



H E N P I C K E D
wisdom of women

Women's Network Launches Menopause #HotFlashMob Campaign to Tackle Taboos Around 'The Change'

October 17, 2016

October 17, 2016 - PRESSADVANTAGE -

Women's online network Henpicked, one of the UK's fastest-growing websites giving a voice to women over 40, has launched its first campaign to tackle the taboos around menopause.

Using social media hashtag #HotFlashMob on World Menopause Day, Tuesday 18th October 2016, while at the same time as launching its new book 'Menopause: The Change for the Better', Henpicked hopes to kick-start a conversation to get people talking more openly about menopause, its symptoms, side effects and the range of treatments available to women at all stages of menopause.

On a mission to make menopause a mainstream topic, Henpicked's campaign and new book aims to bust myths and provide advice to women through sharing stories and experiences via its online communities.

Deborah Garlick, founder and CEO of Henpicked, said:

'Every woman will experience menopause, on average at 51, but for many it can start much earlier and last

for several years beyond. It is a significant and completely natural change that affects every woman differently, but it shouldn't be ignored, feared or ridiculed. 75% of women suffer with symptoms and 25% of women suffer severe symptoms.

Our mission at Henpicked is to get people talking openly about menopause and changing perceptions, so that mothers and daughters, husbands and wives, male and female employers can discuss it without embarrassment and with a bit more empathy. We encourage everyone to support the #HotFlashMob campaign to get the conversation trending on World Menopause Day.

Menopause expert and co-author Dr Louise Newson, added: 'Still not enough women talk about their menopause or seek treatment for their symptoms. There continues to be much uncertainty about what the menopause means and how it can be managed. In November 2015, NICE (National Institute for Health and Clinical Excellence) UK took a very positive step and issued its first guideline on menopause to stop women suffering in silence. However, there is much more to be done.

Around 40% of women never see their GP despite their symptoms often being worse than they expected. It's essential that we remove the taboo around menopause, to be able to educate and inform women on the treatment options available to them to manage the symptoms.

World Menopause Day will see Henpicked launch its first book, 'Menopause: The Change for the Better'. With co-authors Dr Louise Newson, Women's Health Coach Pamela Windle, Medical Herbalist Katherine Bellchambers-Wilson, Physiotherapist Kathryn Peden and editor Kay Garrett, the book offers insights and real-life stories from women and health experts.

Other key contributors include Heather Currie, Chair of the British Menopause Society and Menopause Matters, GP Dr Sarah Gray, Dr Marian Everett a consultant in Sexual and Reproductive Health and Bioidentical Hormones Replacement Therapy specialist Dr Marion Gluck.

With nearly 50,000 active members, Henpicked relaunched earlier this year, incorporating totally4women (t4w), following the sad death of t4w's founder Carolyn Lazarus after a brief battle with cancer. Remaining true to Carolyn's legacy, Henpicked continues to build a community that Carolyn's family and supporters can be proud of.

Already supported by 300 contributing writers and with over 1,500 articles covering topics as wide ranging as happiness and well-being, health, advice, money matters, beauty and travel, henpicked.net acts as a national resource and online community for women across the UK to share good advice and network with like-minded people.

Those interested can get involved with the campaign by joining the #HotFlashMob conversation on Twitter or commenting and sharing via the Henpicked Community on Facebook.

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For more information about Henpicked, contact the company here: HenpickedDeborah_Garlick01158243234@live.co.uk 11 High Street, Ruddington, Nottingham NG11 6DT

Henpicked

Henpicked is one of the UK's largest, fastest-growing websites for women who weren't born yesterday. We're here to give women a place to have their say, sparking discussion, promoting healthy debate and, we hope, bringing about positive change.

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