

## **Bio-Oil's #UnstretchedJourney encourages mom-to-mom conversations, with Neha Dhupia and Sania Mirza, this Mother's Day**

*Celebrity Mothers Neha Dhupia and Sania Mirza surprise expecting mothers and share fun anecdotes and advice from their pregnancy journey*

**Mumbai, 11<sup>th</sup> May 2019:** The journey to motherhood is special and unique for every mother to be. Celebrating this exciting and yet sometimes overwhelming journey, Bio-Oil, unveiled the new edition of its heart-warming campaign “#UnstretchedJourney” this Mother's Day. Expecting mothers were invited for a special video shoot of their pregnancy journeys and were taken by surprise when they met well-known celebrity mothers Neha Dhupia and Sania Mirza. What ensued after this surprise was a heartfelt conversation between these mothers about their unstretched pregnancy journeys- real conversations, real issues and many fun moments all caught on camera.

The video is a beautiful compilation of some delightful and exciting conversations between celebrity mothers and real life mothers touching upon personal experiences and emotional moments in a fun rapid fire format. It ended with a personal anecdote as an advice from a celebrity mom to a mother-to-be.

While commenting on this initiative **Neha Dhupia**, said “*Being pregnant comes with a number of questions on what is right and what is wrong. Having been a mom for almost 6 months now, I believe that all the advice I received during my journey from my friends and family really helped my pregnancy to be an Unstretched journey. Now, being on the other side, I am grateful to Bio-Oil for giving me a chance to share that wisdom with some would be moms. I truly believe that such conversations give the expecting mothers a reassurance of sorts and also normalize pregnancy and the physical-emotional changes that come along with it.*”

Adding to this **Sania Mirza** said, “*#UnstretchedJourney is a great initiative by Bio-Oil. It embodies both the good, and the tricky issues mothers have to deal with. Meeting these expecting mothers and hearing them talk about their apprehensions; their questions reminded me of my pregnancy journey. I remember how my friends and family were always by my side during my pregnancy. This new journey or phase of life can be extremely overwhelming, but when you have someone to help you through this phase, it becomes a lot smoother.*”

Both, the celebrities and the mothers had fun filled conversations, right from their fears and anxieties to the unconditional love they have for their baby and how that has changed them for good. One of the common apprehensions that every mother has revolves around the bodily changes, whether it's the weight gain or the appearance of swelling and stretch marks and mothers are always looking for support and a credible product that can help them have a smooth and hurdle free pregnancy. Bio-Oil has been a prominent product in helping nurture the mother's stretching skin and helping heal those marks during pregnancy.

Link: <https://www.youtube.com/watch?v=ilaRMNrb73I&feature=youtu.be>



## PRESS RELEASE

### **About Bio-Oil®:**

Bio-Oil® is a Specialist Skincare Oil available in 131 countries, that helps improve the appearance of scars, stretch marks and uneven skin tone. It is also effective for aging and dehydrated skin. Bio-Oil has won over 350 skincare awards globally and has become the No.1 selling scar and stretch mark product in 20 countries since its global launch in 2002.