

# MiddlesexMD®

## Company Backgrounder

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<b>Company Name</b>	MiddlesexMD
<b>URL</b>	<a href="http://MiddlesexMD.com">MiddlesexMD.com</a>
<b>Core Business</b>	Information and products to help women in peri-menopause and menopause maintain or improve their sexual health.
<b>Year Established</b>	2010
<b>Headquarters</b>	Douglas, Michigan
<b>Contact</b>	Beth A. Parenteau 847.425.9812 <a href="mailto:beth@middlesexmd.com">beth@middlesexmd.com</a>

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### Overview

MiddlesexMD.com is a tasteful, comfortable place where midlife women can explore clinically sound sexual health information. It provides a guide to the biological changes that come with menopause and how those changes can alter how women over 40 experience sex. MiddlesexMD also offers advice, actions and techniques to help women compensate for those changes and enjoy sexuality for life.

### About MiddlesexMD

Founded by menopause care specialist Dr. Barb DePree, MD, MiddlesexMD is a self-help site that's easy to navigate based on a woman's experiences with sex. It is organized around five "[recipe](#)" elements for sexual health: knowledge, vaginal comfort, genital sensation, pelvic tone and emotional intimacy. The [home](#) page also lists a number of statements Dr. DePree has heard often from patients in her practice. Things like "Sex is painful" or "I've lost interest." Each of the recipe elements and statements links visitors to actions they can take to address their specific issue. Vaginal comfort or painful sex, for example, might lead to using a lubricant or moisturizer.

MiddlesexMD also provides medically accurate but easy to understand explanations of [conditions](#) that might affect a woman's sexuality. Each condition suggests actions that a woman might consider, directing her to see her practitioner when the condition or the action suggests it. Dr. DePree is also

available on the site via email to answer questions from visitors. All of the information is free.

Additionally, MiddlesexMD includes a [store](#). From personal vibrators to kegel exercisers to vaginal moisturizers and lubricants, the products are carefully selected for midlife women. Each product features a description of how and why each works, who might consider it, why it was chosen, and any cautions.

MiddlesexMD provides the privacy women need to be sure their explorations and purchases remain a private matter. It encourages and supports sexual health, and refers women to their practitioners for appropriate care.

### **About Dr. DePree**

Dr. Barb DePree is a women's health provider in West Michigan. She has been an OB/Gyn for more than 20 years and a menopause care specialist since 2006. Dr. DePree developed and serves as director of the Women's Midlife Services at Holland Hospital in Holland, Mich., an outpatient program that provides healthcare specific to peri-menopausal and menopausal women. Through her practice, clinic and website MiddlesexMD, Dr. DePree helps women maintain their sexual health at midlife and beyond.

She is a graduate of Wayne State University School of Medicine in Detroit, Mich. and Hope College in Holland, Mich. Dr. DePree is certified as a menopausal provider through the North American Menopause Society, and is a member of the International Society for the Study of Women's Sexual Health and the American College of Obstetricians and Gynecologists.

### **Investor Information**

MiddlesexMD receives its funding from private investors, many of whom are women over 40. It does not host, solicit or receive funding from advertisers. MiddlesexMD's team of medical professionals, businesswomen, writers and researchers are dedicated to the idea of sexuality for life.

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