

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 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

