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ONE IN FOUR PREGNANCIES END IN LOSS — MOTHERHOOD APP OFFERS WOMEN COMPASSIONATE WAY TO NAVIGATE GRIEF AND RECOVERY

- [Carea](#), the pregnancy and postnatal wellbeing app, has launched a new digital support tool designed for women who have experienced miscarriage or pregnancy loss
- One in four pregnancies in the UK ends in loss^[1], yet many women are left to navigate the experience without adequate medical guidance or mental health support, despite the high risk of PTSD, anxiety and depression^[2]
- Carea's Healing After Loss mode has been shaped by women who have experienced pregnancy loss, including the app's founder, Anastasia Shubareva-Epshtein
- The new feature provides women with on-demand access to expert guidance, evidence-based information, mental health resources and a supportive community of other women with shared experiences

London, 22 April 2026 - Pregnancy loss is an experience that reshapes everything, yet support can feel scarce or emotionally detached at a time when care matters most. Now, a new digital tool from pregnancy and postnatal wellbeing platform [Carea](#) is looking to change that, creating a more compassionate and supportive space for those navigating the heartache of loss.

While pregnancy loss is often spoken about in hushed tones, it's something that quietly touches a huge number of lives. One in four women will experience a miscarriage in their lifetime, and many more feel its impact through someone close to them^{[3][4]}. Behind those numbers are deeply personal stories, and for some women, the emotional toll can be significant. Research shows that 29% of women meet the criteria for post-traumatic stress one month after early pregnancy loss, while 24% experience moderate to severe anxiety and 11% moderate to severe depression^[2].

While awareness is growing, emotional and practical support hasn't always kept pace. Many women describe feeling left in limbo, sometimes managing complex medical decisions while processing their grief, and often without clear guidance or immediate access to mental health support.

Carea's new Healing After Loss mode has been designed to meet women in that moment, offering a gentle, supportive space that prioritises emotional wellbeing and informed choice. Within the app, users can access expert-led guidance, alongside tools such as breathwork,

journaling prompts, affirmations and meditations, all created to help women process their experience in their own time.

The Healing After Loss mode marks a significant step in Carea's wider mission to support women at every stage of the motherhood journey, from loss and fertility through to conception, pregnancy and postpartum.

Designed to be inclusive and accessible, the mode supports anyone who has experienced pregnancy loss, regardless of how long ago it occurred. Existing users will be gently guided to the feature after reporting a loss within the app, while those new to Carea can access the support without needing to share sensitive personal details.

A growing conversation around care and recognition

It comes as conversations around pregnancy and baby loss are becoming more visible, with increasing calls for better recognition and support across the UK.

Many women still report being advised to "wait and see" during early signs of miscarriage, a phrase that can feel deeply unsettling in an already vulnerable moment and the psychological impact can be significant. For some, the emotional impact also extends far beyond the immediate experience, with anxiety, depression and PTSD lingering for months or even years after miscarriage^[5].

At a policy level, there are potential signs of progress and greater attention is being given to pregnancy loss. The UK's Health Secretary, Wes Streeting, has committed to improving the recognition of baby loss and the support available to women. Currently in the UK, pregnancy losses before 24 weeks aren't formally registered in the same way as stillbirths, meaning many women feel their experience goes unrecognised within the system. In one interview, Mr Streeting said: "It's clear that this is an area where support has traditionally been lacking, and I'm determined to help change that^[6]."

In March, Scotland also published the UK's first miscarriage patient charter, with the Scottish Government acknowledging that women have, for too long, not received the care and support they deserve^[7].

Beyond healthcare, many existing pregnancy apps also fall short in supporting women through loss. Reporting a miscarriage or baby loss can be difficult to navigate and in some cases distressing oversights persist, with women continuing to receive updates on foetal development or targeted marketing that is insensitive and fails to reflect their reality.

"We have heard from so many women that they feel like it is somehow their fault or they are feeling guilty or ashamed when they experience a pregnancy loss," said **Anastasia Shubareva-Epshtein, founder and CEO of [Carea](#)**.

"Pregnancy loss is incredibly common, yet still shrouded in silence and many women in the UK struggle to access the support and guidance they need. Knowing you're not alone can make all the difference. Our Healing After Loss mode will ensure women are met with

empathy, clear guidance and an understanding community, rather than feeling pushed to the side or unsupported at such a vulnerable time.”

The new Healing After Loss feature is now available free of charge within the Carea app. The app can be downloaded via the App Store and Google Play, and existing users can access the feature by updating to the latest version.

ENDS

Notes to editors

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1. [Tommy's: It is an unbearable fact that 1 in 4 pregnancies in the UK will end in loss / The Pregnancy Loss Research Network](#)
2. [Posttraumatic stress, anxiety and depression following miscarriage and ectopic pregnancy: a multicenter, prospective, cohort study](#)
3. [Tommy's: Research into miscarriage](#)
4. [Tommy's: Miscarriage statistics](#)
5. [Miscarriage communication in Australia: insights from women and general practice trainees](#)
6. [Miscarriage care must improve. Wes Streeting says after meeting with Tommy's / How Stylist got the health secretary to listen](#)
7. [Scottish Government publishes miscarriage patient charter](#)

About Carea

Carea is a UK-based maternal wellbeing platform founded by a mother who experienced miscarriage, IVF, and the realities of postpartum recovery firsthand. Created to put mothers - not just babies - at the heart of care, Carea combines expert guidance, emotional wellbeing tools and daily trackers to support women through every stage of pregnancy and postpartum. Its mission is to make compassionate, trigger-free antenatal and maternal care accessible to all. The Carea app has already been downloaded 10,000 times since its launch in April 2025.