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Menopause And Women's Health Prominent Among Recent German OTC Launches

by [David Ridley](#)

Responding to demand from women for consumer health products that meet their specific needs, P&G and Pro Medico both launch hop-based supplements for menopause symptoms. Meanwhile, Bayer adds a hair mask to its Priorin range for women with female pattern hair loss and Klosterfrau expands its Femafriends brand with an intimate health gel.

[Procter & Gamble](#) is helping German women experiencing menopausal symptoms by leveraging the power of hops in two new supplements launched under its Femibion brand.

Femibion Menopause Hitzewallungen and Femibion Menopause Plus comprise hops containing the phytoestrogen 8-PN, which according to P&G has shown in a randomized, placebo-controlled clinical trial to reduce the frequency of hot flushes over a period of four weeks when taken daily in a dietary supplement. Femibion Menopause Plus also includes vitamins and minerals to help with menopause-related fatigue, changes in bone health and cognitive performance.

“I am very excited about the launch of our latest innovation, Femibion Menopause,” commented P&G’s head of marketing for its German Wick Pharma division, Amanda Duvoisin. “We are convinced that every woman deserves to approach this new phase of life with confidence. Femibion Menopause is designed to support them in this.”

Most women between the ages of 45 and 65 are affected by symptoms of the menopause, such as hot flushes and fatigue, P&G points out. In Germany, two-thirds of women aged 45 to 60 report a reduced quality of life due to such symptoms, according to the firm, with 14% facing severe limitations. “Hot flushes, in particular, have a negative impact on sleep, mood, and overall quality of life,” it says.

“Menopause, as a natural part of biological aging, is an important phase in every woman's life,” comments Patrizia Bohnhorst, who is a medical scientist at P&G Health. “Many women worldwide have to cope with at least one of many symptoms of menopause, with hot flushes being one of the most common.”

Another recently launched, hop-based German product for menopause is Pro Medico's Meno Formel, added to the firm's Pure Encapsulation supplement line.

In addition to hop extract, Meno Formel contains the isoflavone genistein – which is “structurally very similar to the body's own hormone estrogen,” Pro Medico notes – along with Norwegian Spruce derivative lignan, and vitamin B2 and magnesium.

Androgenetic Alopecia

Responding to the wider women's health trend, [Bayer AG](#)'s German OTC business, Bayer Vital, has added a hair mask to its Priorin range especially for women with female pattern hair loss (androgenetic alopecia).

Containing Baicapil – a plant-based alternative to hair loss treatment minoxidil, developed and trademarked by cosmetic ingredients supplier Provital – alongside biotin, ginseng and argan oil, Priorin Haarmaske “nourishes and nourishes the hair and supports natural hair growth,” Bayer claims.

The hair mask rounds off the Priorin portfolio, Bayer adds, which includes the Priorin capsules, liquid and shampoo products, all marketed for women suffering from hair loss.

Intimate Health

Klosterfrau has also expanded its Femafriends brand in Germany.

Containing D-mannose, lactic acid, hyaluronic acid, and cranberry, Femiviva Gel has been “specially developed for sensitive skin in the external intimate area,” the firm explains.

Based on a hormone-free, vegan formulation, Femiviva Gel can be used during hormone therapy, pregnancy or breastfeeding, as well as together with latex condoms.

“Various factors such as hormonal changes, frequent urination or unfavorable intimate hygiene can impair the protective layer of healthy flora in the external intimate area,” Klosterfrau explained. “This makes it easier for unwanted germs to multiply and lead to skin irritation.”