

Environ Consumer Insights Study reveals
**TWO THIRDS OF WOMEN AREN'T
SEEKING PROFESSIONAL ADVICE
DESPITE MENOPAUSAL SKIN CONCERNS**

Menopause Awareness
18 October 2023

MENOPAUSE
conversations



PRESS RELEASE Australia, October 2023

Ahead of World Menopause Day on 18 October 2023, research undertaken by global Professional Skincare brand Environ has found that despite experiencing significant changes to skin during menopausal phases, 66% of women have not sought out professional skincare advice or treatments to assist with skin concerns.

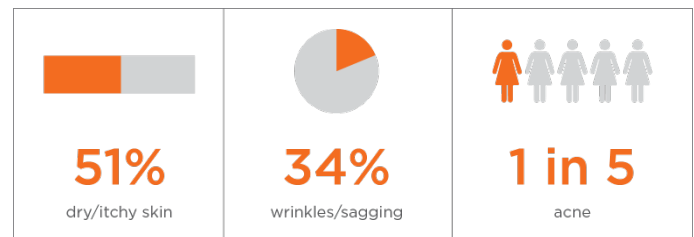
With the number of menopausal women worldwide estimated to reach 1.1 billion by 2025, Environ's Consumer Study was conducted to gather insights that would enable the Brand to make a meaningful contribution towards supporting women in their well-being and promoting age-inclusive beauty. A group of over 800 female respondents between the ages of 45 and 59 years old, were surveyed to expose the human truths behind the physical effects of menopause on the skin. The results revealed much about key skincare concerns, and that women experiencing this remarkable stage of life continue to carry the burden of societal stigma and miscommunication. Furthermore, that menopause is something that is quietly suffered alone, or over-medicalised and managed simply with hormone replacement therapy.

Globally acclaimed Plastic Surgeon and Environ Founder Dr Des Fernandes believes that many women don't recognise the value of Skincare Professionals and their support in managing menopausal skin concerns. Cosmetics cannot intercept or reverse intrinsic ageing. The best option is to make sure that the skin cells are at their best by the time menopause is reached, and this can be achieved with cosmetic skincare science.

"Skincare Professionals are the highly qualified brains behind the science of skin and beauty. They can help a great deal by providing personalised expert recommendations on home skincare and professional treatments that can make real improvements resulting from the loss of collagen, hyaluronic acid, and hydration. Menopause is as individual as a person's own genetics when it comes to the symptoms and effects on the skin, which makes personalised advice even more important," says Dr Fernandes.

Skin cells are known to have receptors for oestrogen, progesterone, and other hormones which is an indication of the vital role these play in the healthy functioning of skin. It is the rapid decline of these hormones that results in the shut-down of hormone receptor systems in the skin, which ultimately leads to the "changes" experienced by women pre, during and post menopause.

Menopause Skincare Insights



When asked what the most visible effects of perimenopause or menopause are on the skin, 51% of respondents stated dry, itchy skin and over 34% cited wrinkles, sagging and loss of volume. One in five respondents suffered acne flare ups.

Skin is known to lose up to 30% of its collagen in the first 5 years of menopause.

The relative expression levels of oestrogen and progesterone start to decline from the perimenopausal years onward as women enter a predominantly deficient state. As oestrogen hormones decline, collagen production decreases, and the moisture components of the skin barrier function become impaired.

Dr Fernandes says, "Oestrogen plays a role in stimulating the production of collagen and glycosaminoglycans such as Hyaluronic Acid. The decline of progesterone contributes to the deficiency of the skin's natural oils and together, these compromised moisture components leave the skin susceptible to trans epidermal water loss."

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Vitamin A is the most powerful promotor of collagen & natural moisturising factors.

As the pioneer and leading specialist in Vitamin A Skin Science, Dr Fernandes maintains that the topical replenishment of vitamin A and antioxidants is the most effective starting point for women experiencing the effects of menopause on their skin.

“Without any doubt, the most important nutrient for beautiful skin before, during and after menopause is vitamin A. This essential skin nutrient controls the normalised activity of skin cells through its effects on cellular DNA, it promotes the healthy metabolism and differentiation of skin cells, and it’s also the most powerful promoter of the skin’s natural moisturising factors,” says Dr Fernandes

Environ’s philosophy is to combine vitamin A with potent antioxidants such as vitamin C and E, as well as specialised Peptide Technology so that the skin can synthesise healthier collagen and build optimal natural collagen levels before menopause.

The appearance of skin contributes significantly to a self-confidence of women in menopause.

Perhaps the most emotionally stirring survey insight from the Environ Consumer Study is that when asked how respondents felt about the effects of menopause on their skin, only 13% cited a degree of acceptance. The overwhelming majority of the group used descriptors such as ‘sad’, ‘awful’, ‘embarrassed’ and frustrated. Some women even cited that they felt the need to ‘cover up’ and that their skin made them feel ‘unattractive’ and ‘depressed’.

“Menopause is inevitable for all women. It’s phase during which women experience significant physical, psychological, and aesthetic changes, along with the associated stressors, that can have a profound impact on their overall well-being,” says Dr Fernandes.

In recognition of World Menopause Awareness Month, Environ will focus efforts on raising awareness about the effects of menopause on the skin through educational and

inspirational communication. The campaign aims to disseminate relevant and meaningful information that merges real-life insights from the Environ Consumer Study with interviews featuring Dr Fernandes on broad skincare topics, as well as practical science-backed solutions that Professional Skincare can offer.

The campaign will be released on **2 October 2023**.

- Follow Environ’s #MenopauseConversations on **social media**.
[@EnvironSkinCareAustralia](#)
- Watch and share the Dr Des Fernandes Menopause Interviews on **YouTube**.
[@EnvironSkinCare](#)
- Learn more about the effects of Menopause on the Skin on the **Environ Website Blog**.
[The Effects of Menopause on Skin](#)

For more information about the Environ Menopause Consumer Study, media enquiries or interview requests, please contact: Rhian Davey on behalf of Environ Skin Care Australian Distributors.

E: hello@environskincareaustralia.com.au

P: 1300 888 708

ABOUT ENVIRON

Environ Skin Care is a globally recognised and loved professional skincare brand that is built on science, beauty and care. Since 1990, Environ has used the science of beauty to change the way the world sees skincare. The introduction of vitamin A to skincare formulations was a ground-breaking development, first successfully included in cosmetic products by top plastic surgeon, skincare pioneer and Environ founder Dr Des Fernandes. His sister, Val Carstens, Environ’s Chairman, has built the brand from a dream to a global success. Today the brand has over 140 products in more than 70 countries.

Environ has received over 100 international awards which have recognised the brand for its outstanding products, most recently being voted Top Medical Skincare Line of the Decade in the highly revered Aesthetic Everything® Aesthetic and Cosmetic Medicine Awards. Environ is favoured by international skincare therapists, the medical fraternity, beauty editors, aestheticians and film stars.