



EGE **EPIC** Growth Exchange

27th and 28th March 2025, Dublin, Ireland



Heather Jackson

Founder & CEO, Gen-M

Transforming retailers' thinking



Home of the MTick

Menopause Partner for Brands



Menopause
Friendly

GenMTM

Story so far...



**MAKING
MENOPAUSE
VISIBLE.**



Menopause
Friendly

**CHOICE AND TRUST
TO THE
MENOPAUSAL
CONSUMER.**



**CREDIBILITY
AND TRUST TO THE
MENOPAUSE
MARKET.**



**CREATING A
NEW AND
RESPECTED
CATEGORY
OF RETAIL.**



M£NO-
CONOMY

**IMPROVING HOW
WOMEN SEARCH
SOURCE AND SHOP
FOR MENOPAUSE.**





Menopause
Friendly

COLLABORATORS

GAME-CHANGERS

LEGACY-MAKERS

CATEGORY CREATORS

COLLABORATORS

GAME-CHANGERS

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GAME-CHANGERS

LEGACY-MAKERS

CATEGORY CREATORS

THE POWER OF THE COLLECTIVE



Boots

bensons
for **beds**

Holland & Barrett

MATALAN


Morrisons

next



QVC

Sainsbury's

TESCO


THG



The menopausal consumer in 2024 was feeling...

OVERLOOKED

INVISIBLE

ISOLATED

UNDERSERVED

LACKING CONFIDENCE

LACKING TRUST

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How menopausal women are feeling

45%

feel invisible, lonely,
dispensable or irrelevant

71%

fear the prospect of
menopause

Only 2%

are thriving during their
menopause transition

Only 5%

feel confident during
their menopause

A large dark purple circle is centered on a white background with a light purple dot grid. Inside the circle, the number '87%' is written in a large, bold, pink font. Below the number, the text 'of menopausal women feel overlooked and let down by brands they've been loyal to' is written in a smaller, bold, pink font, with the word 'and' in white.

87%

of menopausal women feel
overlooked and let down by brands
they've been loyal to

Women currently experiencing menopause

**15.5m
women in
the UK**

**75m
women in
the USA**

**1 billion
globally**

Source: Forbes



What they demand from brands and retailers

88%

demand more from brands they trust

86%

are seeking alternative and complimentary solutions for menopause

66%

cannot find what they are looking for

94%

Want to trust a menopause product before making a purchase



94%

of menopausal women want to
shop menopause-friendly
labelled products

**Menopause is
NOT A TREND.**



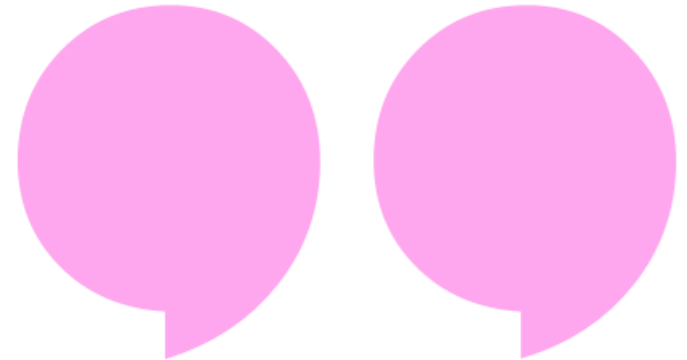
Menopause is
NOW.



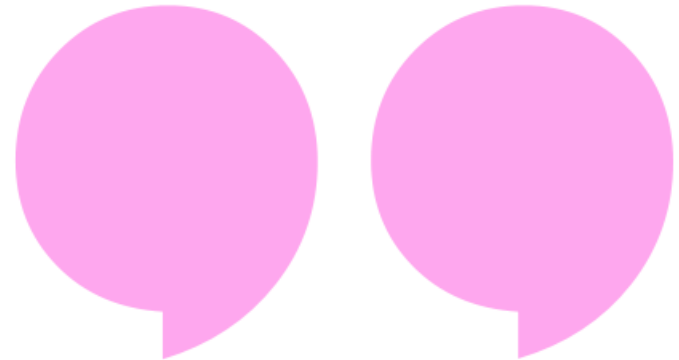
**Menopause is
A FOREVER
MARKET.**



Every category has a role to play,



**Every category has a role to play,
Every division of your business
has to be a part of it.**



48

SIGNS OF MENOPAUSE

(credible clinical and medical).



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

The background of the entire image is a dark purple color. It is decorated with a grid of pink circles, or polka dots, arranged in two horizontal bands. The top band consists of two rows of dots, and the bottom band also consists of two rows of dots. The dots are evenly spaced and cover the top and bottom portions of the image, framing the central text.

48 REASONS AND OPPORTUNITIES

SUPPLEMENTS

SKINCARE

SLEEP

FOOD & NUTRITION

ORAL CARE

SEXUAL HEALTH

COSMETICS



MEDICINE & HEALTH

HAIRCARE

BEDDING

CLOTHING & APPAREL

TOILETRIES



CHOICE.



**CHOICE.
TRUST.**



**CHOICE.
TRUST.
VISIBILITY.**



**CHOICE.
TRUST.
VISIBILITY.
INCLUSIVITY.**



**CHOICE.
TRUST.
VISIBILITY.
INCLUSIVITY.
ACCESSIBILITY.**

94%

of customers would
buy from a company
that gained their
trust

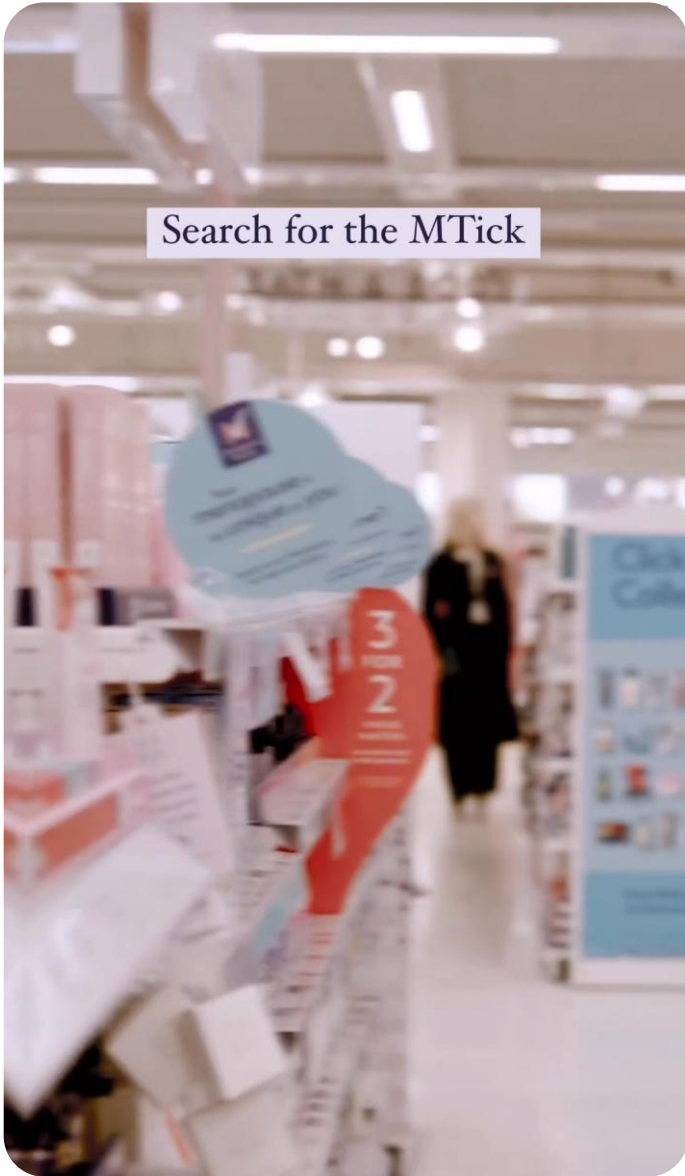
🔍 Menopause pro



This is a me
that can ea
one or more

**MTick – a
symbol created
with credibility
from day one**



A blurred photograph of a retail store aisle, likely a bookstore or a general merchandise store. In the foreground, there are shelves stocked with various items, including books and promotional materials. A prominent red sign with the text "3 FOR 2" is visible. In the background, a person is walking down the aisle. The image is intentionally blurred to create a sense of motion or a candid moment. A white text box is overlaid on the upper portion of the image.

Search for the MTick



Skin & hair



The MTick Criteria



The MTick can be displayed on products that meet one or more of the below MTick criteria:

01.

Backed by claims*

Products backed by authorised medicinal, cosmetic or health claims, showing that it supports one or more of the 48 signs of the menopause.

Food supplements are required to meet a minimum inclusion level of ingredients to support efficacy, based on Public Health England or clinical research guidelines.

02.

Tried and tested

Products that have undergone rigorous testing by menopausal women, showing statistically significant results in easing, relieving or supporting a particular sign.

03.

Features trialled and verified technology

Products that feature technology or functionality designed to support any one of the 48 signs. N.B. We will also be assessing Trustpilot reviews to ensure products are rated highly by your menopausal customers. The MTick can be displayed on packaging, point of sale, advertising and online to help women search and shop menopause-friendly products.

All data is supplied by the brand and Retailer and verified by GenM. If the data cannot substantiate the criteria, approval for use of the MTick is not given.

*Health claims – NHC and EFSA approved health claims. Pending health claims – accepted for botanicals and herbal ingredients whereby additional information/research to support the pending claims is provided.



The MTick Grows Sales

Up to
+24%



In testing, products displaying the MTick saw significant sales increases, including +24% for deodorants, +19% for body wash, and +12% for haircare.

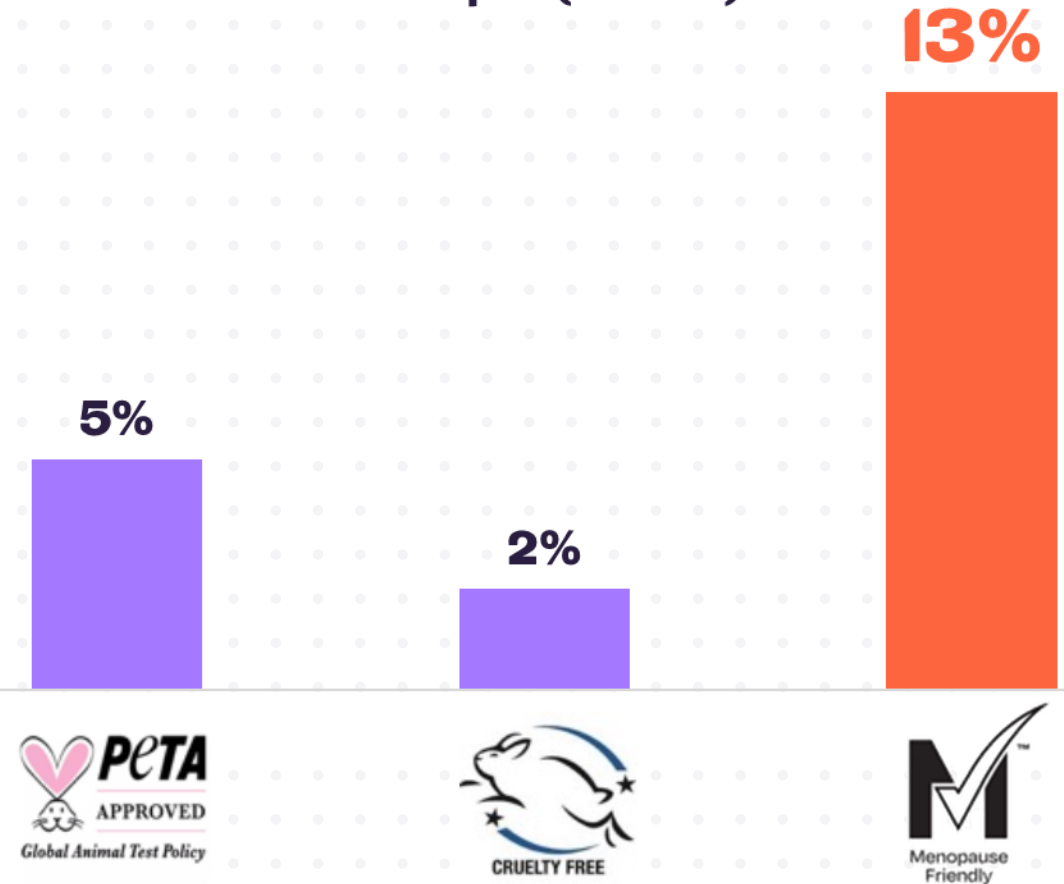


Quality, Trust & Credibility

The MTick outperforms other claims like 'cruelty-free', proving it has a unique and powerful market position.

The MTick drives sales across all age groups, proving it's an inclusive and commercially safe brand strategy.

Shampoo (8 SKUs)



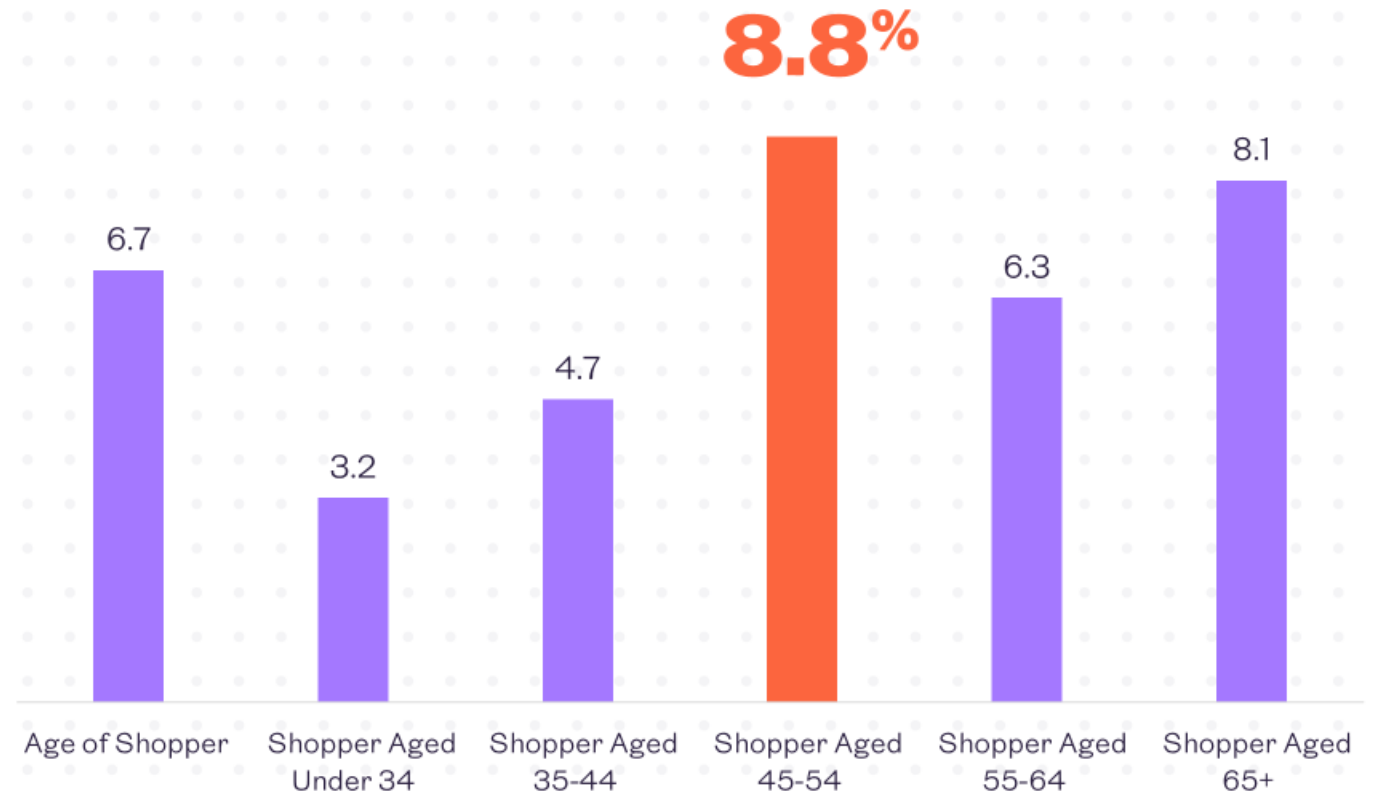
Delivering Proven Purposeful Growth



Menopause
Friendly

£2.4 Billion Spending Power

Women aged 45–55
account for a £2.4B
market in Health and
Beauty, making them the
fastest-growing shopper
segment.



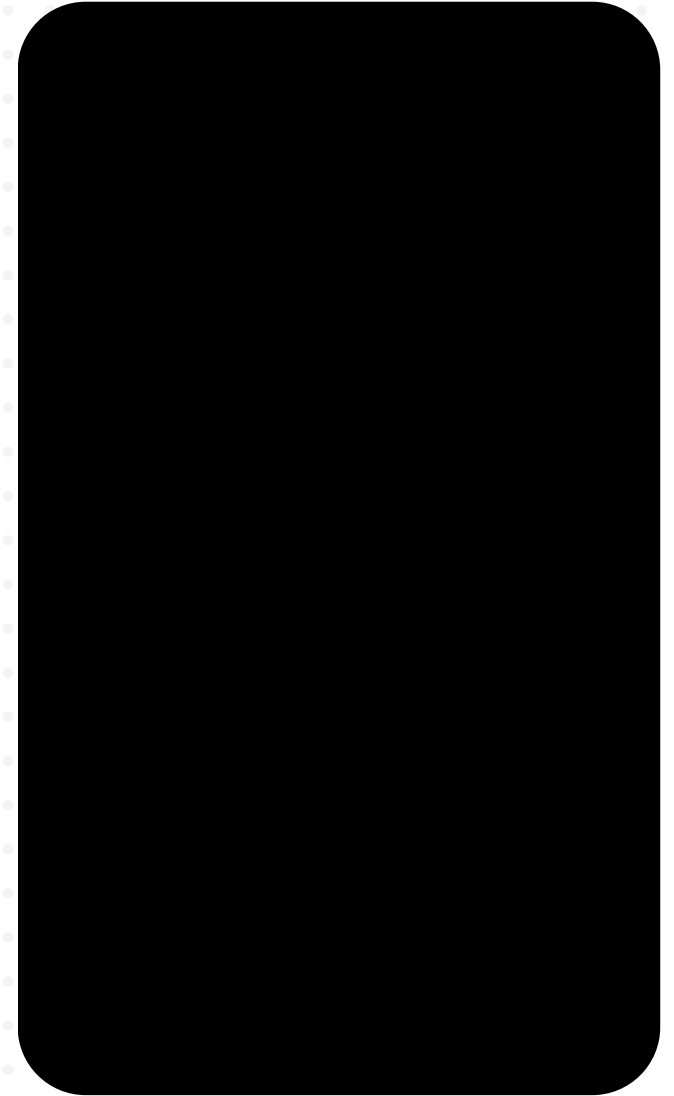
Retail Growth Success

+500k

Morrisons saw £500K in incremental growth from its new menopause range, capturing £150K from competitors like Tesco and Boots.

+7.3%

Helping Morrisons find growth in the 45-55 age group for the first time in 5 years across Health and Beauty, twice as fast as the total category.



Retail Growth Success

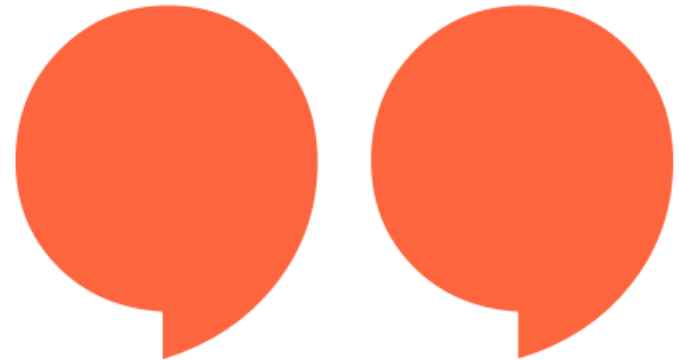
+31%

Sainsburys saw a 31% sales uplift to products featured on the MTick curated fixture during the 6-week promotion.

Spend	+31%
Packs	+7%
Penetration	+17%
Average Spend	+16%
Basket Size £	+15%

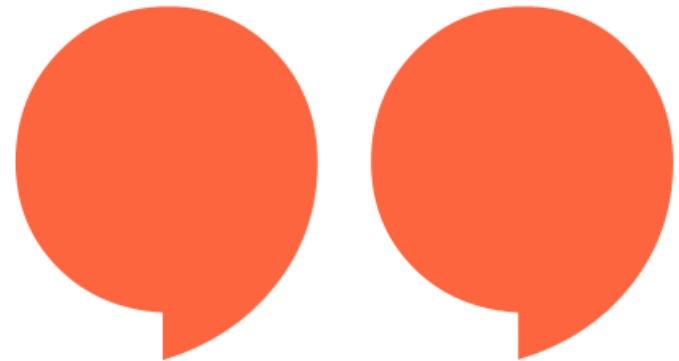


**No one brand can drive real
change to the change alone,
but together we can.**



**No one brand can drive real
change to the change alone,
but together we can.**

**BIGGER, BOLDER &
BETTER.**



FEAR



A woman with short, styled grey hair is shown from the chest up, singing into a black microphone. She has a joyful expression, with her mouth open and eyes looking upwards. She is wearing a vibrant purple, high-necked, ribbed turtleneck sweater. The background is a solid, deep purple. The word "THRIVE" is superimposed in large, white, bold, sans-serif capital letters across the center of the image, partially covering her face and the microphone.

THRIVE

A woman with short, dark, curly hair is looking intently at a laptop screen. She has a concerned or stressed expression on her face, with furrowed brows and a slightly open mouth. She is wearing a purple turtleneck sweater. The background is a blurred office setting with shelves and papers. The word "CONTROL" is overlaid in large, bold, dark blue capital letters across the center of the image, partially obscuring the woman's face and the laptop screen.

CONTROL



CHOICE

A woman with short dark hair, wearing a purple turtleneck sweater and a gold ring, is looking at a white pill bottle in her hand. She is in a pharmacy, with shelves of white pill bottles visible in the background. The image has a soft, slightly blurred aesthetic.

Q Menopause support_

LIMITATION

Q Menopause products_

No results found.



LIBERATION

MENOWASHING



MENOPOWERING



Menopause
Friendly



**Live their best
menopause**



MTick – more than just a shopping symbol and certification...



Menopause
Friendly

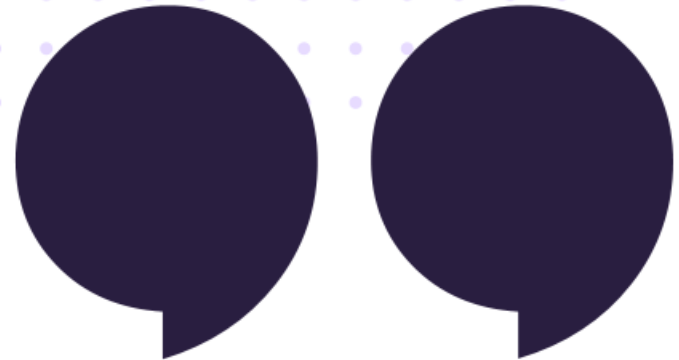


When women
thrive, the
world thrives



**Some people want it to happen,
some wish it would happen,
others make it happen.**

Michael Jordan
Businessman & Former NBA Player





Menopause
Friendly

**One small MTick,
one giant leap for
womenkind.**



**One small MTick,
one big competitor
advantage.**



ARE YOU IN?



THANK YOU

