



FemAging

FA2020

A Health and Tech Report

Bringing Key
Needs of
Women Ages 40+
into Focus

Recognizing and Accelerating
Global FemAging Tech Innovation

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Red Hot Mamas North America, Inc.

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FemAging 2020 was commissioned by WisePause, an initiative that highlights, celebrates and seeks to improve the mental and physical health and well-being of women ages 40+.

In the inaugural edition of the FemAging trend report WisePause introduces a new industry sector, providing surprising insights about what **women ages 40 to 65** really want from health and wellness products and services, and offers guidance to aspiring market innovators.

FemAging 2020 introduces

A nationally representative survey of 1,000 U.S. women ages 40 to 65 providing unique data about women's most critical health and wellness needs as well as the features they want most from products and services.

FemAging Index

1000
40-65



FemAging 2020 introduces

FemAging Tech Census

In this report, WisePause reveals a new industry sector: FemAging Tech. This sector includes innovations such as software, medications, nutraceuticals, devices and clothing that are focused specifically on the health and wellness needs of women ages 40+. We estimate that FemAging Tech products and services have attracted \$445 million in funding as of December 2019.

The FemAging Tech Census is the world's first in-depth analysis and assessment of innovative health and wellness solutions designed for to women over 40. Extensive market research was conducted to identify approximately 70 prominent and little-known FemAging Tech innovations from around the world. We then conducted an in-depth analysis of each company to understand the distinctive features of their products and services.

We also assessed how well FemAging Tech companies' products' features align with the health and wellness needs of women 40+ who participated in the FemAging Index survey.



FemAging 2020 introduces

FemAging Tech 20

Using the data from of the FemAging Tech Census, we identified 20 innovators that are developing solutions well aligned with the needs and wants of FemAging women. These 20 innovative FemAging Tech companies are featured in this report.



The FemAging 2020 report is not available for download on SlideShare.

Access the full report and other FemAging information and resources at [FemAging.com](https://www.femaging.com).

DOWNLOAD REPORT

FOREWORD

Karen Giblin

President and Founder,
Red Hot Mamas North America, Inc.

www.redhotmamas.org

Menopause and Aging

Facing the Challenges,
Eliminating the Silence

“

Many women tend to think that menopause is just the next phase in a long life, complete with its benefits and challenges. Although menopause is a normal life transition, many women are not prepared.

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Many women tend to think that menopause is just the next phase in a long life, complete with its benefits and challenges. Although menopause is a normal life transition, many women are not prepared.

In the past, menopause was only discussed in whispers. It was surrounded by silence, mystery and fears. Now it has become an important topic that women are no longer afraid to talk about. But, along with all the current discussions about menopause, there are real challenges that women face.

Sometimes menopause is not an easy time for many women. The hormonal havoc brings on significant inconvenient, bewildering and mysterious symptoms that can take a substantial toll on women both mentally and physically. And, these symptoms can also last for years! The challenge for women is to find the inner strength to discover ways to help themselves while their bodies and minds are experiencing such hormonal stress.

The more women know about the menopause transition, the better they can communicate with their healthcare providers and make critical health care decisions to minimize uncomfortable changes that might arise at menopause.

Not long ago, 50 was about as old as women could expect to get. Today, women live well into their 80s, 90s and even longer. As a result of living longer, many women are eager to make the years through the menopause transition and into

their postmenopausal years the most exciting and powerful time of their lives.

A new segment of life opens up at menopause and the years thereafter. Women today have become more conscious about the measures required to achieve good health and required to achieve wiser health care decisions. Throughout menopause, women are vital, active, educated, energetic and we are desperately in need of services and products

Unlike previous generations, menopausal women are not sitting in rocking chairs. We are sitting at our computers sipping water in our Swell bottles. We are more confident as we grow older and feel the best is yet to come.

So, women at ages 40, 50 and older should be noticed, not forgotten. The number of women in this age bracket is swelling, not dwindling

It's important to understand that women are the majority of our population and that we represent a huge amount of purchasing power. Huge opportunities exist within this immense market of women and women need to be provided a spectrum of choices to help them feel better and healthier as they age.

For more than 28 years, I have helped women to take charge. I've collaborated with healthcare providers offering them the tools to educate women about the strategies available to manage their health and wellbeing at menopause and beyond.

This advancement has been achieved through our Red Hot Mamas Menopause Education Programs offered in U.S. hospitals and other educational channels.

Let's celebrate the findings of FemAging 2020. This groundbreaking report underscores the unique needs of women ages 40+. I'm pleased that WisePause is working to make sure this segment of our population is noticed—and not forgotten.

The FemAging Index survey has identified older women's unmet needs and problem that must be solved. I believe that awareness is the ignition and motivation is the accelerator.

The unique needs of aging women should be at the center of how products and services for women ages 40 and older are developed.

Fortunately, the FemAging Tech Census provides innovators with a roadmap for how they should approach product development for aging women. This research highlights the innovations available now (and in the near future) that can be life-changing for this group.

I fully expect that the findings of the inaugural FemAging Tech report (and subsequent editions) will be of utmost interest to aging women as well as the companies committed to women's health and wellness throughout the lifecycle.



INTRODUCTION



Women's Health is Not Just About Fertility

Over the last few years, the world has been introduced to femtech, a group of (largely digital) innovations designed to improve women's health and well-being.

The rise of the femtech sector, which research consultancy Frost & Sullivan estimates will reach \$50 billion in value by 2025, has been a positive development. It has attracted much-needed attention to innovations being developed for key women's health issues, and innovators have received well-deserved recognition.

But, there has been a downside. As of December 2019, fertility and parenthood innovations have received more than \$2.9 billion in investment. In contrast, solutions we assessed that are targeted toward older women—including those entering perimenopause and menopause—have received an estimated \$445 million. (The majority of funding is for pharmaceutical

and device innovations.) This lack of focus on older women's needs is not surprising. According to J. Walter Thompson's 2018 report, "The Elastic Generation", many older women feel invisible. Their concerns are misunderstood and men—and women—are uncomfortable considering and talking about issues associated with menopause and aging.

Yet, the global population of women 40+ is growing daily, and an estimated 1.1 billion women will be of perimenopausal age by 2025. These women have tremendous economic and social power. It's well past time to put their needs front and center.

We produced this report for two reasons. First, we want to bring older women's health and wellness needs out of the shadows and into the light. This is why we commissioned the FemAging Index, a unique nationally representative survey of 1,000 U.S. women ages 40 to 65 that will be repeated annually.

Significantly, the FemAging Index takes a look at what older women of color (African Americans, Hispanics and Asians) want, a generally overlooked population in innovation research, investment and development. Second, we want to accelerate and improve innovations targeted toward older women. This is why we are introducing a new industry sector with this report: FemAging Tech. This sector features innovations such as clothing, nutritional products, wearables, sensors, diagnostics, devices, pharmaceuticals and digital applications developed specifically for women ages 40+.

To define the scope of this new sector, we conducted the FemAging Tech Census, an in-depth analysis of nearly 70 global innovations targeted toward older women. The census reveals important information about the current features of these products – and whether these innovations are truly meeting the needs of women ages 40 to 65.

Here's some of what the FemAging Index and FemAging Tech Census reveals about older women and current products:



THEY ARE SAVVY TECHNOLOGY USERS:

73% are using mobile applications. About one third are using voice-enabled technologies and wearables (Alexa, Fitbit, Apple Watch).



MOST ARE VERY CONCERNED ABOUT HEALTHY AGING:

55% reported significant or very high concern about staying healthy, active and independent as they age. 66% of African Americans and 62% of Hispanics say the same.



MANY ARE STRUGGLING WITH MENOPAUSE SYMPTOMS, BUT NOT SEEKING HELP:

33% of older women say menopause symptoms interfere with their daily lives sometimes, a great deal, or are debilitating. But only 8% are in treatment.

We also wanted to understand the health and wellness concerns of women currently experiencing menopause or age-related issues—and the types of products and services they want.



SEXUAL HEALTH AND MANAGING INCONTINENCE ARE KEY CONCERNS FOR SOME WOMEN OF COLOR:

33% of Hispanics say sexual health issues are important to manage (versus 25% of all groups) and 26% of African Americans report that managing incontinence is vital (versus 17% of Hispanics).



MANY WANT TO ADDRESS STRESS AND ANXIETY ISSUES:

Nearly half of older women (45%) say that managing stress and anxiety is important.

A slightly higher percentage of African Americans (50%) say stress/anxiety management is vital.



FEMAGING TECH INNOVATIONS ARE MISSING KEY FEATURES WOMEN WANT:

For example, while 36% of older women interested in FemAging Tech solutions say they want products that help them manage stress, only 7% of products analyzed in the FemAging Tech Census provide stress management features.

While the FemAging Tech landscape is still evolving and improving, some innovators are already doing a good job of meeting women's needs. We want to recognize them.

This report features the first edition of the **FemAging Tech 20**, a list of twenty top companies developing innovations that are helping to meet the unique health and wellness needs of women ages 40+.

The FemAging Tech Census and FemAging Index reveal tremendous opportunities for entrepreneurs, investors and others to accelerate innovations for older women. Acceleration is needed because there is a great need for increased development, support and investment in products and services that are genuinely aligned with older women's wants, needs and desires (as revealed by the FemAging Index).

We hope this report helps to spark conversation, understanding and action around the distinctive needs of older women and the innovations that support them.





FemAging Index 2020

**Mature women are
High-Income Earners,
Educated, Married
and Diverse**

**and About 40 Percent
Are Perimenopausal
or in Menopause**



Better Understanding Women ages **40-65**

Each day, increasing numbers of women in the U.S. turn 40 and move into the second half of their lives. We know this population is growing, but who are they?

Are they married or single, college-educated, parents?

The FemAging Index, a nationally representative survey of 1,000 U.S. women ages 40 to 65, provides us with a snapshot of who they are:

This Population is Diverse

More than one-third are women of color (African American, Hispanic or Asian)



A Large Group are Relatively Young

41% are between 40 and 50 years old



Many are Well-Educated

About 40% have college degrees



Menopause is a Reality for Many

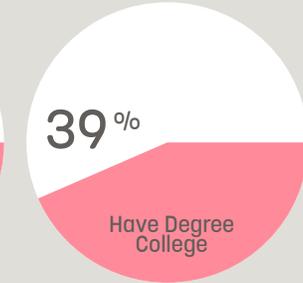
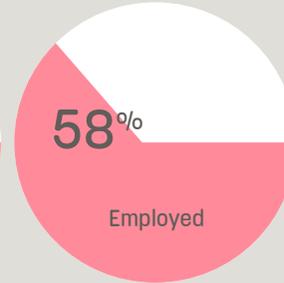
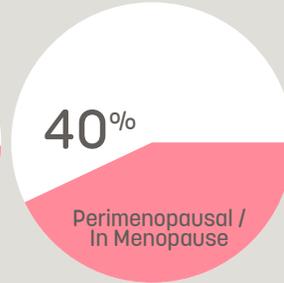
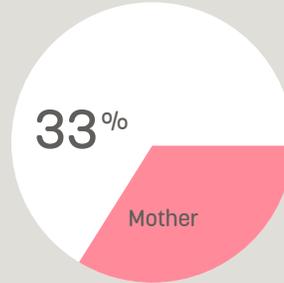
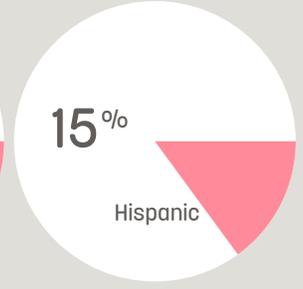
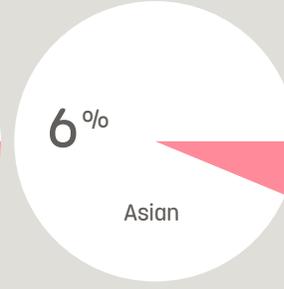
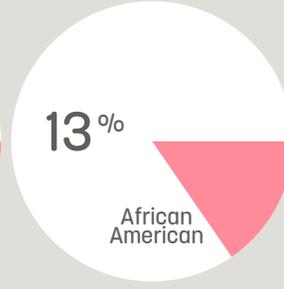
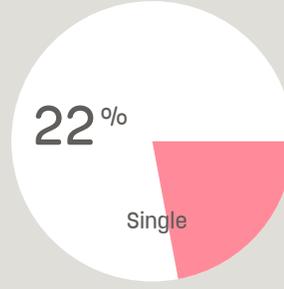
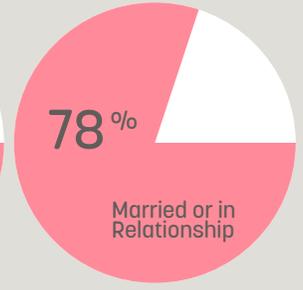
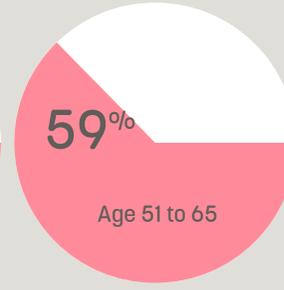
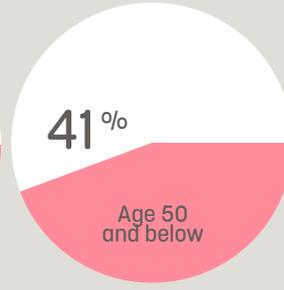
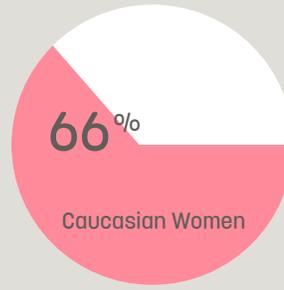
40% are perimenopausal or menopausal



Understanding Women

ages

40-65

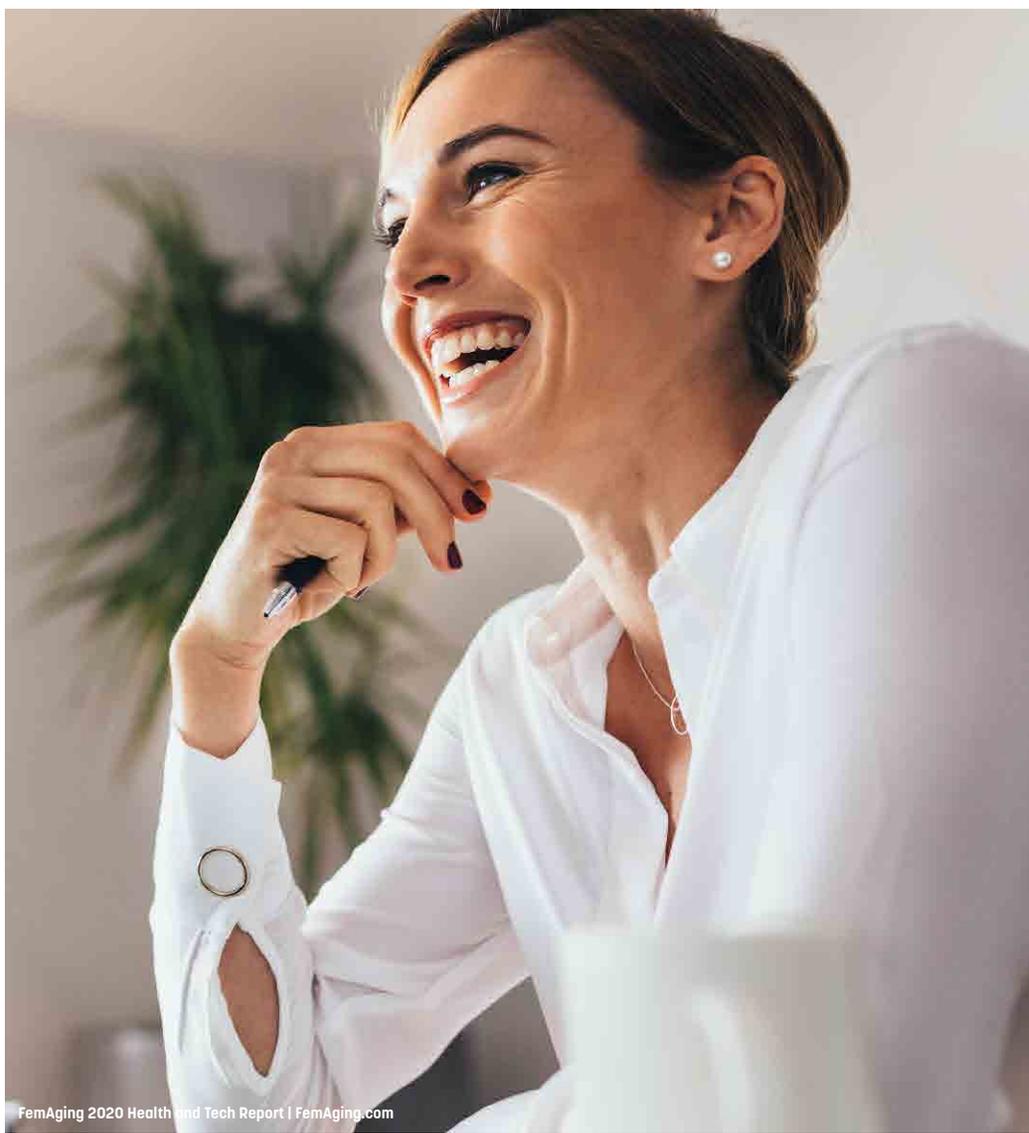


SOURCE: FEMAGING INDEX 2020



FemAging Index 2020

Older Women
are Concerned
About Staying
Healthy and
Independent
as They Age



“ Remaining Healthy, Vibrant, Independent and Active is Important to Us ”

Life does not end after 40, so it's no surprise that older women want to remain vibrant, engaged and agile as they get older.

But many are not confident in their ability to do so. We asked women how concerned they are about “staying healthy, active and independent as they age” and the majority (55%) said they have “significant or very high concern about their ability to do so, with the oldest women expressing the highest degree of worry.

Women 40 to 65 who say they have significant or very high concern about staying active, healthy and independent as they age.



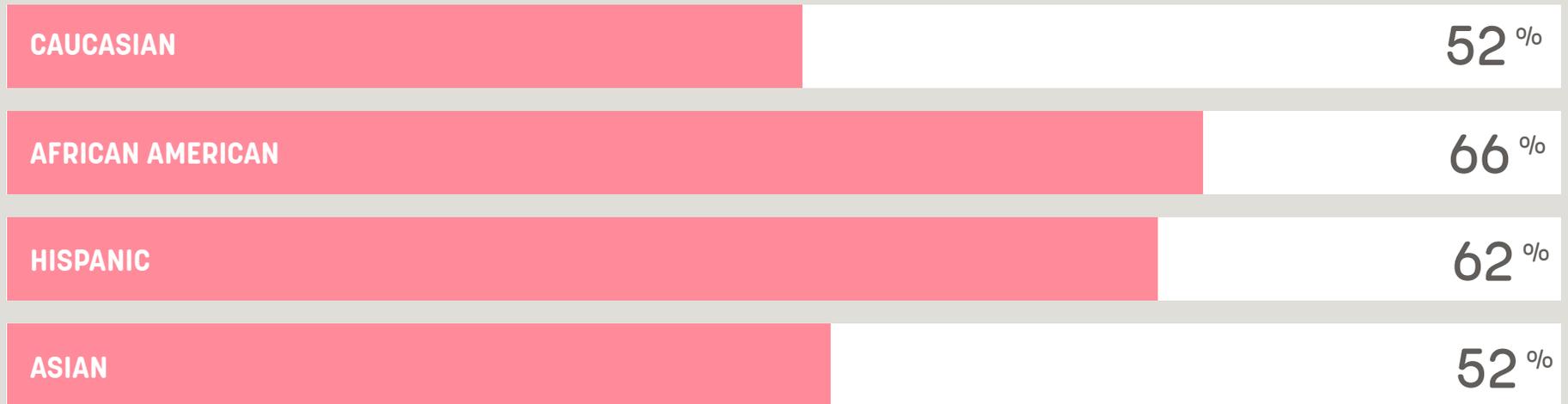
SOURCE: FEMAGING INDEX 2020

“
African American
and Hispanic
Women are
Even More
Worried About
Healthy Aging”

Some women of color are very concerned about their ability to maintain their health as they age.

African American women, for example, are much more likely to say that they have significant or very high concern about aging actively, independently and healthily.

African American, Hispanic and Asian Women 40-65 who say they have significant or very high concern about staying active, healthy and independent as they age.



SOURCE: FEMAGING INDEX 2020

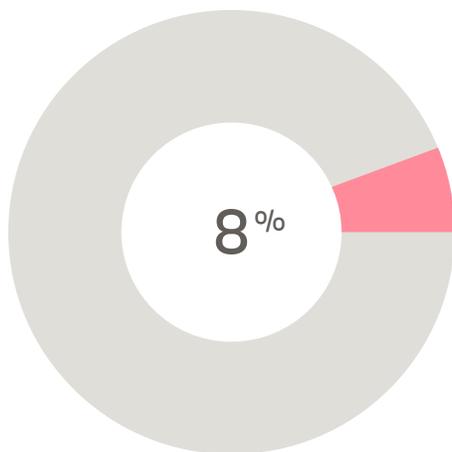


FemAging Index 2020

The Menopause Treatment Gap

Few Older Women are Receiving Menopause Care

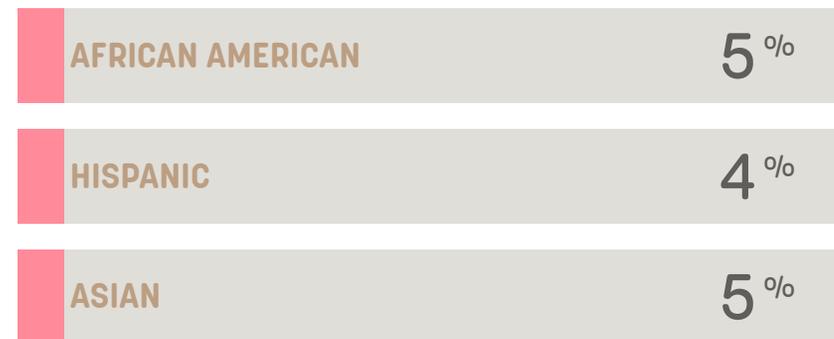
Women 40-65 Receiving Menopause Care
(Who are Currently Experiencing Symptoms)



SOURCE: FEMAGING INDEX 2020

But, Older Women of Color are Even Less likely to Receive Menopause Care

Women of Color 40 to 65 Receiving Menopause Care
(Who are Currently Experiencing Symptoms)



SOURCE: FEMAGING INDEX 2020

The Menopause Treatment Gap

Menopause has a significant impact on the quality of life of women 40 to 65, especially when it comes to managing symptoms such as hot flashes, night sweats and fatigue.

Yet, few older women experiencing menopausal symptoms are currently receiving treatment—especially women of color.

Many don't feel they need treatment, even though they say menopausal symptoms are significantly affecting their lives.

However, some women are seeking care, but not receiving it. This group of menopause treatment seekers includes 8% of women ages 40 to 65. Within this group:

Menopause Treatment Seekers

11%

AFRICAN
AMERICAN

11%

HISPANIC

2%

ASIAN

The Care Gap Persists Even When Menopause Has a Negative Impact on Quality of Life

Women are not receiving menopause care—even when symptoms significantly interfere with their daily lives.

60% of women with menopause say that their symptoms interfere sometimes or a great deal with life, yet only 12% of this group are in treatment.

About half of perimenopausal women say their menopause symptoms interfere sometimes or a great deal with life, but even fewer are in care (5%).

As discussed later in this report, although women are not in treatment, they still believe managing menopause symptoms is important. Many are also very interested in innovations that help them manage menopause and aging-related issues.

Even When Menopause Interferes with Life, Women are Not Receiving Care

Treatment Status:
% Receiving
Menopause Care

% Who Report
Symptoms Interfere
Sometimes/Great
Deal With Life

SOURCE: FEMAGING INDEX 2020

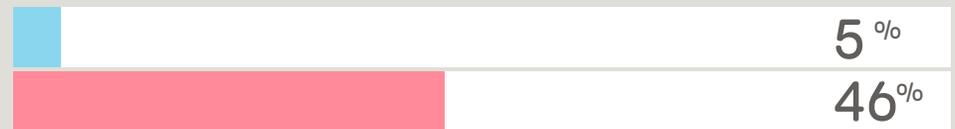
POSTMENOPAUSE



MENOPAUSE



PERIMENOPAUSE





FemAging Index 2020

Why Older Women
Believe Managing
Vaginal and Bladder
Health is Vital

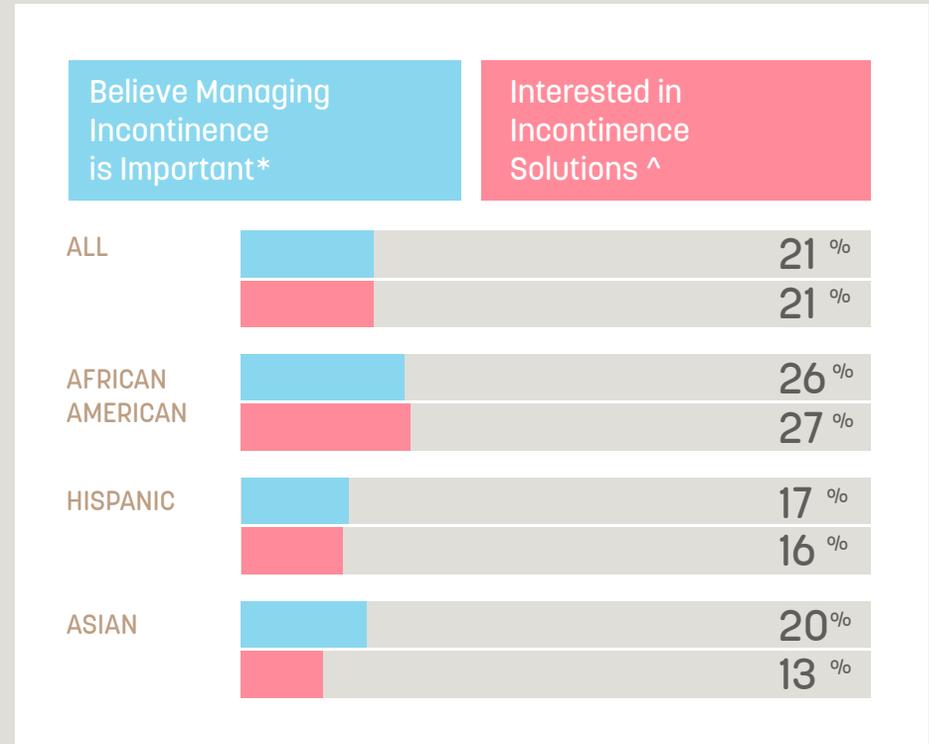
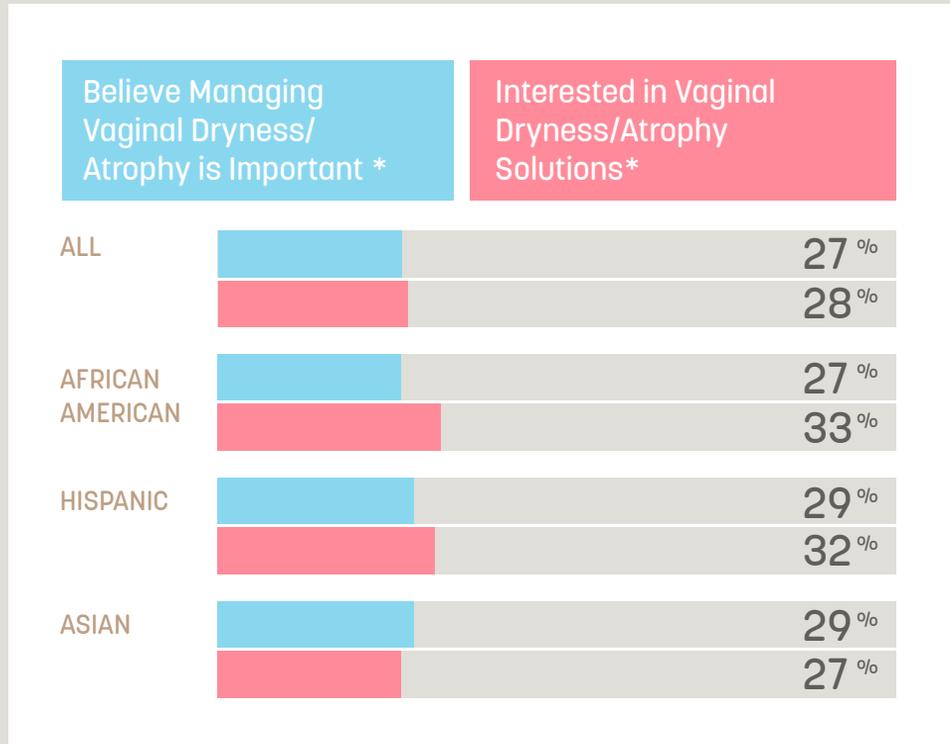


Managing Bladder and Vaginal Health is Vital for Many Mature Women

As they age, many women begin to face vaginal and bladder health issues. Two important, but little-discussed, conditions are **incontinence and vaginal atrophy**. (Clinicians also refer to vaginal atrophy as the genitourinary syndrome of menopause.) Via the FemAging Index, we learned that about one-third of women believe managing vaginal dryness and atrophy is important, while 21% say addressing incontinence is vital. Older African American women are especially interested in vaginal dryness and incontinence solutions.

Managing Bladder and Vaginal Health is Critical for Many Women.

African American women are most interested in solutions addressing both these issues.



SOURCE: FEMAGING INDEX 2020

* Respondents are women experiencing menopause or age-related symptoms

^ Respondents are women interested in any aging or menopause product/services



FemAging Tech Census 2020

The Vast,
Yet Virtually
Untapped
Opportunity in
FemAging Tech
Today

FemAging Tech Funding is Lagging

In this report, WisePause introduces FemAging Tech, a new industry sector featuring innovations focused specifically on women ages 40+. To understand the FemAging Tech market's size and scope, we conducted the FemAging Tech Census, an in-depth market research study and assessment of solutions catering specifically to older women.

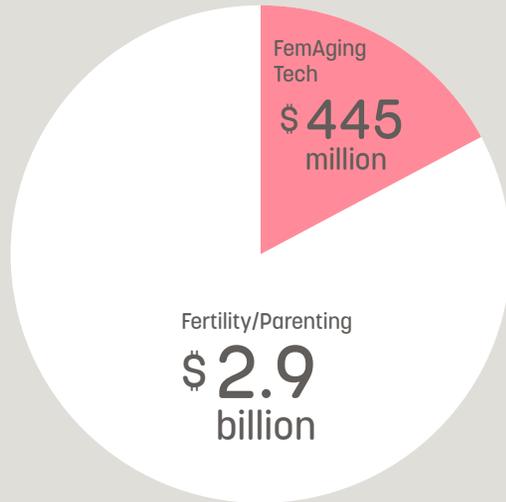
While conducting the FemAging Tech Census we identified nearly 70 solutions and collected data (compiled via Crunchbase and other sources) about the level of funding innovations have received. We then compared this with funding directed toward fertility and parenting companies.

What we learned is sobering. Globally, innovators in the parenting and childbearing subsectors have received \$2.9 billion in funding to date. In contrast, we estimate that companies assessed in the FemAging Tech Census raised \$445 million (as of December 2019).

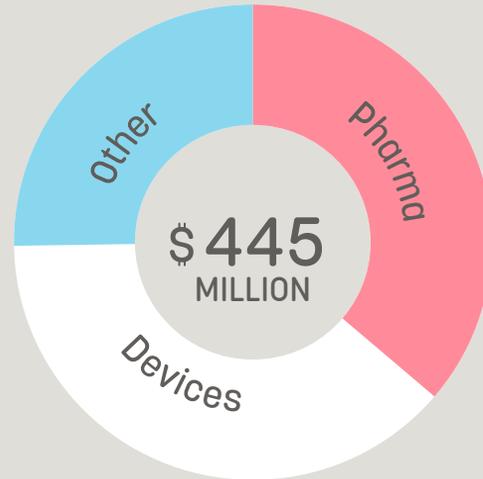
The majority of FemAging Tech funding is for drugs and devices, such as Kegel exercisers.



Global Funding: FemAging Tech vs. Parenting/Fertility Innovations



Funding:
FemAging Tech
vs. Fertility/Parenting



Funding Distribution:
FemAging Tech

FUNDING DATA SOURCES: CRUNCHBASE, FEMAGING TECH CENSUS, 2020

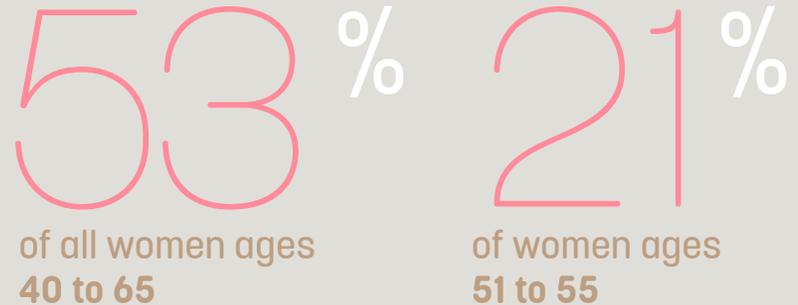
Favorable FemAging Demographic and Economic Trends Present Innovators and Investors With Opportunities

Many investors and innovators are ignoring a growing population with significant potential spending power.

In the U.S., the population of women of prime childbearing ages (15-39) and those 40 to 65 is about equal. This suggests there are at least as many potential buyers for FemAging Tech innovations as exist for fertility and parenting solutions.

Older women's buying power is also strong. According to the FemAging Index, about half are making \$75,000 per year.

There Are Almost 53 Million U.S. Women of Late/Post-Childbearing Years, But Most Innovation is Focused on Younger Women



Women Ages 40-65 Making \$75,000 Plus Per Year.

POPULATION DATA SOURCE: STATISTA 2019

U.S Population:
Women of Childbearing vs.
Late/Non-Childbearing Age

US Female Population Ages 15-65

Ages 15-39
Prime Childbearing Age

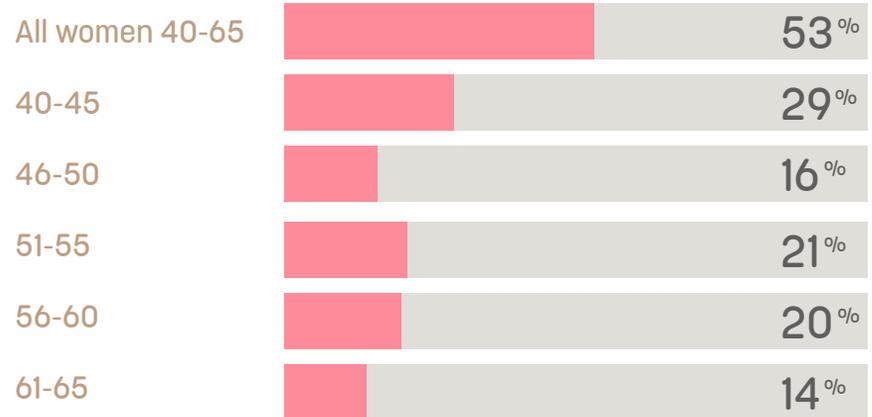
54.24
MILLION

Ages 40-65
Late/Non Childbearing Age

52.88
MILLION

POPULATION DATA SOURCE: STATISTA 2019

U.S Women Ages 40 to 65 with Annual Income Above \$75,000

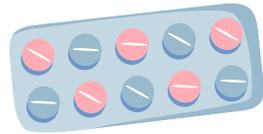


SOURCE: FEMAGING INDEX 2020

The FemAgingTech Landscape

From Lubricants to Drug Treatments to Devices

FemAging Tech innovations feature a range of technology solutions designed to treat symptoms such as vaginal dryness and atrophy, incontinence, hot flashes, and other issues associated with aging and menopause. Some key innovations featured in FemAging Tech products include:



Pharmaceuticals

Drug treatments that help shift and maintain hormone balance



Devices

This category of innovations is dominated by pelvic floor exercisers that help improve vaginal health and prevent incontinence



Clothing and Bedding

Solutions such as shirts and sheets that help reduce hot flash symptoms

Some Key Innovations being used in FemAging Tech Products

12%

LUBRICANTS

14%

PHARMACEUTICALS

12%

HERBAL
MEDICATIONS

18%

CLOTHING/
BEDDING

19%

DEVICES

Among FemAging Tech Innovations
Analyzed for this Report

SOURCE: FEMAGING TECH CENSUS 2020

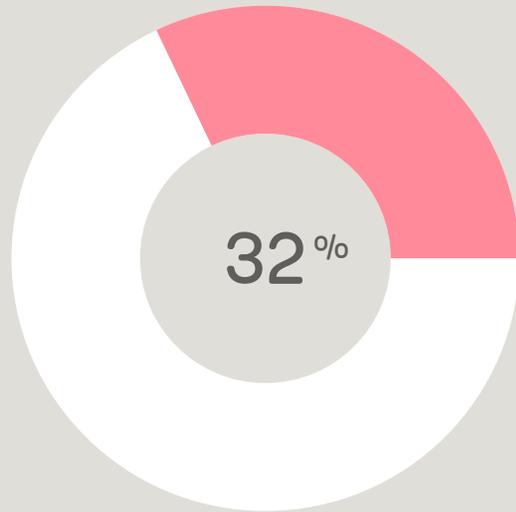
FemAging Tech Innovators are Delivering Much-Needed Solutions to Address Vaginal and Bladder Health

According to the FemAging Index, about one-third of women believe managing vaginal dryness and atrophy is important, while 21% say addressing incontinence is vital.

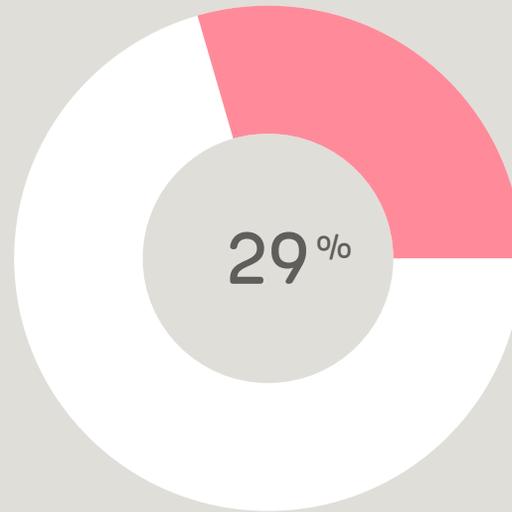
From an innovation perspective, while additional tools are required (especially for women of color), these are areas many innovators are addressing.

One-third of the companies we assessed in the FemAging Tech Census have developed vaginal and and bladder health solutions.

About One-Third of FemAging Tech Innovations are Focused on Vaginal and Bladder Health



FemAging Tech Innovations
Featuring **Vaginal Dryness/
Atrophy** Treatments



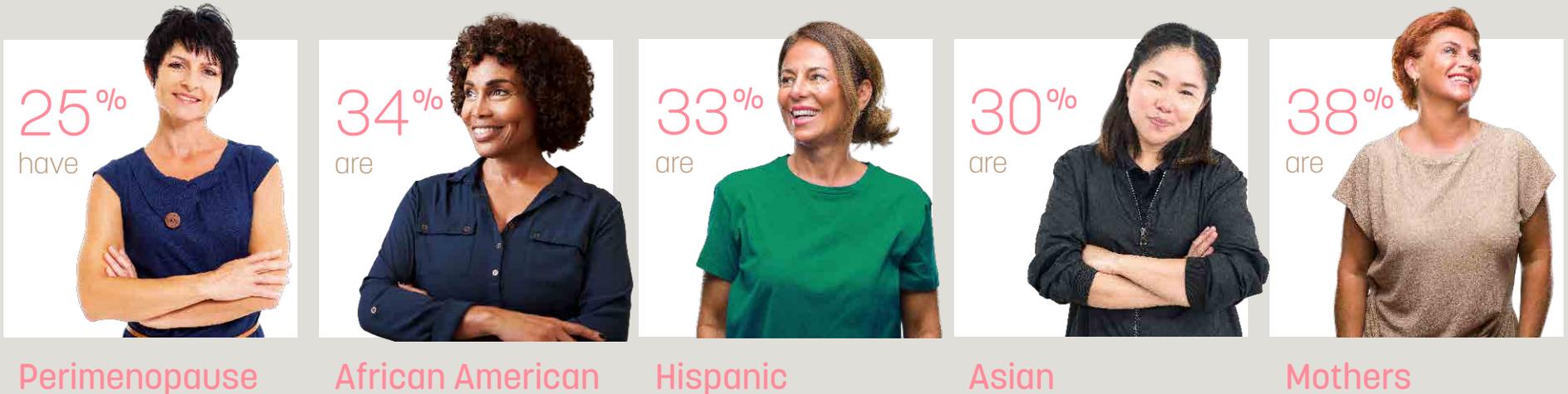
FemAging Tech Solutions
Featuring **Incontinence**
Management Tools

SOURCE: FEMAGING TECH CENSUS 2020

What About Voice Technologies?

Over the past few years, artificial intelligence-aided voice technologies such as Apple's Siri and Amazon's Alexa have become a staple in the home. According to the FemAging Index, among 31% of women ages 40 to 65 use voice-enabled devices.

Among these voice tech users

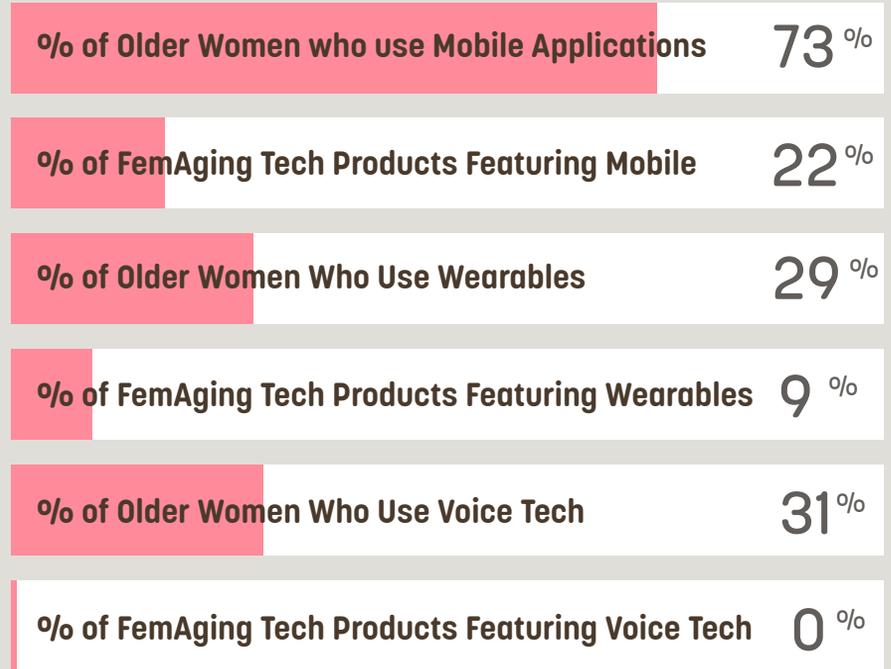


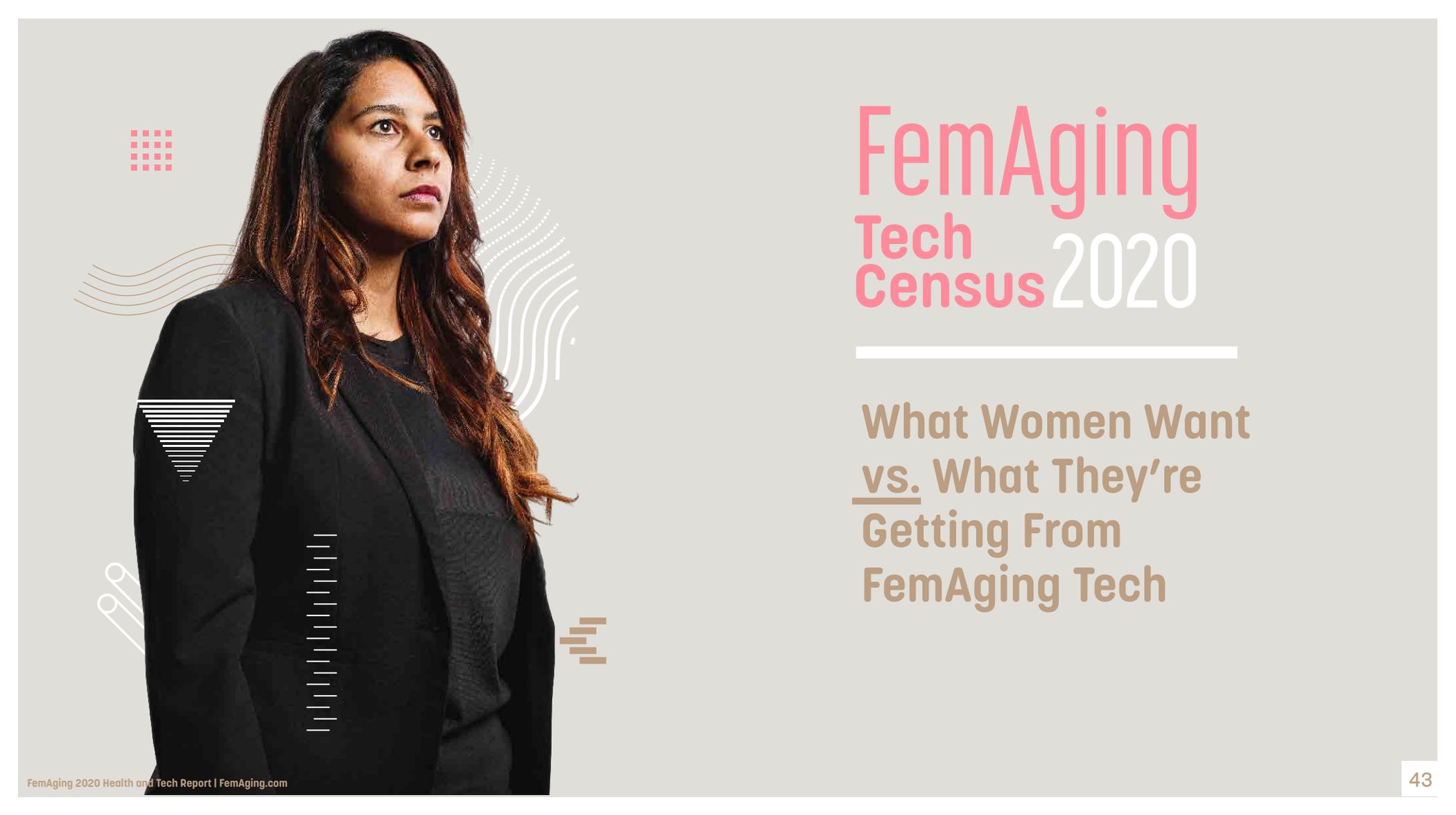
Despite the growing popularity of voice technologies, none of the FemAging Tech innovations we assessed featured voice tools.

Voice Tech: A Missed Opportunity?

One-third of older women use voice-enabled solutions, yet FemAging Tech innovations do not feature this technology.

SOURCE:
FEMAGING INDEX 2020
FEMAGING TECH CENSUS 2020





FemAging Tech Census 2020

What Women Want
vs. What They're
Getting From
FemAging Tech

The Innovation Gap

Underserving the Health Needs of This Massive Market

We conducted an analysis of what respondents to our FemAging Index survey told us they want from a health management and product feature perspective vs. what the majority of innovations are delivering.

Are most products meeting women's health management needs? Currently, many FemAging Tech innovations focus on menopause-related symptoms, with 41% of products targeting hot flashes and hormonal changes.

But, older women have other needs that aren't being addressed. For example, 45% say managing stress is important, but only 7% of FemAging Tech innovations provide stress management tools.

Few FemAging Tech Products Focus on Older Women's Most Important Health Needs

% of Women who say issue is important to Manage*

Vs.

% of FemAging Tech Products Focusing on Issue

Fatigue



Stress/Anxiety



Mood Swings



Thinning Hair



Forgetfulness



Bone Health



SOURCE : FEMAGING INDEX / FEMAGING TECH CENSUS 2020

* RESPONDENTS ARE WOMEN EXPERIENCING MENOPAUSE OR AGE-RELATED SYMPTOMS

PRODUCT FOCUS: COMPANY EMPHASIZES ISSUES ASSOCIATED WITH HEALTH TOPIC

The Innovation Gap

Mature Women Are Hungry for Unavailable Solutions

In addition to asking older women about their most important menopause and aging-related health needs, we also asked them to identify the FemAging Tech product features they want most. Once again, a gap emerged between what women want versus the features currently available in many FemAging Tech innovations, such as:

Healthy Aging Support

Solutions that provide in-depth, credible information and solutions that help women maximize their health and independence as they age

Access to Physicians

Products that help women speak with physicians and other clinicians about aging and menopause issues

At-Home Lab Tests

Services that enable them to monitor their hormone levels and conduct other tests at home rather than at a clinic

Many FemAging Tech Products are Missing Features Women Want Most

% of Women Interested in Product Feature[^]

Vs.

% of FemAging Tech Products Providing Feature

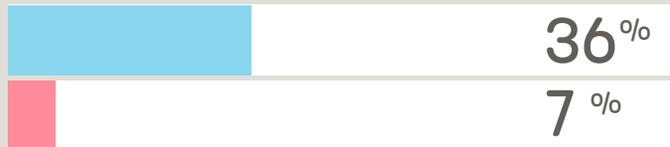
Healthy Aging Support



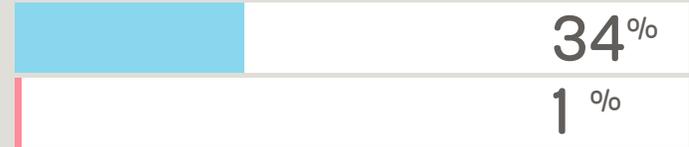
Access to Physicians



Stress Management Tools



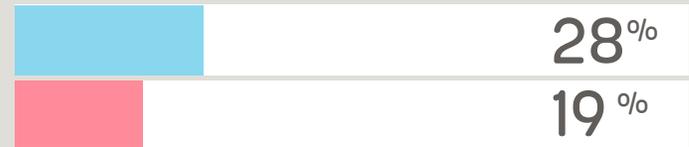
At-Home Lab Tests



Menopause Tracking



Sexual Health Tools



SOURCE: FEMAGING INDEX / FEMAGING TECH CENSUS 2020

[^] RESPONDENTS ARE WOMEN INTERESTED IN ANY AGING OR MENOPAUSE PRODUCT/SERVICES

FemAging Tech Products are Missing Features Women of Color Want and Need



Older women of color have specific wants when it comes to FemAging Tech innovations. Nearly half want access to physicians who can answer questions about age-related conditions and menopause.

Also, women of color are very interested in receiving help managing stress and anxiety.

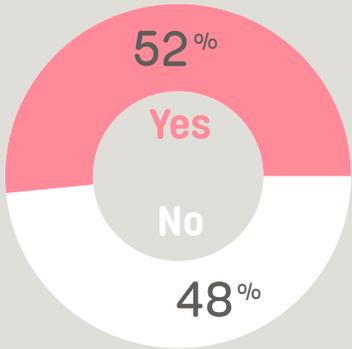
However, only a small percentage of FemAging Tech innovations targeting women of color offer these features.

Are FemAging Tech Products Meeting Women of Color's (WoC) Needs?

About half of FemAging Tech innovations target women of color, but many of these solutions are not offering features they want most, such as stress and anxiety management tools.

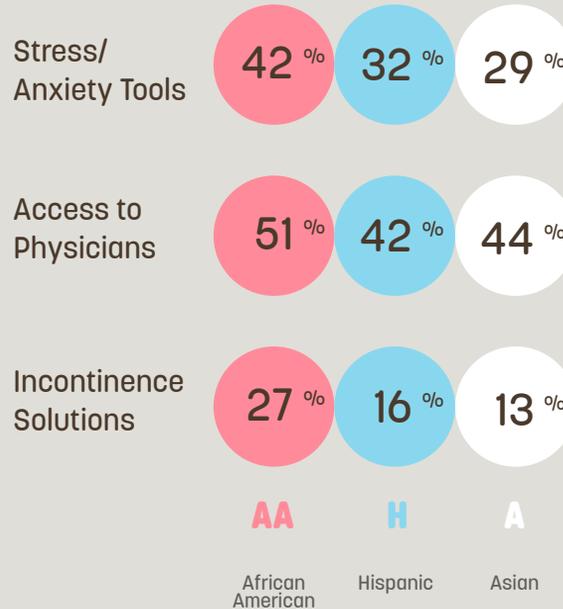
Many FemAging Tech Products are Targeting* Women of Color ...

Does Product target Women of Color ?



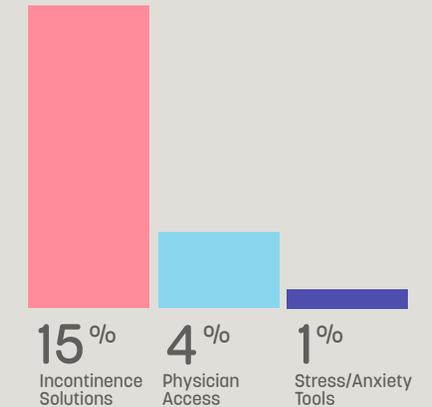
But Many of Them Want Specific Product Features ...

% of Women of Color interested in Feature ^



That are not being delivered by many FemAging Tech Products/Services targeting WoC

% of FemAging Tech Products Offering Feature and Targeting Women of Color



SOURCE: FEMAGING INDEX 2020 / FEMAGING TECH CENSUS 2020

^ Respondents are women interested in any aging or menopause product/service

* Targeting means products feature women of color in imagery, marketing or cater to their specific cultural or health needs



FemAging Tech Census 2020

Recognizing Innovation Leadership

Introducing the
FemAging Tech 20

The FemAging Tech 20

As outlined previously, the FemAging Tech Census is a first-of-its-kind study conducted in two parts:

Innovation Identification

We identified innovations focusing specifically on the health, wellness and beauty needs of women ages 40+.

Innovation Assessment

The FemAging Tech Census analyzed 70 FemAging innovations to identify areas of focus, technologies, and how well they are meeting older women's needs.

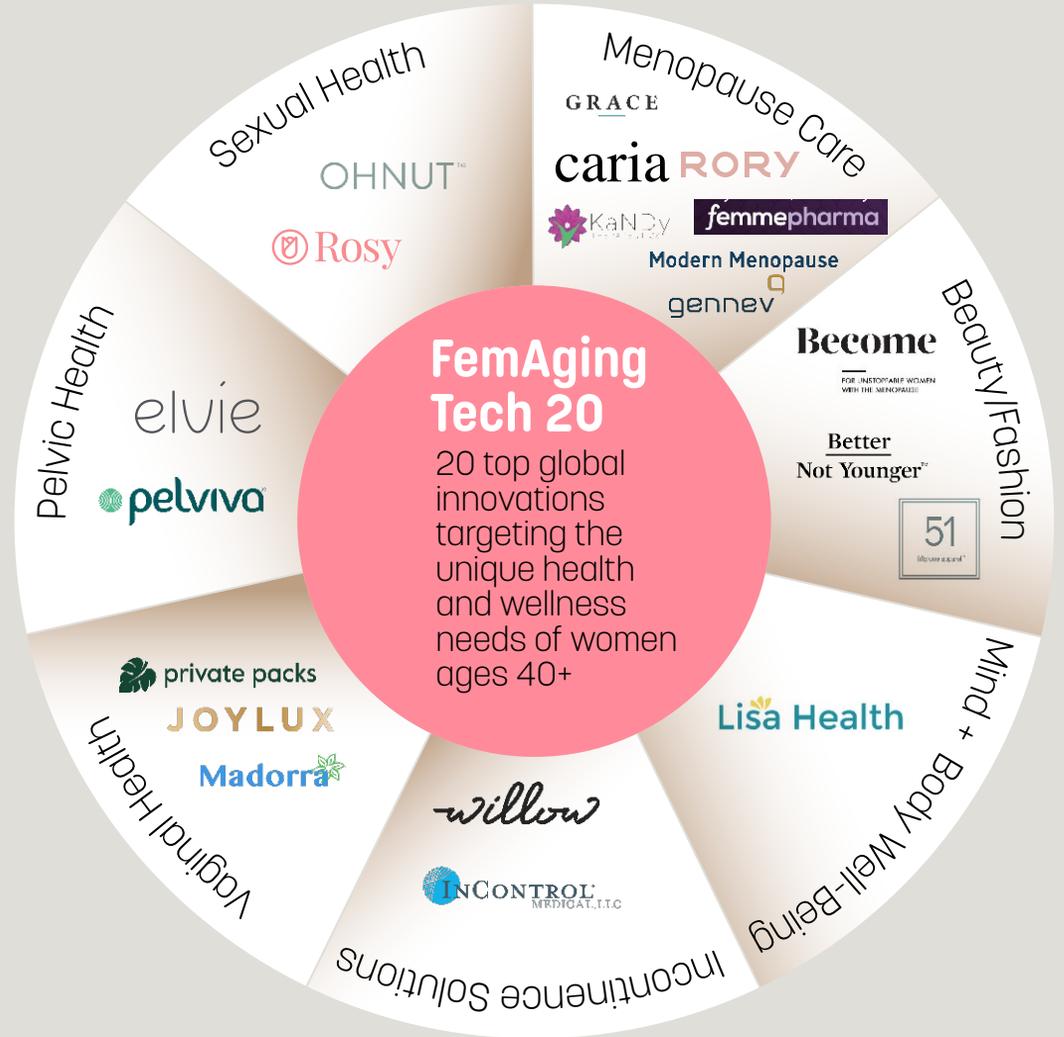
As discussed, there are gaps in how FemAging Tech innovations are meeting the needs of older women. But, this first-of-its-kind identification and

assessment process allowed us to recognize a group of innovators we call the FemAging Tech 20.

The FemAging Tech 20 featured on the following pages list twenty global companies developing solutions that are well aligned with the needs and wants of women 40+.

FemAging Tech 20

Innovators
Developing Solutions
Well Aligned With
Older Women's
Most Critical Health,
Wellness and
Well-being Needs



FemAging Tech 20

Rosy



Website

www.meetrotsy.com

Founder

Lyndsey Harper

Primary Technology

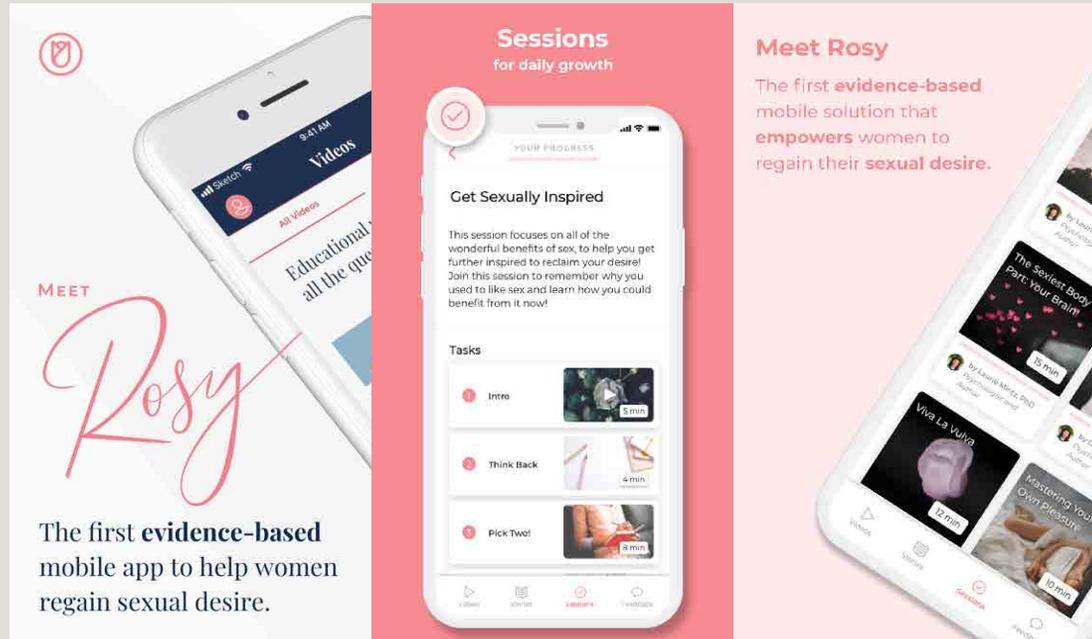
Mobile

Location

United States

Sexual Health: Helping women understand and tackle low sexual desire

More than 30 million women suffer from low libido, and its prevalence increases as women age. Rosy is a mobile application, developed with the help of doctors and psychologists, that provides up-to-date, medically accurate information about a range of issues that affect low sexual desire.



FemAging Tech 20

Elvie

elvie

Website

www.elvie.com

Founder

Tania Boler, Alexander Asseily

Primary Technology

Device

Location

United Kingdom

Pelvic Health: Strengthening the pelvic floor to improve well-being

Poor pelvic floor strength affects an estimated one in three women and can lead to poor bladder control and other issues. While women of all ages can suffer from pelvic floor issues, lower estrogen levels associated with menopause combined with childbirth can exacerbate the issue. Elvie helps women train their pelvic floor muscles in as little as five minutes a day. The device is available to women throughout the United Kingdom via a partnership with the National Health Service.



FemAging Tech 20

Madorra



Website

www.madorra.com

Founder

Holly Rockweiler

Primary Technology

Device

Location

United States

Vaginal Health: Addressing vaginal dryness without drugs

As discussed in this report, vaginal dryness is a major concern for many older women. Madorra is developing a device that provides nonhormonal, natural, physiologic lubrication for menopausal and postmenopausal women, breast cancer survivors and others.



FemAging Tech 20

Incontrol Medical



Website

www.incontrolmedical.com

Founder

Herschel Peddicord

Primary Technology

Device

Location

United Kingdom

Incontinence Solutions: FDA-cleared device for the at-home treatment of bladder control issues

InControl Medical designs and manufactures devices for the control of incontinence. One of its solutions, Attain, received Food and Drug Administration clearance in 2019 to be sold over-the-counter to women seeking to treat stress, urge and mixed urinary and/or fecal incontinence.

A screenshot of the InControl Medical website. At the top, a blue headline reads "OUR PRODUCTS EMPOWER WOMEN TO TAKE BACK CONTROL OF THEIR LIVES". Below this, a sub-headline states "InControl Medical is the leading provider of FDA Cleared, at home medical devices, for the treatment of urinary and fecal incontinence". The page features three product cards. The first card is for "Attain", described as "the only at-home FDA cleared device to treat stress, urge, and mixed urinary incontinence and/or fecal incontinence." It includes "LEARN MORE" and "SHOP ATTAIN" buttons. The second card is for "Intensity", described as "an automatic pelvic floor exerciser and intimate health device." It includes "LEARN MORE" and "SHOP INTENSITY" buttons. The third card is for "apex", described as "an FDA cleared medical device for the treatment of stress incontinence." It includes "LEARN MORE" and "SHOP APEX" buttons.

FemAging Tech 20

Gennev



Website

www.gennev.com

Founder

Jill Angelo

Primary Technology

Telehealth, Mobile

Location

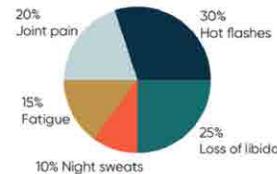
United States

Menopause Care: Empowering women with information and guidance

Gennev's mission is to provide women in mid-life with access to products, services, physician advice and more that helps them understand and better manage menopause and other age-related issues.

Three ways to start feeling better

Get your HealthFix plan



Tackle your symptoms with OB/GYN-developed programs and on-demand coaching. From hot flashes to fatigue to weight management.

Get your HealthFix plan

Speak with a doctor using telemedicine



Amazing menopause-trained practitioners including nutritionists and MDs are now just a click away. It's simple and convenient to get the care you need.

Book an appointment

Shop products for relief



Designed for menopausal symptoms, our products were created to help you find relief for hot flashes, vaginal dryness, insomnia and more.

Visit our shop

FemAging Tech 20

Become

Become

FOR UNSTOPPABLE WOMEN
WITH THE MENOPAUSE

Website

www.webecome.co.uk

Founder

Gayani Abeyasinghe

Primary Technology

Clothing

Location

United Kingdom

Beauty/Fashion: Combatting hot flashes—with clothing

Become manufactures a range of clothing designed to significantly reduce the severity and impact of hot flashes and night sweats caused by menopause, illness, surgery and medications.

The science behind our breathable fabric

Our Anti-Flush Technology™ works in four important ways to keep you cool during a hot flush.

Cools the skin

Our silky, breathable fabrics are made with a flat thread and knitted on a cross-section. This produces a bigger surface area to transfer heat and promote cooling. Lightweight, seamless, and cool to the touch – Become will keep you feeling fresh and confident through hot flushes.

Wicks away moisture

The unique coating within our fabric reacts to sudden surges in body temperature. As your body heat begins to rise, it works hard to bring your temperature down by evaporating moisture away. With menopause sweats taken care of, you'll be better able to perform at your best.

Releases heat

A second coating in our fabric absorbs and stores the heat from the surface of the skin during a hot flash or night sweat, and then releases it back during the chill that follows. This helps you maintain a stable body temperature during those hot and cold flashes.

Reduces odour

Our cooling fabric also controls odour. The anti-microbial finish acts as a barrier against bacteria on your skin, immobilising odour and locking it in. So while you may experience menopause sweats, you and your clothing will remain fresh all day and night.



FemAging Tech 20

Lisa Health

Mind + Body Well-Being: Menopause, mental health and more

Lisa Health fuses clinical research, expertise and the latest technology to create simple, actionable and impactful web and mobile well-being programs focusing on sleep, mindfulness and other topics.



Website

www.lisahealth.com

Founder

Ann Garnier

Primary Technology

Mobile, Web

Location

United States



1. Take Our Assessment

Our quick, free and confidential assessment will deliver new insights into your midlife well-being and menopause status – like where you are in your journey, how your symptoms compare to other women, and most importantly, what you can do.



2. Start Your Journey

Beat your symptoms and improve your midlife well-being. We create a journey tailored for you with challenges, tips, and reminders. Use our symptom tracker to see your progress and take charge of your well-being at your own pace.



3. Access Helpful Resources

Knowledge is power. Lisa Health keeps you up-to-date with the latest science on women's health. We do the research curating the best resources to empower and inform you to take control of your well-being.



4. Join Our Community

You're not alone. While everybody is different, every woman will face menopause and midlife challenges. Join our community and find women who are having a similar experience. Celebrate your wins, swap tips, and cheer each other on.

FemAging Tech 20

The Rest of the FemAging Tech 20

OHNUT™

CATEGORY
Sexual Health

FOUNDER
Emily Sauer

WEBSITE
ohnut.co

Ohnut is an intimate wearable allowing couples to customize penetration depth and reduce pain during intercourse.

pelviva®

CATEGORY
Pelvic Health

FOUNDER
Edward French

WEBSITE
pelviva.com

Pelviva is a single use, disposable pelvic floor muscle re-trainer that uses a specially developed stimulation program to treat the symptoms of bladder leakage in women.

private packs

CATEGORY
Vaginal Health

FOUNDER
Suzanne Sinatra

WEBSITE
privatepacks.com

Private Packs offers heating and cooling personal pads that improve vaginal dryness reduce painful intercourse and address other issues.

caria

CATEGORY
Menopause Care

FOUNDER
Arfa Rehman
Scott Gorman

WEBSITE
joincaria.com

Caria is an intuitive new mobile app that helps women through every stage of their menopause journey via symptom tracking, personalized information delivery and more.

**KaNdy
THERAPEUTICS**

CATEGORY
Sexual Health

FOUNDER
Mary Kerr

WEBSITE
kandytherapeutics.com

KaNdy Therapeutics is developing a nonhormonal alternative to hormone replacement therapy for the treatment of postmenopausal symptoms. The treatment will help women cope with multiple symptoms of menopause including hot flashes and nighttime awakening.

GRACE

CATEGORY
Menopause Care

FOUNDER
Peter Astbury

WEBSITE
gracecooling.com

Grace is an award-winning wearable that automatically detects hot flashes and activates a cooling patch within the device that reduces the severity of symptoms.

femmepharma

CATEGORY
Menopause Care

FOUNDER
Gerianne Tringali DiPiano

WEBSITE
femmepharma.com

FemmePharma develops lubricants, nutritional products and other solutions designed to help alleviate the symptoms of menopause.

JOYLUX

CATEGORY
Vaginal Health

FOUNDER
Colette Courton

WEBSITE
joyluxinc.com

Joylux has developed a line of devices and products for women focusing on common pelvic floor and vaginal health concerns.

willow

CATEGORY
Incontinence Solutions

FOUNDER
William Herlads

WEBSITE
hiwillow.com

Willow provides disposable, leak-free underwear to help manage incontinence.

RORY

CATEGORY
Menopause Care

FOUNDER
Rob Schutz
Saaman Rahmanian
Zachariah Reitano

WEBSITE
hellorory.com

Rory is a subsidiary of the health company Ro and provides a line of supplements, products and services for menopausal women.

**Better
Not Younger™**

CATEGORY
Beauty & Fashion

FOUNDER
Peter Astbury

WEBSITE
better-notyounger.com

Better Not Younger addresses the root causes of aging hair with solutions that deliver renewed hair structure and texture.

51

"Fymoo based"

CATEGORY
Beauty & Fashion

FOUNDER
Louise Nicholson

WEBSITE
fiftyoneapparel.com

Fifty One Apparel creates cooling clothing using certified space technology developed by NASA that regulates body temperature to keep wearers comfortable during hot flashes.

Modern Menopause

CATEGORY
Menopause Care

FOUNDER
Afsaneh Parvizi-Wayne

WEBSITE
mymodernmenopause.com

Modern Menopause provides at-home hormone test kits - created by gynecologists - that provide women with personalized insights into the physical and mental health changes associated with menopause. Lab results are accompanied by commentary from a gynecologist.



Commentary

Jane Sarasohn-Kahn

Author of
HealthConsuming

From Health Consumer
to Health Citizen

Crossing the Health Chasm For Women of a Certain Age

Jane Sarasohn-Kahn, MA (Econ.), MHSA
THINK-Health and Health Populi Blog,
healthpopuli.com

Women between the ages of 40 and 65 fall between healthcare services cracks: they tend to be too old to make and bear babies, and too young to enroll in Medicare. They are under-diagnosed when it comes to heart disease, and they generate higher medical bills from the healthcare system than men do.

In the middle of that age cohort, women undergo a condition long overlooked by the healthcare system—providers and health insurance plans alike—called “menopause”.

Yet women who are between 40 and 65 years of age represent a significant economic, social and political force.

That’s the FemAging opportunity.

Note some of the most dramatic health disparities happen to women in that middle-age group in America, and these inequities are especially challenging for women of color:

- **According to a Kaiser Family Foundation analysis** of Center for Disease Control and Prevention data, 15% of U.S. women overall didn’t see a doctor in the past year due to cost; that included 23% of Hispanic women and 18% of Non-Hispanic Black women.
- **The same Kaiser Family Foundation research reveals** that 19% of all U.S. women report fair or poor health status; that’s 23% of Non-Hispanic Black women and 27% of Hispanic women.
- **The U.S. Behavioral Risk Factor Surveillance System survey** indicates there were 19.4 deaths due to breast cancer in all U.S. women in 2017; the rate for Black women in 2017 was 26.9, among other statistics of health inequities.

The situation is exacerbated when considering the state of health care financing in America. In the U.S., patients have evolved into health care payors, increasingly responsible for first-dollar payments in high deductible health plans, out-of-pocket costs, and coinsurance shares for higher-cost specialty drugs.

Consider cancer. According to the IQVIA Institute, all oncology products launched in 2017 had list prices above \$100,000 per year in the U.S.; the 2017 median annual cost for an oncology product exceeded \$150,000, compared with \$75,000 10 years ago.

Thus, the concept of “financial toxicity,” first coined by concerned clinicians at the Sloan-Kettering Cancer Center, differentially impacts women more than men.

Yet women are the Chief Household Officers in their homes, and under that umbrella, Chief Health Officers as well. Fact: women determine most of the family's health care spending.

That's why in my book "HealthConsuming: From Health Consumer to Health Citizen" (www.healthconsuming.com), I call out the growing retail health ecosystem which is meeting people—and especially women engaged in their health and the health of their loved ones—use where they/we "are."

As outlined earlier in this report, WisePause, the developer of the FemAging Tech Census, has identified an emerging generation of tools and services designed to support women in mid-life for self-care and quality of living.

The "FemAging Tech 20" innovations WisePause highlighted address sexual health, menopause care, pelvic health, beauty/fashion, vaginal health, incontinence, and mind + body well-being.

We're seeing more digital tools aimed at women's whole health and wellness emerging at CES each year in Las Vegas, where digital health tech aimed at consumers is fast-growing, amidst streamlined connected cars and huge flat-screened TVs that serve as the hub of the home. But as recently as CES 2019 (held in January), a women's

focused sexual-tech company, Lora DiCarlo, was excused from the conference show floor. In January 2020, the formerly taboo topic of sexual wellness, is alive, well, loud and proudly exhibited at CES 2020.

Does this change of heart represent the enlightenment of the consumer electronics segment? Not really.

It's likely more like an obvious business opportunity underpinning said "enlightenment!"

This is not about coloring razor blade holders pink, or rosyng up a credit card design by a bank looking to attract women's business.

Women's health spans the physical, the emotional, the financial, appearance and beauty—in an expanding definition of what "we" consider beautiful and healthy. Enlightened companies like Unilever through the Dove brand and the #ThrowLikeAGirl campaign from P&G have adopted a strategy of inclusion for younger women.

As the FemAging Index survey found, health for women in mid-life is about resilience, energy, stress-management, and overall mental health that underpins our physical wellbeing. Instead of throwing like a girl, perhaps the new hashtag will be, #AgeLikeAWoman.

The FemAging poll also uncovered the gaps between

what organizations, startups and others are doing "for" women's health, versus how women feel about their own health and wellbeing.

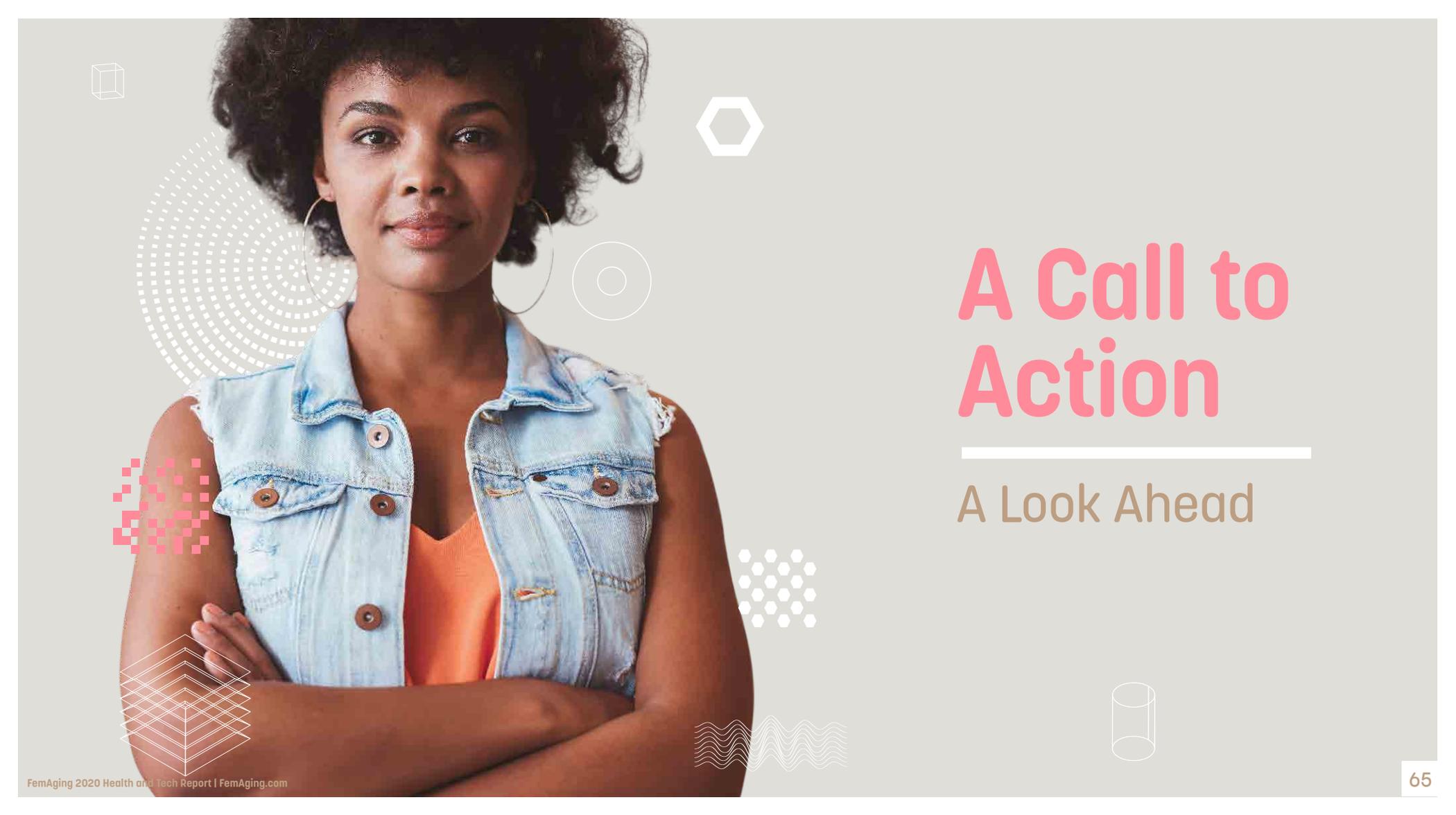
This is the difference between a patriarchal view on "what's good for women" vis-à-vis what women know is good for them based on their personal goals, values and sense of value-for-money.

Women's financial health is intimately bound into their overall sense of wellbeing, and women have been poorly served in that regard, as well.

The higher healthcare costs that women have faced, combined with women's lower-wage earnings through life, have exacerbated women's overall financial unwellness.

WisePause has spotted an opportunity to fill this gap and the FemAging project will continue to develop in-depth knowledge and research about women in mid-life and their perspectives on health and life.

Second, with these insights, the FemAging 2020 report can inform innovators across the healthcare ecosystem regarding the business and commercial opportunities to support women on their health journeys—across all pillars that women value for their wellbeing—on their terms.



A Call to Action

A Look Ahead

Denise Pines

Founder, WisePause

www.wisepause.com



WISEPAUSE

As we begin a new decade in women's health, it is evident from the FemAging 2020 report that this sector is under-developed, undercapitalized and women of color are marginalized.

The good news is technology and science are converging in ways that will bring real-world therapies into our homes at the most rapid pace in human history. The question is: Will older women's needs be valued?

Data is the starting point for innovation. Inclusion is the realization of the full potential of medical effectiveness. We need to invest in the creation and collection of data for all women as they age—while insuring that the value created through the use of this data accrues to the individual whose data it is.

When it comes to women's health, medical advances are only one part of the picture. Mental and emotional health, and physical safety are just as important. Society is not

gentle to aging women. It's a time in their lives when society sees them as less valuable and in some cases invisible.

Commercial companies cannot solve these problems without listening to women—especially to diverse women. To provide truly successful solutions, we need to overlook issues that have historically separated us, like race, ethnicity, gender, age, language, culture, and socioeconomic status.

If we want the full potential of technology to be brought to bear on solving urgent needs in global health care for aging women, we must include diversity. It is one of the aspects that is most beautiful about the human experience.

As we push for advancement, care is not just about medical treatments, it's also about the safety, dignity and support afforded to women during the premenopausal to post-menopausal years.



About WisePause Lifestyle

WisePause is a pro-aging health and education platform designed to empower and connect women with trusted critical information, supportive community and actionable reliable resources on the journey to midlife, menopause and beyond.

Whether online or at our national events, we introduce women to culturally diverse practitioners and experts with the latest discoveries, best-in-class therapeutic treatments, and scientifically proven remedies.

We also promote quality products and services to help women stay healthy, happy, and active throughout every life cycle.

Author



Denise Pines

Founder, WisePause

Co-developer of the FemAging 2020 report, and longtime community health advocate and media pioneer, Denise is a trusted resource for women as they pursue midlife wellness. She's the founder of WisePause Lifestyle Summit, a tour that launched in 2019, for premenopausal women.

Denise is president of the Medical Board of California and serves on the Martin Luther King Community Hospital Foundation board. She is a member of and serves in leadership positions in the California University of Science and Medicine (CUSM) School of Medicine, the Triple Step Toward the Cure and the Taiwan Tea Manufacturers Association. An award-winning marketer and serial entrepreneur, Denise has participated in 10 startups, including multimedia companies and foundations. For PBS and NPR, she has been the creative consultant for several talk shows, including one with a 14-year run, and 10 documentaries.

A legendary event planner, Denise has directed over 150 nationwide events and designed the complementary marketing strategies that put three books on **The New York Times** bestseller's list in one year.

Author



Fard Johnmar

Founder, Enspektos, LLC

Co-developer of the FemAging 2020 report, Fard is founder and president of Enspektos, LLC, a globally respected digital innovation consultancy founded in 2005.

Fard has extensive experience in digital health innovation development, commercialization, marketing, research, diffusion, implementation and related areas and has worked with a range of leading health organizations, well-funded startups and others.

His extensive client list includes Johnson & Johnson, Novartis, Roche, Sanofi, Humana, the U.S. Centers for Disease Control and Prevention, the U.S. Food and Drug Administration, and the United Kingdom and Canadian governments.

He has developed a unique real-time market intelligence platform, DigiHealth Informer, that features the world's largest database of innovation market signals (52 million+) focused on health and medicine.

Fard is also the co-author of the #1 global best-seller ePatient 2015: 15 Surprising Trends Changing Healthcare. Published in 2013, the book successfully predicted the rise of key innovations such as empathetic interfaces (human-like health technologies aided by artificial intelligence such as robots and chatbots), and predictive psychohistory, which involves the use of Big Data and powerful algorithms to make large and small health predictions.

Contributor



Contributor to the FemAging 2020 report, Karen is a foremost authority on menopausal health.

She is founder and president of Red Hot Mamas, the nation's largest menopause education program providing mid-life women's health information and support. Launched in 1991, Red Hot Mamas programs have been offered in over 200 hospitals and physician practices in the U.S. and Canada.

Directed by Karen, the Red Hot Mamas' award-winning website, www.redhotmamas.org, provides up-to-date information to help women take charge of their menopause. She is also editor-in chief of the Red Hot Mamas monthly e-newsletter, The Menopause Minute. The website and newsletter dispense the latest news on menopause health, medical research, strategies, approaches and treatments to guide women through menopause, and offers curated advice on how to make smarter lifestyle choices to live long, healthy lives at menopause and beyond.

Karen Giblin

President and Founder
Red Hot Mamas North America, Inc.

Contributor



Jane Sarasohn-Kahn

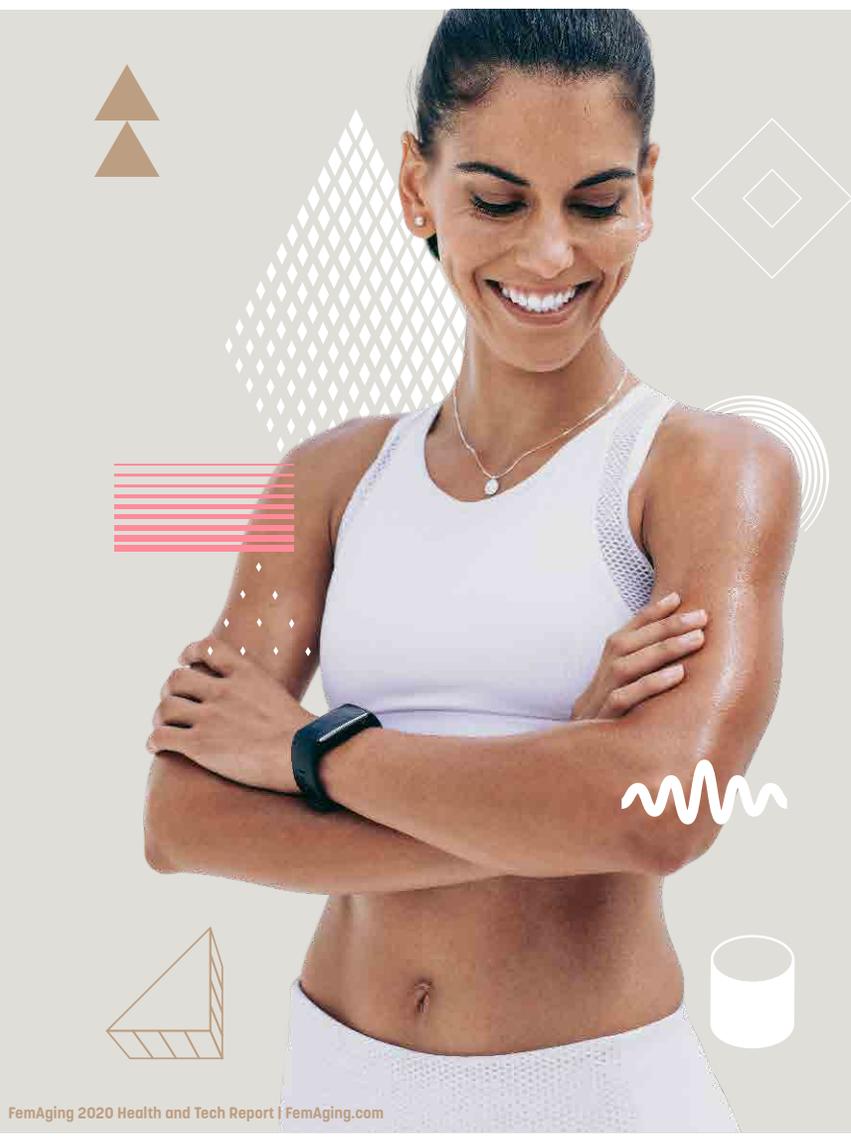
Founder, THINK-Health

**Author, HealthConsuming:
From Health Consumer to Health Citizen**

Contributor to the FemAging 2020 report, Jane founded THINK-Health, a strategic health consultancy, after working 10 years as a healthcare consultant in firms in the U.S. and Europe. She founded the Health Populi blog in 2007, where she has written over 2,000 posts all in her independent voice, accepting no advertising over its decade+ years in social media. Jane also tweets @HealthThinker.

She is author of HealthConsuming: From Health Consumer to Health Citizen, which explains how consumers are playing growing roles in making healthcare decisions for themselves, their families and friends and in their communities. The book also outlines how consumers are facing ever-growing financial health risks; explores peoples' growing use of mobile platforms and broadband connectivity; and highlights the promise of digital health for wellness, prevention, self-care and chronic medical care.

Jane focuses on the nexus of health/care and technology, advising all stakeholders in health: tech, bio/life sciences, providers, plans, financial services, food and consumer goods, and public sector organizations. Her primary interest is how to leverage technology to achieve the Quadruple Aim: improve population health outcomes, enhance the patient experience, lower health care costs and prevent clinician burnout. Her focusing mantra is that health is where we live, work, play, pray and learn. Jane sits on many advisory boards, and is on the Board of The Clinic of Phoenixville, her community's free clinic that serves health citizens regardless of their ability to pay.

A smiling woman with her hair in a bun, wearing a white athletic tank top and a black smartwatch. She has her arms crossed. The image is overlaid with several geometric icons: two brown triangles in the top left, a white diamond with a grid pattern, a white diamond with concentric lines, a white diamond with horizontal lines, a white diamond with a wavy line, a white diamond with a grid pattern, and a white diamond with a wavy line.

Appendix

**Glossary,
FemAging Index/
FemAging Tech
Census Methodology**

Glossary of Terms

FemAging

A focus on the physical and mental well-being of women ages 40+.

FemAging Tech

A new industry sector featuring innovations such as clothing, nutritional products, wearables, sensors, pharmaceuticals and digital applications developed specifically for women over 40 years old.

FemTech

A term applied to a category of software, diagnostics, products and services that focus on women's health. Generally, the sector has focused on younger women and featured fertility and parenting-related solutions, pregnancy and nursing care aids and sexual wellness tools.

Incontinence

Unintentional bladder leakage caused by childbirth, menopause and other factors.

Menopause

A reduction in estrogen and other hormones that ultimately results in the permanent cessation of menstrual periods. Menopause typically begins around age 51 after women have missed their menstrual periods for 12 consecutive months. Women in menopause can no longer bear children.

Perimenopause

A period signaling the onset of menopause, marked by physical symptoms such as hot flashes and irregular periods. This transition begins in the early to mid-40s.

Postmenopause

Begins one year after menopause, the period of time after a woman has experienced 12 consecutive months without menstruation.

Vaginal Atrophy

Defined as a lack of elasticity in the vaginal walls caused by a decline in estrogen during perimenopause and menopause. Can lead to painful intercourse and other symptoms.

Vaginal Dryness

A lack of moisture in the vagina caused by mucus membranes that provide less lubrication to the vaginal walls. Generally caused by a drop of estrogen due to menopause and perimenopause.

Wearable

A category of electronic devices that can be worn as accessories, embedded in clothing, implanted in the body, or tattooed on the skin. These devices are hands-free, can be used for many practical purposes, are powered by microprocessors and can to send and receive data via the Internet.

Methodology : FemAging Index

The FemAging Index survey was commissioned by WisePause and conducted by Wakefield Research, an independent research firm. Wakefield surveyed 1,000 nationally representative U.S. women ages 40 to 65 between October 3 and October 9, 2019, using an email invitation and an online survey.

Quotas were set to ensure reliable and accurate representation of the U.S. adult population, ages 18+. Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results.

For the interviews conducted in this particular study, the chances are 95 in 100 (95%) that a survey result does not vary, plus or minus, by more than 3.1 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.

We also conducted a survey of 150 women across racial groups, ages and professions to further explore the daily experiences reflected in these large statistical outcomes during the WisePause Lifestyle Tour, which took place during Fall 2019.

Methodology :

FemAging Tech Census

The FemAging Tech Census was an in-depth market research study and assessment of health, wellness, beauty and well-being solutions catering specifically to women ages 40+. Produced by Enspektos, LLC, the FemAging Tech Census was conducted in two parts:

Innovation Identification:

We utilized DigiHealth Informer, a platform developed by Enspektos, that provides real-time market signals and analytics about the global innovation market and Crunchbase, to identify innovations. This market research yielded information about nearly 70 startups, pharmaceutical companies and other organizations.

Innovation Assessment:

After the identification process was complete, Enspektos conducted an analysis of each innovation across a number of parameters, including technology, product/service focus and other areas.

In addition, Enspektos used data from the FemAging Index survey about the product, health and wellness priorities of women ages 40+ to analyze whether and how well these innovations were meeting older women's needs.



FemAging

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