



JOYLUX

Menopause Unmasked: The Intimate Scoop

The Impact of Genitourinary Syndrome of Menopause on Women

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About the report:

We surveyed over 30,000 women about their intimate health struggles and followed 4,564 women over the span of two years from 2021 to 2023. Data collected was based on a 5-point Likert scale of menopause symptom severity.

Our Report.

Menopause is a natural phase that affects half of the world's population. Regrettably, this transitional period in women's lives is often shrouded in societal taboos. The physical changes that women experience during menopause can significantly impact their intimate health making this topic even more stigmatized. In medical terms these changes are known as Genitourinary Syndrome of Menopause (GSM) and millions of women silently endure these challenges, often unaware that they are not alone in their suffering.

As pioneers in the field of GSM, we have had the privilege of hearing from more than **30,000 women** on their struggles, in addition to closely **following the journeys of 4,564 women over the span of two years**, providing one of the largest and most comprehensive data sets on GSM to-date.

The information we've collected unequivocally reveals that symptoms impacting intimate health are exceptionally prevalent and profoundly disruptive to women's quality of life. We also know that women need better education, approachable solutions (one size does not fit all) and an honest dialogue about their intimate health during this transformative phase.

On this World Menopause Day 2023, we are proud to release this report with the hope that women will clearly see they are not alone. Sexual health is vital to women's overall health and wellbeing. Our goal with this data is to help women feel empowered to seek the support they need and deserve. Broadly speaking, by understanding the obstacles women face, we can foster more open and constructive dialogue about intimate health and break down this taboo. Because, when women thrive, the world thrives.



CEO/ Founder



Chief Medical Officer



The Journey Into Menopause.

Perimenopause signals the onset of a significant transformation in a woman's life. It begins when estrogen, the hormone that enables reproduction, starts fluctuating and ultimately diminishes. Typically starting in her 40's, this phase is often

40's → **3 to 7 years of symptoms**

characterized by 3 to 7 years of menopause-related symptoms. By the time a woman reaches her 50s, she is likely to have experienced a full year without a period, marking her transition into postmenopause.



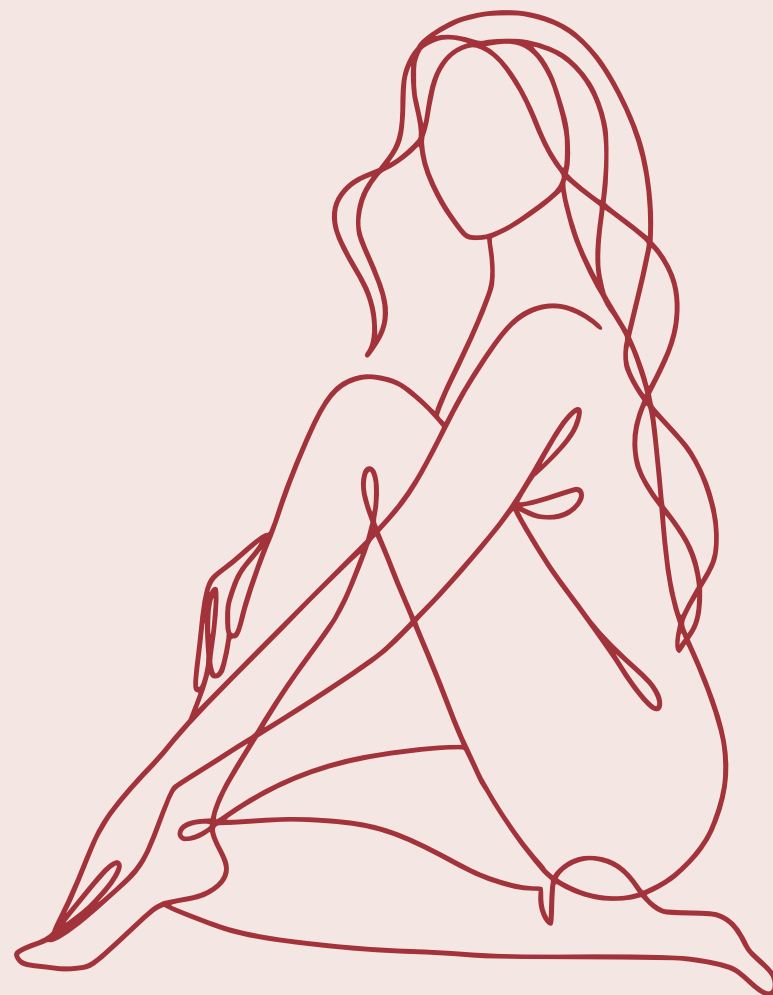
An estimated

1 billion women

globally, 54 million women in the US,
will be in menopause by 2025.

This demographic shift is set to reshape the global landscape.

Genitourinary Syndrome of Menopause (GSM).



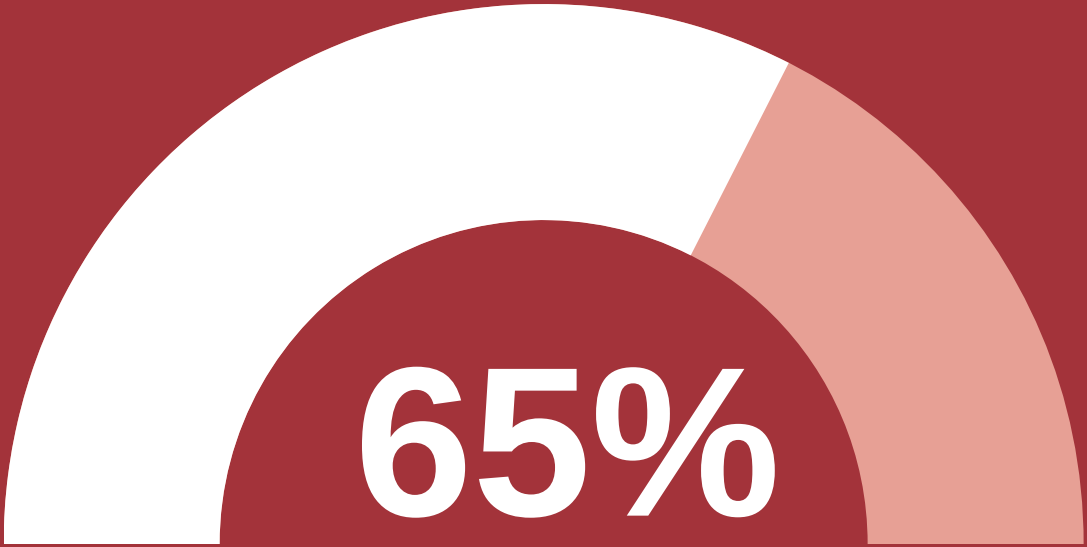
GSM is a condition that describes the impact of diminishing estrogen levels on a woman's vulva, vagina, and lower urinary tract, with the most prevalent symptoms being:

- **Vaginal dryness**
- **Pain during intercourse**
- **Stress urinary incontinence**

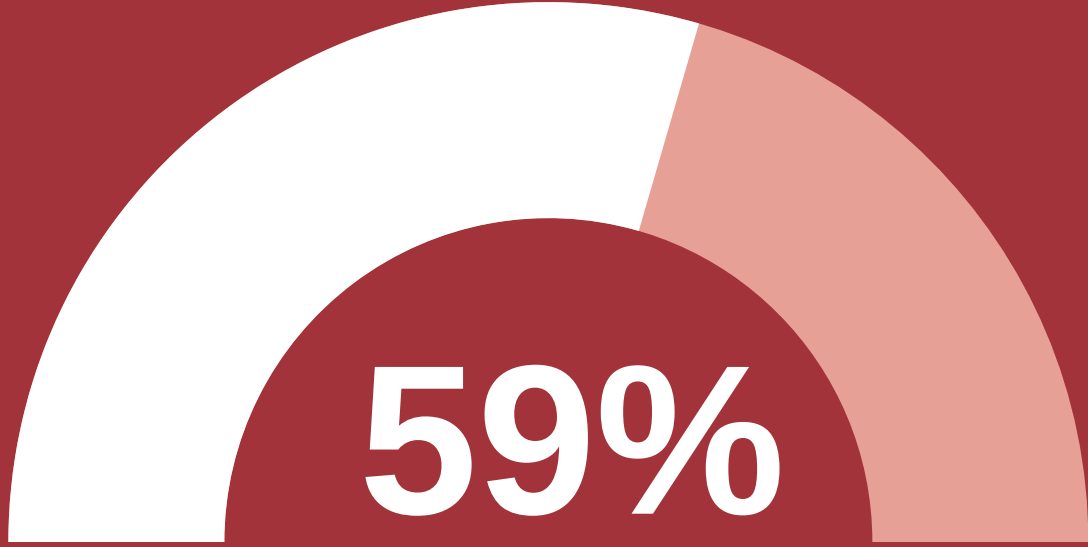
The severity of these symptoms, not surprisingly, increase as women transition from perimenopause to postmenopause.

Breaking it Down.

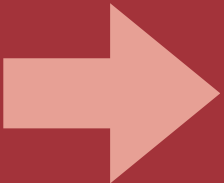
53% of all peri/post menopausal women experience vaginal dryness



Of those women, % who report loss of libido/ sex drive



Of those women, % who report severe pain during intercourse



The lack of inadequate lubrication, leads to unpleasant friction during penetrative intercourse.

Symptoms Worsen Postmenopause.

PERIMENOPAUSE

39% experience vaginal dryness



POSTMENOPAUSE

61% experience vaginal dryness





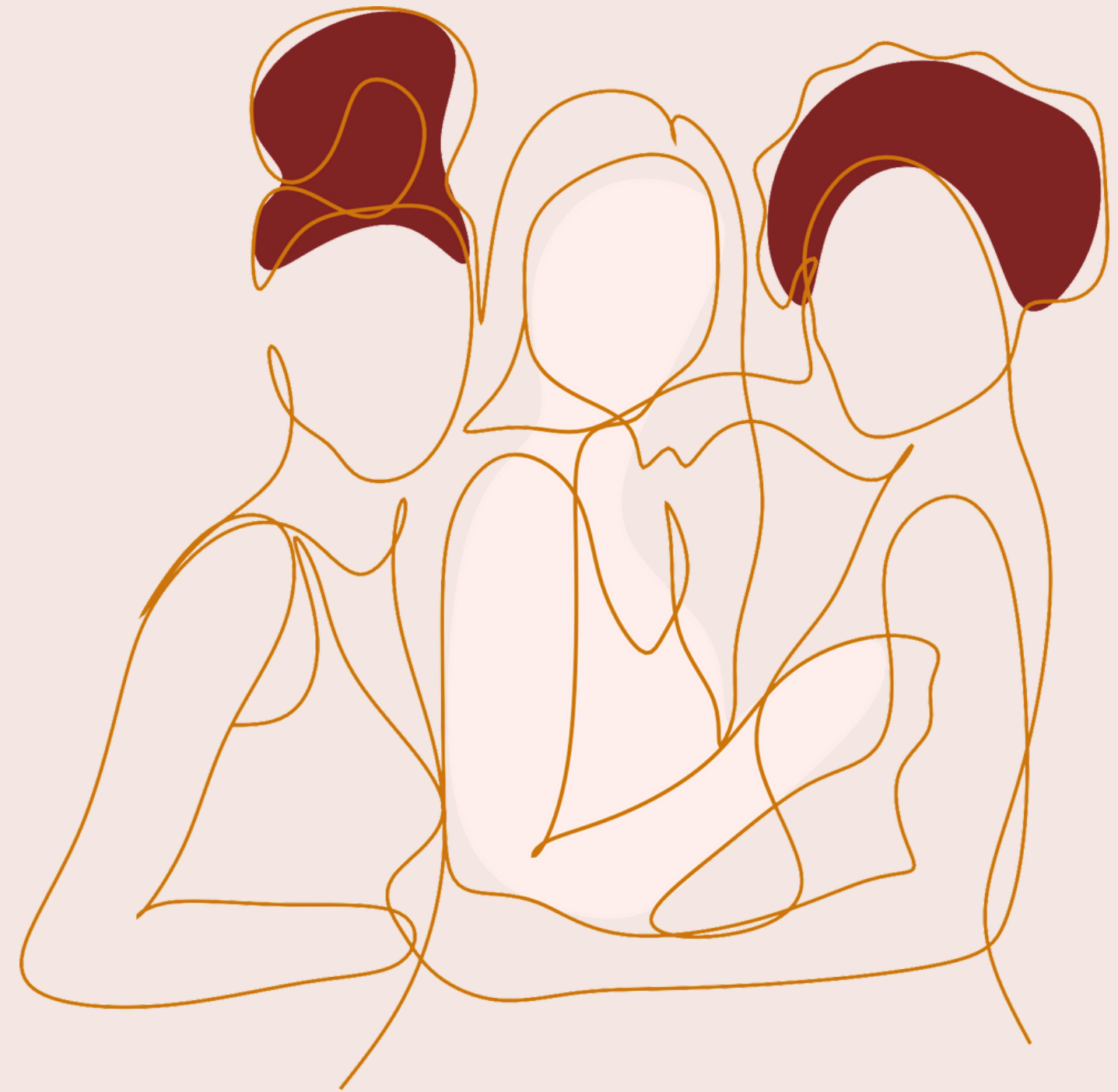
70%

Despite the loss of libido and painful intercourse, the majority of peri/post menopausal women are still actively engaging in penetrative sex.

To Pee or Not to Pee.

40%

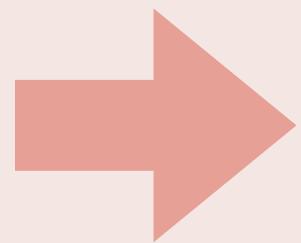
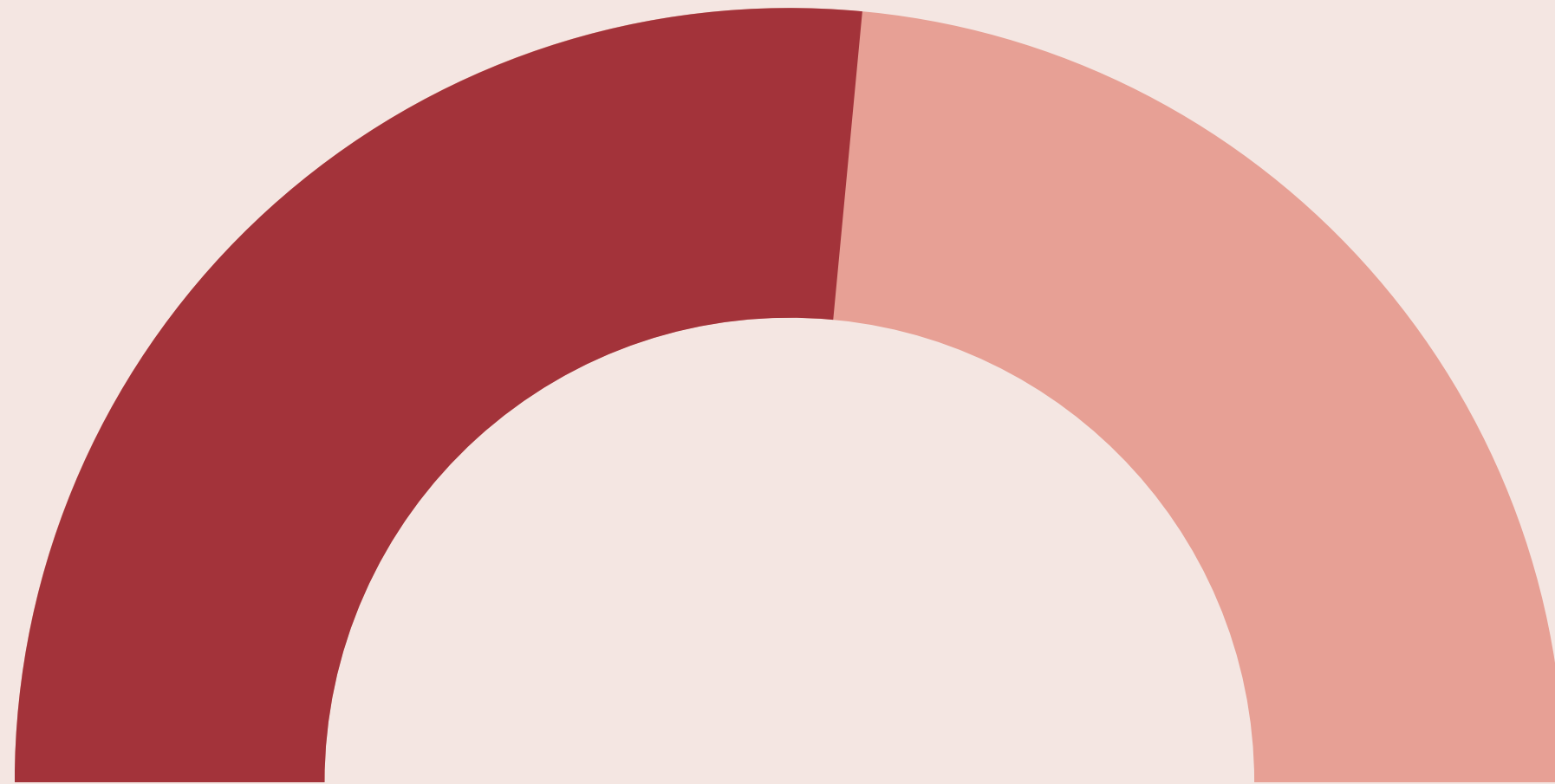
of peri/post menopausal women experience stress urinary incontinence (SUI), which involves accidental bladder leakage during activities like sneezing, coughing, or exercise.



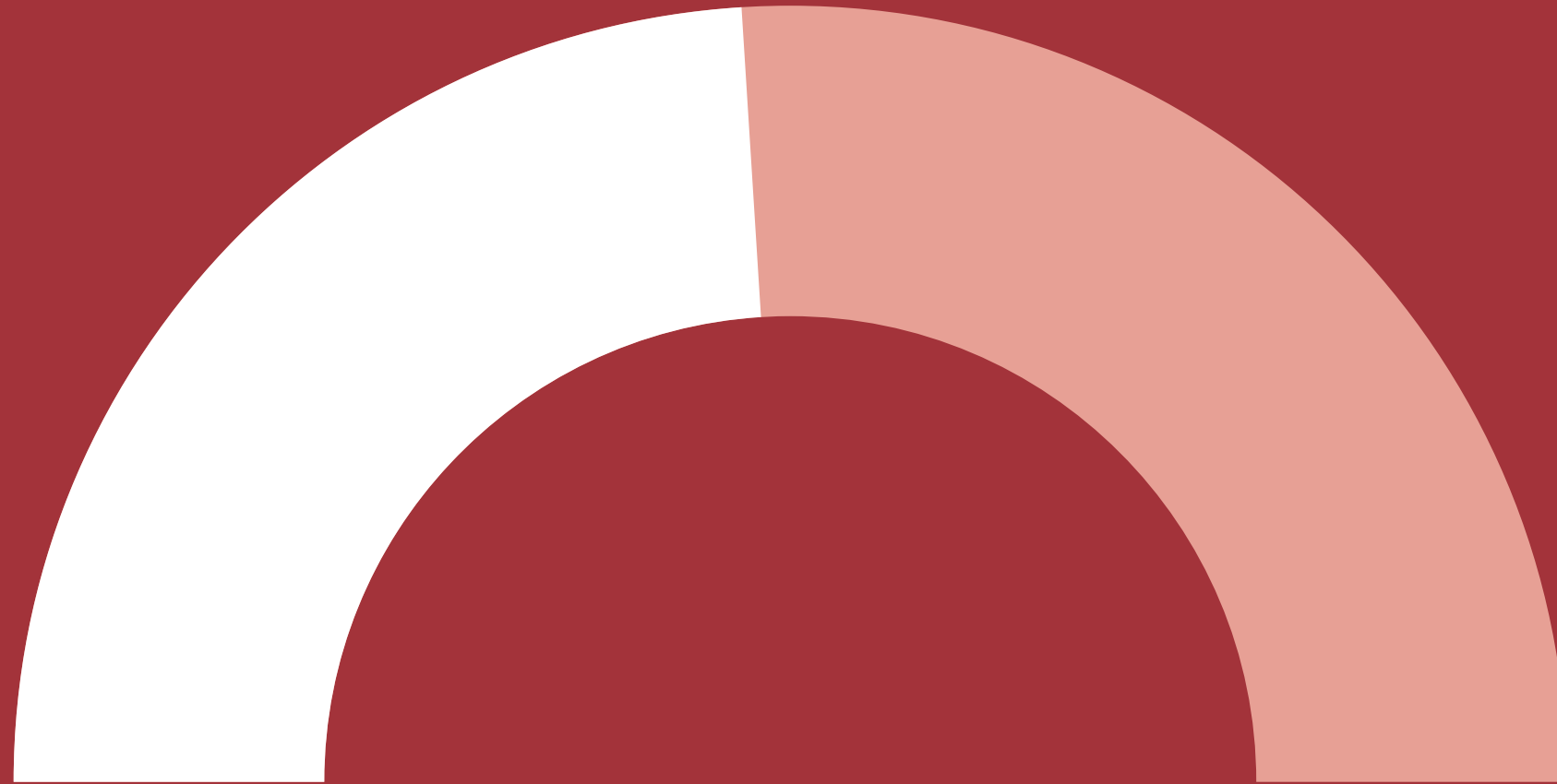
Women who
experience SUI:

53%

**Report loss
of libido**



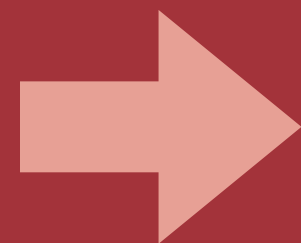
Attributed to embarrassment / fear of leaking during sex, as any pressure on a sensitive bladder can lead to accidental leakage. Additionally, women may report lower self-confidence and feelings of reduced sexiness, further affecting their sexual health.



Women who
experience SUI:

48%

Suffer from weight gain



Of the women who experience SUI, nearly half say weight gain poses a significant problem for them. Weight gain can exert additional pressure on the bladder, increasing the likelihood of incontinence. Moreover, many women avoid physical activities, fearing leakage during strenuous exertions and thus are more likely to gain weight.

Are SUI and vaginal dryness related?

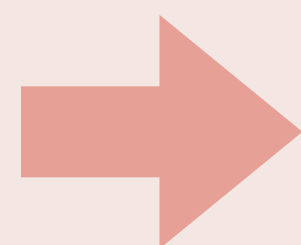
PERIMENOPAUSE

43% experience SUI



POSTMENOPAUSE

38% experience SUI

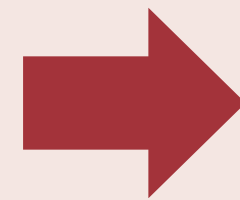


While SUI tends to bother women nearly equally in peri/post menopause, vaginal dryness is higher in women in postmenopause. The pelvic floor muscles and tissues rely on estrogen for strength and health. With age, they weaken and become thinner and drier, resulting in more frequent episodes of incontinence and tissue dryness.

Do lifestyle choices impact menopause? Absolutely.

Starting with exercise.

Women who exercise more than 4 hours a week, have a 20% higher sex drive than women who don't exercise.



This is likely due to feeling healthier and more fit, thus more sexually desirable.

4 HOURS / WEEK
OF EXERCISE

20% ↑

INCREASE IN SEX
DRIVE

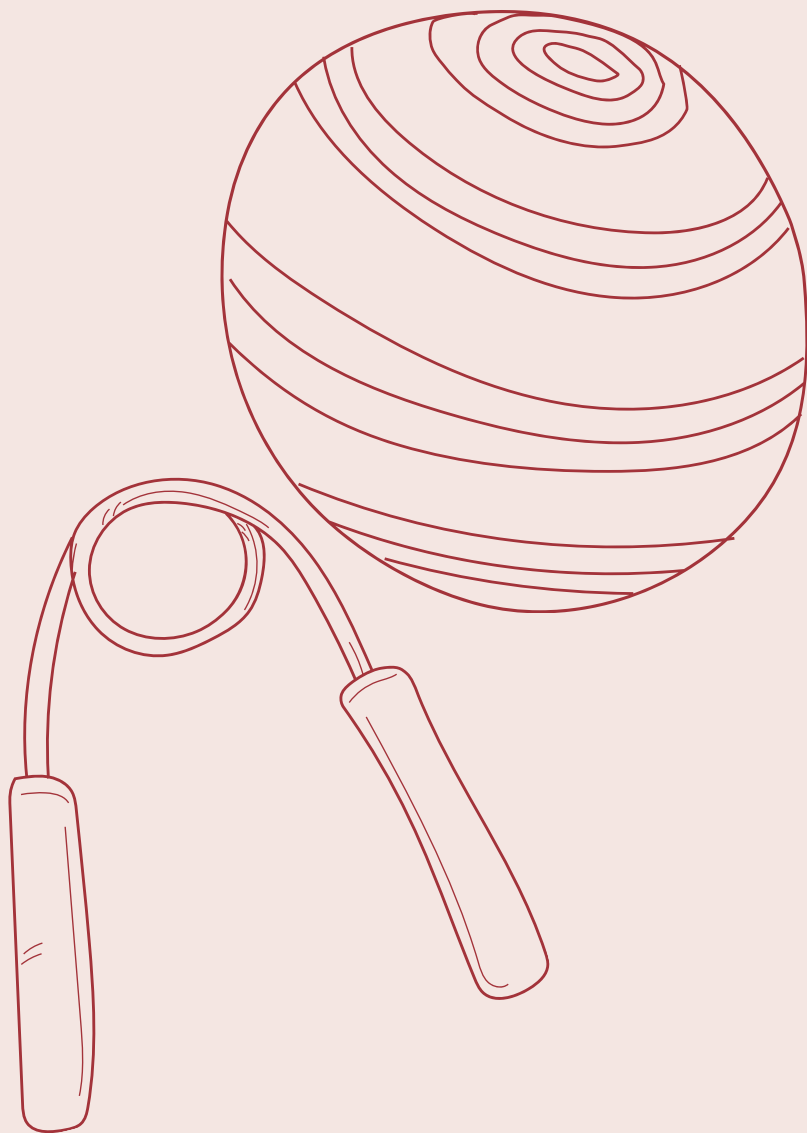
Use it or lose it?

That's right. Menopausal women who don't have sex, experience 15% more severe vaginal dryness than women who are having sex.

NO SEX

15% ↑

MORE SEVERE
VAGINAL DRYNESS



Get Your ZZZ's.

7 HOURS+ SLEEP
EACH NIGHT

14% ↓

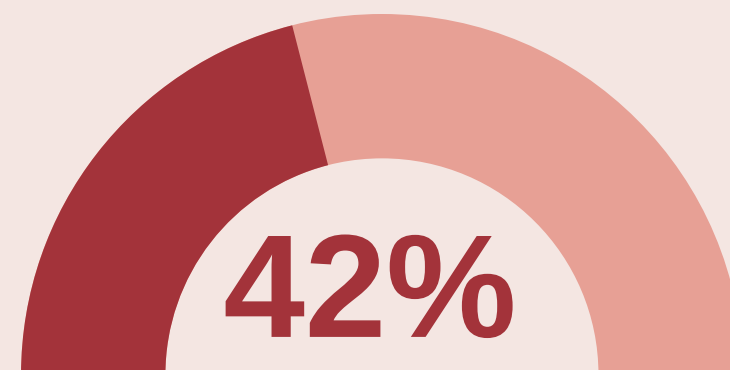
LESS DEPRESSION/
ANXIETY

Women who slept more than 7 hours a night had 14% less depression and anxiety.

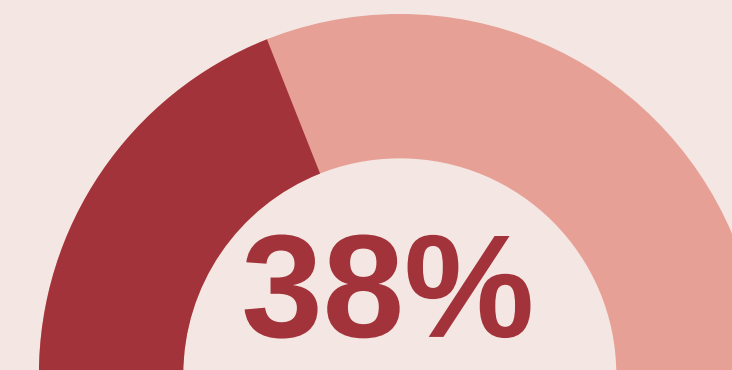


SMOKERS

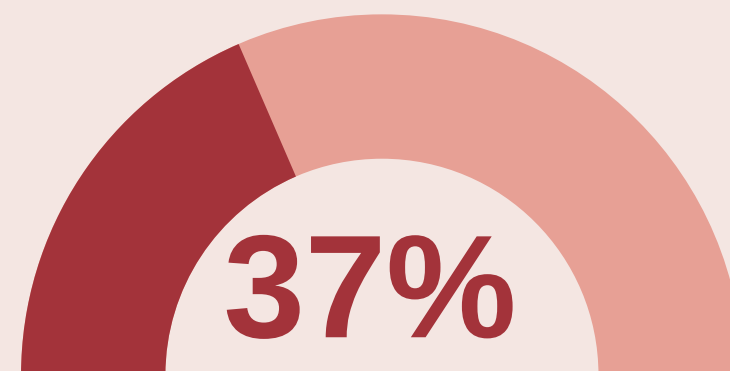
NON-SMOKERS



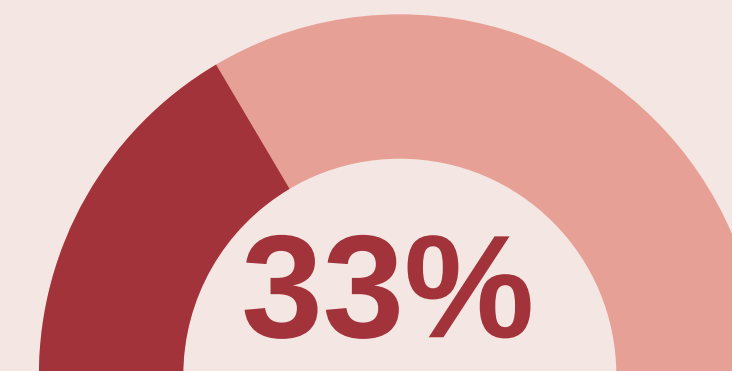
Suffer from incontinence



Suffer from incontinence



Suffer from depression

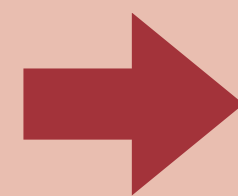


Suffer from depression



41%

of women with SUI experience depression and anxiety, compared to 34% of the general menopausal population.

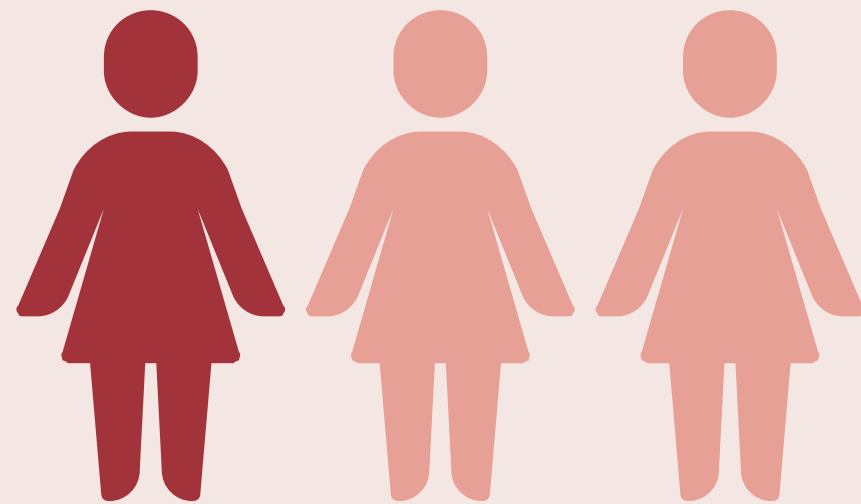


This is likely arising from a reduction in self-confidence or fear of leakage during intimate moments.

Beyond Intimate Health.

Women in menopause grapple with a myriad of other challenges alongside intimate health concerns. While our data primarily focuses on women who struggle with GSM, there are other menopause issues they face.

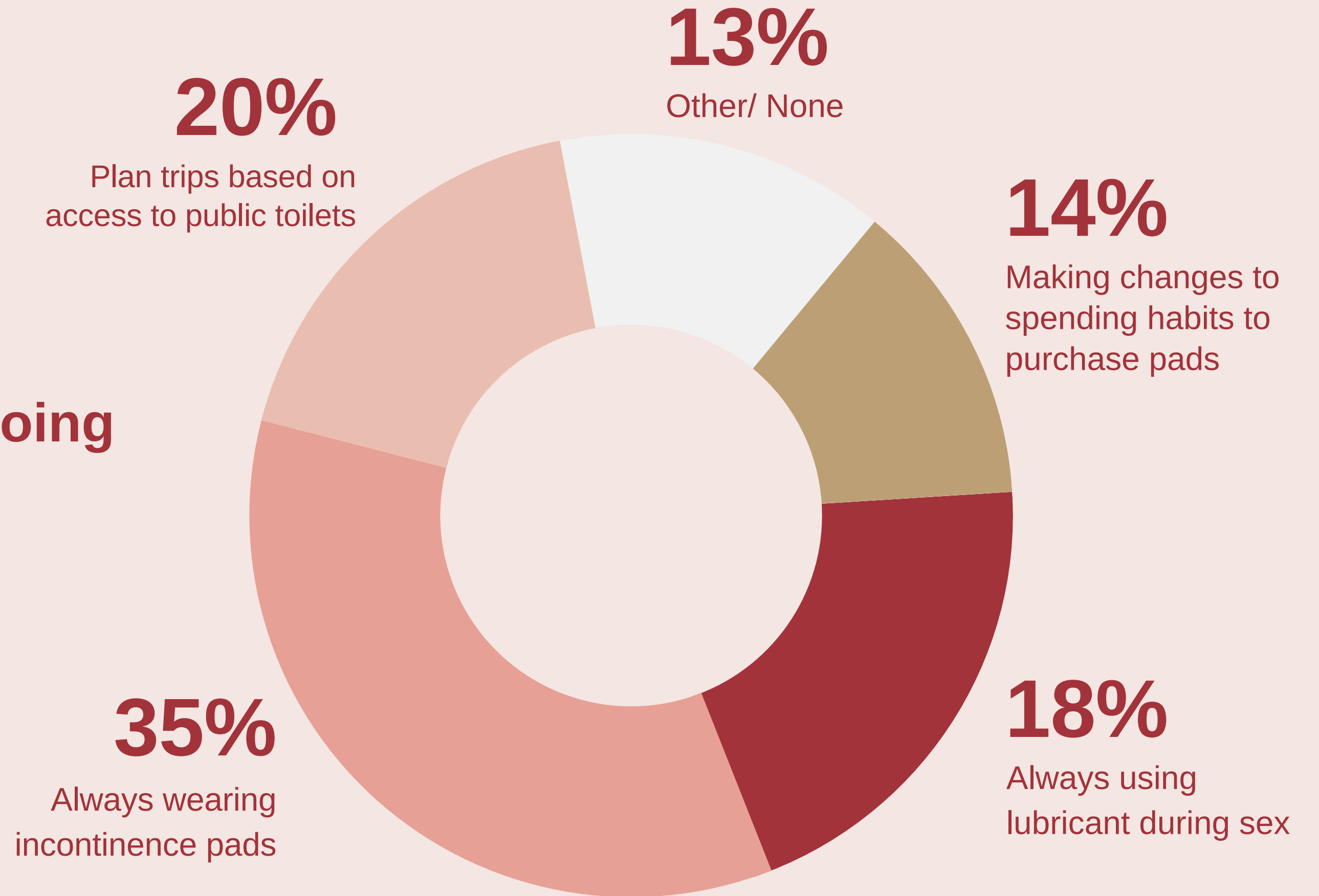
Approximately one third of women endure:

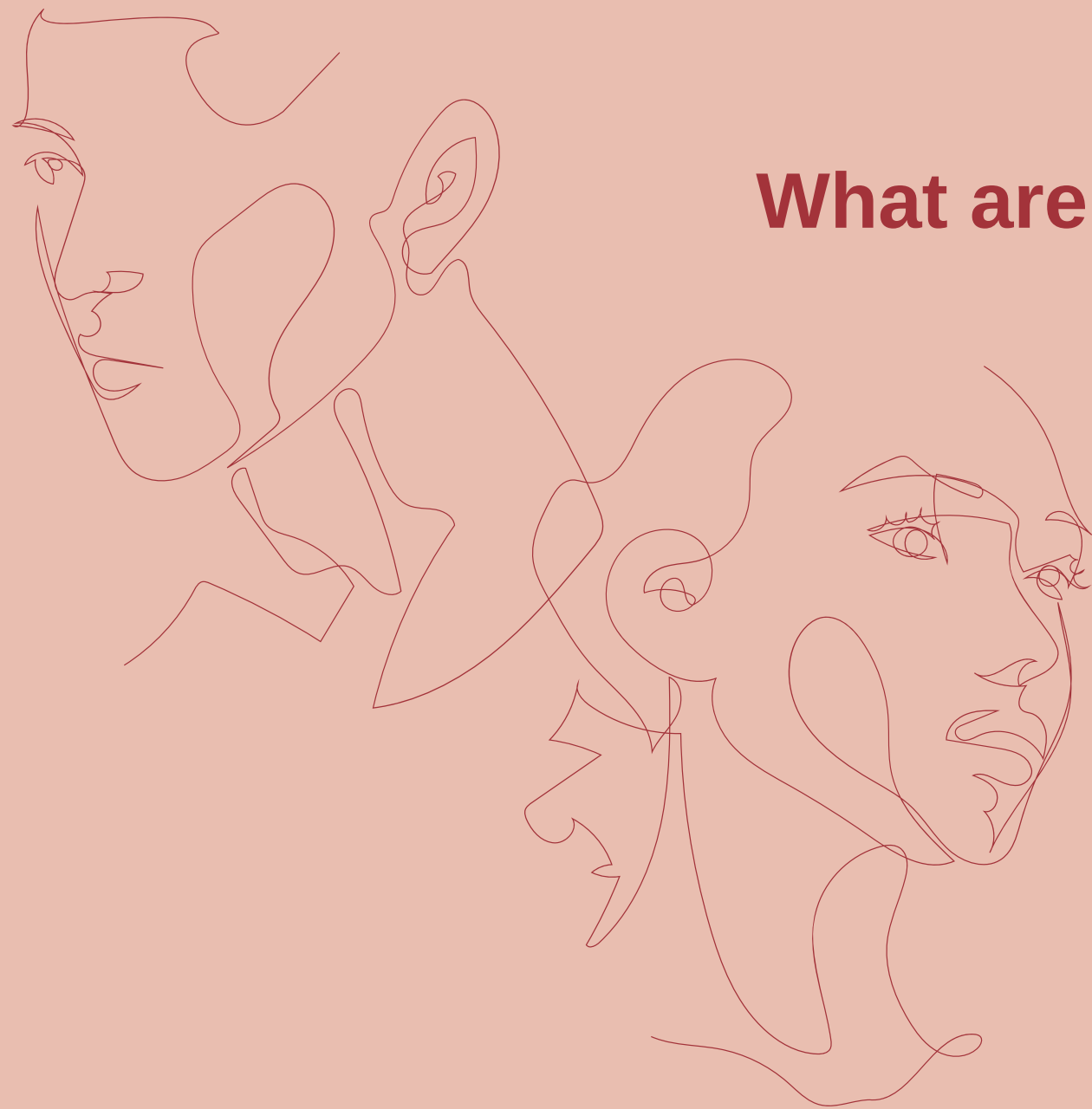


- **Hot Flashes**
- **Night Sweats**
- **Hair Loss**
- **Trouble Sleeping**
- **Persistent Fatigue**

These multifaceted challenges contribute to feelings of exhaustion and discomfort, underscoring the need for comprehensive support and solutions.

What are women doing about their GSM?





What are they *not* doing? Talking.

73%

of women have not shared with their partner what is happening with their bodies. 42% aren't even talking to their doctors.

This feeling of taboo and embarrassment keeps women in the dark about preventative action and possible solutions.

This leaves women to suffer in silence.



The encouraging news is that women do not have to accept these challenges as an inevitable part of menopause. There are numerous options and an expanding support network available today. Companies, like us, are pioneering innovative solutions, while a plethora of telehealth services focus on providing women online support during this time.

Our data validates when women are proactive with their care, they see improvement. In fact, **more than 80% of the 4,545 women** we followed experienced significant improvement with their GSM symptoms when treatment interventions were taken.


Hope

80%



You are not alone.

The journey towards better intimate health begins with open and candid discussions. If we don't talk about it, change won't happen. Change is essential. Women deserve better, and collectively, we can do better. Advocating for oneself, one's partner, and women as a whole is crucial. As we normalize discussions about intimate health as a natural aspect of aging and menopause, we increase the likelihood that women will receive the support and care they deserve. **The catalyst for change starts with you.**



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Attributions

1. Atomik Research / Joylux Urinary Incontinence Research Study, N=2,004
2. The Joylux Menopause Experience Survey, N=29,821
3. *The Next Big Opportunity in Femtech*, Forbes, July 24, 2019
4. The Joylux Menopause Tracker, N=4,564

For more information, contact info@joylux.com.