

CLARINS BEAUTY GUIDE

Jacques & Olivier Courtin-Clarins

Pregnancy, the most
beautiful days of your life

What the specialists say

Moments of plenitude

“Pregnancy, childbirth and nursing are moments of intense joy, serenity and fulfillment. What better moment to offer good advice for body care and post-natal exercises, in particular perineal control to help avoid incontinence and improve the quality of life as a couple.”

Dr. François Rudich

GYNECOLOGIST-OBSTETRICIAN

Love yourself to love others

“For thousands of years, midwives have assisted women during and after pregnancy. Not only do we have specialized medical skills, but we also pass on something unique from woman to woman: preparing her body and mind for childbirth, helping her to feel comfortable with her changing body and toning up again afterwards. It’s all about learning to love yourself to be able to love others. Because we fully appreciate the very special nature of these exceptional moments in a woman’s life, we chose to take part in writing this guide to encourage well-being, comfort and beauty.”

Maria Knerr

INDEPENDENT MIDWIFE, FOUNDER OF THE FRENCH ORGANIZATION
“MATERNITÉ ET COMMUNICATION”

This book offers common-sense advice

“Pregnancy, the most beautiful days of your life” has the merit of not only covering all beauty and comfort issues that concern women, but also one topic that is all too often left unspoken, that of urinary incontinence, which is a common problem during and after pregnancy. This book contains essential, common-sense advice.”

Dr. Pierre Denys

URODYNAMICS LABORATORY -NEUROLOGICAL REHABILITATION UNIT/ HÔPITAL RAYMOND
POINCARÉ - GARCHES (FRANCE)

The importance of a smile during pregnancy

“I was very pleased to be asked my opinion about dental care during pregnancy. We mustn’t forget that a pretty smile is very important in our society. It was therefore essential to clear up certain misconceptions and offer sound advice to women during this happy time.”

Dr. Gérard Dupeyrat

STOMATOLOGIST - ATTACHÉ DES HÔPITAUX DE PARIS -
PRESIDENT OF ASSOCIATION VISAGE SOURIRE

Clear, precise exercises

“Jacques Courtin-Clarins and his team have perfectly analyzed the problems linked to female anatomy and physiology. This book should allow young women, before and after pregnancy, to care for their bodies and for themselves, achieving optimum well-being. The clear, simple exercises described in this book will most certainly contribute to reducing pre- and postnatal incontinence.”

Dr. Bernard Aranda

AIHP ACCA - LEGAL ADVISOR COURT OF APPEAL
HEAD OF NEUROLOGY - NEURO-UROLOGY DEPARTMENT
CENTRE HOSPITALIER - GONESSE (FRANCE)

Pregnancy, the most beautiful days of your life



You are expecting a child. This is the story of life, a new love story that is just beginning. As you are becoming more aware of your body, you are asking all sorts of questions about the changes your body will experience, and you may be a little worried. These questions are perfectly normal. Rest assured that Mother Nature has thought of everything to enable full physical and esthetic recovery, as long as you make a few efforts.

Thanks to “Pregnancy, the most beautiful days of your life”, you will discover, alongside the thousands of women Clarins has helped for the past 60 years, that pregnancy and motherhood can be sources of beauty and that they offer an ideal time for adopting good beauty habits.

We want your beauty goals to be easy to reach. Following our advice does not require a lot of time or money, just regularity. These treatments will help you feel fulfilled as a mother and a woman, and will also prepare your body for any future pregnancies. Ideally, the body should be prepared for childbearing before pregnancy. This is why this book addresses all women, even young women. Contrary to popular belief,

pregnancy is not the only cause of stretch marks. These damaged or broken skin fibres are caused by rapid weight gain which can occur from the onset of puberty until about the age of thirty. By following our advice, teenagers and young women can prepare their skin to better resist stretching caused by weight gain or pregnancy. Lastly, don't think that because we are only talking about you, we are overlooking your baby: everything you do for your well-being, your happiness and your beauty is beneficial for your baby's well-being. Feeling good about yourself and feeling beautiful will benefit the baby during, and even after pregnancy. This is why “Pregnancy, the most beautiful days of your life” is for all women!

Jacques Courtin-Clarins
Founder

Dr. Olivier Courtin-Clarins
Managing Director



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1.

A beautiful pregnancy

First, tell yourself that there is nothing more natural than expecting a baby. Don't behave as if you were sick. On the contrary, be in tune with your body and its changes. Don't put pressure on yourself, but don't let yourself go either. It is all about finding the right balance between activity and rest. Always consult your doctor or midwife and follow their advice. This booklet aims to share a few basic principles with you.

Don't try to do everything mentioned in this guide at once or you'll soon give up! Take things slowly, steadily, and above all on a regular basis.

Healthy is beautiful: Finding a balance is essential

Get plenty of rest. You need 8 to 9 hours of sleep. When on maternity leave, do not hesitate to take a rest during the day if you feel the need.

When you wake up, do not stand up suddenly. If you are on your back, roll onto your side, sit up and then stand up slowly. Take deep breaths. Slowly stretch your body, one limb at a time, without raising your arms in the air (pregnant women are not recommended to make this movement).

Walk

Try to walk for 30 minutes every day, wearing comfortable shoes. Walking should be a pleasure. You should not feel tired. Walking strengthens the abdominal muscles, boosts circulation and increases the lungs' vital capacity by offering your body 15% more oxygen, which is essential for both you and your baby!

Exercise

If you exercise regularly, ask your doctor or midwife which sports you can continue to participate in. You should avoid strenuous sports and always let your instructor know that you are pregnant! If you do not usually do any sport, now is a good time to take up walking and swimming. Avoid swimming on your front as this will arch your back. Instead, swim on your back or side. You could also attend birth preparation classes organized by a number of swimming pools and for which it is not necessary to know how to swim.

Stop smoking and avoid alcohol

If you smoke, now is the time to stop. Babies whose mothers smoke during pregnancy often weigh less at birth and premature births are more frequent. Smoking isn't doing anything for your skin either. You'll be surprised at how radiant your skin looks once you stop smoking. It is also important to stop drinking alcohol to avoid the risk of premature birth or possible birth defects linked to alcohol consumption.

Travel in comfort

It has been observed that women who travel a lot run a higher risk of giving birth prematurely. So it is important to travel in the best possible conditions. When in a car or on a plane, try to remember to put a cushion between your tummy and the seat belt. Try to keep car journeys to the strictly necessary due to vibrations. Break up long trips, relax, get out and walk a little at every stop. Do not stray too far from the place you intend to give birth, and never travel without your medical documents if you have been given any.



The right routines, every day

The right position: lie on your back with your legs slightly raised and your feet at heart level. Even when lying down, avoid crossing your legs and feet as this can slow down circulation. It is preferable to lie down on your left side, as this position is the most comfortable for you and the baby. As the pregnancy progresses and your tummy gets heavier, wedge a cushion under your head and another one between your legs or under your back for more comfort. This position is especially recommended towards the end of the pregnancy, but the earlier you start, the more natural it will feel.

An even more beautiful smile

Rest assured that tooth loss during pregnancy is a thing of the past! It is true, however, that hormonal variations due to pregnancy can weaken gums and cause tooth decay (due to the lower pH of saliva). During pregnancy you may also experience sensitivity to heat and cold along with inflammation of the gums and bleeding when you brush. To protect your teeth, you should visit your dentist for an oral examination at the start of your pregnancy, and have a check-up every three months. Contrary to appearances, a gum problem which appears during pregnancy is often only minor. However, if major treatment is necessary, it should be carried out only after consulting your gynecologist. Beauty treatments (improving the appearance of your teeth), or implants (artificial roots to replace missing teeth) should preferably be carried out before or

after pregnancy. Obviously, during your entire pregnancy, you should take even greater care with your dental hygiene: use this time to adopt good habits so you can keep your beautiful smile for a long time. Brush teeth three times a day (vertically, from the gum to the tooth), with a soft brush, using dental floss and, if possible, mouthwash and low-pressure dental spray.

Take time for yourself

Set aside some time just for you. Looking after yourself is the best way to overcome the worries that new mothers may experience. This will be a good habit to continue after baby is born. A calm and rested mother is very important for baby's well-being. In the years to come, you will find that these moments are beneficial to the whole family. Learn good beauty habits now to keep your skin beautiful and to firm up your body after the birth.

The right routines, every day

As the months go by, your tummy will get heavier. To avoid back and leg ache, which can show in your face, here are a few recommendations.

1. *Bend your knees to protect your back. When you do the shopping, if there is nobody to help you lift your bags, bend the knees, keeping the back straight, and stand up, keeping your back straight the whole time. When mopping or vacuuming, remember to slightly bend your knees to protect your back. Sit down to iron, with a cushion in the small of the back. Always reach for things by bending one knee.*



2. *Avoid raising the arms for any length of time. Some specialists recommend not raising the arms suddenly, frequently or for a long period of time.*
3. *When you are sitting, do not cross your legs. Stretch them as much as possible to avoid circulation problems. Also remember to raise them as often as possible to relieve them and to reduce arching your back. Do not stay seated for a long time. Get up and walk around whenever you can.*



A beautiful body

The first two months of pregnancy almost go unnoticed, but a lot is actually happening. In the beginning, the only change you'll notice are tender breasts.

Then, little by little your tummy gets rounder, as the uterus gradually changes in volume and shape. It will keep growing until the end of your pregnancy. Your breasts will gain in volume and become firmer. The nipples enlarge and the mammary glands gradually prepare for breastfeeding.

Pretty curves that change your body

These physical changes may have certain psychological effects. Even though you are thrilled to be expecting, you may have many different feelings at the same time: often tired in the morning, weary in the evening, you are torn between an overwhelming feeling of joy and a multitude of questions. This is all normal. Throughout these nine months, listen to your body. Do not neglect signs of fatigue and weariness. If you feel this too often, speak to your doctor or midwife. Do not think twice about having a rest whenever you feel the need. After the fatigue of the first three months, which are easily made up for by rest, there usually comes a period of well-being and plenitude, between the fourth and sixth months. In the final three months, fatigue can reappear, but it is a different kind of fatigue and may be mixed with impatience.

Monitor your baby's growth

Your doctor will probably recommend an ultrasound to monitor your baby's growth. Avoid applying oils or creams to your stomach the day before and the day of the scan as this may lessen the quality of the images.

Adopt good eating habits

Pregnancy naturally goes hand in hand with weight gain. Speak to your doctor about what your ideal weight gain should be. If you are already a little overweight at the start of pregnancy, you will need to be extra careful. The secret to eating correctly during these nine months is to eat a balanced diet. It's not about eating twice as much, but twice as well. Your diet should take into account your needs and those of your baby. Eat fresh, healthy and varied food, avoid too much salt or too much spice, and eat a balanced amount of protein, carbohydrates and fats.

Essential proteins, carbohydrates and fats

Proteins, made up of amino acids, are the body's building blocks. Meat, eggs, fish and dairy products are the main sources.

Carbohydrates are energy-giving foods. They should provide 50 to 55% of a pregnant woman's total calorie intake. Avoid fast-release sugars found in pastries, sweet drinks and some fruit. Slow-release sugars are preferable (cereals, pasta, rice, beans, potatoes and bread). Consumed in reasonable quantities, they contribute to a balanced diet. Fats are essential because baby uses them to develop his/her nervous system. They are found in oils, butter, milk, egg yolk, meat and fish. Fats should not, however, make up more than one third of the total calorie count and are best when eaten uncooked.

Vitamins and minerals

Your baby needs calcium to make his/her bones. That is why you should drink at least 3 glasses of milk per day, or the equivalent in cheese and dairy products.

To make red blood cells for you and for your baby, your body also needs a greater quantity of iron. Red meat, lentils, beans, almonds, hazelnuts and spinach are good sources of iron. Your doctor may prescribe an iron and vitamin supplement.

A few more recommendations

Eliminate alcohol and drink 8 glasses of water per day* to help flush out toxins and ensure the correct functioning of the kidneys and bladder. Eat at least three meals a day. Skipping meals is not good for you or your baby. However, if you feel like nibbling all the time, divide your meals and eat regularly throughout

the day. These healthy and balanced eating habits, acquired during your pregnancy, are key to your beauty, health and well-being. Keep these good habits throughout your life.



An example of a healthy menu:

In the afternoon, if you start feeling hungry, eat a yoghurt or a piece of cheese.

Breakfast

- Tea, milk or decaf coffee
- Bread, butter and jam OR cereal, muffin, or other grains
- Yoghurt or eggs

Lunch

- Melon or other fruit
- Light protein (fish, white meat, tofu)
- Green vegetable
- Baked potato

Dinner

- Soup or salad
- Light sandwich
- Low-fat cheese/yoghurt

| Vitamin | Functions | Food sources |
|-----------------------|---|--|
| A | Contributes to eyesight. Plays a role in growth. Necessary for healthy skin and mucous membranes. | Fish, egg yolk, carrots, spinach, apricots, melons. |
| D | Regulates the metabolism of calcium and phosphorous. Ensures healthy bone development. | Fish, liver, egg yolk, meat, milk fat. |
| E | Prolongs the life of red blood cells. Natural antioxidant. | Plant oils, liver, wheat germ, green vegetables, eggs, milk, butter. |
| B1 | Helps the functioning of the nervous system. | Wheat germ, pork, lentils. |
| B2 | Contributes to the health and well-being of the skin and eyesight. Provides the energy necessary for cellular metabolism. | Milk, egg, yeast, wheat germ, fruits and vegetables. |
| B12 | Essential for the synthesis of healthy cell compounds (nucleic acids) and proteins, as well as the formation of red cells. Facilitates the nervous system's metabolism. | Meat, fish, egg yolk, dairy products. |
| PP | Contributes to the functioning of the nervous system. | Meat, fish, cereals, fruits, vegetables. |
| Folic acid | Helps to form red blood cells and prevents certain kinds of anaemia. | Wheat germ, spinach, peas, milk, cauliflower, beans. |
| C | Boosts the immune system. Facilitates the absorption of iron. Natural antioxidant. | All fruits and vegetables. |
| Trace elements / Iron | Contributes to the proper functioning of the body. Boosts the immune system. | Meat, lettuce, green vegetables. |

*Unless otherwise advised by a doctor.

Avoid stretch marks

During pregnancy, skin tone is pushed to the limit. The skin's elastic fibres are tight and risk splitting, leaving marks. These marks, at first blue-red in colour, then become gradually pink and slightly shiny, before turning white.

Stretch marks are influenced by hormones and occur more frequently in young women, particularly from puberty to around age 30. They often appear after rapid weight gain. Once they have appeared, stretch marks are impossible to get rid of but they can be diminished over time with Clarins Body Partner Stretch Mark Expert, tested and recommended by pregnant women. Prevention is the best weapon. To avoid them from appearing, it is very important not to gain more weight than recommended and to prepare your skin for this natural stretching by making it twice as supple and more resistant.

Exfoliate

Exfoliation is the first step in a body care programme. It's a good habit to begin during the teen years, but it is never too late to start. When used once or twice a week, Clarins Exfoliating Body Scrub For Smooth Skin has three main benefits.

1. It rids the skin of impurities and dead surface skin cells leaving it immediately softer and smoother.
2. It encourages cellular renewal and makes skin firmer and more resistant.
3. It makes the skin more receptive to body care products applied afterwards. When applying, gently concentrate on the areas most prone to stretching and therefore most likely to develop stretch marks (lower abdomen, tops of thighs, buttocks, breasts).

Soften and nourish your skin and help avoid stretch marks

Body Partner Stretch Mark Expert helps minimize and reduce the look of stretch marks caused by weight fluctuations. Clarins exclusive PhytoStretchComplex helps to promote the appearance of skin elasticity and firmness, and visibly reduce the 4 dimensions of stretch marks: length, width, depth and colour. It moisturizes, nourishes and softens skin. It helps to reduce the appearance of existing stretch marks by diminishing their pink colour. Thanks to the immediate comfort it provides, relieving the feelings of discomfort and tightness, using it twice a day is a pleasure. This fine, silky, high-tolerance cream can be applied morning and/or evening by massaging onto areas most likely to develop stretch marks. Its neutral fragrance is ideal during pregnancy,



Place hands flat against the lower part of the tummy. Gently move hands up and down in opposite directions. Repeat this movement on the base of the tummy.

*Satisfaction test – 110 pregnant women – 3 months.

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when women might be more sensitive to smells.

Firm and tone skin and help prevent cellulite

The basic product to accompany you throughout your pregnancy and even after is Clarins Tonic Treatment Oil. 97%* of women recommend it to help prevent the appearance of stretch marks. It is formulated with 100% plant extracts. Essential oils of geranium, mint and rosemary help tone and stimulate the skin surface, while hazelnut oil helps to nourish, soften and leave skin supple.

Apply **Tonic Treatment Oil** every day to the whole body. Ideally, take a cool, seated shower afterwards (see page 21).



Exfoliation

In the shower, apply Exfoliating Body Scrub For Smooth Skin using gentle, circular movements over skin that is slightly damp.

- 1. *Exfoliating Body Scrub For Smooth Skin can also be applied to the buttocks, also prone to cellulite. Always use circular movements.*
- 2. *Exfoliating Body Scrub For Smooth Skin can also be applied to the tummy, bust, décolleté and arms. Always use circular movements on damp skin. Then rinse your body well with warm or cool water.*
- 3. *Apply Exfoliating Body Scrub For Smooth Skin from the base of the breasts to the chin, on what Clarins calls the “natural bra” area. Breast firmness and shape depend on the tone of this area of skin.*



To maximize resistance against stretch marks, apply Clarins Body Partner Stretch Mark Expert. Then lightly “pinch” the skin on your tummy, working towards the tightest areas. This “pinching” may become difficult towards the end of your pregnancy. Instead, use light, circular movements with the fingertips.



Cool water promotes firmer skin

Cool water is ideal to stimulate local circulation and help firm skin tissues. If you have a hand held shower head and it is attached to a bathtub, sit in an empty bathtub with the plug in, and run the shower head over the lower limbs from the ankles to the thighs until covered in water.

The water temperature should be cool, not hot. This is another good habit to start young and to keep throughout your life. Take advantage of your pregnancy to banish hot showers and baths from your beauty routine entirely. They are the worst enemies of your body’s firmness and circulation.



A beautiful bust

Breasts can become very heavy during pregnancy. Apart from a superficial muscle layer (the platysma neck muscle), the breasts do not contain any muscle and are not solidly “fixed” to the chest. They are made of glands submerged in fatty tissue, which give them their volume.

Their shape, curve and position depend almost entirely on the tone of the area of skin which extends from the base of the breasts to the chin and forms what Clarins calls the “natural bra”. From the very beginning of pregnancy, the breasts increase in volume. Special care must therefore be taken to ensure that their weight does not pull too much on the natural bra and does not stretch it, which is why tone is important.

Pigmentation changes can occur from the start of pregnancy: the nipples become darker, and a brown line may appear from the navel to the pubis from the fifth or sixth month onwards. It will gradually fade after your baby is born. These pigmentation marks may also appear on the face. This is known as chloasma, or pregnancy mask, and will also fade, so there’s no need to worry (see page 43).

A good bra...

Throughout your pregnancy, wear a well-fitting bra, with deep cups and wide straps, without underwires. A correctly fitting bra will support the bust without restraining or marking the back and shoulders. Change your bra size as often as necessary during your pregnancy.

and a good “natural bra”

The quality of the natural bra is very important for the beauty of your bust. For optimum results, Clarins bust products should be applied to this area of the skin from the base of the breasts to the chin.

Remember to exfoliate...

The first step in a body beauty programme is exfoliation, and it is essential for a complete bust treatment. Applied to the “natural bra”, Exfoliating Body Scrub For Smooth Skin helps promote skin tone. Exfoliate the bust once or twice a week at the same time as you exfoliate the body. This basic body treatment should become part of a regular body care programme from adolescence onwards to keep the bust and body looking young. End with a cool and firming shower, moving water upwards from the feet to the top of the body, including the bust area.

... and remember to apply an anti-stretch mark treatment

Use **Body Partner Stretch Mark Expert** every day so that your skin can keep up with the changes in size your bust will undergo by helping to prevent skin slackening.



Using the palm of your left hand, apply product in a circular motion around the right breast, working from the outside in, then move up above the breast. Repeat these same movements on the left breast.



Beautiful, comfortable legs

Make sure your legs stay beautiful throughout your pregnancy. They will have to support all the extra weight of your pregnancy. Circulation will become slower, due to the uterus pressing on the veins in the pelvic area and it isn't uncommon to have heavy and slightly swollen legs. This often occurs around the sixth month.

The best way to avoid these problems is to slightly tilt the pelvis forwards. Avoid any movements which cause you to arch your back. Sleep with legs slightly raised and during the day, stretch your legs out in front of you as much as possible and avoid crossing them, especially if they tend to swell.

Avoid tight, restrictive clothing and put aside high heels for a few months. Comfortable, semi-flat shoes which support the arch and the ankle are preferable. Again, Mother Nature has thought of everything! To facilitate pregnancy and childbirth, the body secretes certain hormones to "loosen" or free the joints. But these hormones, in association with the added weight of pregnancy, can cause flat feet, and thus varicose veins. Walking half an hour every day is extremely beneficial. During this period, avoid hot wax treatments and excessive sun exposure.

For relaxed facial features... put your feet up

The feeling of heavy legs causes general fatigue which is reflected in the face. Soothe your legs by applying **Energizing Emulsion**, which is rich in plant extracts and essential oils to instantly soothe tired, heavy legs. It can be applied at any time of day, even over thin tights. Apply by massaging deeply into the soles of the feet, then continue by massaging up the legs using light pressure, as if you were rolling on stockings. Start on the ankles and work slowly up to just above the knees.

Avoid swelling

If your legs tend to become swollen and heavy, apply Contour Treatment Oil composed of 100% plant extracts in the same way but up to the tops of thighs, preferably in the evening. Ideally, follow with a cool, sitting shower (see p.21) or apply cool water with a large sponge, from the feet to the tops of thighs, then raise the legs.



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After a shower

For lasting freshness and confidence, spray Eau Dynamisante Treatment Fragrance over the body.

Eau Dynamisante combines the fragrance and benefits of plants to make you feel good and full of energy. It tones, revitalizes and leaves skin feeling soft and subtly scented.



Relax before sleeping

If you feel tense before going to bed, try breathing deeply and slowly, keeping your eyes closed. To fully exhale, sit down with your hands pressing against your thorax, on the base of your ribs, while lowering your head forwards.



Take care of the arch of the foot

During pregnancy, besides a loosening of the joints, weight gain can cause the arch of the foot to flatten, particularly the metatarsals. This can, however, be avoided. Take one foot at a time between your two hands and reshape the arch from toe to heel. This foot massage is best performed either with Energizing Emulsion or Tonic Treatment Oil.

Clarins exercises

Enhanced beauty: do these exercises 5-15 minutes every day to enhance your beauty and well-being.

First, relax

In the first few months of pregnancy, these simple relaxation exercises are excellent preparation for childbirth, particularly through learning breathing control, which is essential. Practice in a calm environment, for instance to soothing music, preferably before going to bed to help you sleep.

Be aware of your body

Lie down on the floor with cushions supporting the head and the knees, back flat on the floor and arms by the sides of the body. Close your eyes and consciously relax the body, limb by limb, breathing calmly and regularly.

- 1. Breathe in, expanding the abdomen and the lungs, and then slowly exhale, emptying the lungs and deflating the abdomen as if you were holding it in.*
- 2. Relax the nape of your neck. Sit on the floor with legs crossed. Gently tilt the head forwards, and then straighten again. Next, tilt the head slowly from left to right. Then with the neck straight, tuck the chin into the chest and imagine the head being pulled towards the ceiling by an invisible thread. Do this simple set of exercises slowly, five or six times.*

1. A beautiful pregnancy

Prepare the perineum and the abdominal muscles

The importance of the perineum

The pelvic floor supports all the weight of a baby during pregnancy and plays a very important role in the actual birth. It is very important to develop perineal control to facilitate childbirth and to help minimize the risk of urinary incontinence, a phenomenon which affects nearly 30% of young mothers to some extent. All young women should realize the importance of the perineal muscle and women's exercise programmes should always include the perineum. In fact, well before pregnancy, many young women experience slight urinary incontinence at times such as when coughing, sneezing or during an active sport. These problems are easily overcome with regular practice of the following exercises.

How to control the perineal muscles

Here is an excellent exercise which will enable greater awareness of the perineal muscle: when urinating, contract the muscles which stop the stream of flow and try to maintain this contraction for 3-4 seconds. Then relax completely. This is known as "urine control", and the muscle you can feel contracting is called the "perineum". Carry out this exercise once a day. In time, you should be able to totally stop urine flow. However, these contraction-relaxation exercises should not be repeated frequently during pregnancy as they can lead to urinary disorders.

The exercises

The feeling of relaxing and contracting the muscles is what is important here and you should gradually be able to control this. The exercises should be coordinated with breathing, to avoid increasing abdominal pressure when contracting the perineal muscle.

Prepare the perineum

Diaphragm

Lying on the back and resting on the forearms, inhale and expand the abdomen. Then exhale the collected air, contracting the abdominal muscles and the pelvic floor. Hold your breath for a maximum of 3-5 seconds, maintaining abdominal resistance. Then totally relax the abdominal muscles and the pelvic floor with a very deep breath. Repeat 5 times.



At any time of day

Sit with knees apart and feet together, hands placed on the inside of the knees. Contract the perineum and, while exhaling, try to push the knees together, creating resistance with your hands by pushing outwards. Slowly and fully relax. Now, placing your hands on the outside of the knees, try to move the latter out further, hands once again creating resistance. Relaxation of the perineum is most important during the expulsion phase of childbirth.



While seated

Contract and relax the buttocks. This exercise can be done at any time of the day.



Lying on the back with feet raised

For example, place your feet on the edge of a stool. Then, one leg at a time (never both together), and with a flexed foot, let the knee fall outwards while exhaling, and in total relaxation. Then move the leg back to its former position by contracting the perineum and leg muscles, while inhaling. Repeat the exercise with the other leg. Repeat each leg 10 times.



The abdominal and oblique muscles

Lie down, with legs bent. Lift yourself slightly off the ground, and with your right arm extended, push on the left knee, which resists, while exhaling. Hold for 5 seconds, then do the same on the other side. Repeat 10 times on each side. This movement may be difficult towards the end of the pregnancy. Do not strain yourself.



Kneeling on all fours, with the head resting on crossed forearms

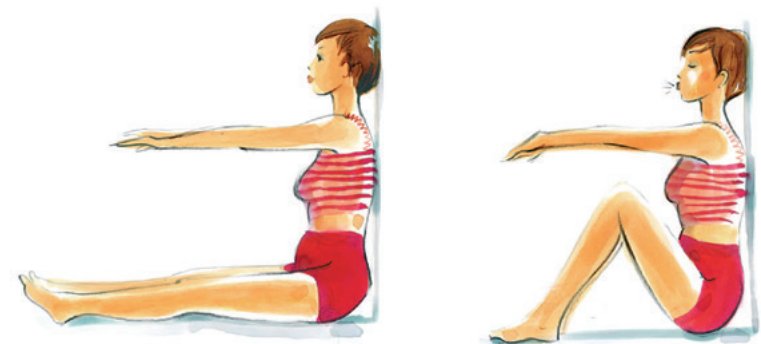
Buttocks raised, knees apart and feet just touching, relax the perineum. Relax in this position as often as possible.

Abdominals

Sitting down, with legs straight and arms stretched out in front, bring the legs in towards the chest. Do not strain. Exhale deeply when the legs reach the chest. Repeat 10 times.

In the bath

Use this time to do this exercise. While sitting, with legs bent and spread apart, push the knees against the side of the bath. Contract the perineum by squeezing the knees together while using your hands to create resistance.



Maintain a firm bust

To maintain a firm bust, here are a few quick and simple exercises to strengthen the “natural bra” (see pages 22-23). Adopt the “head up and shoulders back” position at all times. The following exercises will help achieve correct posture.



A straight back

Standing up with elbows tucked into the sides, a book “clasped” under each arm, keep the forearms horizontal, the palms of the hands facing the ceiling. Move the forearms outwards, keeping the upper arms tight against the body. Repeat 10 times, holding the position for 10 seconds. You will be able to feel the muscles in your back working. This exercise is excellent for your back, and will be useful for the rest of your life.



The “natural bra”

Stretch the lips into a wide smile. This action contracts the large platysma muscle of the neck, strengthening and reinforcing the tissue that supports the breasts. Improving the tone of this tissue will provide better support. Repeat 15 times. You will soon notice that the nipples appear higher with each muscle contraction. Again, this is another exercise useful for the rest of your life.



A solid base for your breasts

With both hands joined together at nose level, elbows horizontal, push the palms of your hands strongly together without letting go of any fingers. Your breasts should move. Repeat 10 to 15 times. You can combine this movement with the exercise stretching the platysma muscle of the neck.



Clarins complete exercise routine for women

When you are pregnant, it is often difficult to find time to exercise. That's why Clarins has designed an effective and essential workout that is both easy and complete.

The following exercises are very easy to do. While the explanations may seem a bit long to start with, you will soon realize how simple and quick they are. Taking only a few minutes a day, you can exercise on a regular basis and achieve maximum benefits. It takes just 5 minutes a day to exercise and strengthen the body for childbirth. The workout focuses on controlling and strengthening the perineal and abdominal muscles, which are very important in easing childbirth, and avoiding problems of urinary incontinence afterwards.

The workout also helps maintain bust firmness by toning the area between the chin and the base of the breasts, the "natural bra". It also strengthens the arms, to help you hold the baby, who will steadily get heavier. It strengthens tone and circulation in the lower limbs, including the feet, which bear the extra weight carried.

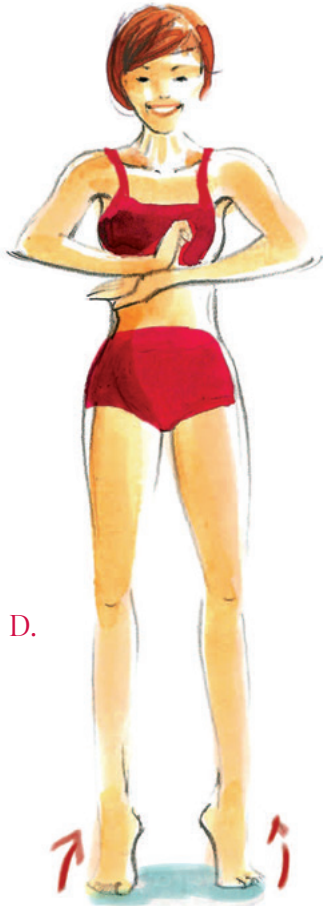


Hold positions A, B, C, and D while contracting. Breathe in slowly for 5 to 6 seconds.

A. *Standing up with your back against a wall, and chin tucked into the chest, place legs shoulder width apart, and feet about 20 cm from the wall. Contract the perineum, the abdomen and the buttocks.*

B. *Stay contracted. Hold the insides of your wrists together. Pushing the upper wrist down onto the wrist below, a resistance is created which represents the weight of the baby. The muscles in the arms are contracted, the lower wrist resisting the pressure of the upper one. The arms should hardly move, and should never be raised above the head. This exercise strengthens the arms to help carry the baby, who will get steadily heavier!*





C. At the same time “smile wide” to contract the large platysma muscle of the neck (see page 35). This exercise strengthens the envelope of skin that supports the breasts and will enable better resistance to the changes the bust undergoes during pregnancy and nursing.

D. Stand on tiptoes to work the leg muscles and improve circulation. Hold for 5 to 6 seconds. Then relax slowly but completely, while breathing steadily and deeply.

E. Relax the body. With feet flat on the floor, bend the knees and slowly move into a crouched position. Breathe slowly and deeply, head forward, arms totally relaxed, hanging between the knees. Relax the perineum. Hold this position for 5 to 6 seconds. Then slowly stand up, breathing in, and start contractions A, B, C, and D again. Simply swap the position of the wrists in exercise C when repeating.



E.

1. A beautiful pregnancy

Summary

Starting position: standing, with back and feet 20 cm from the wall, feet shoulder width apart, chin tucked into the chest and back straight. For 5 to 6 seconds.

- Contract the perineum, abdomen and buttocks (figure 1).
- Push the insides of the wrists together, creating a resistance (figure 2).
- Contract the large platysma muscle of the neck (figure 3).
- Stand on tiptoes (figure 4).
- Breathe deeply and try to hold all positions together for 5 to 6 seconds (figure 4).
- Relax completely with feet flat. Move into a crouched position, breathing slowly and deeply, head relaxed, arms hanging between the knees, abdominal and perineal muscles completely relaxed. Count for 5 to 6 seconds, while exhaling deeply (figure 5).
- Stand up slowly, breathing in and resuming the starting position in order to repeat the exercise, swapping the position of the wrists (figure 3).



Figure 1.



Figure 2.



Figure 3.



Figure 4.



Figure 5.

Ideally, the exercise should be repeated 10 times, but it is important not to force yourself if you feel tired. Even if you do it 3 to 4 times a day, this exercise will be very beneficial. After pregnancy, maintain this routine and recommend its benefits to other young women. This is a complete exercise routine, ideal for the requirements of the female physiology.

A pretty face

You feel beautiful, and so you should. New mothers often glow with a special radiance: a clear complexion, sparkling eyes and healthy hair. This is partly due to your diet and lifestyle during this period of your life, and partly due to your happiness and well-being. Your skin has also changed.

Small imperfections tend to fade away. The skin appears thinner and more transparent, but can also show signs of dryness. Skin prone to oiliness tends to improve, but combination or dry skin has a tendency to become drier. Here is a gentle skin care routine to help maintain this radiance and avoid dry skin.

Cleanse

Cleanse your skin both morning and evening, even if you do not wear make-up. In the morning, cleansing removes all the impurities secreted by your skin during the night, and in the evening it removes make-up and any pollution particles that may have settled on your skin during the day. This is the first step to beauty, a routine to be followed twice a day, for the rest of your life! You may prefer to use products that rinse away with water for their refreshing sensation. As effective as soap and as creamy as a cleansing milk, Clarins Gentle Foaming Cleanser for normal to dry skin is very rich in plant extracts and helps

neutralize the drying effects of hard water. It cleanses your skin while respecting its pH balance. It rinses off easily with water, leaving the face fresh, soft and clean.

Clarins Purifying Toning Lotion for combination to oily skin completes the cleansing programme, leaving skin refreshed, toned and clean and preparing it for the application of your next skin care products.

Alcohol-free, it softens the skin, for a wonderful refreshing sensation you will really appreciate during and even after pregnancy.

Exfoliate

Once or twice a week, exfoliate the face. It eliminates dead surface skin cells and impurities, leaving skin feeling very soft. The result is a clearer, smoother and more even complexion. Apply **Gentle Peeling**, an exfoliating cream with natural clay and softening plant extracts, for all skin types (even the most sensitive). Taking care of your skin helps preserve all of its natural radiance. Of course, exfoliation must always be gentle to avoid making the skin sensitive, which can lead to the visible signs of skin ageing. This is why Clarins recommends regularly exfoliating the face and body, but no more than twice a week.

1. A beautiful pregnancy



Protect

The face needs particular protection in the morning, because although daylight is essential for the skin's beauty – it encourages vitamin D synthesis – it can also accelerate signs of ageing. Moving between indoors and outdoors, the upper layers of the skin undergo differences in temperature, moisture and light and are subject to air pollution. Over time, the face loses its radiance and wrinkles start to appear. Use **Multi-Active Jour** cream, which has been specially designed to smooth out early wrinkles.

New generation capsules of teasel extract, with antioxidant and revitalizing properties, act at the heart of the fibroblast, the cell which plays a key part in maintaining youthful skin. Your skin is protected from the harmful effects of a stressful lifestyle, promoting a youthful-looking face for longer. If your skin is very dry, use the "Special" for dry skin version.

At night, nourish your skin with **Multi-Active Nuit** cream and its lightweight, highly effective texture.

Clarins Make-Up

Clarins foundations, from the most natural to the most sophisticated finish, ensure transparent, exceptional luminosity, and an even complexion. In addition to providing a subtle and natural colour, they provide protection against pollution, dehydration and free radicals.

Specific needs

If you are in your 40s, use Extra-Firming Jour (day) cream and Extra-Firming Nuit (night) cream to give your skin comfort, hydration, suppleness and firmness.

The skin and facial features will look younger.



Avoid "pregnancy mask"

"Pregnancy mask", which all expectant mothers dread, is fortunately rare. It can appear in the 4th or 5th month of pregnancy, in the form of irregular pigmentation marks on the face. This is a purely hormonal phenomenon and should not cause undue concern as it disappears gradually after the birth. Nevertheless, mention any pigmentation changes to your doctor or midwife.

1. A beautiful pregnancy

A few precautions can help avoid this facial pigmentation. It is essential to protect your skin from the sun, particularly from harmful UVB and UVA rays which can accentuate this phenomenon. For optimal protection, use Clarins **UV Plus 5P (translucent)** with high protection against UVA/UVB rays, enriched with antioxidants for sensitive or highly exposed skin.



Rest your eyes

If you suffer from puffy eyes and dark circles, gently dab on Total Eye Smooth around the eye contour area. Invisible and non-oily, you can use it at any time of the day. Although puffiness of the eyelids is common during the last few months of pregnancy, it is a good idea to mention such changes to your doctor.

Instant beauty!

If you have an unexpected visit or outing, turn signs of fatigue into a renewed look of radiance with Beauty Flash Balm. This invisible, non-oily balm should be applied in small quantities to the face and eye contour area. The features are immediately tightened and the skin becomes satin-smooth, adding exceptional radiance to make-up which lasts all night. And it also provides skin care benefits!

Clarins beauty basics

The treatments and exercises we suggest enhance your beauty and well-being. However, the arrival of a baby means added expenses and does not perhaps allow you much room to increase your beauty budget. With this in mind, we have selected the essential products so that you look more beautiful without putting added strain on your budget. Do not hesitate to ask your beauty or fragrance consultant for advice, they will be able to guide you in the choice of products that best suit your own particular skin type.

| Essential products | Essential exercise | What to do | What to avoid |
|---|---|--|---|
| <p>Body and Bust</p> <p>Body Partner Stretch Mark Expert</p> <p>Tonic Treatment Oil (every day)</p> <p>Exfoliating Body Scrub For Smooth Skin (once or twice a week)</p> | <p>The complete Clarins exercise workout (p.36)</p> | <p>Cool sit-down showers, “hose” the body from the feet to the thighs (see page 21).</p> <p>Walk for 30 minutes every day.</p> <p>“Head up, shoulders back.”</p> <p>Relax, with legs raised.</p> <p>Eat a balanced diet.</p> | <p>Take hot baths.</p> <p>Stand for long periods at a time.</p> <p>Skip meals, or nibble between meals.</p> <p>Smoke/ drink alcohol.</p> <p>Excessive exercise.</p> |
| <p>Face</p> <p>Multi-Active Jour cream or Extra-Firming Jour cream</p> <p>Multi-Active Nuit cream or Extra-Firming Nuit cream</p> | | <p>Massage with Body Partner Stretch Mark Expert (see page 19).</p> <p>Weigh yourself once or twice a week.</p> | |
| <p>In the sun</p> <p>UV PLUS 5P translucent</p> | | | <p>Expose your face to the sun without sun protection.</p> |

The right routines

How to apply your face cream

Put a small amount of the product in the palms of your hands and gently rub your hands together. Now at skin temperature, the cream will be absorbed more quickly. To apply, place the flat of the hands over the cheeks, forehead, chin and neck (figures 1, 2, and 3).



Figure 1.



Figure 2.



Figure 3.

How to apply Total Eye Smooth

Put a small amount on your fingertip and apply with light, tapping motions to the eye contour (figure 4).



Figure 4.

Your hospital beauty kit

For the few days you spend in the hospital, in addition to your usual beauty products, here are three products you should treat yourself to:

Eau Dynamisante

A Treatment Fragrance that delivers a great fragrance and a great feeling! Apply any time of day for a feeling of freshness and vitality. It tones, revitalizes and leaves skin soft and delicately fragranced.

Beauty Flash Balm

This balm immediately tightens and smoothes the features, leaving skin soft and radiant. Apply a very thin layer to the face, neck and eye contour area. Follow with light make-up if desired.

Body Partner Stretch Mark Expert

It helps improve skin elasticity and tone while nourishing and providing comfort.





Treat yourself to a Clarins Treatment... you're in expert hands.

Clarins listens to pregnant women and has developed an “evolving” tailor-made Treatment just for them which totally respects baby and Mum, her skin and her comfort.

By discussing your needs and wishes with our expert Beauty Therapist, she can then offer the best Treatment for you at that particular moment in time to meet your specific requirements, by selecting different product options and focusing on areas that need attention (bust, stomach, even the face, etc.) to pamper you at every stage of your pregnancy.

This specific Treatment* for pregnant women reverses the roles and immerses you in a world of well-being, just like the one that every mother-to-be gives her baby. It uses very precise enveloping and relaxing movements, some of which are inspired by haptonomy, to foster the bond between Mum and baby. The selected products and their

sensorial qualities (Body Partner, Tonic Treatment Oil, Contour Treatment Oil, etc.) are chosen to perfectly meet the needs of pregnant women. Combined with Clarins techniques, they provide skin with comfort and prepare it to better resist stretching. It offers a wonderful moment of well-being, a time out just for Mum. The body is better prepared for baby and also to return to its pre-pregnancy shape after birth.

Designed in collaboration with doctors, the Mother-To-Be Treatment for pregnant women has received the medical support of Dr. Olivier Courtin-Clarins and is backed by over 60 years of experience in Institute Treatments.

*Only available in certain markets. For more information, visit the website www.clarins.com



2.

Baby is born: the most beautiful days of your life continue

Your baby is here and it's the happiest time of your life. However, you may feel a bit down and tired. The “baby blues” are caused by a sudden drop in hormonal levels at the end of pregnancy, and this is a totally normal and transitory period.

Keep your chin up and remember you have just given birth, which is a major achievement. But if you feel that this period persists or is too difficult for you, speak to your midwife or doctor.

Make the most of these few days in the maternity ward where you are taken care of.

Once you are home and settling into a new routine with your baby, it will all become easier.

Beautiful in the hospital

Above all, continue to look after yourself to be the prettiest of mothers and the most radiant of women!

Rest

During these few days in the maternity ward, you need rest and, ironically, it's the hardest thing to come by... The baby captures all your attention, and then there are doctor's rounds, visitors, phone calls, etc. In short, the days are really full! Put aside half an hour a day while the baby is asleep for your own beauty care. Make time for resting too. Also remember to keep time for yourself when you return home, a habit which will be easier if you adopt it during pregnancy.

Pamper your body!

Your body has just given birth, so take good care of it. Do not even think about abdominal exercises for the time being. Before that, exercises for perineal control are a top priority to minimize the risk of urinary incontinence which is common after childbirth. Until then, revitalize the skin on your abdomen with Body Partner Stretch Mark Expert*. For a great fragrance and a great feeling, discover the invigorating freshness of Eau Dynamisante*. Created by Clarins, this is the first Treatment Fragrance combining the fragrance and benefits of plants. It softens and does not dry the skin. Rub all over the body. If you prefer a lotion texture, use Eau Dynamisante Moisturizing Body Lotion*.

The right routines

The following exercises can be done in your hospital bed. Be sure to continue them when you return home. Do not work on your abdominal muscles until you have retrained your perineal muscles.

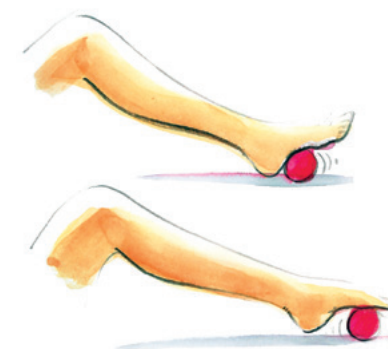
Body Partner Stretch Mark Expert* or a little Tonic Treatment Oil*

Apply very gently with the fingertips. Start from the pubis, work up to the base of the breasts, then gradually move over to the middle of the body and the hips.



Take care of the arch of the foot

As the arch of the foot has to support a great deal of extra weight during pregnancy, it is important to take care of it, thus helping to avoid lumbar discomfort. Follow the massage technique described earlier (see page 27). You can also roll a bottle backwards and forwards under the arch of the foot.



*Before and after each feed, carefully clean the areola with a sterile gauze soaked in mineral water or physiological serum.

These routines, along with a light massage with Tonic Treatment Oil*, rubbing with Eau Dynamisante* and applying Eau Dynamisante Moisturizing Body Lotion*, have a two-fold benefit: first, they bring tone and freshness, but above all, they are a very pleasurable way of “getting to know your body again” after the completely natural slackening and stretching effects of pregnancy and childbirth.

Caring for your bust

Your breasts are the part of your body that undergoes the most noticeable changes. Initially they become heavy, supporting the weight of the mammary glands. It is essential to wear a bra, especially if you have decided to breastfeed. In this case, the bust will only return to its original size after the breastfeeding period. To maintain a beautiful bust, you must continue to care for it while you breastfeed. Before and after each feed, carefully clean the areola with a sterile gauze soaked in mineral water or physiological serum. Next, dry your nipples properly, because dampness can cause cracks. Milk collection shells help keep the tips of your breasts dry. If your breasts become engorged, avoid using a breast-pump;

manual massage is just as effective. Whether you have chosen to breastfeed or bottle-feed your baby, these precious bonding moments between you and your child should take place in peace and quiet. Make yourself comfortable, supporting the back with a cushion, and let yourself relax to the rhythm of suckling.

A radiant face

You feel proud and happy, but undoubtedly a little tired! To let your face reflect the joy of motherhood, use Beauty Flash Balm. Apply with light, stroking movements to the face, neck and eye contour area. The tightening effect is immediate. Rich in nourishing ingredients, it can be used daily.

Freshen up!

Maternity sections of hospitals and clinics are often very warm and you may feel the need to freshen up the face and neck area. Purifying Toning Lotion for combination to oily skin will do the job. Alcohol-free, it refreshes the skin and boosts radiance.

Clarins advice

To improve your circulation, whenever you think about it, flex the toes and rotate and extend the ankle, without lifting the legs. For the bust: follow the simple exercises recommended during pregnancy (see page 34).

The right routines

Working the arm muscles

You are no longer carrying a child inside you, but remember that this little baby is going to grow and get heavier and will often be carried in your arms. To prepare you for this, lie down on a bed, arms in front of you, the insides of the wrists together. Push the top wrist against the lower wrist, which resists. Hold for 5 seconds. Change wrist positions and repeat 10 to 15 times in each position.



*Before and after each feed, carefully clean the areola with a sterile gauze soaked in mineral water or physiological serum.

A beautiful return home

Organize your new life. Returning home with your baby is a moment of great joy. Such feelings can, however, be mixed with feelings of apprehension at the thought of finding yourself alone all day with the baby. In order to make the most of this “initiation period”, do not hesitate to ask for help.

Don't shut yourself away, stay in touch with the outside world and, if necessary, don't hesitate to ask your doctor or midwife for advice. The word “recover” is the one you need to keep in mind. You need all the time and energy possible to cope

with this new lifestyle. Make time during the day for little rests. If this is your first baby, try to make the most of sleeping in the morning as it is often the best time. Feeling good is good for you, the baby and all the family!

Body beauty

The first priority is to retrain the perineal muscles before the abdominal muscles

During pregnancy, your tummy stretched and it isn't yet as flat as you would like it to be. It takes time: your uterus, which is normally no bigger than a pear, has housed your baby and the muscles have retained a considerable amount of fluid, due to hormonal action. Don't worry, everything will get back to normal, but you are strongly advised not to

exercise your abdominal muscles at this stage. Start with your perineal muscles (6 to 8 weeks after childbirth) and wait for your doctor, midwife or physiotherapist to give you the go-ahead. This is usually when the perineal muscles have been satisfactorily retrained and menstruation has started again.

Let your skin breathe

Now is the perfect time to revitalize your skin. All the impurities and dead skin cells need to be eliminated from the skin, so slowly but surely continue the exfoliation that you began during your pregnancy (page 20). Clarins Exfoliating Body Scrub For Smooth Skin* encourages cell renewal and ideally prepares the skin for products applied afterwards. Exfoliation is recommended once a week. Your skin will be even softer and silkier if you then use Moisture-Rich Body Lotion*, which moisturizes, softens and regenerates skin, leaving it silky smooth. If you prefer to delicately fragrance your skin, use Eau Dynamisante Moisturizing Body Lotion*.

Tone up abdominal skin

To re-tone the skin on your tummy, continue to apply Body Partner Stretch Mark Expert* or Tonic Treatment Oil.* If the skin shows signs of stretch marks, these will gradually diminish if you regularly exfoliate with Exfoliating Body Scrub For Smooth Skin* and apply Body Partner Stretch Mark Expert*.

Relax and tone your legs

The body's natural balance and joints have been altered by the effect of pregnancy hormones and to ease childbirth, your joints have become looser. The spinal column curves with the body's progressively changing centre of gravity while the arch of the foot flattens somewhat with the added weight. To relieve your legs, use Energizing Emulsion for Tired Legs, as you did throughout pregnancy. Rich in plant extracts, it immediately soothes, relaxes and refreshes tired legs.

*Before and after each feed, carefully clean the areola with a sterile gauze soaked in mineral water or physiological serum.

Apply as if you were slipping on stockings, from the ankles to above the knees, with knees bent to avoid working the abdominals. You can also use Relax Treatment Oil* based on 100% plant extracts enriched with essential oils of bitter orange tree, geranium, basil and chamomile, and nourishing hazelnut oil to help nourish, soften and leave skin supple.

Bust beauty

Over nine months, your breasts have become heavier and still are if you are breastfeeding. They will gradually return to their normal size and to avoid unsightly slackening, you must take special care at this time. If you are breastfeeding, wait until this period is over before starting to use your specific products.

Tone up

While breastfeeding, you should continue to regularly exfoliate the bust area (see page 23) and carry out the exercises recommended during pregnancy. After the birth or breastfeeding period, it is very important to firm up the “natural bra”. Bust Beauty Firming Lotion* with Vu sua extract helps improve bust

It helps to relieve feelings of fatigue and tension and helps you unwind. Apply in the same way as Energizing Emulsion for Tired Legs, but work to the top of the thighs. To tone your legs, use your Tonic Treatment Oil*, starting by massaging the arch of your foot, which has supported all the extra weight (see page 27).

tone. The skin is smooth and soft, with a more refined texture.

Shape up

For well-shaped breasts, use Bust Beauty Extra-Lift Gel* with tightening plant extracts which “lift” the “natural bra” area.

During the first months, ideally use Bust Beauty Firming Lotion* at night and Bust Beauty Extra-Lift Gel* in the morning. As a preventive treatment during this period of breast “reduction”, alternate use of the Gel with Body Partner Stretch Mark Expert*. And of course, keep using Exfoliating Body Scrub For Smooth Skin* and Tonic Treatment Oil*.

Facial radiance

After giving birth, your skin might become dry. This is because the deep tissue retains water during pregnancy as a result of hormonal action, leaving the upper layers starved of moisture. Thoroughly cleanse and nourish and then apply light make-up.

Cleanse and purify

In the morning, cleanse with Gentle Foaming Cleanser (for normal to dry skin only).

It removes impurities by regulating oil production and the skin’s pH level. If you prefer a creamy texture, use Cleansing Milk with Alpine herbs with alcohol-free Purifying Toning Lotion for combination to oily skin to help refresh and purify the skin.

To boost your skin’s radiance, exfoliate your face, once or twice a week.

Use Gentle Facial Peeling, a gentle, absorbent, creamy exfoliator, ideal for sensitive skin or Comfort Scrub, a nourishing oil exfoliator with sugar microcrystals ideal for dry skin, Fresh Scrub for all skin types or Pure Scrub for combination to oily skin.

All eliminate impurities and dead skin cells, leaving the skin clean and the complexion clear.

The action of skin care creams applied to your perfectly cleansed skin is considerably boosted. In addition, by encouraging skin renewal, these exfoliators also fight against slackening of the skin and therefore maintain firmness longer.

*Before and after each feed, carefully clean the areola with a sterile gauze soaked in mineral water or physiological serum.

Moisturize and nourish

To maintain its radiance, your skin needs to be moisturized and nourished. Multi-Active Jour cream, which you adopted during your pregnancy (see page 42), is the ideal daytime skin care. It helps minimize the appearance of early wrinkles and preserve the skin's youthfulness. In the evening, use a product with maximum moisturizing and regenerative benefits: Multi-Active Nuit cream. The result is radiant skin in the morning, which is smoother, firmer and softer too. For mothers in their 40s, Extra-Firming Jour cream and Extra-Firming Nuit cream are your ideal partners for radiant beauty. If you prefer an oil texture, use Blue Orchid Treatment Oil 100% plant extracts. Patchouli essential oil and blue orchid extract help tone and revitalize while hazelnut oil helps to nourish, soften and leave skin supple. If you have very sensitive skin that reacts to everything, products from the Calm-Essentiel range offer emergency skin care for sensitive skin. It immediately soothes and quickly restores the skin's suppleness, smoothness, softness and radiance.

Finally, **Double Serum** works wonders on the skin for all women. This exceptional product is packed with anti-ageing plant extracts and was inspired by the double nature of the skin's own protective hydrolipidic film. Double Serum houses water-based and oil-based formulas which makes it possible to combine 20 of the most powerful age-control plant extracts with a tumerone-rich extract of turmeric, without the risk of being incompatible, for visible results on signs of ageing.



Look after the eye contour area

If your face has the tell-tale signs of fatigue, with dark circles, rest your eyes by applying Total Eye Smooth every morning. Rich in plant extracts, it soothes the eye contour and reduces the look of dark circles. Apply a small amount with light, tapping movements from the inner to the outer corners of the eyes (see page 46). If you notice a tired appearance, if your face is still puffy from the effect of hormonal changes or if you are

losing weight after childbirth, V Shaping Facial Lift[®] curvy V face contouring serum helps refine facial features for a more beautiful-looking complexion. Applied using Clarins Manual Auto-Lifting Method, it helps stimulate the natural circulation processes in the facial area. Your face seems "lifted" and your features appear even more toned and better defined.

**Not available in all markets.*

Radiant skin

If your skin has lost its radiance, its smoothness and firmness, it is time to stimulate the skin's 5 vital functions with Double Serum for visible results on the different signs of ageing: skin is firmed, wrinkles are visibly smoothed, radiance is restored and skin tone looks more even and pores are less visible. Use morning and/or evening, before your regular moisturizer. Specially formulated for Asian skin, Bright Plus Advanced brightening dark spot-targeting serum*, with acerola extract, also encourages fairer, clearer skin and helps even the complexion.

In the sun

You are still undergoing the effects of the hormonal upheaval that pregnancy produces, thus exposure to the sun could still bring about unsightly pigmentation marks. If you are going somewhere sunny, continue to protect your face with Dry Touch Sun Care Cream, Enriched with antioxidants UVB/UVA 50+ or, if you had slight pigmentation marks during your pregnancy, UV PLUS 5P ANTI-POLLUTION Multi-Protection Moisturizing Cream. For the body, use Sun Care Lotion Spray UVB/UVA 50+, Hydration, comfort. You can also achieve a natural-looking tan with Self Tanning Instant Gel, and Self Tanning Milky-Lotion.

Clarins exercises

Top priority: retrain the perineum

Before taking up any kind of physical exercise again, even simple exercises, it is important to learn to contract and relax your perineal muscles, without using the abdominal muscles. If you already know how to do this, you can start the exercises recommended for the perineal muscles. Otherwise, wait until the second month after childbirth, for your post-natal check-up. It is vital to learn how to isolate your perineal muscles; do not begin doing abdominal exercises until you have mastered this. To complement your perineal training indicated by your midwife or physical therapist, you can continue the exercises suggested during pregnancy (see page 30). In order to avoid circulation problems, take up the recommended exercises again while you are in the hospital (see page 53).

Tone your bust

Whether you breastfeed or not, it is important to tone the bust contours. To strengthen the muscles supporting the breasts, continue the exercises you practiced during pregnancy and in the hospital (see page 35).

*Product name and appearance might vary depending on market.

As baby grows, so does your beauty

During the days following birth, you may have been surprised, and perhaps even concerned, about the changes to your body: the shape of the breasts, the roundness of the stomach, heavy thighs and buttocks, etc.

Now your body should gradually be returning to normal. Night feeds have become less frequent and sleep more restful. Feeling good about yourself, beautified by motherhood, is a goal within reach. In giving birth, you have lost at least the weight of the baby, placenta, and amniotic fluid and noticed a reduction of water retention. The excess weight acquired during the nine months of pregnancy will also gradually disappear. It is preferable to lose this weight slowly to avoid unsightly skin slackening and maintain the quality of skin tissues. Always follow the advice of your doctor or midwife.

Adopt a healthy, balanced diet

If you are still a little overweight after childbirth, do not start a very strict diet, instead, adopt a healthy, balanced eating plan and exercise regularly. These two excellent habits should be adopted and maintained. Eat three meals a day and remember that you should start the day with a good breakfast (tea, cereal or bread – preferably wholegrain – with butter, a yoghurt or glass of milk and fresh fruit juice or piece of fruit). In order to lose weight, control calorie intake by reducing sugars and fats. Lean meat for lunch and poultry, fish or eggs in the evening, accompanied by steamed green vegetables, is recommended. For dessert, fat-free dairy products are ideal.

Try to avoid any kind of excess and limit your intake of fats and quick-release sugars which are stored as fat within the body. Avoid eating fruit with meals, but instead, between meals (in moderation) for essential vitamins (see table on page 17). Drinking 8 glasses of water every day will help you to lose weight. Avoid drinking alcohol: not only does it contain additional calories, it increases the appetite! Finally, it is important to realize that one of the major setbacks in weight loss is stress and fatigue. Thus, it is better to start a diet feeling fit and well and when the baby is weaned. Nursing mothers can benefit from a little extra weight for much-needed energy.

Exercise back into shape

During pregnancy, you were able to swim, walk and perform gentle exercise. Swimming is ideal for new mothers and for all women in general. This sport develops elongated muscle tone, which is particularly flattering for the figure, and the relaxing qualities of water are undeniably beneficial. However, wait at least one month before bathing so that the cervix has completely closed. In addition to helping you relax, swimming tones the bust, back and arms, which is most important to help carry the weight of the baby without fatigue or pain. However, do not forget to shower off thoroughly and to moisturize after bathing, as chlorine and hard water can dry the skin. Now is the time to take up your favourite sports again. Regular exercise is a great way of toning the body and is also an excellent way of spending time with your partner if you work out together.

If you still have a few unwanted curves, you just need to lose a bit more weight! However, when you decrease your food intake, even if you follow a balanced diet, you lose weight from all over the body, including areas you do not want to lose weight from. You therefore need to focus on the areas that matter the most to you, at the same time improving your skin's elasticity and firmness.

Only start a weight-loss programme when you feel genuinely motivated to reach your goal. Follow a strict but sensible diet and apply adapted products morning and evening. Thanks to their wonderful textures, this should be a real pleasure! It is important to use Exfoliating Body Scrub For Smooth Skin* twice a week at this time.

Slimming: a solution for every issue

By combining more than 60 years of professional experience in body contouring, Clarins has developed high-performance products which respond to everyone's contouring concerns. "Orange-peel skin" is the term used to describe the bumpy look of skin on the buttocks and the tops of the thighs and is often confused with cellulite. Do the test: with one hand placed flat on the thigh, pull the skin in an upwards direction. If the skin appears smoother, you have "orange-peel skin". Caused by skin slackening, "orange-peel skin" can appear on both slim and heavier women. Clarins Body Fit Anti-Cellulite Contouring Expert* helps minimize the appearance of "orange-peel skin". It effectively firms, tightens and smoothes the skin. Rich in contouring ingredients, it also helps refine body contours.

Excess curves on the abdomen and hips can be reduced with Body Shaping Cream*, combined with a healthy diet. It provides a triple refining, firming and beautifying action and its texture facilitates massage application, which helps stimulate circulation. This is important in order to reduce excess curves. Heavy-feeling legs: this problem is mainly due to a sluggish circulation.

Contour Treatment Oil* 100% plant extracts (with extracts of broom and tonka bean with fluid-release benefits) is the ideal body care to reduce feelings of heaviness and refine the silhouette. Apply preferably in the evening to damp skin, starting with the feet and working upwards to the tops of the thighs using long, smoothing massage movements. This massage technique helps maximize results.

Specific routines

Clarins contouring products give best results when accompanied with a healthy lifestyle: a balanced diet, rest, and regular exercise. Products can be used alone or together, as several problems can occur at the same time. Here are two programmes to follow over a period of three months, consisting of two phases: a two-month weight loss period and a one-month stabilization period.

- **You have excess curves and cellulite:**
 - Firm: in the morning, use Body Fit Anti-Cellulite Contouring Expert* and in the evening, use **Body Shaping Cream***.
 - Stabilize: in the morning, use Body Fit Anti-Cellulite Contouring Expert* and in the evening, use Tonic Treatment Oil* to tone and soften skin, leaving it silky smooth.

The right routines

Reshape the arch of your foot

*During pregnancy, besides a loosening of the joints, weight gain can cause the arch of the foot to flatten, particularly the metatarsals. Reshape the arch, taking one foot and then the other between your hands and massaging the arch from toes to heel, with Energizing Emulsion for Tired Legs or Tonic Treatment Oil.**



**Before and after each feed, carefully clean the areola with a sterile gauze soaked in mineral water or physiological serum.*

• **Your legs feel heavy and you have cellulite:**

- Firm: in the morning, use Body Fit Anti-Cellulite Contouring Expert* and in the evening, use Contour Treatment Oil*.
- Stabilize: in the morning, use Body Fit Anti-Cellulite Contouring Expert* and in the evening, use Tonic Treatment Oil*.

Apply these products starting at the heel and moving up to the tops of the thighs as shown on page 25.

If you have heavier legs, avoid exercising standing up. Floor exercises, lying down or with legs raised in the air, are excellent for the circulation and for the abdominals.

Lifestyle advice for a slimmer you

- Adopt healthy eating habits. It is easier to maintain an ideal weight than to lose weight. Avoid strict, crash diets, which are both tiring and impossible to follow on a long-term basis.
- Never miss meals. Always eat a healthy, well-balanced breakfast.

- Avoid over-exertion, fatigue and stress. Rest and relaxation facilitate weight loss.
- Exercise: do not go to extremes. It is good to exercise, but beware of exhausting activities.
- Avoid hot baths, take cool showers instead as cool water is highly beneficial to the tone and firmness of the body (see page 21).
- Weigh yourself twice a week only, always at the same time of day, and under the same conditions. Also, monitor your intestinal patterns.

Tone the abdomen

Your perineum should now be retrained; you can now work on the abdomen.

Clarins complete exercise routine

Resume your exercise routine and do the workout regularly, so that it becomes a daily habit (see pages 37-39).

The right routines

For the abdomen and oblique muscles

Lie down with left leg straight and right leg bent. Lock the perineum and then, while slightly raising the bust, push the left hand onto a resisting right knee. Hold for five seconds. Do the same on the other side. Repeat 10 times on each side.



Sitting down, back at an angle to the floor,

and legs slightly apart, rotate the bust from left to right. Help the movement by placing the arms in front of you, in a semi-circular shape. Repeat 10 to 50 times.



With hands crossed behind the nape of the neck,

slightly raise the bust, pedalling the legs (without touching the floor). As you turn the bust, bring the right elbow up to the left knee, then alternate by bringing the left elbow up to the right knee. Repeat 10 to 50 times.



Lying down on the back with legs bent,

feet firmly on the floor, raise the buttocks and back, making a "plank", as straight as possible. Only the shoulders, arms and feet should stay on the ground. Hold for 5 to 10 seconds. Repeat 5 to 10 times.



*Before and after each feed, carefully clean the areola with a sterile gauze soaked in mineral water or physiological serum.

Choose plant-based make-up that cares for your skin!

It's not always easy to find time for make-up with baby by your side. However, all it takes is a few minutes to effortlessly transform yourself into a radiantly beautiful mother and woman... and it's a pleasure too.



A fresh, natural-looking complexion

For a guaranteed healthy glow, try this Clarins tip: mix Instant Smooth Perfecting Touch with your favourite SOS Primer* which, enriched with organic leaf of life extract, moisturizes skin for 24 hours**. Then apply to the face with light smoothing motions. In a few seconds, your skin is smoothed and moisturized and your complexion fresh and luminous, all day long, as you care for baby. You can also highlight your complexion at any time with a touch of Joli Blush, to give a natural, healthy-glow finish.

You can also use Skin Illusion foundation for a natural, bare skin effect and radiant complexion, or Milky Boost, the skin-perfecting milk for the complexion that gives a wonderful sensorial feel on application thanks to its soft, ultra-lightweight milky texture.

For radiant, beautiful-looking skin, focus on make-up that cares for your skin, is easy to apply and offers natural-looking results.

*Available in 5 shades. **Hydration kinetic – 24 hours – 11 women.

2. Baby is born

Sparkling eyes

Brighten your eyelids with the natural effect of 4-Colour Eyeshadow 02 Rosewood. The four highly pigmented shades of this palette enhance your eyes, beautifully. Adapting the intensity of each shade means you can create looks ranging from natural to more sophisticated, as well as achieving different effects: smooth velvet, satin, metallic or even a very luminous, wet effect. Then finish with a quick stroke of Supra Volume Mascara, containing cassie flower wax, to really intensify your look.

A radiant smile

Give yourself a real treat with Lip Comfort Oil! Enriched with plant oils, it nourishes and enhances the beauty of your lips while offering a unique sensorial feel and comfort. To add a touch of shine at any time, apply Natural Lip Perfector in shades of tender pink and rosewood, to the middle of lips. Its cream texture with an irresistible candy floss flavour, melts onto lips which, thanks to the addition of shea extract, are instantly fuller, moisturized and beautifully enhanced.



Good beauty habits to keep.

Motherhood has brought you great joy, a wonderful baby and also a more feminine figure and good beauty habits.

Face

- Cleanse the face every morning.
- Remove make-up every evening.
- Protect your face daily with a day cream.
- Nourish it at night.
- Exfoliate once or twice a week.

The bust

- Stand up straight (a gymnastics bar could be fixed across the top of a doorframe, an excellent exercise for the bust!).
- Wear a bra for sport and exercise.
- Do not forget to exfoliate the “natural bra” when exfoliating the rest of the body.

For healthy skin

- Eat a well-balanced diet.
- Drink plenty of water every day.
- Exercise regularly.
- Avoid stress.
- Sleep.
- Protect skin from the sun.

With this quick and easy Clarins beauty routine, you will be the prettiest of mothers and the most beautiful of women for a long time to come.

The body

- Replace hot baths with cool showers.
- Exfoliate once or twice a week.
- Moisturize your skin with a body lotion.
- Minimize the appearance of cellulite by using a firming product.
- Weigh yourself once or twice a week, at the same time of day and under the same conditions.

We hope you have enjoyed a beautiful pregnancy and a beautiful new beginning with baby.