

I'm starting to think about using something to keep the stretch marks at bay from my ever-increasing bump. So for the last 3 nights I've used Bloom and Blossom, Anti stretch Mark Cream.



My first impression was that the packaging was nice but simple. No fancy pots where the work has been put in to making the product look good instead of making sure it works! Just a good solid tub with loads of information on the side about when to use the cream and the ingredients used to make up the product, such as Shea Butter, Cocoa Butter, Vitamin E, Sweet Almond Oil and Ylang Ylang oil, to name just a few!

That instilled me with confidence because it shows that Bloom and Blossom understand that a pregnant woman will always worry about what she is putting on her skin. Especially on her bump.

It smells a lot like the white stuff my Nan always used to use for everything when I was a child - Calamine lotion... The Bloom and Blossom, Anti stretch Mark Cream is also pure white. It's a very light, fluffy cream.. Almost like whipping cream!

WEEK 17 It is cold on application, but that's not uncomfortable as it only lasts a few seconds and is actually quite refreshing. It rubs in really easily and I found it quite emollient, so you don't need to use loads. The nicest part about it is that even though it's quite emollient; as it's also very light, it soaks in quickly so you can dress almost straight away.

It say's on the tub that this product can be used twice a day, but I've only used it at night so far and I've actually found it very calming. In fact I believe it helped me relax in bed and even sleep better!

The next morning when I took off my pyjamas, I could still smell the cream on my belly! (Its a very nice smell) and also my skin felt soft and a bit like it had a sheen on it. So it definitely lasts on your skin and carries on working while you are sleeping.

When I was first asked to try the product, I was expecting it to be an oil, as most Anti Stretch Mark products are these days, but I've been pleasantly surprised at this cream and I think it is not only better than the oils I've tried, but its a nice alternative for those people who prefer creams to oils.

I would imagine this 150ml pot would last 2 - 3 months depending on how often you use it and the size of your bump.

I really like this cream and would certainly recommend it. I'd give Bloom and Blossom, Anti stretch Mark Cream 10 out of 10! Now I'm curious.... I'll have to find out if they make anti wrinkle creams too ;-)

www.bloomandblossom.com

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