

# Exploring Women's Health: Breaking Taboos in Menopause

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## DEFINING THE MENOPAUSAL CONSUMER

Menopause can be defined in three stages

Fluctuating hormones see a myriad of symptoms

Holistic wellbeing important to peri- and post-menopausal women

Menopause accelerates physical ageing

China looks to anti-ageing while the US embraces it

Gross income increases with age

Gender income gap presents a barrier to growth

## HEALTH AND BEAUTY IMPLICATIONS

Diagnostic issues drive consumers to a lifestyle approach

Menopausal supplements see an influx of indie brands

Hormonal skin care remains limited by knowledge and awareness

Moisturising remains the top desired feature for menopausal women

Holistic and Ayurvedic treatment to gain traction

Gut and skin microbiome key to future growth

Lifestyle factors should encompass consumer needs

VENeffect: hormonal skin care with a lifestyle mantra

## DIGITAL AND TECH SOLUTIONS

Menotech: the latest in femtech

Older millennials are a key target audience for future growth

Affordability and data privacy concerns limit growth

Access to technology could see women's health disparities

Elvie: tech-driven pelvic floor trainer and tracker

## COMMUNITY AND EDUCATION

Scientific backing drives trust among menopausal consumers

Community gives respite to social taboos

Marketing offers opportunity in support and inclusivity

Gennev: telehealth offers support and education

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