



Menopause is the new vegan

Heather Jackson
GenM Co-Founder

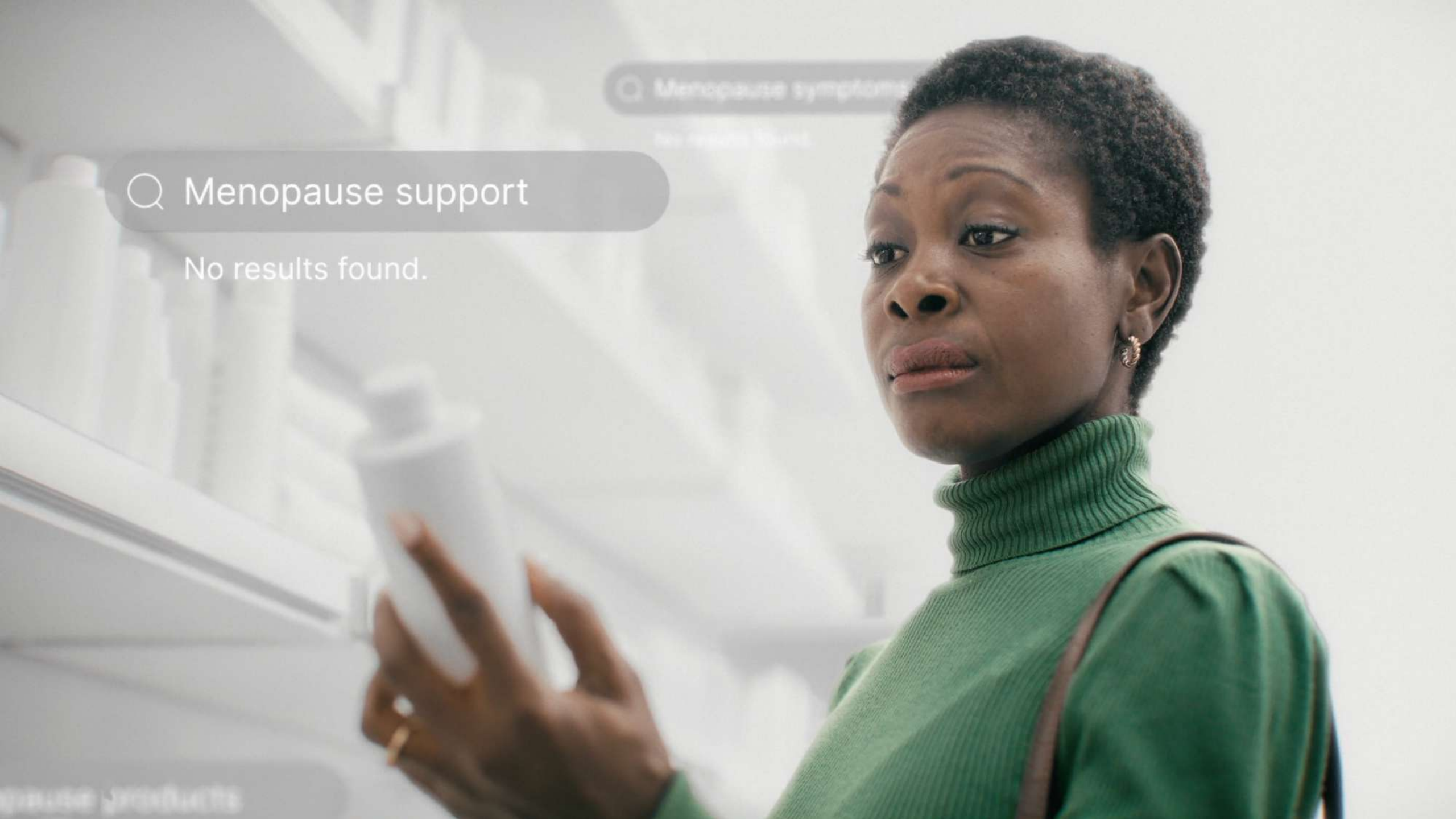
Menopause symptoms

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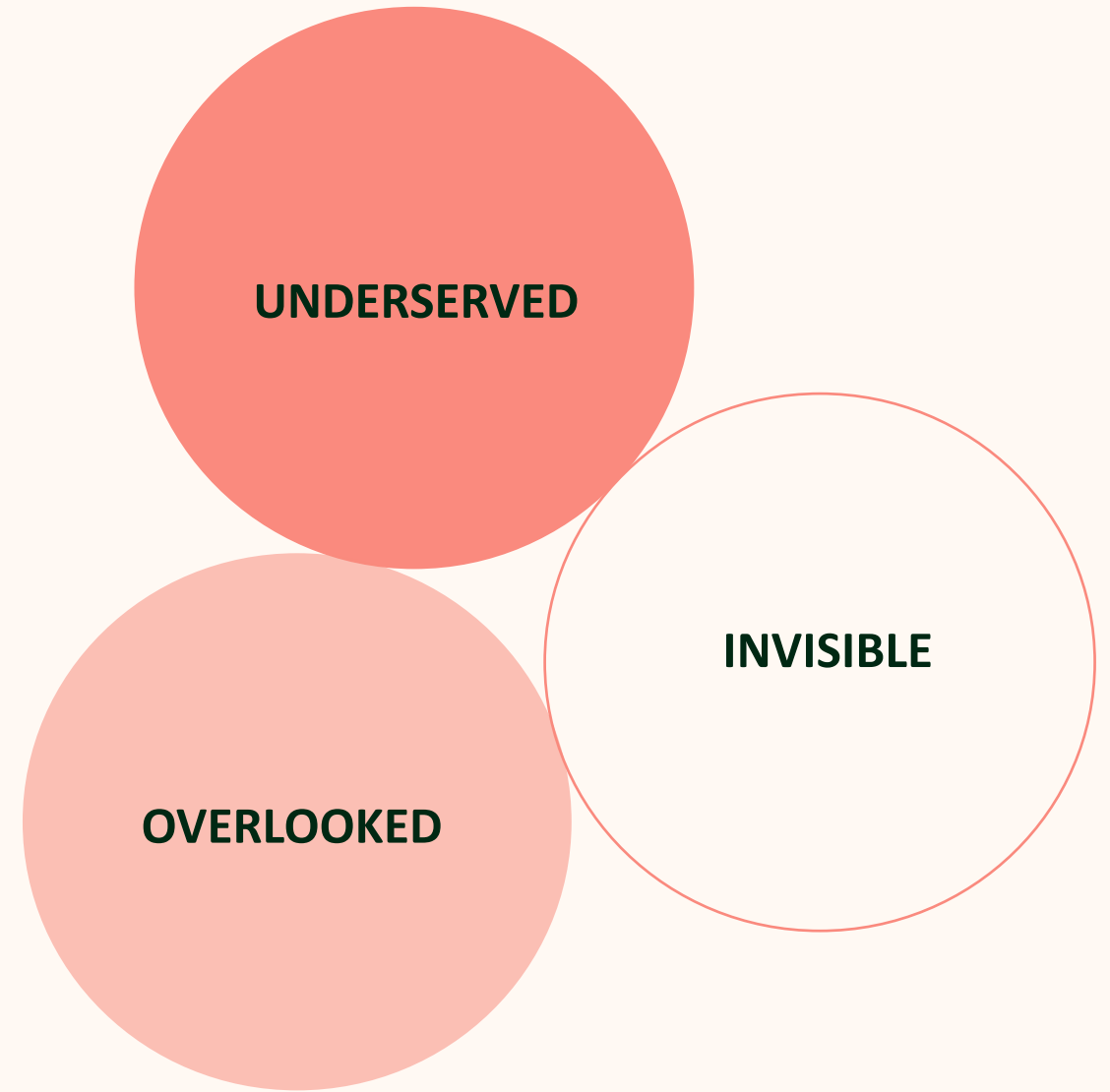
Menopause support

No results found.

Menopause products



Menopause consumer 2023



Menopause is the new vegan



What did the
vegan market
look like in the
80's?



Vegan market in 2023



4%

Life choice

20%

No life choice



The menopause partner for brands

GenM | The menopause partner for brands



87%

of those in menopause
feel overlooked by
brands

88%

demand more from
brands they trust

91%

have never seen any
specific marketing for
menopause friendly
products

78%

said they'd be happy
to shop for a product
labelled as
menopause friendly

49%

don't plan on taking
HRT and are looking for
alternative solutions
and
support

Menopause is
the biggest
marathon a
person will
ever enter



This is not a gender, medical or
workplace issue.
It's a **societal** and **business** issue.

48 symptoms & signs

48 opportunities

Irregular periods Loss of bone density
Vaginal dryness Joint pain Loss of self-confidence
Loss of and self-esteem Mood swings Anxiety Thinning hair Worsening PMS
Acne
Sore breasts Altered skin sensation Dry mouth Nail changes
Night sweats Bloating Bladder weakness Hot flushes
Depression Dizziness Body odour Changes in breast size
Itch crawly skin Brain fog Fatigue Changes in taste and smell
Dental problems Changes in skin texture Feeling cold Loss of concentration Short-term memory issues
Dry eyes Irritability Lack of motivation Decreasing fertility
Sagging breasts Weight gain Heart palpitations Changes in sex drive
Muscle tension Panic disorders Nausea and digestive issues Breathing difficulties
Burning mouth syndrome Changes in taste and smell Tingling extremities
Sleep issues and insomnia Recurrent UTI's Headaches and migraines

Societal issue

RAISE AWARENESS

**NORMALISE THE
CONVERSATION**

**CHANGE THE
RHETORIC FROM
FEAR TO THRIVE**

The **power** of the collective

iff

Boots

H&B

BetterYou

QVC

Where science & creativity meet

Accelerate

ALLBRIGHT

AMELIORATE

A.Vogel

BAYER

Become

BIOGENIC
CBD for menopause

BIRDIE & CLAIRE

bodyline
MEDICAL WELLNESS CLINICS

BOMIMO

bd byrne • dean

BRONZE

CAROB

CW
CHARLES WORTHINGTON
LONDON

COOP

DIAVERUM

DRINKWELL

DRINKWELL

DNA
HACKING HORMONES NATURALLY

ELE SERA

elénzia

FutureYou
CAMBRIDGE

FEMMAR
with Margie Stewart

FEWE

Healthista
THE ART OF WELLNESS™

HOTTEA MAMA

i-On
BY DR. XI

J.P.Morgan

Kollo

Linwoods
NATURAL PLANT GIBBERS

Living M

LIVVE

LK BENNETT
LONDON

Luna
DAIRY

LYMA

MADE OF MORE

MAGNITONE
LONDON

mamas & papas

MenoVeda™

MPowder

MY Menopause
CENTRE

NEXT

NUTRIVITALITY

Nº7

NIOXIN

ODGERS BERNDTSON

ORGANON
Here for her health

Paused.com

OTO

PEP & LEKKER
ALL NATURAL FOODS

Peppy

Promensil

Propaganda. Brand Strategy.

PURA
COLLAGEN

REVOLUTION
BEAUTY LONDON

REVIVE
COLLAGEN

Royal Mail

Sainsbury's

SIMBA

SKIN IN MOTION
EXERCISE FRIENDLY SKINWEAR

SSP

stella.

SWISS
image
SWITZERLAND

Theramex
For Women, For Health

VICHY
LABORATOIRES

water babies
learn for life

WILD NUTRITION

Womaness™

WUKA

WW

XXXX

YS

Making the
menopause better
today than yesterday



Menopause
Friendly

Including how we **search**,
source and **shop**



Menopause
Friendly

Making menopause support visible
in a **commercially** **purposeful** way



Menopause
Friendly

M-Tick criteria

For a product to deploy the M-Tick, it has to meet one of the following 5 criteria:

Co-created

Co-created with menopausal women

Tried & Tested

Tried and tested by menopausal women with significant evidence

Surveyed

Surveyed by menopausal women to generate a star rating

Back by claims

Backed by authorised medicinal, cosmetic, and/or health claims

Star rated

Features the technology or functionality to support 1+ of the 48 symptoms or signs

From Stores



X



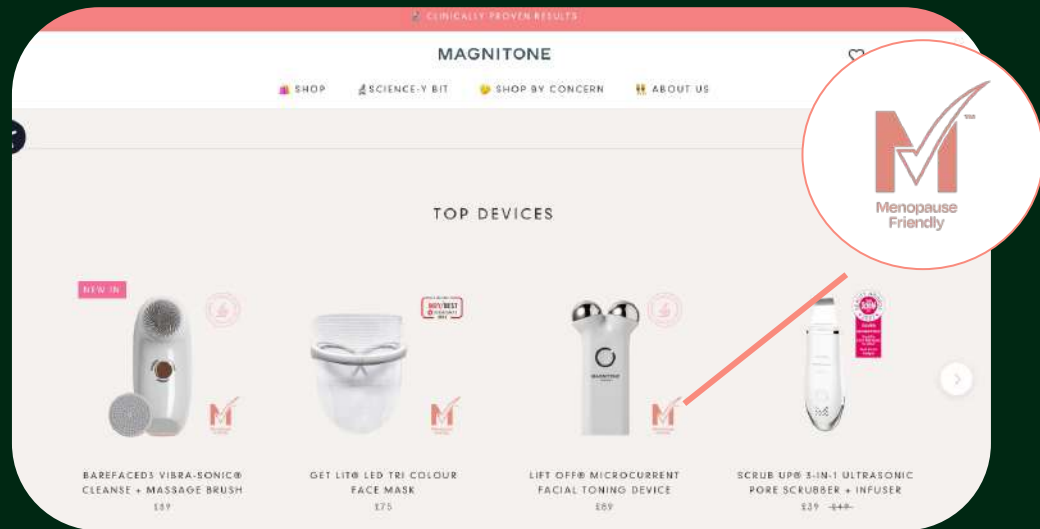
To Packaging



X



And Online



MAGNITONE
LONDON

WUKA®

X



MENOPAUSE \$€
MENOPAUSE \$€
MENOPAUSE \$€

The ball is
in your
court

GenMTM

GenM | The menopause partner for brands



IFF x GenM[®]

Booth #3265



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#WEAREGENM
gen-m.com

Are you in?