

*Women's Attitudes
Towards Sexual Health
& Intimate Wellness*

in Perimenopause, Menopause & Beyond



Rosebud
woman™

A ROSEBUD WOMAN'S SEXUAL HEALTH STUDY
APRIL, 2022

Thank you to all of the participants in this survey for sharing your intimate experiences and needs - we all learn more about life when one person tells their story.

Dear reader,

Rosebud Woman is a US based intimate and body care company inviting more reverence and joy throughout all of a woman's sensual, sexual and reproductive stages.

This survey is part of our ongoing commitment to understanding and providing solutions for a fuller, happier and healthier intimate life. We collected responses through an online survey. The survey was distributed through our company, partners, membership associations and physicians. There were no inducements given for participation. Responses are tallied from 396 self-identifying women between the ages of 28 and 79, in the US and Canada. There are some limitations to the participant recruitment method, which might give the data a sex-positive bias. Also, the survey design forced "top choice", instead of "check all that apply" or forced rankings, which understates the frequency of occurrence in certain responses. Nonetheless, there are interesting underlying stories in the data.

It's clear that while our attitudes are evolving, our inner experience as women is still misrepresented, and our sexual health needs are still largely unmet. Survey respondents would like to see a more accurate expression of our sexuality in media, and a wider range of female bodies throughout a human lifecycle. Women would like fewer surprises in understanding our biology and the phases the body goes through. Respondents would like more support in arousal and orgasm from the medical community, and for their sexual partners to understand how the female body works so that sex is more pleasurable for all people.

We hope you find something in this survey that supports more joy in your own embodiment, and/or greater understanding of the women in your life, and prompts a change in attitude and action.

Christine Marie Mason
Founder, Rosebud Woman



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SECTION ONE:

*Intimate Health
Communication*

How easy is it to talk
about intimate wellness?

2.7



ON A SCALE OF 1 (VERY DIFFICULT) TO 5 (VERY EASY),
THE AVERAGE RESPONSE WAS 2.7 (NEUTRAL TO DIFFICULT).



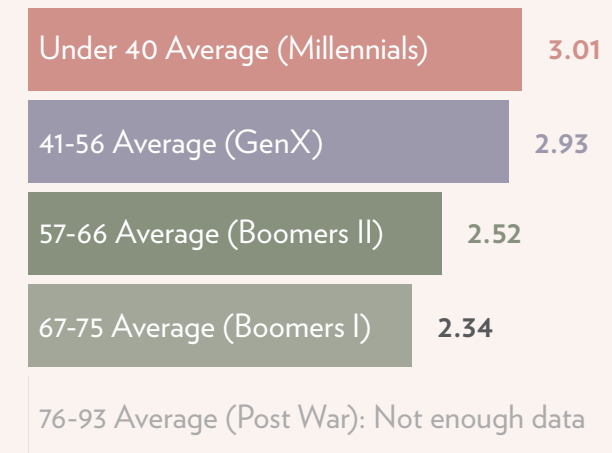
It's Getting Easier by Generation

It was encouraging to see that between the Early Boomers [1946-1954] and Millennials [1981-1996], talking about sexuality is getting easier, although it's still considered a difficult topic across the board. This is heartening, because sharing information leads to less confusion and less suffering. Surprisingly, the hardest person to talk to about sexuality for all generations, was a person's own mother – harder than their partner, friends or doctor. That says a lot about how much important information is getting lost in transgenerational transmission. We might consider emphasizing regular, consistent communication between parents and children making things less taboo.

Overall, it was easiest to speak with partners and friends, and hardest to speak with your own mother.

But the data had two split patterns: some people could easily talk to their friends and mother but not partner, and others could talk to partner but not one else.

AVERAGE RESPONSES BY GENERATION



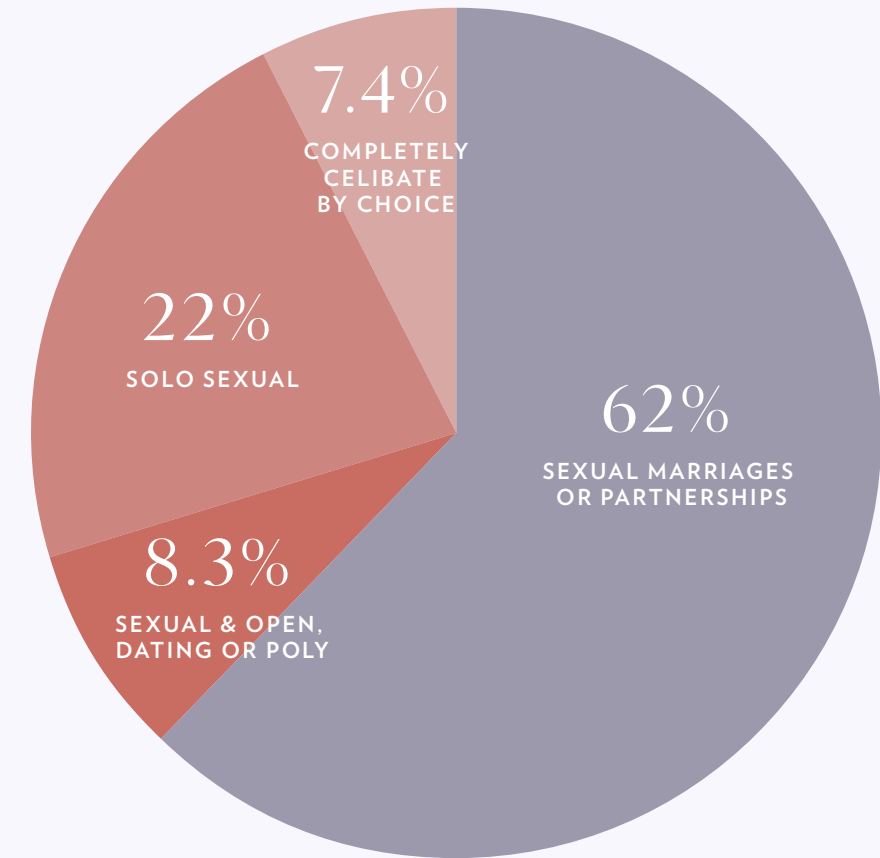
WHO IS IT EASIEST TO TALK TO?

Average score on scale of 1-5

	Partner	Friend	Mom	Kids	Combo
Avg. Across All Generations	3.29	2.67	1.96	2.81	2.67
Millennials 1981-1996	3.80	3.00	2.10	3.40	3.01
GenX 1965-1980	3.30	2.90	2.30	3.10	2.93
Boomer II 1955-1964	3.10	2.50	1.80	2.60	2.52
Boomer I 1946-1954	3.10	2.30	1.60	2.40	2.34
Post War 1928-1945	--	2.20	1.40	--	--

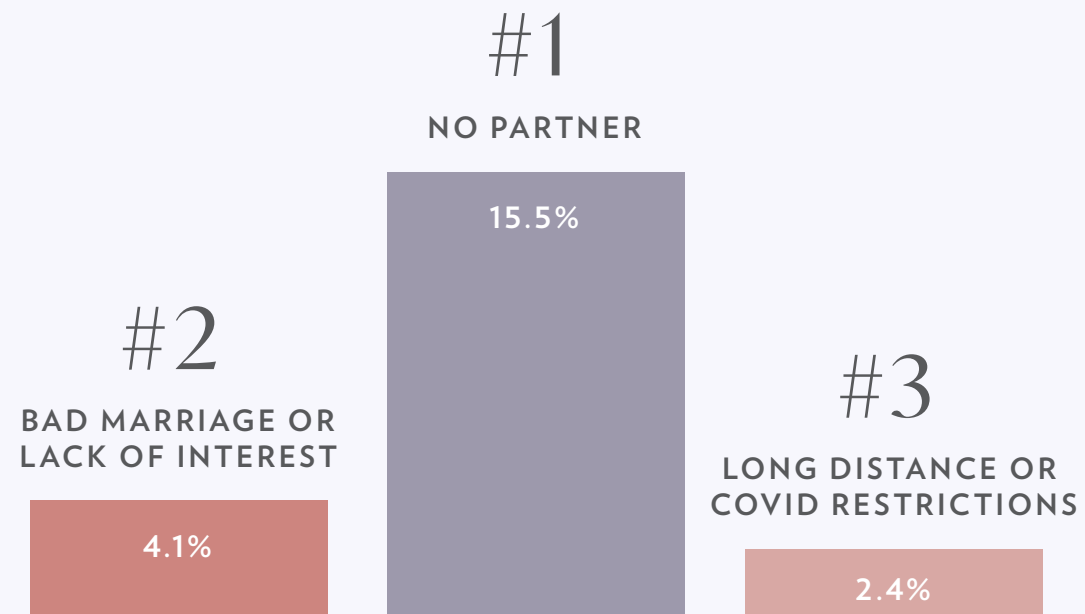
SECTION TWO:

*Sexual Activity in
Peri, Meno and Post
Meno Women*



Older Women Are Much More Sexual than is Commonly Held

94% OF RESPONDENTS IN PERIMENOPAUSE, MENOPAUSE OR BEYOND ARE SEXUALLY ACTIVE OR WOULD LIKE TO BE.



The Partner Gap

If they aren't having sex, the number one reason older women report isn't due to lack of desire, it's that they have no partner. Of the people who are solo sexual, "no partner" is biggest issue for those want to be sexual (15.7%). A bad marriage or lack of interest from an existing partner (4.1%) is the second reason. Long Distance or COVID restrictions comes in third (2.4%).



SECTION THREE:

Blocks to Sexual Joy

TOP TWO BLOCKS TO SEXUAL JOY:



Too Stressed to Orgasm

For more than half of respondents, the top two issues they report in the sexual arena are 1) the inability to relax and 2) difficulty with arousal. Relaxation, stress, arousal and orgasm are interconnected. These two issues were also highly correlated to how women perceive and judge their own bodies.

SECTION FOUR:
*Desires for Body
Representation*

#1

BROADER AGE REPRESENTATION

#2

WEIGHT REPRESENTATION

#3

BODY SHAPE REPRESENTATION

#4

RACIAL VARIETY

#4

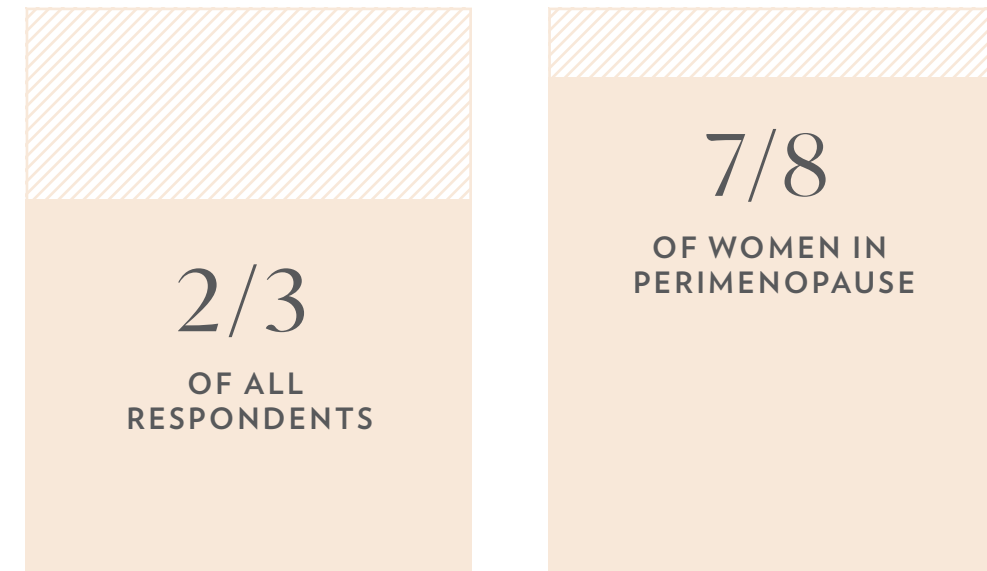
MORE VARIED
BEAUTY TYPES
OVERALL

Body Standards Impact Pleasure

Women are dissatisfied with seeing one beauty standard represented in the media. They seek, in descending rank order: broader age representation, weight representation, body shape representation, racial variety and more varied types of beauty overall.

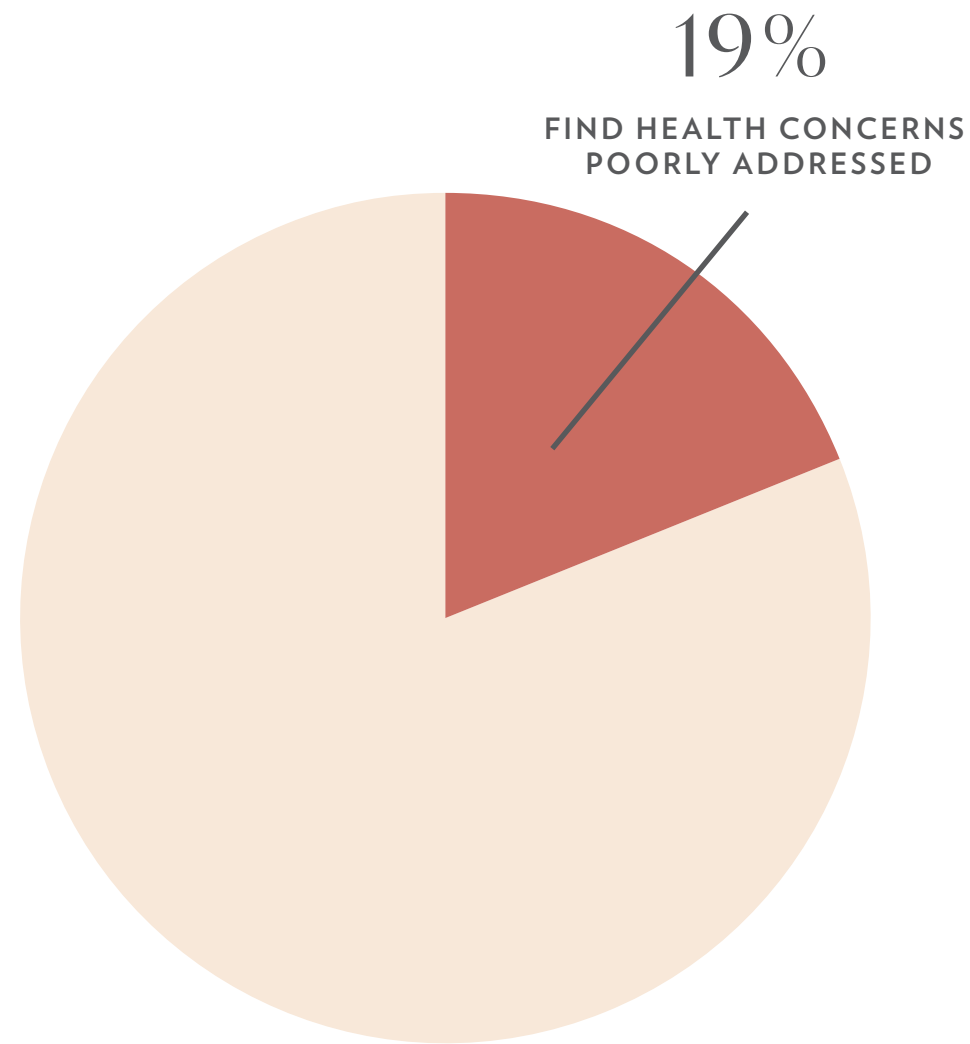
SECTION FIVE:

Women's Physical Needs



Dryness and other Vulva Skincare Needs are Pervasive

Two thirds of all respondents (and seven eights of women in perimenopause, natural or surgically-induced menopause) reported one or more vulvar skincare needs, including the need for moisture, sensation, calming, arousal, firming and freshness.



Common Intimate Health Concerns are Poorly Addressed

19% of women are regularly impacted by UTIs, STIs, Yeast Infections, Excessive Bleeding, and Endometriosis, and are unsatisfied with available solutions.

Rosebud Woman Products Addressing Top Intimate Skin Concerns



Honor Everyday Balm

- ✓ Lubrication
- ✓ Vulvar Dryness
- ✓ Thinning Skin
- ✓ Loose Skin



Arouse Stimulating Serum

- ✓ Lack of Sensation
- ✓ Lubrication



Soothe Calming Cream

- ✓ Sensitivity/Irritation
- ✓ Itching



Refresh Intimate Cleansing Wipes

- ✓ Ingrowns
- ✓ Odor



ABOUT ROSEBUD WOMAN

Rosebud Woman is a pioneer in women's intimate wellness and body care. The company makes non-prescription, hormone-free and organic all-body and intimate care products, as well as items to support an inspired and reverent lifestyle. Through books, events and the celebrated Rose Woman podcast, the company creates conversations on women's embodiment, sexuality and self-love, so that women may stand in greater peace and power in the world. You can find Rosebud Woman online at [rosewoman.com](https://www.rosewoman.com). You can find the company on Instagram [@rosebudwoman](https://www.instagram.com/rosebudwoman) and the podcast [@the.rose.woman](https://www.instagram.com/the.rose.woman).

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