

Menopause *matters*™

MEDIA RELEASE

***Menopause Matters* information now available via Amazon Alexa**

Menopause Matters will be providing answers to some of the most commonly asked questions around menopause via Amazon's cloud-based voice service, [Alexa](#).

Alongside other health information services, including the NHS, *Menopause Matters* information is now available via Amazon Alexa to enable everyone to easily search for menopausal health information with their voice.

Alexa users in the UK can ask questions including “*Alexa, what treatments are available for the menopause?*”; “*Alexa, what is perimenopause?*”; “*Alexa, what are the risks of Hormone Replacement Therapy for menopause?*”

“Now the subject of menopause is more ‘normal’ as a topic of conversation between individuals, and is increasingly being recognised as part of occupational health in the workplace, we see it as vitally important that the correct and accurate information is available to everyone concerned,” said *Menopause Matters* founder, Dr Heather Currie MBE. “For the past twenty-one years we have been helping women to access the most accurate and up-to-date information available on which to inform any treatment decision they may choose to make. Using technology, such as Alexa, is a great way for as many people as possible to access reliable information from the comfort of their own home.”

Approximately 13 million women in the UK alone are either peri or post-menopausal at any one time. ¹

Menopause is a major life event, marking the end of the reproductive life cycle, and many women may experience troublesome symptoms related to the menopause for a number of years. This can have a detrimental impact on their quality of life, wellbeing and may also have a significant impact on their personal relationships and work.

Whilst most women attribute hot flushes and night sweats to the menopause, many do not associate other symptoms such as tiredness, low mood, anxiety, poor memory and concentration or sensation of brain fog to the menopause. As a result,

women may fail to understand why they are experiencing them. Menopausal symptoms affect more than 75% of women. So, whilst not all women going through the menopause will experience menopausal symptoms, the majority will and over 25% describe severe symptoms. Menopausal symptoms may last for a long time with an average duration of 7 years, and 1 in 3 women experience symptoms beyond the 7 years.

What does this mean?

As all women will experience menopause they will undoubtedly have questions. A selection of information from *Menopause Matters* is now available via Alexa when questions such as those shown below are asked.

Examples of Questions for Alexa

- *What happens during menopause?*
- *What is perimenopause?*
- *What is early menopause?*
- *What are the benefits of Hormone Replacement Therapy for menopause?*
- *What are the risks of Hormone Replacement Therapy for menopause?*

This means that access to menopause information is easily available via Amazon Alexa devices, from a reliable and trusted source.

So, whilst there is always menopausematters.co.uk to provide you with information, together with its print magazine and free weekly newsletter you can now also just ask Alexa.

References:

1. engage.england.nhs.uk/safety-and-innovation/menopause-in-the-workplace/

ENDS

10.05.22

For more information visit menopausematters.co.uk

Get in Touch

For more information on medical matters contact: Dr Heather Currie, MBE, Publisher and Managing Director
info@menopausematters.co.uk

For all information on editorial matters contact: Pamela Brook, Editor
editorial@menopausematters.co.uk

For all information on commercial opportunities contact: Annie Preuss, Advertising & Social Media Manager
advertising@menopausematters.co.uk