



## HotFlush.info launches the '**PositivePause**' campaign for World Menopause Day 2018: A New Campaign turning the Negative Impression of Menopause on its Head

*"#PositivePause empowers the UK's 13M peri-menopausal women to 'pick and mix' their menopause management: a positive platform for the 8/10 women experiencing symptoms around their menopause - for up to 12 years (4 being the average.)"*  
Jo McEwan, Co-Founder, HotFlush

11<sup>th</sup> October 2018 [LONDON] #[PositivePause](#) launches - a new campaign that empowers women to 'pick and mix' their menopause management, based on credible advice and information. The campaign finale on 18<sup>th</sup> October will mark **World Menopause Day 2018**, the focus of which is '**sexual wellbeing after the menopause**'. The International Menopause Society defines sexual health as a state of physical, emotional, mental and social well-being related to sexuality. Its website notes, "After menopause, it is not uncommon for women to experience sexual problems which can severely impair their relationships, mental health, social functioning and overall quality of life."

### **SEXUAL WELLBEING CAN BE BOOSTED - WITH THE RIGHT ADVICE**

The Women's Health Concern survey 2017<sup>1</sup> of 698 women found 51% said menopause had effected their sex lives: essentially, sex was off the menu. 42% said they 'just didn't feel as sexy, since experiencing menopause', and 38% of partners were 'feeling helpless when it comes to supporting their partner through menopause,' creating a perfect 'relationship storm'. Physical changes to the body during menopause include internal dryness and weakening of the pelvic floor muscles, which can contribute to uncomfortable or unsatisfactory sex (for both parties). Yet, symptoms can be reduced or even eliminated with the correct advice and self-care. The campaign encourages women to take control, rather than lose intimacy altogether.

The campaign is launched by [Hot Flush](#), an organisation founded in 2017 by two menopausal women seeking reliable advice that they could *understand*. Jo McEwan, Co-Founder of HotFlush, who was interviewed in January by BBC Radio 4 as part of a *Woman's Hour* week-long focus on menopause, explains: "**#PositivePause** will curate credible recommendations from top quality resources and charities, providing sources of advice and support to help women and healthcare professionals generate the most positive menopause possible." Ann Stephens, Co-Founder, adds, "We don't have a health or wellbeing background, we're just two women who found ourselves in 'the menopause club', ill-prepared and presented with a forecast of doom and gloom. We set up HotFlush in the spirit of positivity to help time-poor women navigate the menopause 'fog' and emerge as the best they can be, menopause and beyond."

### **'I'D PUT ORGASMS ON PRESCRIPTION!' – A WOMAN'S HEALTH PHYSIOTHERAPIST EXPLAINS**

On 13<sup>th</sup> October, Hot Flush will host a #PositivePause event at Bell House, Dulwich (SE London) to empower women by offering simple, effective advice to improve their quality of life. Gynaecologist, Dr Karen Morton, will myth-bust menopause by suggesting treatment options, and share facts on hormone replacement therapy, HRT. Women's Health Physiotherapist, Christien Bird, will talk about the **pelvic floor health** and explain how menopause symptoms impact on intimate relationships. She will explain that the benefits of sex often get overlooked: "Orgasms, which are pelvic floor contractions, flush hormones through the menopausal vagina. The more women exercise their pelvic floor muscles, the stronger and bulkier they become, and they also improve from a sensory point of view, enabling stronger sensation, improving arousal and enabling more intense orgasms. If I could, I'd put orgasms on prescription!"

The #PositivePause campaign will be amplified by three fellow women's health physiotherapists, Elaine Miller, Emma Brockwell and Myra Robson - A.K.A. the #[PelvicRoar](#) team - who recently drew attention to the lack of coordination and collaboration between healthcare professionals, politicians and industry, which is letting down the 1 in 3 women affected by bladder weakness.

## 'GET A GRIP' ON THE PELVIC FLOOR: LEAKING IS NOT 'NORMAL', AND CAN BE TREATED AT HOME

This common condition is caused or exacerbated by the menopause and/or childbirth. Myra Robson, who developed the NHS app, Squeezy, to help women do their pelvic floor exercises, urges, "A healthy pelvic floor is essential in menopause and beyond. Daily pelvic floor exercises are vital. Women should see a women's health physiotherapist if they're not confident in what they are doing! Devices such as cones, pelvic floor educators, biofeedback and stimulators can be wonderfully helpful."

The campaign is supported by [Kegel8](#), the brand of pelvic healthcare products that is the most recommended by GPs and gynaecologists in the UK for treating conditions associated with a weak pelvic floor. Kegel8 offers British-made, clinically-proven, home-use medical devices to strengthen the pelvic floor, some of which are available on NHS prescription. Stephanie Taylor, its Founder and Managing Director, comments, "We are supporting PositivePause because it's time women were empowered to take control of their pelvic floor health. They should get the treatment and support they need to stop leaking when they cough, sneeze or make love. Right now, they're being told bladder weakness is a normal part of ageing, which is disingenuous! They just need the knowledge and tools to keep enjoying a healthy sex life - for as long as they like."

### REFERENCES

1. <https://thebms.org.uk/2017/10/world-menopause-day-> October 2017
2. <http://www.comresglobal.com/polls/bbc-menopause-survey/> January 2018

### AVAILABLE FOR INTERVIEW

- Hot Flush: Ann Stephens, Jo McEwan – Co-Founders
- Gynaecologist: Dr Karen Morton
- Women's Health Physios – Myra Robson, Emma Brockwell, Elaine Miller, Christien Bird
- Kegel8 – Stephanie Taylor

### BACKGROUND INFORMATION

Research<sup>2</sup> commissioned by BBC Radio 4's Woman's Hour and BBC Radio Sheffield, found:

- 48% of women think the menopause has a negative impact on their mental health and mood
- 25% of women want to stay at home
- 23% said menopause reduced their enjoyment in life
- 72% of women didn't have a strong understanding of the menopause

**ABOUT HOTFLUSH** HotFlush.Info launched on World Menopause Day in October 2017 as a lively, colourful, positive website, much like a glossy magazine. It offers credible advice on subjects ranging from anxiety, mood swings, fatigue and loss of libido, via expert contributors. It acts as a gateway to the latest research, with info shared in a timely, user-friendly way. Hot Flush sees menopause as an opportunity to push 'reset' for a healthier lifestyle, and examines diet, exercise, supplements, natural therapies and HRT for managing the menopause maelstrom. [www.hotflush.info](http://www.hotflush.info) | Twitter & Instagram: @\_hotflush | Facebook: [hotflush.info](http://hotflush.info) | Newsletter [www.hotflush.info/newsletter](http://www.hotflush.info/newsletter)

HOT flush

**ABOUT KEGEL8** For over 10 years, Kegel8 has been the top choice for men and women suffering from pelvic floor weakness. It is the most recommended brand of pelvic healthcare products by UK GPs and gynaecologists in treating patients for all conditions associated with a weak pelvic floor. This British company offers personal support and alternative home solutions for those who wish to prevent pelvic floor weakness, avoid their condition worsening, avoid surgery, or recover effectively from pelvic surgery. The company is passionate about its range of medically-approved, clinically proven products and excellent customer service. [www.kegel8.co.uk](http://www.kegel8.co.uk) | Instagram: @Kegel8 | Twitter: @Kegel8 | Facebook | Newsletter

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### MEDIA ENQUIRIES

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