that tummy doesn't just disappear (sorry... but it's true) and a Mini Massage Oil to help you relax and breathe deeply... this is the most magical moment in all the world. So enjoy, you are about to make a miracle. It goes without saying that this is...≥ **The Best Baby Shower gift** of all!



Gravida Candle

Facial Spritz

Tummy Rub

Mini Massage Oil

As her due date draws nearer, her stress levels go up – this is a lovely way to empathize, a kit to offer comfort in the hospital. Top points to husbands, good friends or mothers of the mama to be.

Perfect presents for pregnant people

Mini Mama Mio Kit

The perfect trial kit

It may be because you travel a lot, or perhaps you have a problem with commitment. Either way, Minis are useful and, lets face it, ridiculously cute!

There is our essential **Tummy Rub** (the process of rub-rub-rubbing your tummy will become a magic ritual in the coming months), **Boob Tube** (acts like a compass and keeps you heading north), **Wonder-Full Balm** (just what it says - supermoisture for anywhere parched), **Super-rich Body Cream** (again, pretty self-explanatory), magic **Moisturising Shower Cream** (it somehow makes your skin feel as soft as a soak in an oil-rich bath) and our **Mini Gravida Candle** to surround you with a fragrant halo of calm. Ahhhhh... so lock yourself into the nearest bathroom and get pampering!



Tummy Rub

Boob Tube

Wonder-Full Balm

Super-rich Body Cream

Moisturising Shower Cream

Mini Gravida Candle

A little taster of all our yummy products – a great way to try the range or a good gift on a tight budget!

Mama Mio ER™ Post Pregnancy Therapy

What is Mama Mio Emergency Repair?

This is our answer for all the women we have encountered who said ‘where were you when I was pregnant?’

Mama Mio Emergency Repair is FACIAL QUALITY skincare for the body. All women – either immediately after giving birth, or 10 years on – feel that their tummy area has suffered through pregnancy. Our new ER products are a specialised Post Pregnancy Therapy range to help tone up slack crepey skin and fade imperfections such as stretch marks.

Mama Mio ER is about undoing the damage – whether your baby is brand new or already at college. Pregnancy changes the way you feel about your body – some changes are great and some are not so great. We know you should think about badges of honour and embrace your changes like you do your children. Whilst this is enviable, it is not always achievable. Our theory is you work at what you can change and relax about what you can't! You can change the state of your tummy. Mama Mio Emergency Repair is just what you need, serious skin care you can use with confidence. Mama Mio Emergency Repair – created to make you feel happier in your skin.

Both of our ER products are paraben free and petrolatum free. They can be used at any time – even if you are pregnant or breastfeeding. They are both clinically tested, safety tested and allergy tested by an FDA pharmaceutical lab.



ER Tummy Toner™

100 ml 3.4 fl.oz

A potent cell-regenerating and firming serum to tighten and re-texturise post pregnancy skin.

How does it work?

A facial peel for your tummy after pregnancy with exfoliating Fruit Enzymes, Hyaluronic Acid, and Soy Protein Complex



ER Stretch Mark Minimiser™

100 ml 3.4 fl.oz

A concentrated cell-regenerating repair treatment to help fade and heal existing stretch marks.

How does it work?

A potent repair therapy using the most advanced healing and fading technology with Embillica, Algisium C & Matrixyl 3000



ER Emergency Repair Kit™

2 x 100 ml 3.4 fl.oz

Tummy Toner & Stretch Mark Minimiser

Total Tummy Skincare Solution to help regain a taut smooth tummy after pregnancy.

paraben free • petrolatum free
clinically tested • safety tested • allergy tested

Mama Mio ER™ Post Pregnancy Therapy

Mama Mio ER™ Tummy Toner

100 ml 3.4 fl.oz

What is ER Tummy Toner?

This is a completely new product concept. We call it a facial peel for your tummy. All women feel that their tummy area is never quite the same after the 9 month stretch – even if they have avoided stretch marks. The Tummy Toner is for everyone. It works in 3 simple stages:

1. Exfoliate
2. Intensely Moisturise
3. Tighten/tone

In pregnancy your tummy extends to impressive proportions and when it shrinks back down, a common concern is the lack of skin tone. Does the term 'crepey' make you cringe? Do you avoid seersucker? Do you feel like an origami master getting into your jeans? Tummy Toner is for you. We have researched what we believe to be the most effective blend of ingredients to help retexture your skin. By supplying lost moisture, exfoliation and a tightening action, Tummy Toner will help clarify, tighten and smooth out rough textured crepey skin. It is a commitment and won't happen overnight...!85 But we believe when you look in the mirror you will feel closer to your ideal reflection. If that gives you a bit of peace – we will be happy.



Mama Mio ER™ Stretch Mark Minimiser

100 ml 3.4 fl.oz

What is Mama Mio ER Stretch Mark Minimiser?

Over 50% of women suffer with stretch marks, and when we say suffer, we mean suffer – raised red welts from anywhere above the breasts to below the knees. Nothing but surgery will completely remove stretch marks – but it is possible to reduce their visibility by lightening the blemishes and using very effective cell-regeneration technology to help your skin renew itself.

Mama Mio ER Stretch Mark Minimiser utilises the most advanced skin regeneration technology to restore skin tissue at both the surface and also at a deep dermal level. This dual action is necessary because a stretch mark is a tear beneath the skin. The red welts at the surface are an indication of the damage beneath. Our Stretch Mark Minimiser also has a highly effective but natural skin lightening agent to help correct the discolouration of stretch marks, restoring your skin to a more normal texture and colour. So, our Stretch Mark Minimiser does exactly what it says it will – minimise the visibility and texture of stretch marks. Clinically tested, safety tested and allergy tested, it is suitable for all skin types and can be used at any time – even in the later stages of pregnancy.



paraben free • petrolatum free • clinically tested • safety tested • allergy tested