



Bayer Breaking Barriers in Women's Health: CanesMeno Hub & the Future of Self-Care

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MYTH – BUSTING TRUE OR FALSE

**MENOPAUSE ONLY
HAPPENS AFTER
60**



Average age around
51 in the UK
First **symptoms** as
early as **mid-40s**



**IT IS JUST ABOUT
HOT FLASHES**



Up to **11 symptoms**
on average



**IT MARKES THE
END OF BEAUTY**



**BEAUTY
EVOLVES!**



A close-up photograph of three women with blonde hair, smiling and looking towards the camera. They are positioned side-by-side, with the woman in the center slightly in front of the other two. The woman on the left is wearing a white top, the woman in the center is wearing a black and white patterned top, and the woman on the right is wearing a dark jacket. The background is a soft, out-of-focus light color.

***Menopause
is not a condition,
it's a life stage.***

3in4

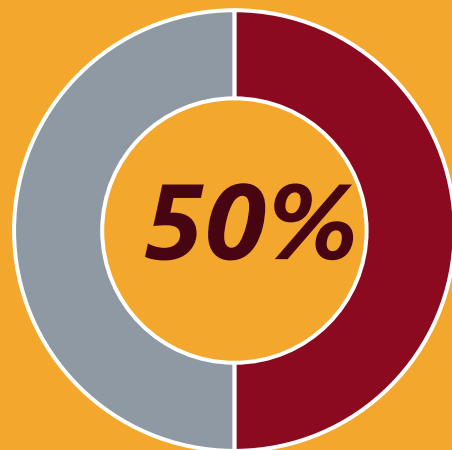
Women think
Menopause remains
a taboo subject



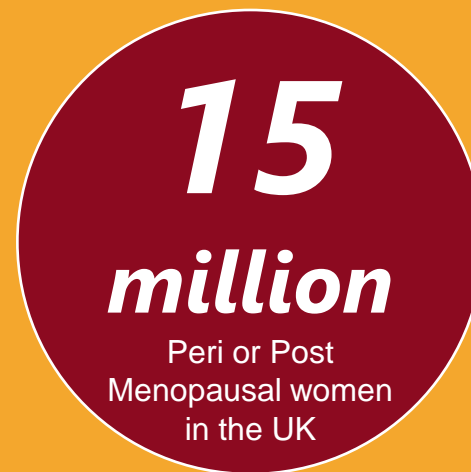
Why It Matters



Of women will be
affected



Of the UK
population





GLOBAL MENOPAUSE FACTS

1

In 2025, **over 1 billion** women globally will be in menopause

2

75% experience moderate to severe symptoms

3

60% feel they have no proper support

AN
Oprah
SPECIAL
The
Menopause
Revolution

OPRAH TALKS MENOPAUSE SPECIAL

abc

ABCNEWS.COM

DIGITAL HEALTH OPPORTUNITY



WOMEN = LEADING ADOPTERS



***60% WOMEN HAVE USED DIGITAL TOOL WITHIN
LAST YEAR, 70% USE WELLNESS APP***



***WELLNESS AND HEALTHCARE MARKET
WORTH \$1.5 TRILLION***



TRENDS IN DIGITAL HEALTH



EMOTIONAL SUPPORT

PERSONALIZATION

COMMUNITY

HOLISTIC CARE



CanesMeno®

MENOPAUSE SUPPORT

OUR HOLISTIC PROPOSITION

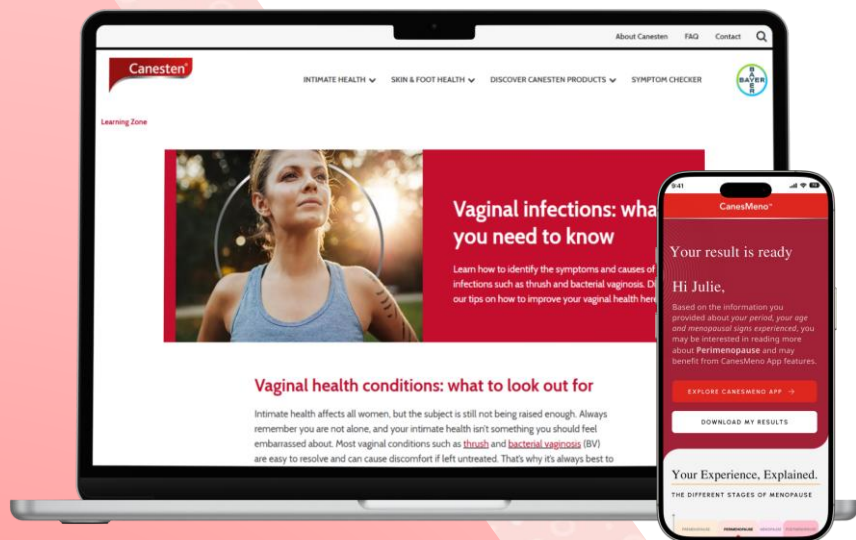
Science backed products with high quality ingredients & clinically proven dosage to address the most bothersome menopausal symptoms, complemented with carefully selected digital services, to best support women on their menopause journey.



Product Portfolio – 5 SKUs

Digital Hub – PWA app

CANESMENO HUB VISION & KEY FUNCTIONALITIES



*We **empower women** to navigate every stage of menopause by providing a **personalized and trusted space** to take control of their health*

KEY FUNCTIONALITIES:

For phase 1 launch are defined as a priority for consumer through research



Menopause Assessment



Symptom Tracker



Symptom Insights



Personalized Educational Content



Product Page

Learn

- Discover where you stand in your menopause journey with our science-backed menopause assessment, the CanesMeno® Guide
- Unlock personalised results and tailored recommendations



76%

Of Menopausal
Women feel like they
are overlooked by
Brands



AGEISM
IS NEVER
IN STYLE BY
THE BIAS CUT



CHALLENGES IN DRIVING DIGITAL INNOVATION IN CONSUMER HEALTH



**Highly regulated
environment**



Legacy systems



**Access to emerging
technologies &
capabilities**

FUTURE OF SELF-CARE THROUGH DIGITAL

1

PRECISION HEALTH

Artificial Intelligence, Predictive Algorithms,
Biomarker tracking

2

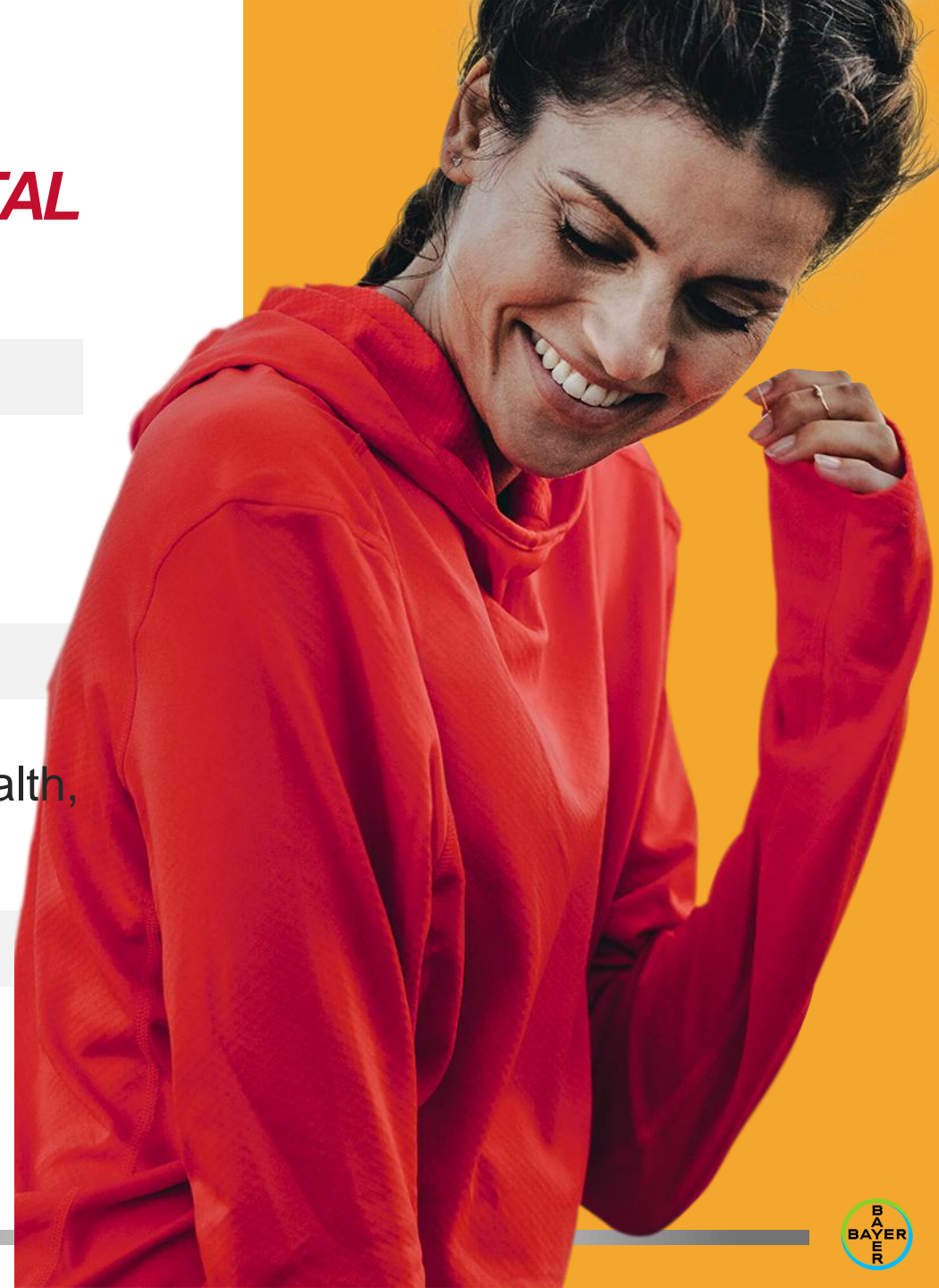
INTEGRATION


Holistic apps helping women manage cycle health,
fertility, sleep, and even hormonal fluctuations

3

EMPOWERED COMMUNITIES

Smart, connected, and empowering





*True beauty isn't defined by age
or appearance — it's about
power, agency, and authenticity.
Empowering women to
understand, embrace, and shape
their own health journey is the
real innovation*



I've been longing to say this
out loud, so...

Thank you