

*Evidence is everything.*  
Meet MPowder,  
a supplement brand  
for the sceptics.

**MPowder®**



HOW DO YOU INNOVATE  
WITHOUT INSIGHT?

# The fact is there simply isn't enough research into female health.

However, there is growing evidence that nutrition is a critical foundation layer. Research from Kings College in June 2022 asserts that our metabolic rate is impacted by hormone fluctuations in menopause<sup>1</sup>. And that diet can counteract changes and support a healthier heart, weight and sleep patterns.

Medical protocols and holistic practices work better alongside a tailored diet. From HRT<sup>2</sup> to CBT. From cold water therapy to acupuncture. From breathwork to exercising in harmony with your hormones.

Our ambition as a business is to collate the data that exists and collect the data that doesn't. To work with experts across all areas of health. To share the science. To encourage curious minds. And to co-create products and programmes with our community that work.

## Our supplement development methodology.

We do the desk research. We collaborate with medical doctors, naturopaths, nutritionists and herbalists with deep experience working with women in menopause every day. And we develop a master blend of plant-based ingredients that show potential based on existing data.

<sup>1</sup> Source: <https://joinzoe.com/learn/menopause-metabolism-study>

<sup>2</sup> Please note our expert team does not work with bio-identical hormone treatments because they remain unregulated at this time.

# But the existing data isn't good enough.

So, although hormone fluctuations make testing anything relating to the menopause hard, we track. With each recipe we collaborate with women recruited from our community for 8 weeks.

We use the MENQOL<sup>3</sup> Intervention survey which is used in clinical settings as a measurement scale for menopause, patient reported tracking, narrative interviews and, once our products and programmes are launched, an ongoing customer SMS symptom tracking service to continue to evaluate impact on a larger scale. Continuous feedback allows us to build our knowledge base and to refine our recipes. It also allows us to provide proactive support.

<sup>3</sup> The MENQOL-Intervention survey consists of 32 questions/symptoms divided into 5 domains: vasomotor (3 questions), psychosocial (7 questions), physical (16 questions), sexual (3 questions) and medical intervention (3 questions). Prior to the trial commencing, MPowder trialists are asked whether they have experienced a particular symptom in the previous week and how bothered they are by the symptom from "0" (not at all bothered) to "6" (extremely bothered), in a Likert scale format. In addition, they are asked to track key symptoms on a weekly basis to allow us to evaluate the typical time frame in which participants saw results against those symptoms. Higher MENQOL scores indicate poorer quality of life.





SO WHAT HAVE  
WE LEARNED?

“I feel like someone has plugged me back in.”

## MPowder Peri-Boost trial results:

**89% of our Makers reported an overall improvement to symptoms**

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85% of women reported a reduction in concern about bloating

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75% of women saw a reduction in feeling blue

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75% of women saw reduction in feeling tired, a lack of energy and difficulty sleeping

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75% of women saw improvements to skin

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70% of women saw a reduction in sweating<sup>4</sup>

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*(<sup>4</sup>No: 30 women, 8 week trial duration, May-July 2020. Note, cohort of consumers tracking symptoms, post launch has increased to over 300 - with results reflective of trial programme)*

## MPowder Meno-Boost trial results.

### **91.3% saw an overall improvement to symptoms**

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87% of women saw a reduction in brain fog

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70% of women reported feeling less tired

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65% reported an improvement in mood

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65% saw improved sleep

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55% saw in improvement in libido<sup>5</sup>

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TRIALIST. 36.03.2021

“I feel fantastic. I really do. If you saw me last year, and the year before, you’d think it was a different person. This whole experience has been life changing. I am transformed. *Thank you.*”

(<sup>5</sup>No: 25 women, 8 week trial duration, Feb-April 2021)

# MPowder Peri-Boost.

**A blend of the best wholefoods, botanicals, vitamins and minerals carefully selected to support your body during perimenopause.**

## Targets:

**Hormone Balance, Skin Elasticity and Texture, Blood Sugar Balance, Fatigue, Anxiety, Sleep, Bloating, Joint Pain.**

## How to take it.

- Three tablespoons (30g) of Peri-Boost powder daily, blended with 200ml of cold liquid (water, plant milk, fruit juice) or added to a smoothie
- For best results, use a blender or shaker
- Can be mixed into different recipes, tried and tested by our community





# The good stuff.

- DracoBelle™ Nu (Moldavian dragonhead extract), to improve skin moisture, elasticity & density<sup>1</sup>
- Flaxseeds, a source of phytoestrogens and fibre for healthy oestrogen metabolism<sup>2</sup>
- Moringa, for healthy blood sugar and cholesterol levels<sup>3,4</sup>
- Organic cacao, with powerful antioxidants to boost cognitive function, mood and reduce anxiety<sup>5-9</sup>
- Cinnamon, for normal blood sugar levels and weight management<sup>10-12</sup>
- Ginger root, for improved digestion and joint pain<sup>13-15</sup>
- Soya isoflavones, for hormone balance<sup>16-17</sup>
- 7g of plant protein per serving
- Rich in antioxidants, amino acids & minerals
- High in magnesium, to support the nervous system and sleep
- With iron which contributes to normal energy levels
- With zinc, selenium and iodine for thyroid function
- With vitamins A, D3, E, K2, B6, B9, B12 & C

# MPowder Meno-Boost.

**A blend of the best wholefoods, botanicals, vitamins and minerals carefully selected to support your body during menopause and postmenopause.**

## Targets:

**Brain Fog, Fatigue, Mood, Sleep, Anxiety, Hot Flashes, Libido, Bone Health & Joint Pain, Cardiovascular Health.**

## How to take it.

- Three tablespoons (30g) of Meno-Boost powder daily, blended with 200ml of cold liquid (water, plant milk, fruit juice) or added to a smoothie
- For best results, use a blender or shaker
- Can be mixed into different recipes, tried and tested by our community



# The good stuff.

- 24+ wholefood-led ingredients
- Ashwagandha KSM-66™ for hormone balance, to provide resilience to stress, reduce anxiety, support cognitive function and libido<sup>18-23</sup>
- Rosehip, a powerful antioxidant with anti-inflammatory properties, for bone health and joint pain<sup>24</sup>
- Maca, for hormone balance, reduced hot flashes, mood and improved libido<sup>25,26</sup>
- Lemon balm, for mood, anxiety and sleep<sup>27-30</sup>
- Pomegranate extract for reduced blood pressure, healthy cholesterol and blood sugar levels<sup>31</sup>
- Slippery elm bark, a demulcent herb with a strong tradition in supporting gut health, contains prebiotic and anti-inflammatory properties<sup>32-34</sup>
- Red clover, for hormone balance and reduced hot flashes<sup>35</sup>
- Cranberry to reduce the incidence of UTIs<sup>36</sup>
- Rich in antioxidants, amino acids & minerals
- High in magnesium, to support the nervous system and sleep
- With chromium for healthy blood sugar levels
- With iodine and zinc for thyroid function
- With vitamins A, D3, K2, C, and complete vitamin B complex, including B3, B6, and B9

# Every menopause journey is different.

Our ambition with our powdered supplement range is to provide the nutritional foundation our bodies need at each biochemical stage of menopause. But every body is unique. Which is why every pouch comes with free access to our Health Concierge Team.

From advice on how to take our blends, to advice regarding persistent symptoms, we offer personalised guidance and expert support.

# Our community drives our direction of travel.

No single intervention offers a silver bullet in menopause. The MPowder Meno-Well programme is designed to provide access to the latest thinking on practices and protocols that can further nourish our bodies and minds.

# For more information contact:

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# References (DOI) of key studies.

## Dracobelle

1. [DOI: 10.38207/Jcmphr20210102](https://doi.org/10.38207/Jcmphr20210102)

## Flaxseeds

2. [DOI: 10.1093/ajcn/79.2.318](https://doi.org/10.1093/ajcn/79.2.318)

## Moringa

3. [DOI: 10.1007/s13197-012-0859-9](https://doi.org/10.1007/s13197-012-0859-9)

4. [DOI: 10.1002/ptr.5325](https://doi.org/10.1002/ptr.5325)

## Cacao

5. [DOI: 10.1038/s41598-020-76160-9](https://doi.org/10.1038/s41598-020-76160-9)

6. [DOI: 10.1080/10408398.2021.1920570](https://doi.org/10.1080/10408398.2021.1920570)

7. [DOI: 10.1016/j.jnutbio.2021.108854](https://doi.org/10.1016/j.jnutbio.2021.108854)

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9. [DOI: 10.3945/ajcn.114.092189](https://doi.org/10.3945/ajcn.114.092189)

## Cinnamon

10. [DOI: 10.1016/j.clnu.2019.02.017](https://doi.org/10.1016/j.clnu.2019.02.017)

11. [DOI: 10.1089/jmf.2010.0180](https://doi.org/10.1089/jmf.2010.0180)

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## Ginger

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15. [DOI: 10.3748/wjg.v17.i1.105](https://doi.org/10.3748/wjg.v17.i1.105)

## Soya

16. [DOI: 10.7570/jomes20006](https://doi.org/10.7570/jomes20006)

17. [DOI: 10.3109/193697137.2014.966241](https://doi.org/10.3109/193697137.2014.966241)

## Ashwagandha

18. [DOI: 10.1111/jog.15030](https://doi.org/10.1111/jog.15030)

19. [DOI: 10.1111/jog.15030](https://doi.org/10.1111/jog.15030)

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21. [DOI: 10.1080/19390211.2017.1284970](https://doi.org/10.1080/19390211.2017.1284970)

22. [DOI: 10.1155/2015/284154](https://doi.org/10.1155/2015/284154)

23. [DOI: 10.1097/MD.00000000000017186](https://doi.org/10.1097/MD.00000000000017186)

## Rosehip

24. [DOI: 10.1016/j.joca.2008.03.001](https://doi.org/10.1016/j.joca.2008.03.001)

## Maca

25. [DOI: 10.1097/gme.0b013e3181732953](https://doi.org/10.1097/gme.0b013e3181732953)

26. [DOI: 10.3109/13697137.2014.929649](https://doi.org/10.3109/13697137.2014.929649)

## Lemon balm

27. [DOI: 10.1007/s12349-010-0045-4](https://doi.org/10.1007/s12349-010-0045-4)

28. [DOI: 10.1007/s40263-013-0059-9](https://doi.org/10.1007/s40263-013-0059-9)

29. [DOI: 10.1016/j.eujim.2019.01.010](https://doi.org/10.1016/j.eujim.2019.01.010)

30. [DOI: 10.1038/sj.npp.1300230](https://doi.org/10.1038/sj.npp.1300230)

## Pomegranate

31. [DOI: 10.3389/fphar.2018.00544](https://doi.org/10.3389/fphar.2018.00544)

## Slippery elm

32. [DOI: 10.1089/acm.2009.0090](https://doi.org/10.1089/acm.2009.0090)

33. [DOI: 10.1089/acm.2017.0422](https://doi.org/10.1089/acm.2017.0422)

34. [DOI: 10.1046/j.1365-2036.2002.01157.x](https://doi.org/10.1046/j.1365-2036.2002.01157.x)

## Red clover

35. [DOI: 10.1371/journal.pone.0176590](https://doi.org/10.1371/journal.pone.0176590)

## Cranberry

36. [DOI: 10.1371/journal.pone.0256992](https://doi.org/10.1371/journal.pone.0256992)



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