

LUMITY

The Menopause Supplement Boom: What Are You *Actually* Buying?

HERE'S WHAT TO LOOK FOR WHEN
CHOOSING THE RIGHT SUPPLEMENTS →



IN PARTNERSHIP WITH **GenM**

The Problem

The supplement industry is largely unregulated.

Brands can make claims without clinical evidence to back them up. When you're navigating perimenopause or menopause, this can feel overwhelming – but we believe you deserve more than guesswork.

Unlike pharmaceuticals, supplements are not required to undergo clinical testing before reaching the market. Brands often make broad health claims without science-backed data or clinical trials to back them up.

Here is what the science says to look for.



WHAT TO LOOK FOR:

1. *Clinical* Evidence

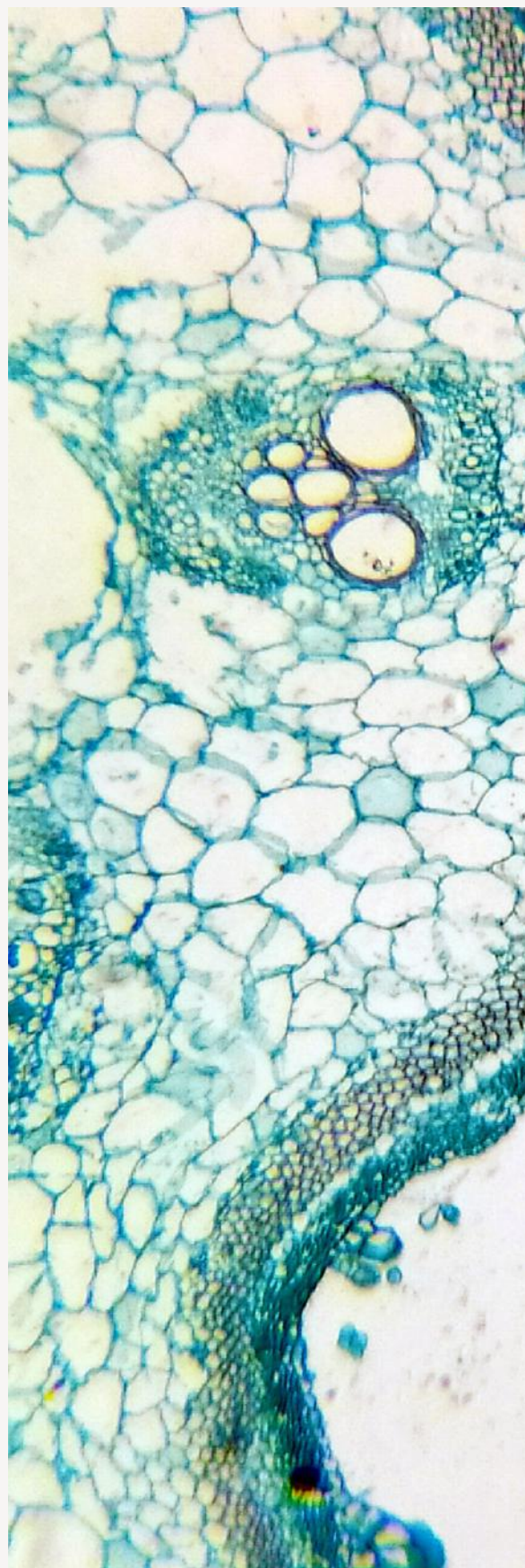
The gold standard in supplement research is the randomised, double-blind, placebo-controlled trial (RCT) – the same methodology used in pharmaceutical drug testing.

In an RCT, neither participants nor researchers know who is receiving the active supplement and who is receiving a placebo.

This eliminates bias and produces results that can be independently verified.

When a brand claims clinical backing, ask specifically:

- Was the trial double-blind?
- Was it placebo-controlled?
- Was it conducted on women navigating menopause?
- Were the results published?



WHAT TO LOOK FOR:

2. Delivery System

The more overlooked question is:
how many ingredients actually reach your cells?

This is bioavailability – the proportion of a nutrients that are absorbed and available for the body to use.

Ingredients like Vitamins A, D, E and K, along with essential fatty acids are lipophilic. Which means they require dietary fat in order to be absorbed across the gut wall and into circulation. Without this fat, a significant proportion is excreted and unused, regardless of the dose on the label.

Look for a formulas suspended in cold-pressed flaxseed oil and delivered in a softgel format – the delivery system clinically associated with the highest levels of bioavailability and maximum nutrient absorption.



WHAT TO LOOK FOR:

3. MTick *Certification* by GenM

GenM is the world's first menopause partner organisation, dedicated to improving the menopause experience through product verification, research and industry accountability.

The MTick symbol - only independent certification that exists specifically for menopause.
– awarded only after independent review – signifies that a product has been assessed and verified to actively support one or more of the 48 recognised signs of perimenopause and menopause.



Committed
GenM
Partner

The Menopause Partner for
Brands Home of the MTick

Why do women in *midlife* choose Morning & Night?

✓ Formula tested through a randomised, double-blind, placebo-controlled clinical trial – conducted on 50 women, aged 35-65 (20 of those women were navigating menopause)

✓ Supports Healthy Ageing: Energy | Beauty | Immunity
Sleep | Hormonal Balance

✓ Softgel format for maximum absorption & bioavailability

✓ Female-founded by Cambridge PhD biologist

✓ Proudly MTick & B Corp Certified



Morning & Night

WOMEN'S SUPPLEMENT

Clinically proven to support longevity and promote healthy ageing — our Morning & Night formula works *with* your circadian rhythm, to nourish your body at a cellular level. Supporting women's health, skin, energy, sleep, immunity and hormonal balance, this powerful blend of Vitamins, Minerals, Amino Acids, Adaptogens & Omega 3s delivers the specific nutrients your body needs, during two very different phases of a 24-hour cycle.

Clinical Trial Results



92%

of people noticed improved skin with fewer lines and wrinkles and increased hydration, glossy hair and strong nails

88%

of people reported that they had more energy, better sleep and fewer night wakings

84%

of participants felt more alert & reported improved emotional balance with a more positive outlook on life

DISCOVER MORE

*Results based on a 12-week independent, placebo-controlled clinical trial with 50 participants aged 35-65.

As seen in

VOGUE

BAZAAR^{Harpers}

Forbes

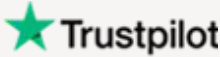
SHEERLUXE

COSMOPOLITAN

Awarded By





Rated **Excellent**  



"You're getting every vitamin and mineral you need – gone is the jumble of different bottles. It makes my menopausal body feel so much better."

EM | VERIFIED CUSTOMER



"I'm menopausal and I can't sleep without Morning & Night.
It has saved my life and sanity!"

CAROL | VERIFIED CUSTOMER



"I'm no longer like a little furnace at night! I feel more confident, and like I'm taking control of my menopause journey and getting older."

SARAH | VERIFIED CUSTOMER



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