

# Big ideas. Little Read.





# We believe midlife can be a superpower.

Welcome to The Little Read. We're so glad you're 'here'.  
Because 'here' means you've committed a little time to you.  
'Here' means your mind is curious. And a curious mind is  
one of the most valuable things we can cultivate.



MPowder is on a mission to make midlife a superpower for women, everywhere. With products that we co-create with medical practitioners and naturopaths before trialling within our community to measure efficacy and impact. With our monthly digital Meno-Well programme, which explores the tools and practices that can nourish our bodies and minds in midlife. And, with our 5-star journal which carries our reflections on the latest research into menopause as well as personal stories from experts and our customers on their own experiences. Our goal is simple. To apply the rigour and research to this life stage to craft transformative, high quality, small batch supplements, collaborate with the best to offer lifestyle and medical interventions that really work - and reframe the way we anticipate and experience our menopause journeys. For good.

The Little Read is a taster of what our community offers. If you enjoy it, why not sign up to receive tips and stories direct to your inbox? Scan the QR code. Knock on the door. We'd love to welcome you in.



Scan QR Code  
to receive tips  
and stories

Rebekah, founder of MPowder  
[www.mpowder.store](http://www.mpowder.store)





# Identifying the buds of our second spring.

There is increasing recognition that the way we frame life impacts the way we experience life.

This is particularly true in menopause. From the narratives we inherit, to the media we absorb. From the company we keep, to our own perception of self. In Chinese Medicine, menopause is beautifully described as our 'Second Spring'. Culturally, ageing is a privilege. And, with age, comes wisdom that is to be cherished - and, as critically, put to work!

So, how do we recognise the opportunity of a new beginning when we're in the midst of change and the noise around us is often so negative? How do we identify the opportunities that part 2 could bring?

We often think of menopause as a series of losses - oestrogen, progesterone, testosterone, bone density, fertility ... But at this time of life our bodies



are also growing new buds. From the grey matter that grows in our brains in menopause, to the clarity, sense of purpose and energy that can come as we transition through.

One connection I've found myself making, as I look at the lessons we can learn from nature in life, is the link between 'wintering' and peri-menopause. In the natural world, a bud is a tree's way of getting a leaf through the cold months. Although trees may look bare in winter, if you look close enough you can see them on trees and bushes now. These buds are the promise of the coming blossom. The promise of growth. If we take time to listen to our bodies and feed them well, our second spring can be spectacular.

# Our brains in menopause.

60% of women in menopause report symptoms of brain fog.

‘We associate menopause with the ovaries. But when women say that they’re having hot flashes, night sweats, insomnia, memory lapses, depression, anxiety, those symptoms don’t start in the ovaries. They start in the brain.’

Dr Lisa Mosconi

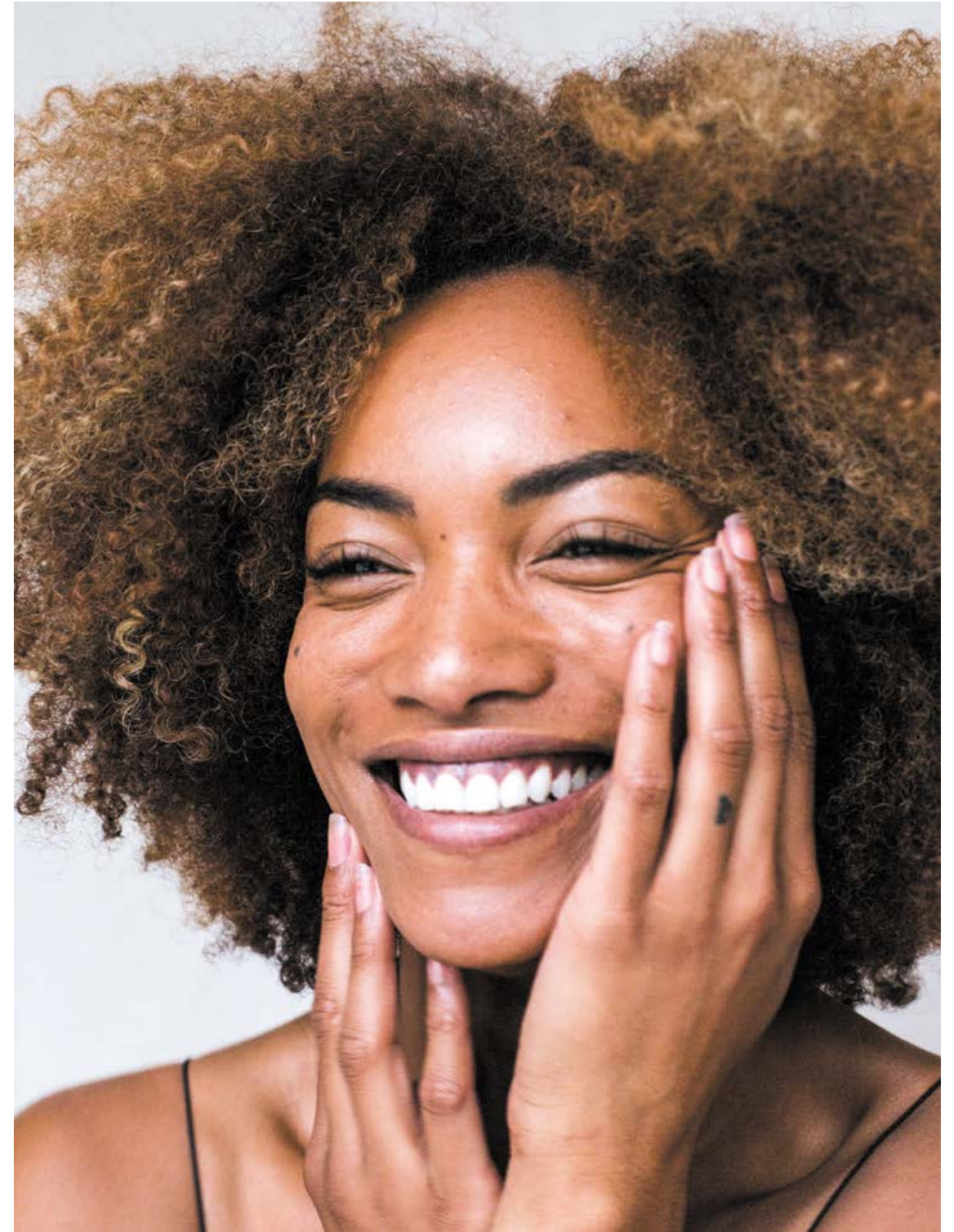
Menopause is a whole body and mind experience because our hormones impact every cell in our body. And they play a significant role in brain function.

Researchers are unclear as to why some of us struggle and others will not experience brain-function challenges. However, it appears that brain fog specifically is a symptom that often ‘clusters’ with sleep disturbances and hot flashes. In addition, the more anxious we feel, the more likely we are to experience brain fog.

Dr Jen Gunter, obstetrician and gynaecologist and author of the brilliant book ‘The Menopause Manifesto’, describes the impact menopause has on our brain as similar to a computer uploading a new programme - with associated glitches.

The good news is that, like the glitches that come when you install new software, over time issues are resolved - and the upgrade brings greater power. Brain fog is temporary. In fact, research shows that, as we transition through menopause, our grey matter actually increases. We need somewhere to store all that wisdom, right?

Recommended reading: Demystifying the Female Brain, Dr Sarah McKay, The XX-Brain, Dr Lisa Mosconi, The Menopause Manifesto, Dr Jen Gunter



# Keeping our heads in menopause.



A few weeks' ago we hosted a brilliant Instagram LIVE with Josh Wood, founder of the eponymous Josh Wood Colour and the talent behind many of the most coveted heads of hair in Hollywood. Josh has supported women through menopause many times and, although every individual will have different needs and goals for their hair, he provided some invaluable insight and advice on how each of us can manage our hair well.

**Keep it clean:** Rather than avoiding washing, which is often what we're taught to do when our hair is fragile, wash it. Prepare for the wash by brushing your hair so it is free of tangles first. And use a gentle shampoo.

**Focus on the scalp:** A clean scalp will also promote good cell turnover and promote a healthy environment for optimal hair growth. Just like anti-aging skin care, exfoliation of the scalp is important to remove dead skin cells from around the follicle and promote a healthy follicle.

**Make the most of your conditioner:** Have a comb in the shower and gently comb conditioner right through to the lengths of your hair every time you wash it. And invest in a good weekly hair mask.

**Think about how you use colour:** A good colour is not just about complimenting your skin tone. If used well it can create a sense of texture and depth of field.

**Don't forget to play:** Menopause is a transition. And sometimes, when we're in it, the temptation is to try and keep everything 'as it was'. If we're not careful, this can make everything feel harder. More brittle. Let go of what doesn't serve you. Remember to play - with colour, with style. Think about what you want part 2 to look and feel like. And celebrate that with your hair.

But, perhaps his biggest tip was to talk to your hairdresser if you feel able. You will not be the first person to sit in the chair experiencing changes. Let them share what they've seen work.

If you are experiencing hair loss it is important to see a medical professional to discount other underlying conditions. HRT may be helpful. By replacing some of the progesterone and oestrogen we lose in midlife, it can help in restoring hair.



# The wisdom of water.

Did you know that there are just five mammals that are known to experience menopause? Four of them live in the sea; Beluga Whales, Narwhals, Killer Whales, and short-finned Pilot Whales.

And then there is us.

In research that is ongoing, scientists have made a link between the presence of post-reproductive female whales and the survival rate of their 'grandchildren'.

Perhaps there is something sitting deep in our DNA that explains the pull that many of us feel towards water in midlife.

In 2006, the Wild Swimming Society had 300 members. Today its membership has swelled to 100,000 and, at the last count available, Sports England reported that 7.5 million people in the U.K. swam outside in 2018.

Many midlife women find that cold water therapy soothes the body and the mind. And science supports what we instinctively feel;

- Cold water can boost our circulatory system: by exposing our bodies to cold, it becomes more efficient at pushing the chemicals, hormones and oxygen our bodies need where needed.
- We can use it for homeostasis training: continuing exposure has been shown to help deliver a balanced internal state. This may explain why many of us report that cold water swimming or cold showers help with hot flashes.
- Exposure, in a controlled manner, triggers a positive stress response in our bodies; which means our body responds by pumping us with good chemicals, which makes us feel good.
- The cold can facilitate positive stress adaptation too; so as a result of regularly repeating the experience, our bodies and minds learn that we can cope and that we are in control. This adaptation means that, when we then find ourselves in other stressful situations, our body (and our hormones) remain relaxed - confident that we will deal with whatever life holds.

And perhaps the best thing about it all? You don't have to commit to an icy swim in the sea or your local swimming pool to try it. You can start by placing your hand in a bowl of ice. Or by turning the shower to cold and playing the Oke-Koke with your limbs; putting one leg in and then out and building up to full body immersion.



Remember to check with your doctor to ensure it is safe before you introduce any new external stressor to your daily routine. If you're heading to the open water, never do it alone. Also remember, cold water therapy isn't a competitive sport. Infact, there are diminishing returns for your health the longer you stay in the cold - and very real risks too. Also remember cold doesn't mean freezing. Anything below 16 degrees works. And just 2 minutes a day can make a difference.

It is also important to make sure you build in time on either side of any exposure work to prepare and recover. The rule of thumb is that you should allow the same amount of time to build up to, and recover from exposure as you spend exposed. And preparation is about controlled breathing and movement.

To find out more, check out the work and research of the king of cold himself, the self-titled 'Ice Man', Wim Hof. [www.wimhofmethod.com](http://www.wimhofmethod.com)





# Hormone-balancing food heroes.

Many of us will find our bodies respond differently to food as we transition through menopause.

Oestrogen receptors are everywhere – including our gut. And, as our hormone levels decrease, our stomach can struggle to produce acid too. Low stomach acid causes food to be only partially digested – leading to food fermentation in the gut, which in turn can cause issues such as a disrupted gut microbiota (the good bacteria in the gut), gut inflammation and food intolerances. We may also find ourselves less able to utilise starches and sugars due to increased insulin resistance. The loss of muscle mass, as a result of decreased exercise can also mean we burn fewer calories, even at rest.

Symptoms of hormone imbalance can be broad-ranging but include bloating, weight gain around our middles, gas, changes in bowel movements and IBS-like symptoms.

And, as is so often the case in midlife, there is a cyclical impact to an unbalanced gut. A disturbed digestive system will further impact on your hormones. As a result of poor digestion, we struggle to absorb key nutrients that are the building blocks for hormone production, and less good bacteria in the gut will affect hormone metabolism too. Finally, we can not overstate the impact that our gut has on our brain and our happiness. When our digestion isn't working as it should, we are more likely to feel low.

So, how can we feed our bodies optimally in menopause?



## Top foods

The most valuable thing we can do is to prioritise anti-inflammatory foods such as wild oily fish, nuts and seeds.

And also look for healthy fats. Olive oil and coconut oil, nuts and seeds, avocado ... these fats are the precursors for our hormones and make up healthy cell membranes.

Up your intake of wholegrains, antioxidant-rich foods like berries, green tea and cacao, and ensure a broad mix of vegetables on your plate.

Foods rich in probiotics such as dairy kefir, water kefir, kombucha, sauerkraut, kimchi (even better if you can make your own) are the best natural probiotics you can aim for.

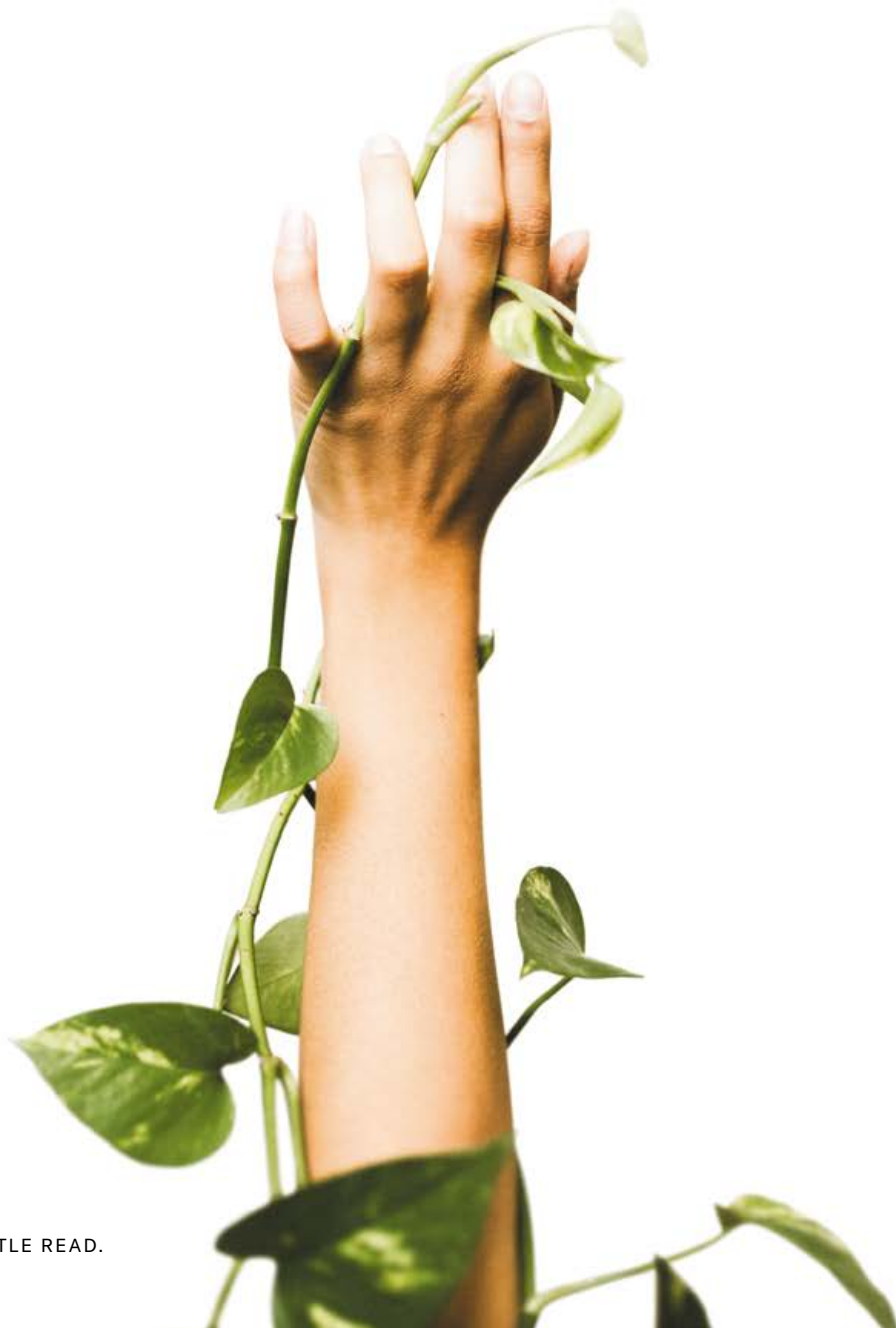
And remember that digestion starts in the brain and mouth, so eat mindfully and chew your food very well (aim for 15 chews per bite).

Please remember too that you should never accept or self-diagnose persistent gut discomfort. Symptoms of gut imbalance can also be symptoms of disease. Always speak to your doctor first if you notice any changes.



# Meet MPowder's foundation supplement range. Powered by plants.

Our goal, when creating our first range of menopause supplements, was for you to get all the goodness critical at this life-stage in one easy-to-integrate serving, every day.



With 24+ different ingredients in every recipe, each with a specific role to play at each bio-chemical stage of your menopause journey, it doesn't feel fair to have favourites in our 2 foundation blends. But here are a few of the super-hard working heroes we love ...

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## Moringa

The leaves of the Moringa plant contain zeatin which feeds our skin, beta-sitosterol which can help lower cholesterol, anti-inflammatory acids supporting its potent anti-inflammatory properties, carotenoids that support eye health and calcium and phosphorous to nourish our bones naturally.



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## Raw Cacao

A rich source of magnesium which supports nerve function, bones, hormone balance, sleep and blood pressure. Magnesium is also an important mineral in supporting the body in regulating calcium. Research points to cacao's powerful antioxidant properties and its potential to improve cognitive function and skin health too.



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## Moldavian Dragonhead

Clinical research points to the potential of this member of the mint family in increasing skin moisture, skin elasticity, density and its ability to repair the skin's dermis layer. We use a highly concentrated botanical extract developed by our partner Mibelle Biochemistry, and customers consistently highlight visible changes in their skin.



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## Ashwagandha

We work with a highly concentrated source of this ancient herb called Ashwagandha KSM-66. It supports the libido and adrenals. And research has also highlighted its potential in reducing stress, anxiety and supporting hormone balance.



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## Red Clover

Trials have seen small doses of this herb deliver positive results in addressing hot flashes, regulating sleep and supporting bone mass density. It works best alongside a prebiotic.



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## Slippery Elm

Often called 'The King (shouldn't that be Queen?!)' of Digestive Health', this herb is a prebiotic as well as an anti-inflammatory, with fantastic gut healing properties.





# Your taste is as individual as your body.

We said 'no' to artificial sweeteners and flavouring masks.  
And 'yes' to plant-based ingredients that simply work.



This makes us pretty different in the powdered supplement space. And our powders taste pretty different too. Earthy and nourishing, some find it great with water and ice, and some like to add other ingredients to create their own, unique blends.

Our brand is built on the wisdom and creativity of our community. So, to get you started with a few ideas on how you could use our powders, we've collected some of their favourite recipes. We're adding to our collection all the time. So, whenever you're in need of inspiration, head to [www.mpowder.store](http://www.mpowder.store) for the latest tips. And, if you've a blend or hack you'd like to share with us, we'd love to hear from you — [yourteam@mpowder.store](mailto:yourteam@mpowder.store)

For recipe tips and inspiration  
from our community, head to  
[www.mpowder.store/blog/recipes](http://www.mpowder.store/blog/recipes)



# Your body. Your journey.

Our powders deliver a big nutritional punch.



The recommended serving size is 3 level tablespoons a day (30g). But, if you experience any discomfort or detox symptoms, please reduce this to 1 level tablespoon per day and gradually increase back to the recommended amount over 7 days. And know we're always on hand to support you.

If you struggle - with taste, with recipes, with your body's response to our blends, please do get in touch: [yourteam@mpowder.store](mailto:yourteam@mpowder.store)

# Change is good.

Your transition through the menopause will shine a light on many areas of your life. And that is exactly how it should be. Our powders provide an important nutritional foundation.

But how you live, what you want to prioritise, what new stuff you want to learn... and what you want to do with your 'second spring' - well, those decisions will influence your journey too. We're here. To share the science, feed your curiosity and surround you with community. So, let's get started! This 'change' is good change.



With love, the MPowder Team.  
[yourteam@mpowder.store](mailto:yourteam@mpowder.store)



# Together we rise.

**MPowder is more than a midlife supplement range.  
We're a community.**

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And we grow almost entirely through  
personal recommendations.  
**Share your find.**

Discussion about menopause can feel uncomfortable.  
Research last year by Gen-M revealed that 2 in 3 of us  
still see it as a taboo topic. Yet, when we share our  
own experiences, our discoveries, our learnings...  
those that follow don't feel so alone.

We each have the power to torpedo the menopause taboo,  
one conversation at a time. Collectively, we can lift  
each other up. And that is when good change happens.

**Share your discovery of MPowder with those you love.**

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**MPowder®**