


Join the **MENOPAUSE REVOLUTION**



Founding Partner Pack

There are:
15.5M
MENOPAUSAL PEOPLE IN THE UK

That's Over
1/3
OF THE FEMALE POPULATION¹

¹Generation Menopause: The Invisibility Report, 2020

15.5 MILLION PEOPLE ARE BEING UNDER-SERVED



²Generation Menopause: The Invisibility Report, 2020

The Menopause is a fact of life. Despite it affecting millions, three quarters (75%) of perimenopausal and menopausal women feel that it is still a taboo subject that cannot be openly discussed. As a result, there is an invisible generation of menopausal people suffering in silence with their symptoms that can be physically and mentally debilitating.

The menopause is seen as something scary, problematic and it's cloaked in mystery. Culturally, we have dismissed the menopause as a "woman's problem", but this is not a gender issue. It is a societal issue that affects everyone, including menopausal women, non-binary people and trans men, as well as their support networks. This involves friends, family, colleagues and employers, as well as the brands they purchase products and services from. Everyone has a responsibility.

The Menopause AFFECTS EVERYONE

The stark reality is that 15.5 menopausal people in the UK, and 1 billion people worldwide, are disregarded, neglected and under-served. This also has an impact on their friends, family and employers. Our robust research found:

Over **90%** of menopausal women feel their symptoms are having a negative impact on their work, and **only 1 in 5 women believe their employer is well informed about the menopause³**.

With a large percentage of women managing this life-changing transition at work, there is a pressing need to publicly acknowledge the negative impact this can have on day-to-day working life and start to normalise conversations in the workplace.

85% of menopausal women say their relationship with their spouse or partner has been negatively impacted as a direct result of the menopause.

93% would benefit from their friends and family being better informed, and their partner better understanding what women are going through during the menopause³.

Menopausal women are the fastest growing workforce demographic⁶.

41% of menopausal women feel lonely, invisible, irrelevant and dispensable. Such feelings can manifest into serious mental health issues, impacting confidence and self-worth. It could even lead to suicide. The average age for women to reach the menopause is 51⁴, **and women aged 50-54 have the highest suicide rate in the UK⁵**.

³Generation Menopause: The Invisibility Report, 2020

⁴<https://www.nhs.uk/conditions/menopause/>

⁵<https://www.ons.gov.uk/peoplepopulationandcommunity/birthsdeathsandmarriages/deaths/bulletins/suicidesintheunitedkingdom/2019registrations>

⁶ONS Labour market statistics

THE TIME FOR IGNORANCE IS OVER.

We must act now

The menopause affects everyone, either directly or indirectly. Brands, organisations and employers are responsible for leading the change millions want to see.

Perimenopausal and menopausal women will tell you why:

87%

FEEL OVERLOOKED BY
SOCIETY AND BRANDS.

87%

WOULD BENEFIT FROM
THE MEDIA AND PRESS
BEING MORE VOCAL
ABOUT THE MENOPAUSE.

97%

BELIEVE BRANDS SHOULD
WORK HARDER TO CATER
FOR THE MENOPAUSE.

91%

SAY THEY HAVE NEVER
SEEN SPECIFIC ADVERTISING
OR MARKETING FOR
MENOPAUSAL PRODUCTS⁷.



⁷Generation Menopause: The Invisibility Report, 2020

MENOPAUSE

THOSE IN MENOPAUSE AND THEIR SUPPORT NETWORKS DEMAND MORE. AND WHERE THERE'S DEMAND, THERE'S OPPORTUNITY FOR PURPOSEFUL, FINANCIAL GROWTH. DON'T GET LEFT BEHIND.

GenMTM

THE MENOPAUSE PARTNER

for Brands



Our collective mission is to unite responsible brands, organisations and employers to improve the menopause experience, normalise the conversation, and stop menopausal people being overlooked at home, at work, and in society. That way, menopausal people and their support networks can embark on this pivotal journey in life without fear, feeling supported, understood and truly valued.

With 15.5 million menopausal consumers and employees in the UK alone, now is the time for brands, organisations and employers to commit to better understanding, supporting

and serving this incredibly lucrative market in a purposeful way.

Given the numbers, we cannot underestimate or ignore this colossal market force - with whose affinity and engagement, you can only expect to prosper.

The opportunity is clear and the cause is worthy. No one person alone can drive real change for 'the change'. But together we can, and we will become a voice too loud to ignore.

So, are you ready to lead the change with us?

It's Time to DRIVE REAL CHANGE

The menopause affects us all - it's not just an issue for women or workplaces. It goes beyond Diversity & Inclusion checkboxes to society as a whole. Whether experiencing the menopause first hand, or second hand as a friend, partner, colleague or employer, education and information help break the taboo.

We must normalise the normal - something every woman will experience in their lifetime. **GenM is passionate about better representing the menopause with products, services, workplace policies, marketing campaigns and conversations.** Our group of pioneering 48 Founding Partners is proof of what can be achieved when great forces come together.





**YOU NEED TO BE
PART OF THE**



**GENM'S
PROGRESSIVE,
PURPOSE-LED
FOUNDING
PARTNERS**

This is your opportunity to
**COLLABORATIVELY
BUILD A POWERFUL
MOVEMENT.**



GenM believes in the power of the collective. So we're uniting 48 responsible brands, organisations and employers, big and small, to become the first Founding Partners of GenM.

By actioning six key commitments for the menopause, Founding Partners seize the opportunity to join a fast-growing line-up of businesses working together to lead the menopause revolution. All have GenM's continued support at every step of the journey towards our mission, as well as exclusive access to communications, discussions and research to maximise our collective impact.

Why? Because by standing as one, we can become **a voice too loud to ignore**, helping to transform attitudes, normalise the narrative, and improve the health and happiness of millions.

If not us, who? And if not now, when?

The menopause is considered one of the last taboos facing people in modern society, particularly at work. It's an age-old ignorance that we cannot afford to ignore any longer.

We, as a collective of brands, organisations and employers, must play an important role in helping those in menopause, and their support networks, to recognise what's happening, how to control it, and know they're not alone. But we must move quickly to win the hearts, minds and share of this incredibly under-served audience – many of whom are lost in their search for menopause-friendly products, services, advice, and representation.

This is your opportunity to demonstrate that you understand, support and listen to menopausal consumers and employees, giving wider audiences more reason to respect your brand for caring enough to address this vital cause.

51% of women can name only **3** of the **48** symptoms associated with the perimenopause and menopause. If women can't identify the symptoms of their own menopause, how can we expect men to? And if brands don't know, how can you create products, services and workplace policies that help alleviate the symptoms?

How can you market menopause-friendly products and services accordingly, so menopausal people know what's available to them?

Only by sharing information and educating people in all sections of society can we change perceptions about the menopause and help millions of people live more fulfilling lives.

The first step is understanding what the 48 symptoms of the menopause are - and we've already started raising awareness. Our national **48/48** campaign led the way in educating people, brands, and organisations about the 48 symptoms and showcased the brands we have on board so far.

TOGETHER WE'VE GOT THIS

WHY 48?

WE'RE SECURING A TOTAL OF 48 FOUNDING PARTNERS, REPRESENTING THE 48 SYMPTOMS OF THE MENOPAUSE. WE'RE CLOSE TO OUR TARGET, AND WE DON'T WANT YOU TO MISS OUT.

⁹Generation Menopause: The Invisibility Report, 2020

*For more details of how we arrived at 48 symptoms, please see the appendix

Be a Catalyst for the **MENOPAUSE REVOLUTION**



The menopause shouldn't be feared, ignored, or underestimated. It should be **embraced by all of society**, including brands, organisations and employers – all working together to help those affected by the menopause feel visible, vocal and valued.

GenM has the solutions to make this happen, with a pioneering commitment, nationwide campaign, 'Supporting GenM symbol', ongoing research, and the first menopause awards for brands, celebrating your success. There's also an opportunity to join our roundtable discussion, bringing together all GenM Founding Partners to grant your brand unique access into the world of other industries supporting the menopause.

We urge you to get on board and to be instrumental in making real, long-lasting change happen for the UK's 15.5 million menopausal people and their support networks. **Together, we can make the menopause a more positive experience for all.**

- **COMMITMENT**
- **CAMPAIGN**
- **PARTNER LOGO**
- **AWARDS**
- **ONGOING RESEARCH**
- **ROUND TABLE DISCUSSION**

Celebrating OUR LAUNCH

To mark the launch of GenM, we premiered a powerful open letter in **The Guardian**, targeting brands and organisations to join us as GenM Founding Partners, trailblazing the menopause revolution.

This awareness push was signed by **thirty-one** Founding Partners already on board with our mission, including Marks & Spencer, Boots, and Holland & Barrett. It coincided with the start of World Menopause Awareness Month in October 2021.

The campaign received **nationwide coverage** and profiled in Campaign and The Drum, describing GenM as “the first one-stop website for women seeking quick and easy fixes and suggestions for the menopause and perimenopause”.

DEAR BRANDS & ORGANISATIONS, WE NEED TO TALK.

In fact, there are 48 reasons why we need to talk. Because under every business leader's nose, there's an under-served audience of 15.5 million menopausal women who feel invisible and ignored. At home. At work. And across society.

It's an audience in need of solutions to menopausal symptoms. All 48* of them, from anxiety and fatigue to nausea and night sweats. Most symptoms have very little awareness or understanding, and are underestimated, leaving many to cope alone.

THOSE EXPERIENCING MENOPAUSE DESERVE BETTER.

They need us to unite to drive real change for 'the change', so those embarking on this pivotal journey in life can do so feeling supported, educated and represented, in everything from products and services to workplace policies and marketing campaigns.

They need us to signpost them to effective solutions that serve 48 very real symptoms – symptoms that unknowingly can be catered for by products that already exist, as well as through new product developments.

They need us to engage with them and involve their support networks in the conversations. Because the menopause affects everyone – not only women, nonbinary and transgender people, but their friends, family and colleagues too – many of whom are your workforce and consumers.

WE ALL HAVE A DUTY TO SERVE A MARKET THAT NEEDS AND WANTS SOLUTIONS FROM US. AND GEN M IS A CATALYST FOR THIS CHANGE.

It's time to join a world-first collective of other responsible brands, organisations, and employers, including M&S, Boots, Clipper and Bravissimo. As the first GenM Founding Partners, they're uniting to make the menopause a more positive experience for all.



Like all the brands above, will you you sign the GenM Pledge to better serve the 48 symptoms and become a voice for the menopause that's too loud to ignore?

To join us, talk to us. Visit gen-m.com

GenM THE MENOPAUSE
PARTNER FOR BRANDS

*48 symptoms identified as medical, clinical or credible experiences of menopause, or a combination of all 3.

Will You JOIN US ↓

GENM 48 FOUNDING PARTNERS

Together, we are unstoppable.



Be A Part **OF THIS WORLD FIRST MOVEMENT**

Whether you're a multinational corporation or an independent business, we've made the menopause revolution accessible to all brands and organisations that believe in our mission: to make the menopause experience better today than it was yesterday. Our Founding Partners are at the centre of everything that we do. You would become part of an exclusive club of organisations delivering real change to the change in a purposeful way.

The annual fee will remain the same for a minimum of two years. The contract is a three-year commitment with a break clause after two years.

We are confident that you will see the unmissable opportunity that being part of the 48 Founding Partners will offer your brand. Together, we've got this.



Gen M CO-FOUNDERS.

Heather Jackson

Is a serial entrepreneur with a passion for social movement and extensive experience in the field of diversity and talent management.



Sam Simister

Has a raft of FMCG experience, working with multinational corporations in the UK and USA, as well as entrepreneurial companies and her own ventures.



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