

Meno.Well *Practitioners*

MPowder[®]

Meno.Well *Practitioners*

The 4 pillars of menopause health through the lens of naturopathy

A nourished approach to the biochemical
stages of menopause

With

Vera Martins, PhD, DipBSLM, MAMH, Naturopath & Herbalist

Hello. We're MPowder

A co-creation community of 17k+ women with a shared mission.

Born out of personal experience, today we are a team of strategists, medical doctors, holistic practitioners, data scientists, nutritionists and naturopaths.

We work with our community to co-create data-informed products, services and programmes to nourish the body and mind through menopause.

Our host tonight

Vera Martins, PhD, DipBSLM, MAMH, naturopath and herbalist, clinical lead MPowder.

- MSc in Plant Biology and PhD in Cancer Biology.
- Passionate about natural health, retrained as a Herbalist and Naturopath; certified Lifestyle Medicine practitioner
- Specialises in Women's health, perimenopause and menopause.
- Works alongside menopause specialist doctors.
- Clinical lead at MPowder, perimenopause and menopause co-creation community and supplement range.



Tonights flow

The value of naturopathy and herbal medicine for a healthy and happy menopause journey.

A '4 pillar' philosophy to nourishing hormones in menopause and how to support them:

- *Stress management*
- *Digestive support*
- *Blood sugar balance*
- *Liver support*

Botanicals: science and application.

Case studies.

Context setting

Naturopathy & Menopause

Naturopathy offers a 360° approach to menopause.

- Empowers the patient.
- Includes a combination of evidence-based treatments, which include nutrition, botanicals, supplements, self-care, and lab testing.
- Can be safely used alongside HRT.
- Particularly valuable in perimenopause and menopause when different body systems are impacted - holistic integrative approach is key.

“Small diet and lifestyle changes have the potential to make a big difference to how women manage their symptoms and transition into the menopause”

(The Zoe PREDICT study, 2022)

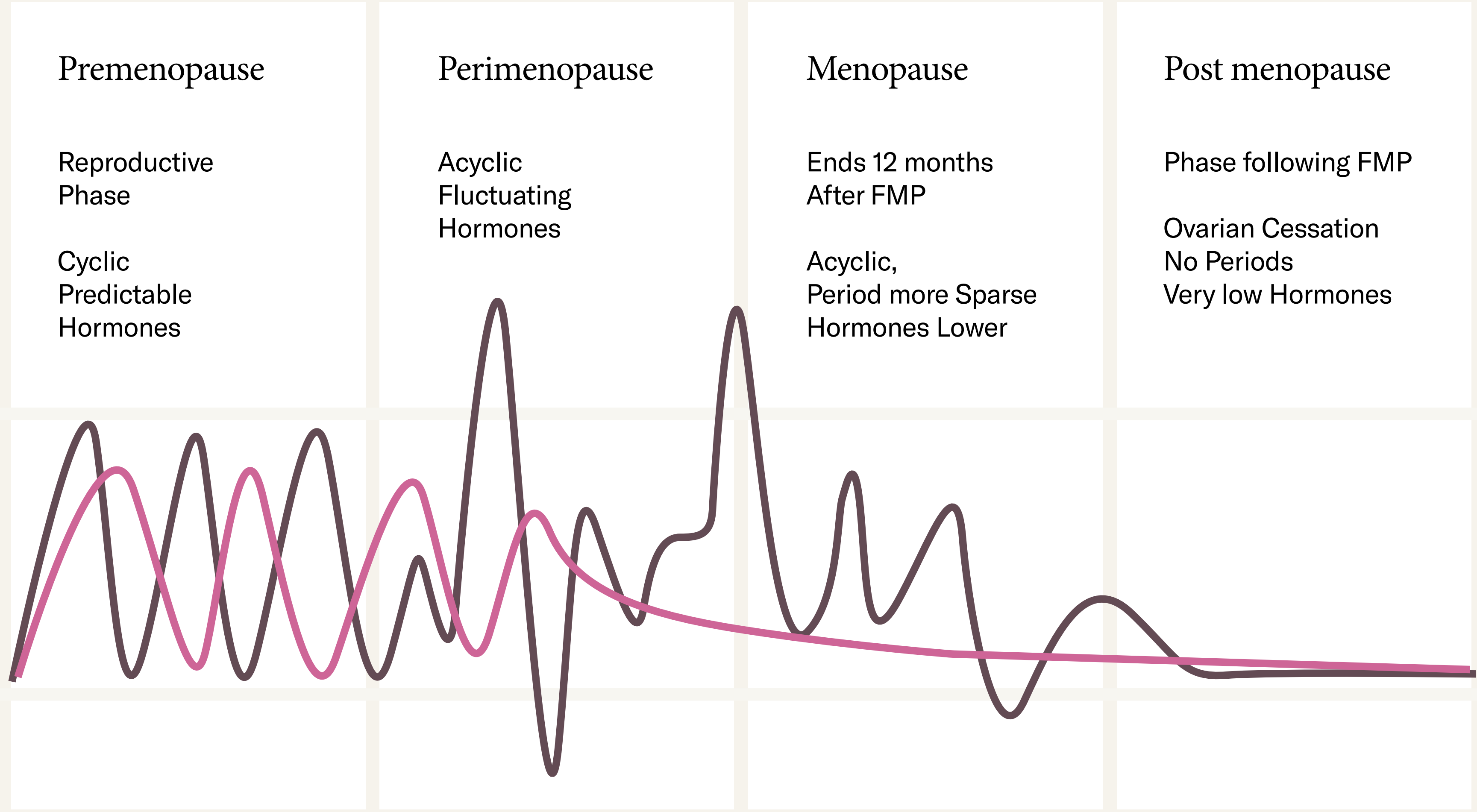
49% of women do not plan on taking HRT, favouring alternative ways to help manage their symptoms – like natural supplement, nutrition, exercise and sleep support

(GenM survey, 2022)

Our hormones in midlife

3 Bio-chemical Stages

- Progesterone
- Estrogen



Perimenopause & menopause

(2-3)

The psychological and emotional impact in perimenopause

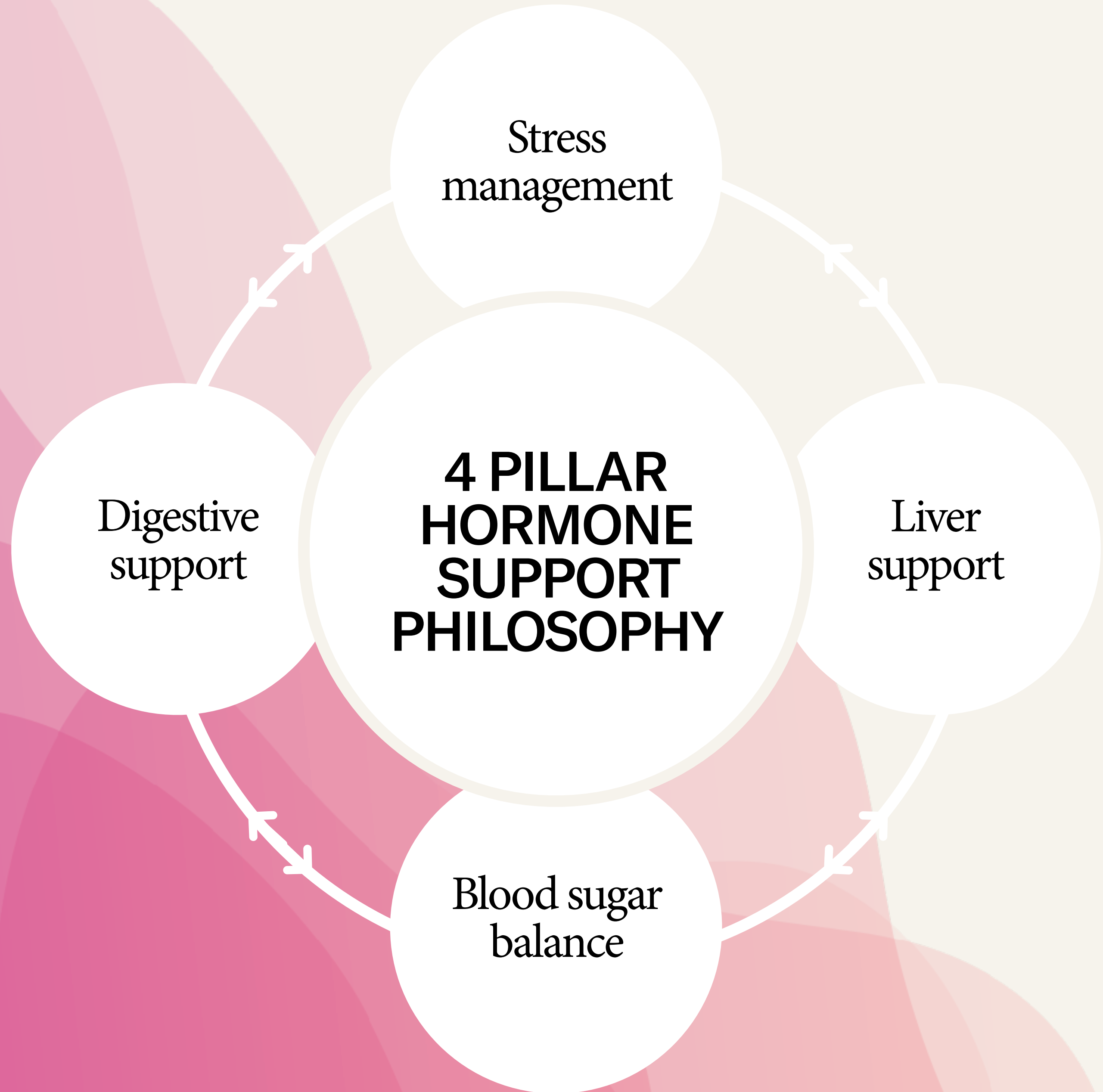
70% women experience perimenopausal symptoms in their 30s/40s, and 90% fail to link the symptoms to their fluctuating hormones, instead attributing symptoms to stress, anxiety or depression*

Although still low, research shows more women are becoming aware of the psychological and emotional symptoms related to perimenopause:

- Awareness of anxiety has almost doubled in the past 2 years from 8% to 14%
- Awareness of brain fog/memory loss has increased from 17% to 32%

Fatigue
Anxiety
Insomnia
Low mood
Bloating
Weight gain
Brain fog
Hot flushes
Skin changes
Joint pains
Low libido
Vaginal dryness
Night sweats
Heart palpitations
.....

A unique philosophy to whole
body & mind nourishment.



Stress management

(4,5)

Perimenopause reduces resilience to stress.

Chronic stress affects production of the stress hormone cortisol and can lead to HPA axis dysfunction, impacting on oestrogen and progesterone secretion, as well as testosterone.

Cortisol increases blood sugar and insulin resistance, impacts on weight and sleep.

Cluster symptoms – insomnia, fatigue, brain fog, low mood.

Digestive support

(6-9)

Increased incidence of gastroesophageal reflux disease (GERD) in perimenopause and menopause.

Increased gut permeability in menopause, which is associated with increased inflammation and lower bone mineral density (BMD).

Menopause reduces gut microbiota diversity and this is linked to weight gain and increased inflammation.

Changes in the gut microbiota (the role of the estrobolome) affect oestrogen metabolism and circulating levels.

Stress further impacts on digestion.

Blood sugar balance

(1,10,11)

Menopause increases predisposition to high blood sugar and insulin resistance.

High blood sugar/insulin resistance leads to accumulation of body fat and are risk factors for type-2 diabetes and cardiovascular disease.

The Zoe PREDICT study: postmenopausal women have higher fasting glucose, HbA1c, visceral fat, and inflammation (GlycA), glycaemic postprandial responses, sugar intake and poorer sleep.

Associations between menopause and the above metabolic health indicators are in part mediated by diet quality and gut bacterial species.

Liver support

(12-14)

Supports oestrogen detoxification through phases 1 and 2 detoxification pathways

Balance of phases 1 and 2 (as well as 3, in the gut) is key for optimal detoxification
2-OH, 4-OH and 16-OH ratios

Bile is critical for excretion of oestrogen metabolites

DUTCH test helpful in the context of oestrogen detoxification

Red flags:

Increased intolerance to fatty foods and alcohol, nausea, conditions linked to high oestrogen load (e.g. endometriosis, fibroids), skin conditions (e.g. acne)

Core protocols to consider.

The protocols

Nutritional support:

- Anti-inflammatory diet, probiotic & prebiotic foods, reduce sugar, simple carbohydrates and UPFs, increase fibre (critical for bowel movements/oestrogen detoxification)

Self-care tools:

- Sleep hygiene (7 hours minimum),
- Exposure to daylight AM & PM (circadian rhythm)
- Avoid blue screens
- Breath work
- Meditation
- Emotional Freedom Technique (EFT)/Tapping

My “go to” supplements to consider:

- Magnesium
- B complex vitamins
- Vitamin C
- Omega-3

The protocols – Botanicals

Stress management, mood, cognition
and sleep support ¹⁵⁻²⁸

Ashwagandha (*Withania somnifera*)

KSM-66[®], adaptogen, reduces cortisol levels, GABAergic activity

- Reduces stress and mood
- Improves memory and cognitive function
- Improves sexual function
- Reduces cravings

Lemon balm (*Melissa officinalis*)

- Reduces mild-to-moderate anxiety and sleep disturbances
- Improves mood and cognitive function

Cacao (*Theobroma cacao*)

- Improves cognitive function (increases brain oxygenation and performance), mood and reduces anxiety (also in association with increased microbiota diversity)



The protocols – Botanicals

Blood sugar balance support ²⁹⁻³³

Cinnamon (*Cinnamomum* spp.)

- Improves insulin sensitivity and glucose transport into cells
- Supports weight management
- Also aids digestion

Moringa (*Moringa oleifera*)

- Anti-hyperglycemic (antidiabetic) and anti-dyslipidemic properties
- In a clinical trial with menopausal women (n=90, age 45-60), daily supplementation with moringa during 3 months resulted in a decrease in fasting blood glucose level (13.5 %) as well as an increase in haemoglobin (17.5 %).



The protocols – Botanicals

Digestive support ³⁴⁻³⁷

Ginger (*Zingiber officinale*)

- Accelerates gastric emptying and stimulates peristalsis

Slippery elm inner bark (*Ulmus fulva*)

- Demulcent herb with a strong tradition in supporting gut health
- Prebiotic and anti-inflammatory properties
- Promotes healthy bowel movements and reduces reflux

Fennel seeds (*Foeniculum vulgare*)

- Calms digestion by encouraging relaxation of smooth muscles and helps reduce gas, bloating and stomach cramps

Bitter herbs such as artichoke leaf and gentian (*Gentiana lutea*):

- Traditionally used to stimulate bitter receptors, therefore promoting healthy digestion by increasing digestive secretions and also bile secretion by the liver (choleretics)



The protocols – Botanicals

Liver support ³⁸⁻⁴³

Artichoke leaf (*Cynara scolymus*)

- Antioxidant (enhances glutathione peroxidase activity) properties - hepatoprotective and choleric
- Reduces dyspepsia and IBS symptoms

Schisandra (*Schisandra chinensis*)

- Hepatoprotective (boosts glutathione peroxidase)

Dandelion root (*Taraxacum officinalis*)

- Choleric and cholagogue



The impact of a naturopathic lens in supplement formulation.

Introducing MPowder's Peri-Boost and Meno-Boost

Unique blends of wholefoods, botanicals, vitamins and minerals carefully selected to support the body during the distinct stages of perimenopause, menopause & beyond

The philosophy behind our blends

- Designed to act as a foundation layer and be taken long-term
- Based on herbal synergy (e.g. red clover and slippery elm)
- Botanicals selected for their health benefits shown in clinical trials
- Whole-foods whenever possible for better bio-availability and extra health benefits (e.g. moringa)
- Conservative doses of ingredients but based on clinical trials (e.g: calcium, magnesium, iron)
- What's "missing" in our blends and why (e.g. black cohosh)

- Allows for flexibility if layering up treatment protocols
- Versatile, easily take as part of your morning routine, in a drink, smoothie or breakfast bowl
- Community studies and symptom tracking - learning from our community/continuous improvement - what works, what can be improved, how they take it and how we can help creating a habit (e.g. flavour, dose refinement)
- Not a silver bullet, every pouch comes with access to our community, expert events with topics voted on by our community, and a 1:1 support from our health concierge team, whenever you need
- Can be taken alongside HRT (always recommended to discuss with doctor first)
- Contraindications? History of hormone-sensitive cancers; if on several medications check with doctor
- Developed in collaboration with a naturopath and medical functional doctor

Peri-Boost

(25-35, 44, 45)

For perimenopause and women 40+

- 29 wholefood-led ingredients
- DracoBelle™ Nu (Moldavian dragonhead extract), to improve skin moisture, elasticity & density
- Flaxseeds, a source of phytoestrogens and fibre to support oestrogen metabolism
- Moringa, rich in zeatin which protects the brain and the skin
- Organic cacao, to improve cognitive function, mood and metabolic profile
- Cinnamon, for healthy blood sugar balance and weight management
- Ginger root, for improved digestion and joint pain
- Soya isoflavones, for hormone balance

- Deliver 7g of plant protein per serving
- High 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, D, E, K2, B6, B9, B12 & C



**27% of women take
alongside HRT**

* MPowder's Peri-Boost ingredients are selected based on their minimal contraindications, minimal potential drug-herb and herb-herb interactions and long-term safety of usage, allowing for more flexibility when used as part of a clinical treatment protocol.

Meno-Boost

(15-24, 36, 37, 46-53)

For menopause & postmenopause and women 45+

- 36 wholefood-led ingredients
- Ashwagandha KSM-66™ for hormone balance, to provide resilience to stress, reduce anxiety, support cognitive function and libido
- Rosehip, a powerful antioxidant with anti-inflammatory properties, for bone health and joint pain
- Maca, for hormone balance, reduced hot flashes, mood and improved libido
- Lemon balm, for mood, anxiety and sleep
- Pomegranate extract for reduced blood pressure, healthy cholesterol and blood sugar levels
- Slippery elm bark, a demulcent herb with a strong tradition in supporting gut health, contains prebiotic and anti-inflammatory properties

- Red clover, for hormone balance and reduced hot flashes
- Cranberry to reduce the incidence of UTIs
- Rich in antioxidants, amino acids & minerals
- High in magnesium, to support the nervous system and sleep
- With chromium for healthy blood sugar levels
- With zinc, selenium and iodine for thyroid function
- With vitamins A, D, K, C, and complete vitamin B complex, including B3, B6, and B9



**67% of women take
alongside HRT**

* MPOWDER's Meno-Boost ingredients are selected based on their minimal contraindications, minimal potential drug-herb and herb-herb interactions and long-term safety of usage, allowing for more flexibility when used as part of a clinical treatment protocol.

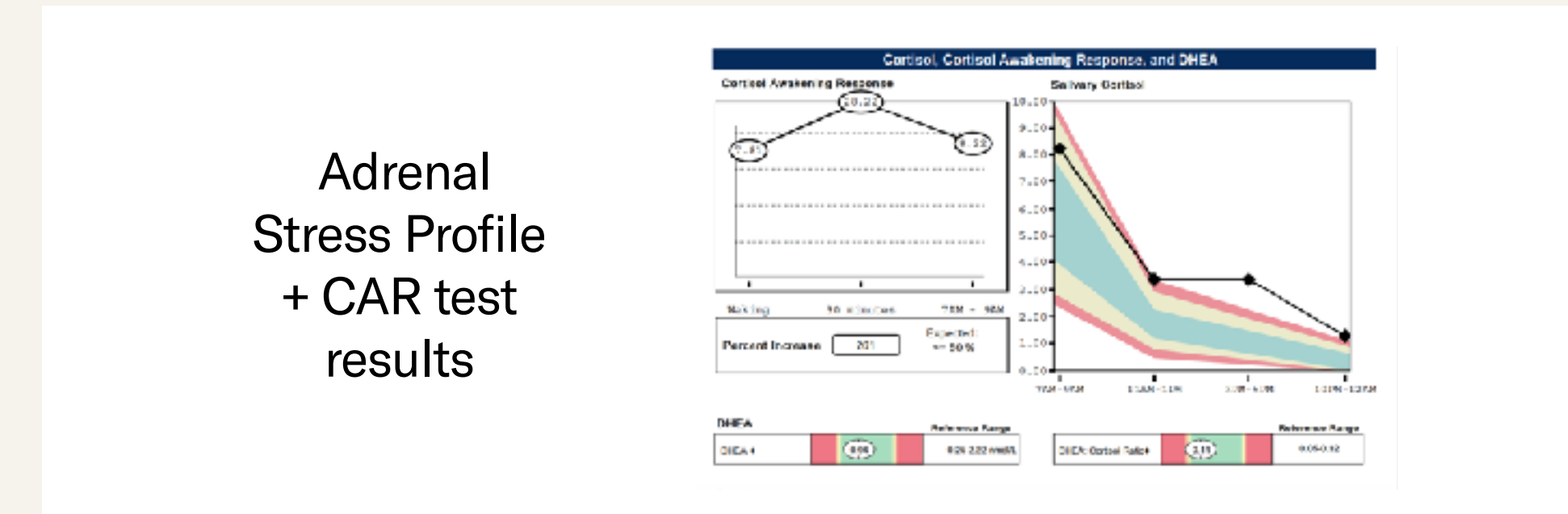
Case Studies

Case study — 1

K.F. 48 years old, perimenopausal and on HRT (Estradot, Utrogestan) for 5 months; periods recently became more irregular and lighter

- *Presenting symptoms:* fatigue, low mood/no motivation, sensitivity to cold, sleep significantly improved with HRT but still wakes up feeling very tired, anxiety, sugar cravings, muscle aches
- *Aggravating factors:* eating only 2 meals daily (skipping breakfast), needs coffee (2-3 cups) when wakes up to get “going”, internalises stress (feels that stress has a significant impact on her mood and energy levels), raised TSH (5.4) and TPA (79), normal T4
- *Treatment plan:* Breakfast (PFF) daily, protein with every meal, 10 minutes of EFT in the morning, Peri-boost AM, Sippery Elm. Tests: Adrenal Stress Profile + CAR

Follow-up (5 weeks later)



- Feels much better overall (60%), motivated about eating a more varied diet, coping significantly better with stressful situations particularly at work, wakes up in the morning not exhausted any longer, mood is still not great and finds it difficult to take 10 min in the morning for herself. Next steps: continue with plan as before; incorporate Ashwagandha; lives on her own and feels isolated/deprived of social interaction, shared her passion for dancing and motivated to join a dance class. Review and re-test thyroid.

Follow-up (3 months later)

- Consistent improvement (80%); dance classes weekly, mood improved but can be unstable; Thyroid function: TSH 4.0 and TPA 52

Case study — 2

J.R. 54 years old, periods very irregular, on HRT for 6 months (Evorel patches) which improved hot flushes, night sweats and sleep

- *Presenting symptoms:* extreme fatigue, anxiety, brain fog, mood swings, poor sleep, and joint/muscle pain; having a bowel movement every other day
- *Aggravating factors:* diet high in sugar, UPFs and low in protein and good fats; snacking on sweets throughout the day
- *Treatment plan:* Reduce UPFs and sugar, replace with complex carbs, add protein and good fats into diet (Anti-inflammatory diet) starting with breakfast, reduce snacking; Meno-Boost AM; magnesium at night; meditation (10 min daily, “Insight Timer”) and yoga 1-2x/weekly

Tests: thyroid function and iron, ferritin.

Follow-up (5 weeks later)

- Feeling much better and happier in general; fatigue, anxiety, brain fog, mood swings and sleep have improved 80%; joint/muscle pain improved 50%; one bowel movement daily; doing meditation daily (loves the recommended App); sugar cravings are gone and less tolerance to sweet taste

Regular follow-ups (every 2-3 months) for 10 months

- Consistent improvement; worked on improving joint/muscle pains – magnesium oil spray once daily reduced daily pains by 80%

Case study — 3

C.V. 62 years old, post-menopausal
(LMP – 47 years old), not on HRT

- *Presenting symptoms:* fatigue, digestive issues – severe bloating and constipation, recurrent UTIs, poor sleep, severe cramps at night, fatigue
- *Aggravating factors:* generally good diet but would benefit from reducing red meat and dairy; late dinner (8:30 pm)
- *Treatment plan:* Meno-Boost (AM), magnesium at night, dandelion root tea daily, DEXA scan (family history of osteoporosis, never flagged by GP)

Follow-up (6 weeks later):

- Gut health has improved significantly, bloating has resolved and having a daily bowel movement; no UTIs; cramps at night have resolved, and sleep improved 50% (falling asleep easier and deeper sleep); energy levels are better but there is room for improvement; DEXA scan results: T-score -3.52 and Z-score -1.76 suggesting osteoporosis
- Add: Spend more time outdoors ideally in the morning, more protein at breakfast, cacao in the morning, bone-supporting foods

Key take aways

- The role of naturopathy and herbal medicine in supporting your work as expert practitioners
- The power of the health practitioner as a facilitator and in empowering the patient
- It's value alongside medical protocols and a 360° approach to the body and mind
- The role of the health practitioner as a source of collective insight in a lifestage underinvested in
- Menopause as an opportunity to reframe life priorities and improve wellbeing

Questions

Working with us

Co-creation and collaboration in action:

How we can support you:

- A dedicated 1:1 support function
- Product sampling
- Event sponsorship
- Unique discounts for your clients
- Signposting your services to our community

How you can support us:

- Share our story and ambition
- Share our formulations - and share your clients' feedback
- Expert panel participation



Proudly listed at:



To learn more: Email: sales@mpowder.store / clinicalsupport@mpowder.store

MPowder®

MAKE MIDLIFE
A SUPERPOWER



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