

# VICHY

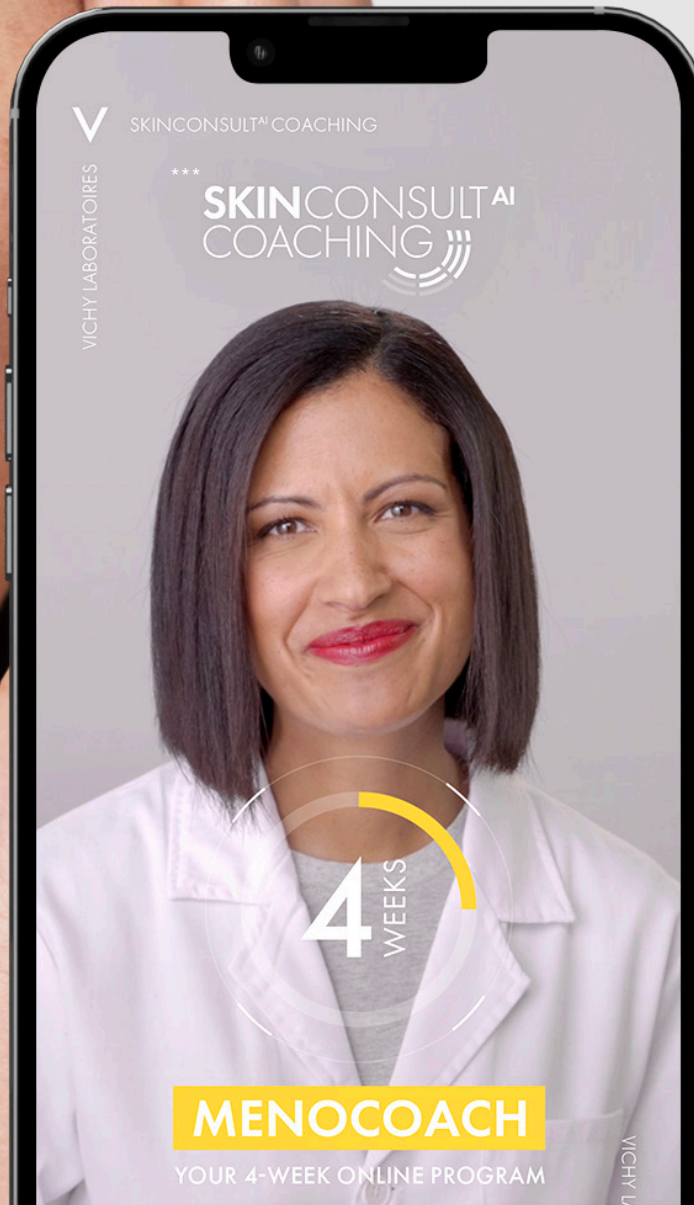
LABORATOIRES

**NEW**

## **MENOCOACH**

**4-WEEKS ONLINE COACHING**  
TO SUPPORT WOMEN DURING MENOPAUSE

**CO-CREATED WITH  
MULTIDISCIPLINARY EXPERTS**



BRAND  
RECOMMENDED  
BY **50 000**  
DERMATOLOGISTS





## BREAKING THE TABOO EDUCATING ABOUT MENOPAUSE

Gone are the days that menstruation, pregnancy and menopause were seen as «women's problems» to be suffered in silence. Whether it's friends talking together or famous faces sharing publicly, women are opening up about their experiences to normalize these different stages of life.

Menopause is still one of society's last taboos - half of women do not even talk to their partners about it - but learning what to expect empowers women to prepare for it, own it and even inspire others in their own transition. Because menopause represents a new beginning in a woman's life.

### KEY FIGURES

1.2B menopausal women by 2025<sup>(1)</sup>

67% of women do not even talk to their partners about it<sup>(2)</sup>

50% of menopausal women do not feel sufficiently informed<sup>(3)</sup>

### VICHY'S SOLUTIONS

TO EMPOWER WOMEN TO FEEL MORE CONFIDENT  
DURING MENOPAUSE

- **NEOVADIOL** is a new expert range of skincare products dedicated to each stage of menopause to reactivate skin mechanisms.
- **SKINCOACHING<sup>AI</sup> MENOCOACH** a 4-week program to educate and empower women on skin and beyond through a holistic approach.

"Menopause is just another stage in a long journey.  
We have to talk about this."

Patricia, peri-menopause



<sup>(1)</sup>ROZENBAUM H. : Ménopause. Aspect clinique. Editions ESKA, Paris, 2000, 256 p.

<sup>(2)</sup>Generation menopause, The invisibility report, UK 2020

<sup>(3)</sup>LE PILLOUER PROST: Skin and menopause: women's point of view, JEADV, 2019





## VICHY PIONEERS HORMONAL SCIENCE

Recommended by 50,000 dermatologists around the world, Vichy is putting 90 years of expertise into research to understand the changing needs of the skin at each stage of life.

We have chosen a holistic approach to helping women understand the impact of environmental, hormonal and lifestyle factors on their skin with expert input from scientists and medical professionals.

## MENOPAUSE AND SKIN

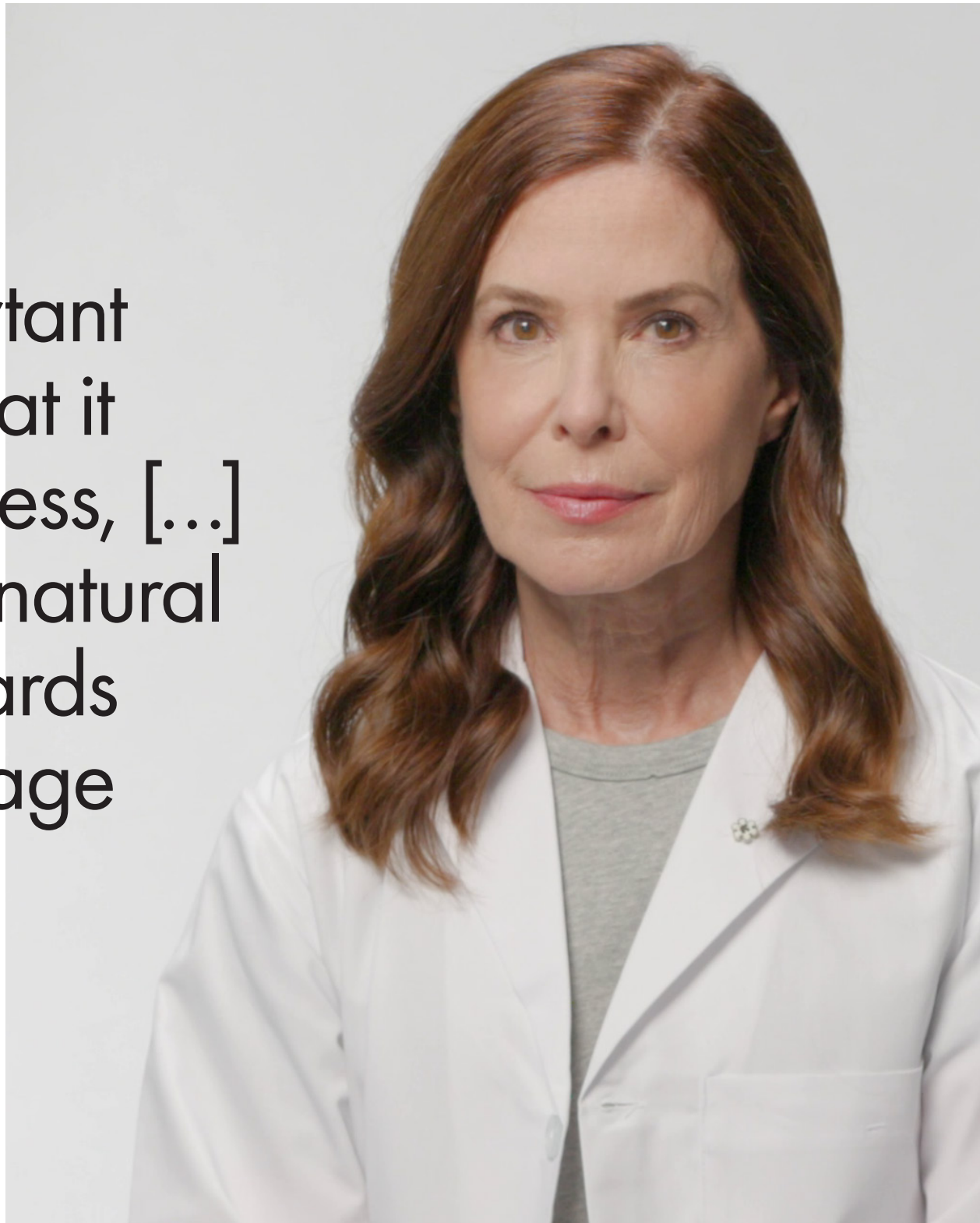
It is well known that hormones play a crucial role in the balance and health of the skin all through life. While the impacts of puberty and pregnancy on the skin are well known (hormonal acne, melasma, hair growth), those of menopause are rarely mentioned.

Over the past 30 years, Vichy has developed a real expertise on the visible impact of hormonal variations on the skin during menopause, with more than 20 studies on 1,200+ menopausal women.





"It's important not to treat it as an illness, [...] but as a natural shift towards a new stage of life."

**DR. MARLA SHAPIRO**

GP, WITH SPECIAL INTEREST IN WOMEN'S HEALTH  
BOARD MEMBER OF THE INTERNATIONAL MENOPAUSE SOCIETY

## A NATURAL TRANSITION IN A WOMEN'S LIFE

According to Dr Marla Shapiro, healthcare provider and Board Member of the International Menopause Society, it's important not to treat it as an illness\*, but rather as an expected change, a natural shift towards a new stage of life. Thanks to scientific research, we know how hormones influence the different symptoms that may come with it. As a woman it is important to be able to identify these symptoms and whether you are in peri- or post-menopause. It will help to find the best solutions to manage your health and wellbeing.

## MADE UP OF 2 PHASES

**Peri-menopause** refers to the years prior to the end of menstruation. During this time, fluctuating hormones can cause irregular cycles and both physical and psychological symptoms, impacting sleep, weight, hair, skin, mood and more.

**Post-menopause** describes the period after the menstrual cycle has been absent for a year. During this time, some symptoms may calm down or disappear, while new ones can also appear.





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NEW

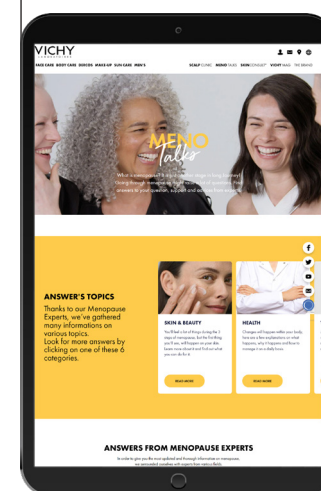
# MENOCOACH 4-WEEK COACHING

## NEOVADIOL COMMITTED TO WOMEN: EDUCATION & SUPPORT DURING MENOPAUSE

1

### MENOTALKS

on [www.vichy.com](http://www.vichy.com)



### VICHY CONNECT

on Vichy  
social networks



We're bringing Vichy menopause expertise with an enriched offering that includes:

1. A dedicated online platform, **Menotalks**, designed to act as a hub for education around various menopause topics.
2. Educational advocacy through short **Vichy Connect** videos from our experts.

2

NEW

## FROM EDUCATION TO COACHING: WHY IS VICHY TAKING THE MANAGEMENT OF MENOPAUSE FURTHER?

Today, we are taking this further, by creating a brand-new coaching program for the first time, to help women learn and feel supported during menopause, every day.

SKINCONSULT<sup>AI</sup> MENO COACH allows menopausal women to benefit from **expert knowledge** and **advice** in a one-on-one experience, empowering them to take back control of their skin health and wellbeing during this period of transition.

VICHY LABORATOIRES

SKINCONSULT<sup>AI</sup> MENO COACH





# WHAT IS SKINCONSULT<sup>AI</sup> MENOCOACH?

## A MONTH FOR BETTER SKIN AND WELLBEING

SKINCONSULT<sup>AI</sup> MENOCOACH is a four-week online coaching program designed to educate and empower women for as smooth a menopausal transition as possible. Vichy has worked hand-in-hand with leading experts on two tailored coaching programs for peri- and post-menopausal women.

Each month-long plan includes week-by-week videos and articles on skin, women's health, nutrition, facial massage and wellness, empowering women through self-education around menopause and encouraging them to set up new habits for better skin health and general wellbeing.

Because during menopause, skin confidence is more important than ever.

### DID YOU KNOW?:

Vichy co-developed MENOCOACH with menopause experts including gynecologist, dermatologist, nutritionist and facial exercise specialists.

Close collaboration with highly specialized experts ensures that our coaching programs are thoroughly researched, and above all, effective in helping women to feel good about their skin and maximize its health during this time.



FRÉDÉRIQUE LABATUT  
HEAD OF VICHY LABORATOIRES

DR. MARLA SHAPIRO  
GP MENOPAUSE EXPERT

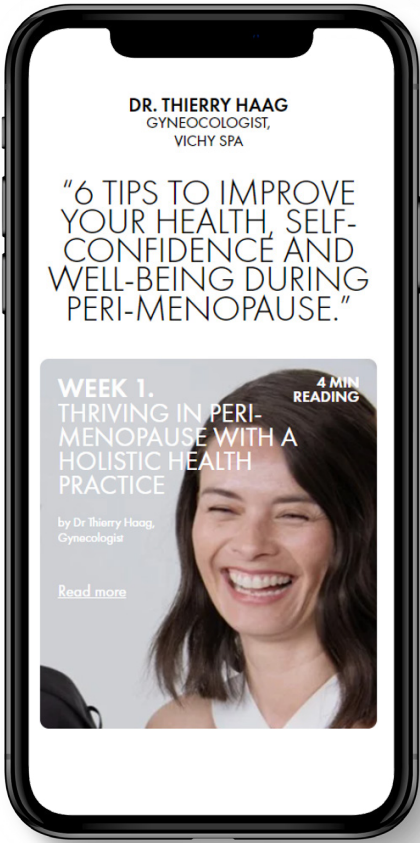
DR. JENNIFER BEECKER  
DERMATOLOGIST

AURELIA DEL SOL  
FACIAL INSTRUCTOR

DR. VERONICA DINARDO  
BIOLOGIST NUTRITIONIST

DR. THIERRY HAAG  
GYNECOLOGIST

DELPHINE GOICHON  
Make-up artist







# START THE MENOCOACH EXPERIENCE NOW

STEP

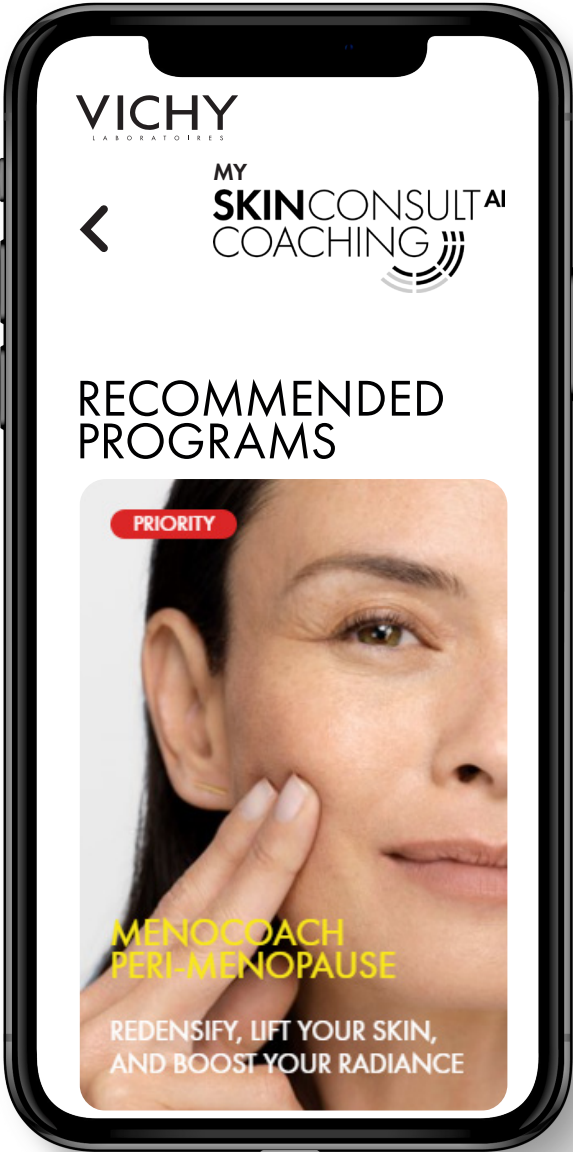
1

CHOOSE YOUR COACHING PROGRAM

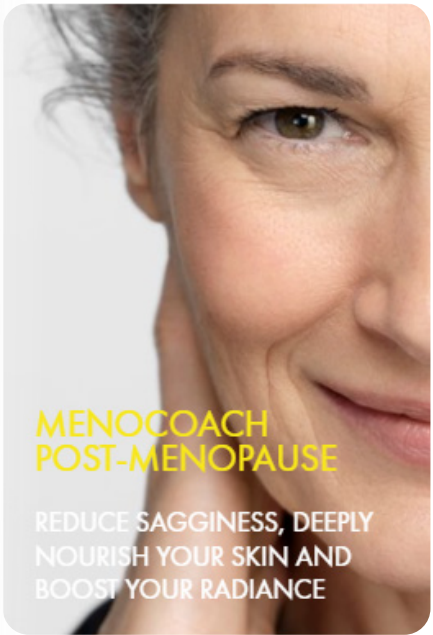
STEP

2

COMBINED WITH THE RIGHT NEOVADIOL SKINCARE PROTOCOL



Signs of skin ageing evolve between peri- and post-menopause. So, each program was created to target the skin's major needs at each stage and to boost NEOVADIOL skincare protocols.



**PROGRAM PERI-MENOPAUSE**  
Density, radiance, age spots.  
SERUM + DAY/NIGHT CREAMS

**PROGRAM POST-MENOPAUSE**  
Dryness, sagginess and age spots.  
SERUM + DAY/NIGHT CREAMS





## OBJECTIVES AND FOLLOW UP: 4 WEEKS TO

### UNDERSTAND WHAT IS HAPPENING DURING MENOPAUSE

MENOCOACH is designed to enable women to deepen their knowledge of menopause, set clearer targets for their skin and their health and follow a personalized roadmap to reach their goals.

### PRESERVE AND ENHANCE YOUR SKIN

Expert information and advice from a dermatologist and a facialist helps to demystify the impact of hormones on the skin's mechanisms and processes. Understanding why skin changes are occurring can help women to adopt new skincare habits and get started with new daily routines for beautiful skin.

### EMPOWER WOMEN TO TAKE CARE OF THEMSELVES

A holistic approach that encompasses the right skincare, diet and nutrition, exercise, relaxation techniques, facial massage and make-up can help women ensure their skin stays beautiful, allowing them to enter this new life stage with confidence. And that's exact what Vichy is advocating with the MENOCOACH program.

"Out of all of the symptoms, skin is one that you don't have to worry about if you have the right routine."

MIA, POST-MENOPAUSE







SKINCONSULT<sup>AI</sup> MENOCOACH

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## NEOVADIOL PERI- & POST-MENOPAUSE PROTOCOLS



1

### CLEANSE

PURETÉ THERMALE 3-IN-1

Remove skin impurities, make-up and nourish in one gesture.



2

### PREPARE

NEOVADIOL MENO 5 BI-SERUM

Reactivate 5 skin mechanisms at peri- and post-menopause: wrinkles, age spots, density, dryness, radiance.



3

### TRANSFORM

NEOVADIOL DAY+NIGHT CREAMS

Redensify at peri-menopause, lipid-replenish at post-menopause.



4

### PROTECT

CAPITAL SOEIL UV AGE DAILY SPF50+

Protect from UVA and UVB to prevent the appearance of wrinkles and dark spots.



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