

Redefining Inclusion: How Lunaria Put Midlife Women at the Heart of Corporate Wellbeing

Rewriting the story of women's health at work



Because women's health doesn't start and end with fertility

"WE DIDN'T WANT TO BE ANOTHER APP THAT TRACKS CYCLES. WE BUILT LUNARIA TO DECODE THE HORMONAL CHAOS WOMEN FACE IN MIDLIFE, AND GIVE THEM AGENCY THROUGH DATA, COACHING, AND COMMUNITY."

~ Dr Amara Leigh, CEO & Founder of Lunaria Health



In recent years, the modern workplace has made strides in bringing the topic of women's health out into the mainstream, fostering spaces with a greater empathy and understanding of the daily challenges women go through with their periods, fertility health, and pregnancy.

However, menopause continues to be the forgotten chapter of a woman's journey, with her needs, hurdles, and changes often overlooked in the workplace as she transitions through this stage of life.

Lunaria Health wants to change this. A trailblazer in the Femtech space, Lunaria is reshaping how we address women's health in the workplace, and turning the menopause narrative on its head.

But shifting the conversation and providing employers the necessary tools to make this change is no small feat.

As a solution, Lunaria has delivered a multi-layered, science-backed platform tailored to the hormonal health needs of midlife women in the workplace. Their technology combines personalised hormonal profiling, one-to-one coaching for users, as well as digital platform access and organisational integration.

It's never been easier for both employer and employee to navigate the complexities of menopause, and ensure the wellbeing of colleagues is prioritized at all ages.



With the support of Lunaria, women at work begin sharing their experiences openly, managers become more in tune with the needs of their female team, and menopausal health is set on the path to become a natural component of employee wellbeing.

THE RESULTS	
3x	Increase in employee engagement with wellbeing resources
87%	of participants said they felt “seen and supported” for the first time at work.
12%	decrease in sick leave related to hormonal health, reported by employers.

Lunaria’s hormonal health platform can revolutionalise how workplaces support their female staff, ensuring they can access the support they need through their entire working life.

Lunaria is more than just a hormone tracking platform for the individual woman, but a partnership that represents a leap forwards for progressive employers who wish to make lasting change in their workplace.

Looking Ahead

After proving its impact in one corporate setting, tht next move is expansion – scaling employer partnerships, offering tiered packages for SMEs and building a referral flywheel through HR networks, reshaping workplace wellbeing.

Lunaria will also be partnering with universities and research bodies across the UK to publish their outcomes, as well as exploring NHS pilot opportunities to begin roll out of their services in the British healthcare sector.

“I FELT HEARD, NOT DISMISSED. I’VE SINCE LED TWO MAJOR LAUNCHES AND EVEN MENTORED YOUNGER WOMEN IN THE COMPANY ABOUT HORMONAL HEALTH. IT’S NO LONGER A TABOO, IT’S A STRENGTH.”

~ Sarah M, 47. Senior Project Manager



With time, Lunaria aims to evolve their product even further, equipping their platform to serve broader life stages for woman, providing support through post-menopause, PCOS, pregnancy, other fertility transitions that continue to impact women every day.

Ultimately, Lunaria is redefining the way we view women’s health at work, becoming more than a platform, but a movement in itself.

Going beyond hormone tracking, Lunaria is passionate about sharing real stories, creating a space for HR leaders and women’s health advocates to share their expert insights, and building a community hub where women’s health remains at the forefront of the conversation.

Lunaria is always open to investment and support from those who share a passion in their mission. Any grants or financial support would be leveraged to scale operations, expand internationally, and deepen their capabilities even further.



Join Lunaria and our progressive workplace partners across the country in shifting the narrative on women’s equity at work, providing more well-rounded, science backed support for the female workforce than ever before.



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