

## New mother Amy Childs is using her daughter's PLACENTA as a beauty product after having it turned into face cream

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04.05.2017

- Reality star gave birth to her first child, a daughter, last week
- Had her placenta made into creams by company Placenta Plus
- Alex Gerrard, Coleen Rooney, Danielle Lloyd and Rebekah Vardy are all fans

She welcomed her first child to the world last week, but already Amy Childs is making sure she keeps up with her beauty regime - in a very unique way.

The reality star took to Instagram to share her delivery of creams from a company that makes the placenta into products such as body oil and pills.

Amy, 26, had her newborn daughter's placenta turned into face cream made from natural ingredients and placenta extracts, which boasts of being rich in stem cells and collagen to repair damaged skin.

She also received a soothing balm that's supposedly ideal for treating nappy rash and a body cream for dry skin.



Reality star Amy Childs, 26, gave birth to a baby daughter last week and is already keeping on top of her beauty regime with creams made from her placenta



The reality star used company Placenta Plus to encapsulate her daughter's placenta and turn it into creams, which are supposedly packed with collagen and stem cells

Former TOWIE favourite Amy - whose daughter's name has yet to be revealed - is not the first star to opt for so-called 'encapsulation' treatment with the company Placenta Plus.

Saturday's star Rochelle Humes divided opinion when she posted a picture of her daughter Valentina Raine's dehydrated umbilical cord shaped into the word love and framed to Instagram.

Aside from umbilical cord preservation, Danielle Kinney, the placenta encapsulation specialist also turns stars' organs into pills.

However, Dr Ejikeme of Adonia Medical Clinic says that whether in a cream or a pill, there's no evidence of the benefits of placenta-based products.

### **Placenta Pills: A fad or essential for new mums?**

Placenta is the organ from which the mother connects to the baby to provide nutrition in the womb

It protects the baby at the end of pregnancy and has been feted in ancient medicine for its qualities

Key nutrients included in the placenta include Stem Cells and Growth Factors, Iron – essential for oxygen absorption in the cells and Vitamins B6 – aids in the making of antibodies

There are two methods to make placenta pills: Traditional Chinese Medicine involves steaming the placenta before dehydration, while the Raw Dried method, involves the dehydration of raw placenta. Both methods involve grinding and encapsulating after dehydration.

'Stem cells are the basic building blocks that enable old stem cells to renew, in vitro when a stem cell is placed in tissue it takes on the characteristics of the tissue,' she explained.

'So it can be used to make new stem cells. Stem cells are used throughout medicine to help regenerate bone in dentistry, in wound healing and even in burns therapy, we know when injected into an area of tissue we see healing and growth.

'Stem cells can be acquired from fat, the hair, root shaft, blood and also placenta. So whilst it may be promising to think placing placental stem cells on the skin will regenerate it there is no evidence to say this actually works.'

However, Placenta Plus founder Danielle Kinney is evangelical about the upsides.

Relaying the health benefits to [The Mirror](#), she said: 'The benefits include a faster recovery all over, a reduction of postpartum bleeding, production of more breast milk and it helps your energy levels – the list is endless.

'The rise in placenta encapsulation is because mums of multiple children need that extra help.'



Rochelle Humes divided opinion when she had her daughter's dehydrated umbilical cord turned into an artwork



Rebekah Vardy opted for a dehydrated umbilical cord as a keepsake, along with placenta pills

The process, which costs £200, takes 24 hours and consists of the dried placenta being ground up into powder - which in return are taken by new mothers for anything between six weeks and six months.

Beauty products such as creams, oils and tinctures cost between £30 and £75, depending on the size.

Other fans of the unusual process include Rebekah Vardy, who chose to have her placenta made into pills to aid recovery after the birth of her son Finlay in January 2017.

Coleen Rooney, Danielle LLOYD and Alex Gerrard have all used Danielle's pills, which she created after suffering from post natal depression.