

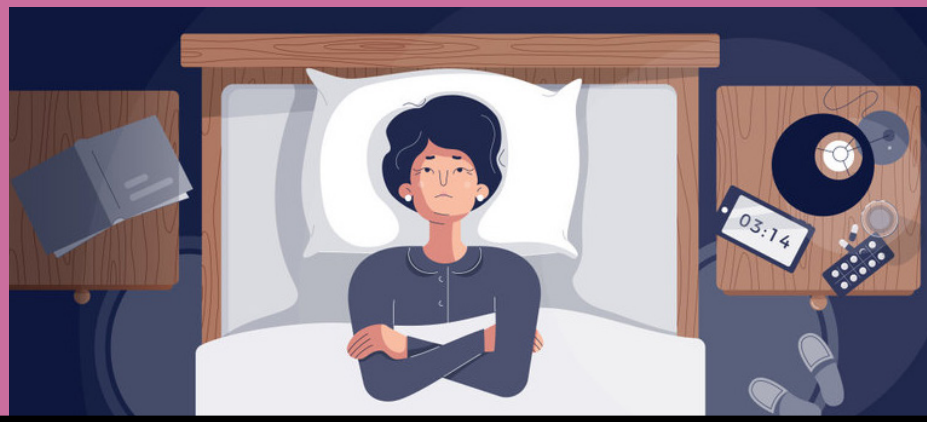


## THE ART OF AGING BEAUTIFULLY

Savvy brands are realizing what American women have *always* known: she doesn't stop using and buying beauty just because she reaches a certain age. From celebrity-inspired startups and indies, to well-known mainstream brands, creating life stage appropriate beauty and wellness products for the menopausal woman is good business. To find out what women want in products during this time in life, TBC surveyed 2,023 U.S. women about their menopausal changes, how they're seeking relief, which beauty brands are speaking their language by offering products that work for them, and what they want next from your brand.

### Let's Talk Menopause

- **94%** of peri-menopausal or post-menopausal women are frustrated by menopausal symptoms
- **92%** of women in their childbearing years are already worried about menopausal symptoms
- **91%** talk openly about ways to combat these symptoms
- **88%** like that there's more social dialogue about this topic now
- **66%** of peri-menopausal, menopausal or post-menopausal women are already using cosmetic interventions to combat symptoms



### BRAND OPPORTUNITY

#### She's Looking to Brands that Focus on Her Changing Beauty Needs

*She would prefer to purchase products from a brand that focuses on issues specific to women in peri-menopause, menopause and post-menopause*

- **40%** buy from companies that market specifically to women 40+
- **60%** feel products from these companies work better for her needs
- **79%** of women want to purchase skincare from this type of brand
- **71%** would take a CBD supplement to address conditions including sleep issues, mood fluctuation, irritability, and anxiety
- **73%** would look to their favorite brands to develop products designed to meet her menopause related hair care issues

### Where She Turns for Info as She Navigates Menopause

- **69%** Doctor
- **55%** Internet
- **42%** Friends
- **39%** Family
- **10%** Books/published materials

### What She Wants Your Brand to Know

- **80%** "We're not ancient, don't make the packaging look like something my grandma would own."
- **63%** want brands to engage her in pre-product research
- **54%** are willing to spend more on products that will "help us through these life stages"
- **50%** want brands to provide education on what's happening to her body and why

### Her Specific Menopause-Related Symptoms

- **77%** Hot flashes
- **74%** Difficulty losing weight
- **71%** Night sweats
- **64%** Sleep pattern disruption



## HER BEAUTY-RELATED ISSUES

### During Menopause

- **56%** Loss of skin elasticity
- **53%** More fine lines/wrinkles
- **52%** Dehydrated skin
- **47%** Age/sunspots/skin discoloration
- **45%** Unwanted facial hair growth
- **45%** Hair thinning
- **30%** Hormonal acne breakouts

### Post-Menopause

- **60%** Loss of skin elasticity
- **58%** More fine lines/wrinkles
- **52%** Dehydrated skin
- **51%** Unwanted facial hair growth
- **49%** Age spots/sunspots/ skin discoloration
- **19%** Hormonal acne breakouts



### Cosmetics She's Using to Combat Specific Effects of Menopause

- **66%** Anti-aging skincare
- **39%** Lifting Eye Cream
- **39%** Retinol-based products
- **34%** Super hydrating/conditioning facial skincare product

### She's Taking Dietary Supplements Now for:

- **55%** Cosmetic Issues
- **29%** Hot flashes
- **29%** Difficulty losing weight
- **28%** Hair loss
- **26%** Hair thinning
- **24%** Night sweats

### And She's Interested in Taking Supplements to Address...

- **82%** Thin/crepey skin
- **79%** Increase in fine lines and wrinkles
- **79%** Reduced collagen production (loss of skin elasticity)
- **76%** Age/sunspots/skin elasticity
- **75%** Hair loss
- **75%** Sleep pattern disruption

## LET'S GET PERSONAL

**71%** agree she would trust her favorite beauty brands to develop intimate care products designed for women who are in various stages of menopause.

### Issues she'd like to address

- **55%** Decreased sex drive
- **49%** Vaginal dryness
- **25%** Painful sex
- **22%** Incontinence
- **16%** Change in vaginal odor
- **10%** Vaginal atrophy/Thinning of the vaginal walls

### 74% purchase intimate care products to address menopausal issues

- **51%** Vaginal lubricant
- **28%** Vibrator/Sex Toys
- **28%** Body Wipes
- **27%** Vaginal odor wipes

### Favorite Brands for the Menopausal Woman

- Better Not Younger
- Estée Lauder
- Fountain of Truth
- Hair Biology
- HER Intimate Care Collection
- L'Oréal
- Lancôme
- Olay
- Pause Well Aging
- Physician's Formula
- Vichy