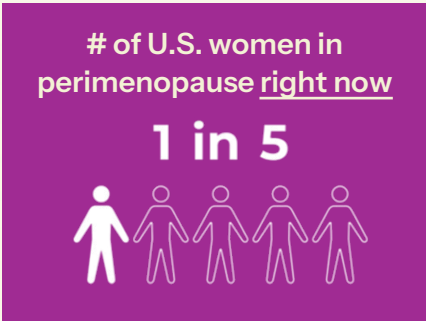


Marketing To The MODERN PERIMENOPAUSE CONSUMER

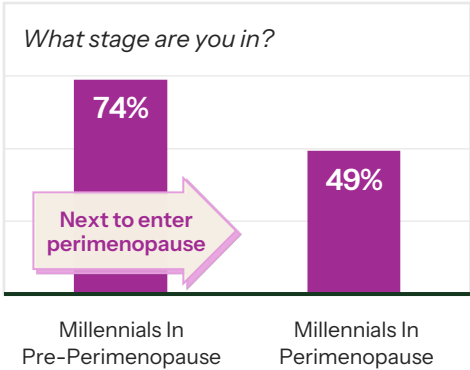
- The **Modern Perimenopause Consumer** isn't who do you think she is.
- Here's what you need to know about her:
- She's not 'managing symptoms' but views this as an opportunity to optimize health and longevity.
 - She is proactive, informed, and open to new solutions, but dissatisfied with current solutions – signaling room for innovation.
 - She responds to brands that lead with education and credibility, not buzzwords.
 - She is a Millennial bringing the modern values that have reshaped other industries.

She is ready to act, yet few brands meet her needs. Brands that engage with genuine understanding will build trust, capture momentum, and gain market share.

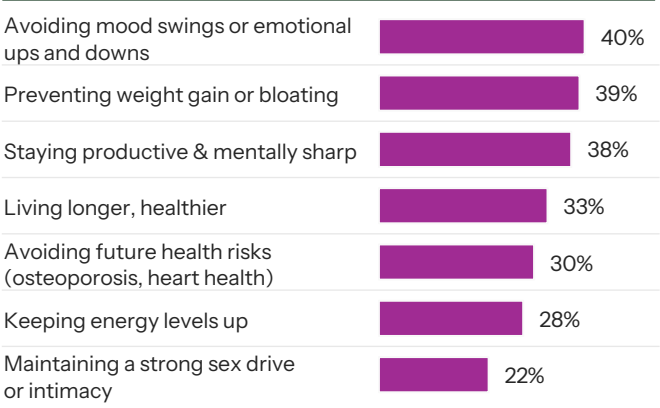
Based on a proprietary quantitative study of 465 U.S. women (ages 30-54). Conducted in August 2025.



In 5 years, Millennials will dominate the perimenopause market

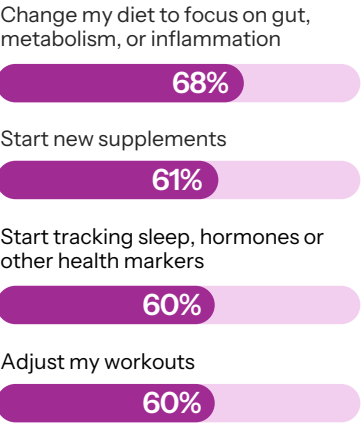


Her priorities during perimenopause:



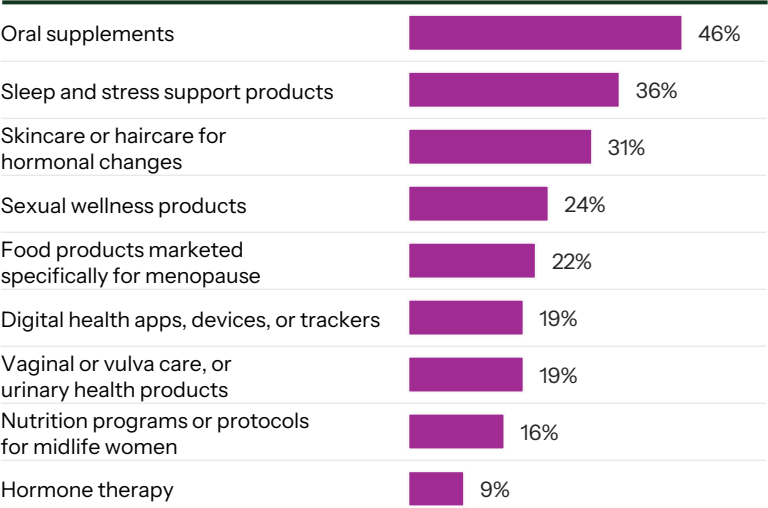
Perimenopause is a catalyst for holistic health behavior change

Perimenopause prompted me to:



Perimenopause fuels purchases across many categories

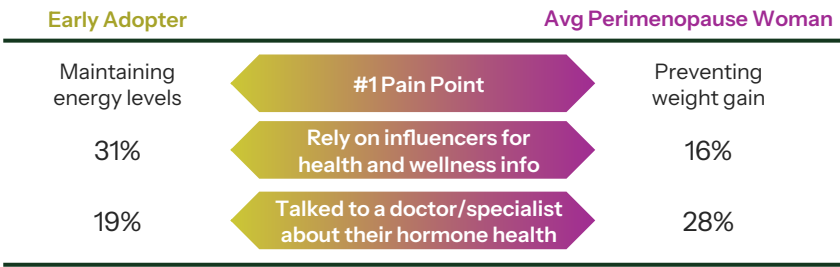
Products Purchased in the Past 12 Months to Support Perimenopause



57% are always looking for better solutions & open to trying new things

Strong early-adopter mindset among perimenopause consumers

Early Adopters Approach Menopause Differently



Similarities

- Both groups rank clear, trustworthy menopause information as their top need, while their other priorities split sharply by group.
- Both are motivated by, yet dissatisfied with solutions for weight gain, mood management, brain fog, and longevity.

Proactive, Informed, and Prepared

Menopause readiness:



Her health interests:

