

WONDER YOU

Menopause BeautyCare



April 2025

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Let's talk about menopause

Menopause vocabulary

Peri-menopause

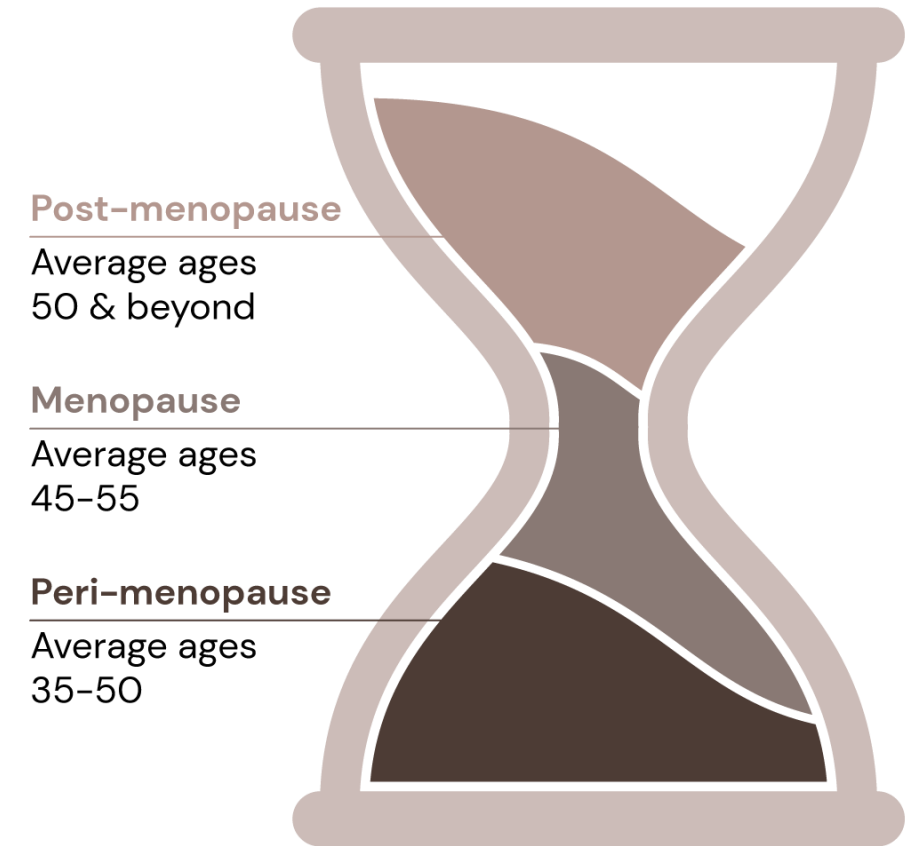
The initial signs of peri-menopause usually begin with **menstrual cycle changes**. Some women might notice much longer cycles and heavier periods, while others might notice cycles that are shorter than usual.¹

Menopause

It is the experience of **no longer having menstrual periods**. Menopause marks the end of the reproductive years.¹

Post-menopause

It is the time after menopause has occurred when **women have been without a menstrual period for 12 months**. Once this happens, women are in post-menopause for the rest of their life.¹



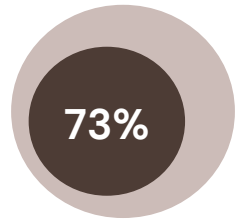
Source:

1. The American College of Obstetricians and Gynecologists. FAQ047: The Menopause Years [internet]. Washington DC: American College of Obstetricians and Gynecologists; 2018. [cited 2021 Feb 10]. Available from <https://www.acog.org/womens-health/faqs/the-menopause-years> and [helloclue.com](https://www.helloclue.com)

Menopause: a taboo to smash

Who is the next generation of women approaching menopause?

- **1.2 billion women** (nearly the Indian population) worldwide will be menopausal or postmenopausal by the year **2030**¹



of women don't treat their menopause symptoms²

- Most **women from Generation X**, who are now in their late 40s and **approaching menopause**, are technologically proficient and digitally literate²

- **1 in 4 women** says they struggle to cope with life due to symptoms of the menopause and 1 in 3 significantly loses self-confidence³
- Being **ridiculed, harassed, or stereotyped** are some of the fears towards not speaking up⁴



Menopause: unmuted is a podcast sponsored by Pfizer series exploring first-hand experiences of this life stage.

Source:

1. <https://bmcmwomenshealth.biomedcentral.com/articles/10.1186/s12905-015-0217-y#:~:text=With%20the%20aging%20of%20the,the%20year%202030%20%5B1%5D;>
2. [https://www.forbes.com/sites/debgordon/2021/07/13/73-of-women-dont-treat-their-menopause-symptoms-new-survey-shows/?sh=d269e67454f1;](https://www.forbes.com/sites/debgordon/2021/07/13/73-of-women-dont-treat-their-menopause-symptoms-new-survey-shows/?sh=d269e67454f1)
3. [https://www.openaccessgovernment.org/menopause-the-last-great-taboo/100976/;](https://www.openaccessgovernment.org/menopause-the-last-great-taboo/100976/)
4. <https://hbr.org/2020/02/is-menopause-a-taboo-in-your-organization>

Menopause: a taboo addressed through 2 SDGs

The Impact of Menopausal Symptoms on Women's Health and Gender Equity

3 GOOD HEALTH AND WELL-BEING



The symptoms of menopause vary among women, impacting their **physical, emotional, mental, and social well-being**(1). Some commonly experienced symptoms include(2,3):

- Hot flushes and night sweats
- Insomnia
- Mood changes
- Weight gain
- Low energy levels
- Difficulty with memory/concentration
- Skin changes
- Hair changes

5 GENDER EQUALITY



Menopause extends beyond individual health concerns and has far-reaching impacts.

- Taking place typically between the ages of 45 and 55, menopause coincides with a critical period for women's **career development** and their pursuit of top leadership positions.
- Menopause remains a taboo subject, leading many women to feel uncomfortable discussing their symptoms openly at work. Additionally, menopausal women may be unfairly perceived as **lacking confidence and emotional stability** (4).
- Women often experience negative consequences such as **diminished motivation, reduced working hours, reluctance to seek promotion**, and, in some cases, even **leaving their jobs** due to the challenges posed by menopausal symptoms (5).

(1): Menopause, WHO ([Menopause \(who.int\)](https://www.who.int/news-room/fact-sheets/detail/menopause))

(2): National institute on ageing ([What Is Menopause? | National Institute on Aging \(nih.gov\)](https://www.nia.nih.gov/health/menopause))

(3): My menopause centre ([Menopause signs and symptoms | My Menopause Centre](https://www.my-menopause-centre.co.uk/what-is-menopause))

(4): HBR ([Research: Workplace Stigma Around Menopause Is Real \(hbr.org\)](https://hbr.org/2019/05/research-workplace-stigma-around-menopause-is-real))

(5): Menopause and the workplace (<https://www.fawcettsociety.org.uk/Handlers/Download.ashx?IDMF=9672cf45-5f13-4b69-8882-1e5e643ac8a6>)

From products to campaigns, the taboo is being spoken up

Innovations tapping into menopause worldwide

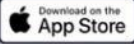


Mind-Skin Rituals for menopause

No7 x Clementine

6 FREE rituals to help menopausal women feel in control of their day & their skin. Simply pair Clementine Hypnotherapy with the new No7 Menopausal range.

Download the Clementine app today to access free rituals



* Do not use hypnotherapy if you have psychosis or certain types of personality disorders. Check with a gp first if you've got a personality disorder

For increasing confidence

For a moment of calm

For preparing to sleep

For when you need focus

For cooling down

For those disrupted nights



Boots No7 Menopause Skincare co-created with over 7,000 menopausal women and dermatologist approved for menopausal skin.

Hair Biology Menopause

WITH YOU THROUGH EVERY LIFE STAGE



Pantene Pro V Hair Biology Menopause: a range to help manage the changes brought about by age and hormone imbalance.**

Source:
*No7 | NEW No7 Menopause Skincare – Boots; ** Menopause Revitalize Care Series | Pantene UK

From products to campaigns, the taboo is being spoken up

As well in the supplements area



Your new regimen is here.

Introducing Daily Balance: a simpler, more powerful gummy for your changing menopause symptoms.

★★★★★

“I didn't even realize that I was experiencing brain fog until these AM gummies relieved me of it!”

SHARON E.



Measure progesterone levels with the inne READER



Phenology: gummies for changing menopause symptoms*

Inne Reader: at-home hormone monitoring system to give an easy, convenient way to measure the progesterone levels with a few drops of saliva.

Source:
* [Homepage | Phenology \(myphenology.com\)](https://myphenology.com/)
The Phenology™ brand is owned by Hologram Sciences, an independent subsidiary of dsm-firmenich.
** <https://estroven.com/>

6 Estroven® is a brand from i-Health, Inc. – a wholly owned subsidiary of dsm-firmenich



Estroven®
MENOPAUSE RELIEF
Pre-Menopause
for Body & Cycle Changes

Did You Know?
Symptoms Can Start 35+

Peri-Menopause Relief for
Healthy Metabolism*
Weight Management*
Lean Muscle Mass*
Hot Flashes*
Night Sweats*

with Black Cohosh & Metabolic Herbal Extract



SCIENCE SAYS...

Meet Our Expert

Dr. Kira Halak
Women's Health Expert, Naturopathic Doctor, and Senior Manager R&D AZO® Products & Estroven® Products

[Learn About Menopause](#)

Estroven® Menopause Relief:** Multi-symptoms and Targeted symptoms relief.
Ex: Pre-Menopause for Body and Cycle changes – “Meet our expert” link

Menopause: The voice of Consumers

Symptoms and effects
on the skin and hair



Skin care consumer survey

Online survey scope and key concerns

600 participants

Self-identified in a menopausal stage

Countries: USA, China and France

Age: 45 to 60 years old

Revealing **5 main concerns** on **skin** experimented by women



And confirming the will to smash the taboo with **their gynecologist** remaining their most trusted advisor



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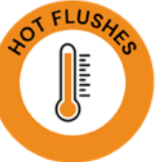
Skin care consumer survey

Key take aways

Menopause is a very personal experience and each women experiments and deserves her own skincare solution.

Although we can still underline some key insights:

- **Change in skin** is a key symptom experimented during menopause by **60% of women** (Up to 80% in China)
- 58% of consumers experiment **hot flushes** (Top 1 concern in France / 76%)
- Women are **willing to speak** about menopause across the world, their **gynecologist** remaining their first trusted source of information
- Consumers are using **high variety of skincare solutions**, with preference for **moisturizers** (USA) and **aging related solutions** (France and China)
- Regarding menopause-related skin symptoms, **wrinkles and sagging** are top concern in USA and France although secondary in China focusing on **skin pigmentation** and **skin sensitivity**
- **Acne and oily skin** is a concern for specific consumers (15%)



Hair Care

Consumer survey

dsm-firmenich Consumer Insights Hub*

113-115 consumers
Countries: Australia, USA, and UK
Age: 45 to 60 years old

Revealing **3 main concerns** on the **hair and scalp** experimented by women



Key partner: **the hairdresser**

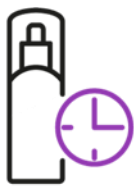
Key dedicated products:



Shampoo



Conditioner



Leave-on treatment

*Q4 2022



Hair care consumer survey

Key take aways

Menopause is a very personal experience and each women experiments and deserves her own hair care solution.

Although we can still underline some key insights:

- The **main hair symptoms related to menopause** are **hair loss** for 29% of the consumers* and **hair thinning** (25% of the consumers*) followed by **scalp and hair dryness sensation**.
- The hair concerns related to menopause are very **emotional** and can lead to a **loss of self-confidence and to sadness**.
- **Hairdresser is the most preferred partner to talk to** when it comes to hair and scalp symptoms related to menopause for 43% of the consumers*.
- When consumers experience hair concerns related to menopause, they start to look for **dedicated solutions to their own symptoms**. **Shampoo is the main preferred product** for 58% of the consumers* followed by conditioner and leave-on for the scalp.



* From the dsm-firmenich Consumer Insights Hub survey Q4 2022

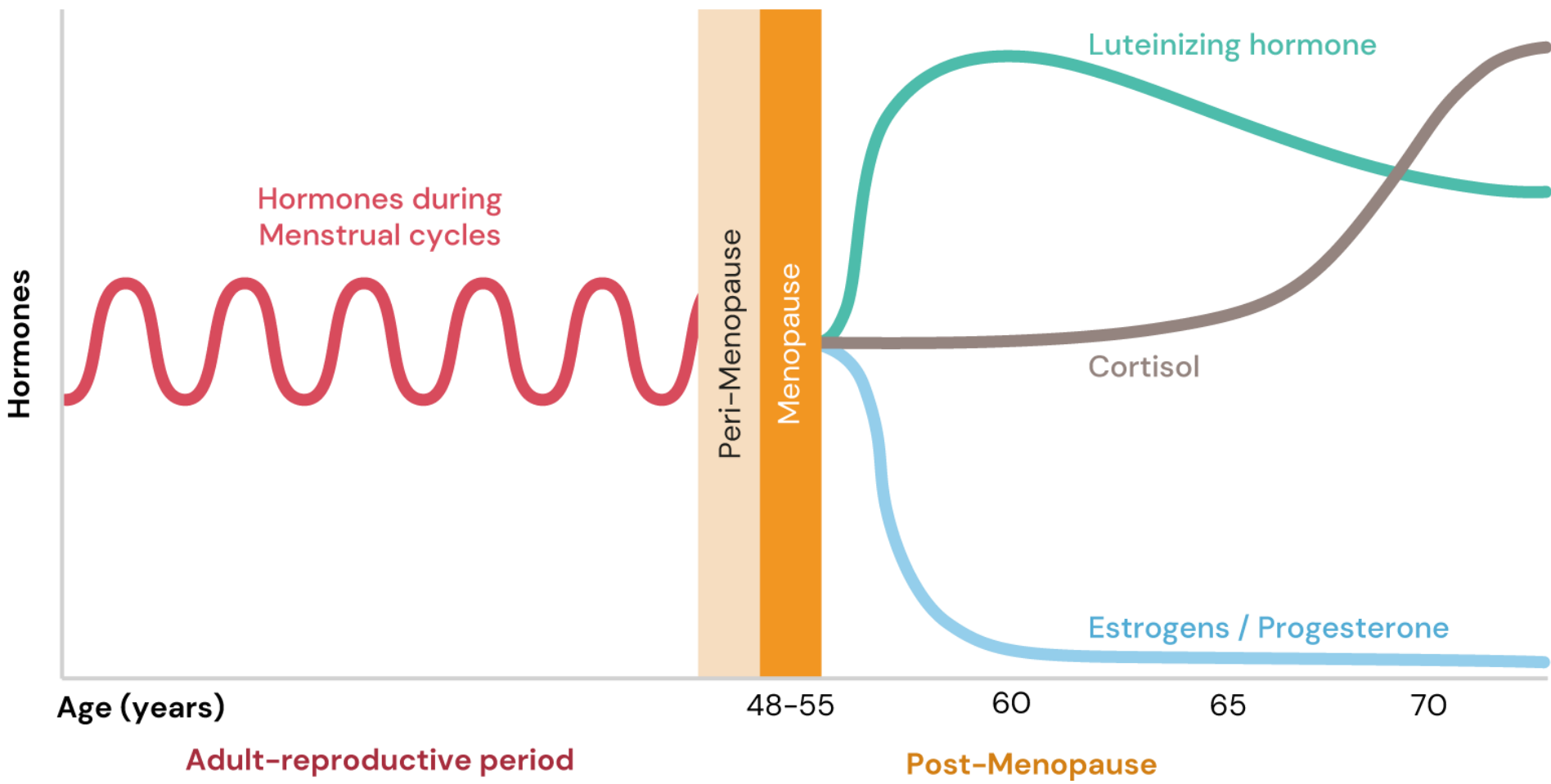
The science behind Menopause:

Symptoms and effects
on the skin and hair



Menopause: Hormonal Changes

Natural loss of Estrogens and Progesterone, and in increase in Cortisol



The drop in **Estrogen and Progesterone** levels, in addition to high **Cortisol** levels, lead to important changes in the body.

Menopause: Symptoms and effects on the skin and hair

The natural loss of estrogen and progesterone, and an increase in cortisol during the menopause has an effect on skin and hair cell function leading to visible signs of aging.

Thinning scalp hair

Hair grows slower and becomes thinner due to increased hair fall. Hair becomes to look drier, too. On the opposite, there may be an increase in facial hair due to menopause.



Wrinkles and age spots

Due to age & lower estrogen levels:

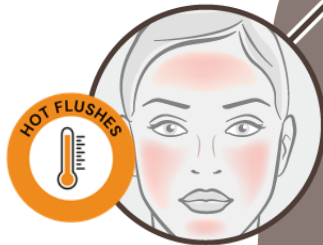
Collagen synthesis is reduced. Collagen and elastin levels decrease about 30% in the first five years of menopause. Skin also loses elasticity.

Overall melanin synthesis is reduced making its transfer to skin cells less efficient ultimately leading to uneven complexion and age spots.



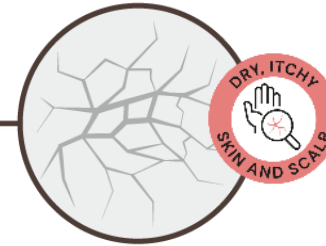
Hot flushes

Can go along with heavy sweating. They can lead to sleepless nights. Lack of sleep hampers the skin's ability to repair itself.



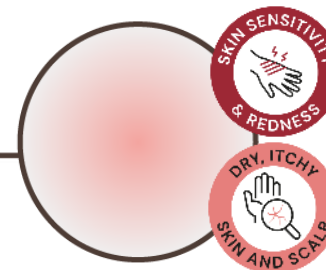
Dry skin and scalp

Thinning of the skin and impaired barrier. Hyaluronic acid levels also decrease. Skin becomes visibly drier. The main symptom of menopause skin. Consumers can also experience dry scalp.*



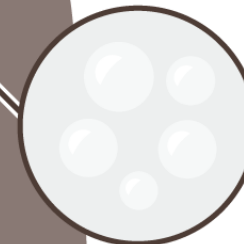
Itchy or red skin and scalp

Due to hormonal changes and becoming drier, skin gets itchy and slightly inflamed leading to skin redness. Consumers can also experience itchy scalp.*



Oily skin

Some women experience oily skin and acne breakouts. This is due to decreased estrogen levels unmasking testosterone.



Where consumer's voice meets the science

Main Skin and Hair menopause concerns

We recognize that menopause is a transformative stage that brings about changes in both body and mind, and we are here to support and empower women every step of the way.

By tackling possible skin, scalp and hair discomforts, we seek to encourage women to embrace their beauty and celebrate their individuality.



Introducing **Wonder You**, a palette of solutions designed exclusively for menopausal women, understanding and embracing their unique emotional, skin and hair journey.

WONDER YOU

MENOPAUSE BEAUTYCARE

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WONDER YOU

MENOPAUSE BEAUTYCARE

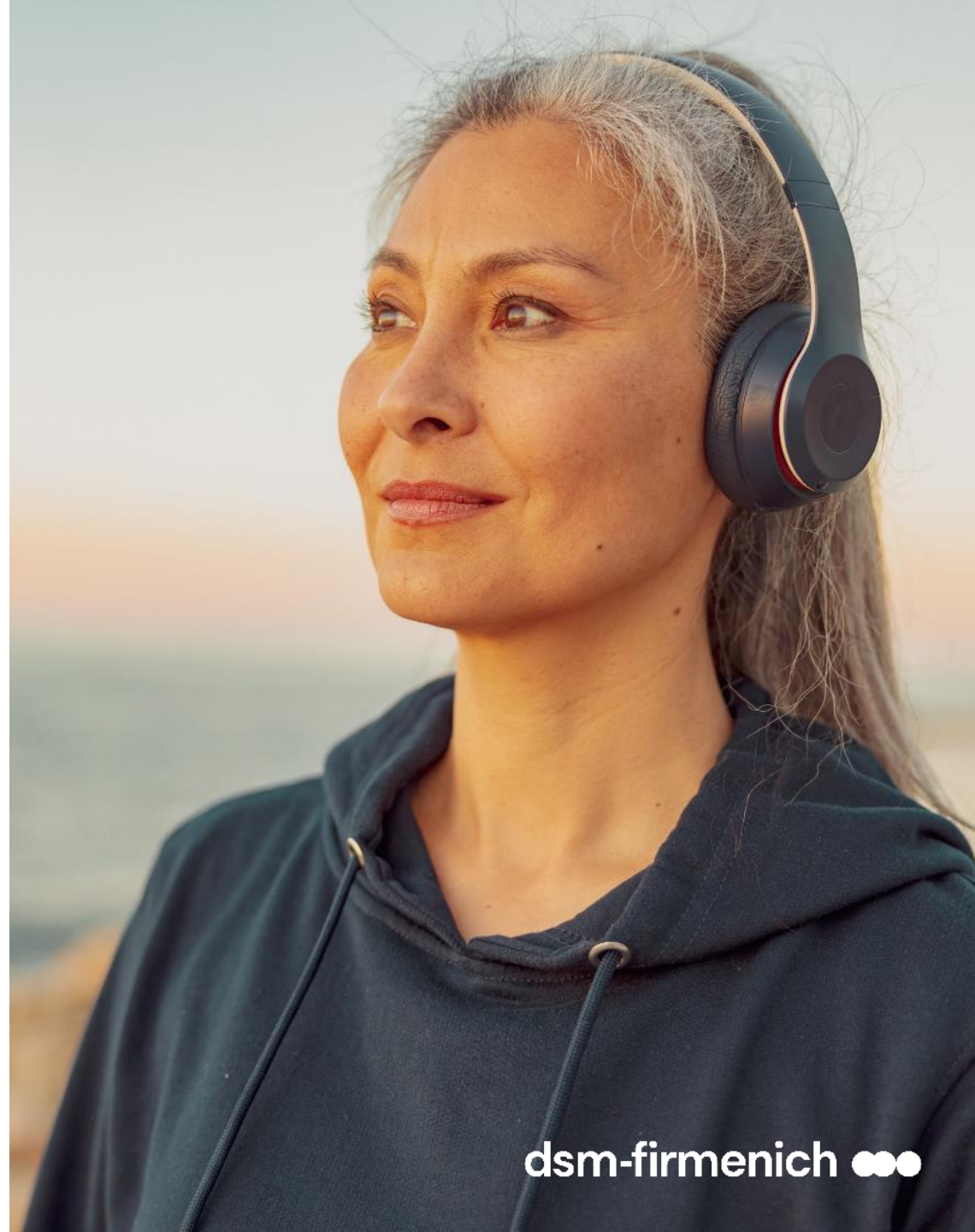
So many stages, so many changes ...

The passing of the years brings many challenges, but it also brings one thing that makes all the difference: Maturity to deal with all that comes ahead.

That is why menopause goes far beyond from being another phase of physical transformation, to become one of the best chapters of women's lives.

Introducing **Wonder You**, a pallet of solutions designed with an exclusive combination of technological assets backed by skin & hair science.

dsm-firmenich has developed innovative solutions helping to better deal with the effects of menopause on skin and hair and empowering you to embrace everything that makes you a unique woman.



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It's time
to live
your BEST

WONDER YOU

MENOPAUSE BEAUTYCARE



FACIAL LINE

CAPILLARY LINE

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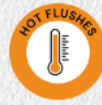
MENOPAUSE BEAUTYCARE



Formula	Highlighted Ingredients	Claim	Formulation helping to better deal with...
DAY CARE CREAM SPF 50	BEL-EVEN® Niacinamide PC	Improves collagen levels and rebalances the skin's cortisol level	
MERINGUE NIGHT CREAM	SYN-UP® Niacinamide PC	Increases skin resilience by reducing sensitivity to daily stressors	
SOOTHING POLAR CREAM	Vitamin B12 cryst	Delivers an immediate cooling and a long-lasting soothing and hydrating effect	
IN&ON WRINKLE FILLER SERUM	3 molecular weights HYA-ACT™ Vitamin B12 cryst	Plumps tired skin and delivers intense hydration	
2IN1 MILKY LOTION ON-THE-GO	PEPHA®-TIGHT CB PEPHA®-CTIVE CB	Remodels and firms neck and face contours	
HAIR & SCALP CARE SHAMPOO	ALPAFLOR® EDELWEISS CB PENTAVITIN®	Helps to improve hair density and scalp moisturization	
HAIR & SCALP CARE CONDITIONER	BeauPlex® VH PENTAVITIN®	Helps to improve hair density and scalp moisturization	
SCALP SERUM	ALPAFLOR® EDELWEISS CB BeauPlex® VH	Helps to improve hair density	

WONDER YOU

MENOPAUSE BEAUTYCARE



Ingredients helping to better deal with...	DRY, ITCHY SKIN AND SCALP	AGE SPOTS SKIN TONE	LINES, WRINKLES & SAGGING	SKIN SENSITIVITY & REDNESS	HAIR THINNING	HAIR LOSS
BEL-EVEN®						
Niacinamide PC						
SYN-UP®						
Vitamin B12 cryst						
HYA-ACT™						
PEPHA®-TIGHT CB						
PEPHA®-CTIVE CB						
ALPAFLOR® EDELWEISS CB						
PENTAVITIN®						
BeauPlex® VH						

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