

AHEAD OF THE CURVE

How Better Understanding of Women's Health is helping to shape the demand for Female Focused Wellness Solutions.

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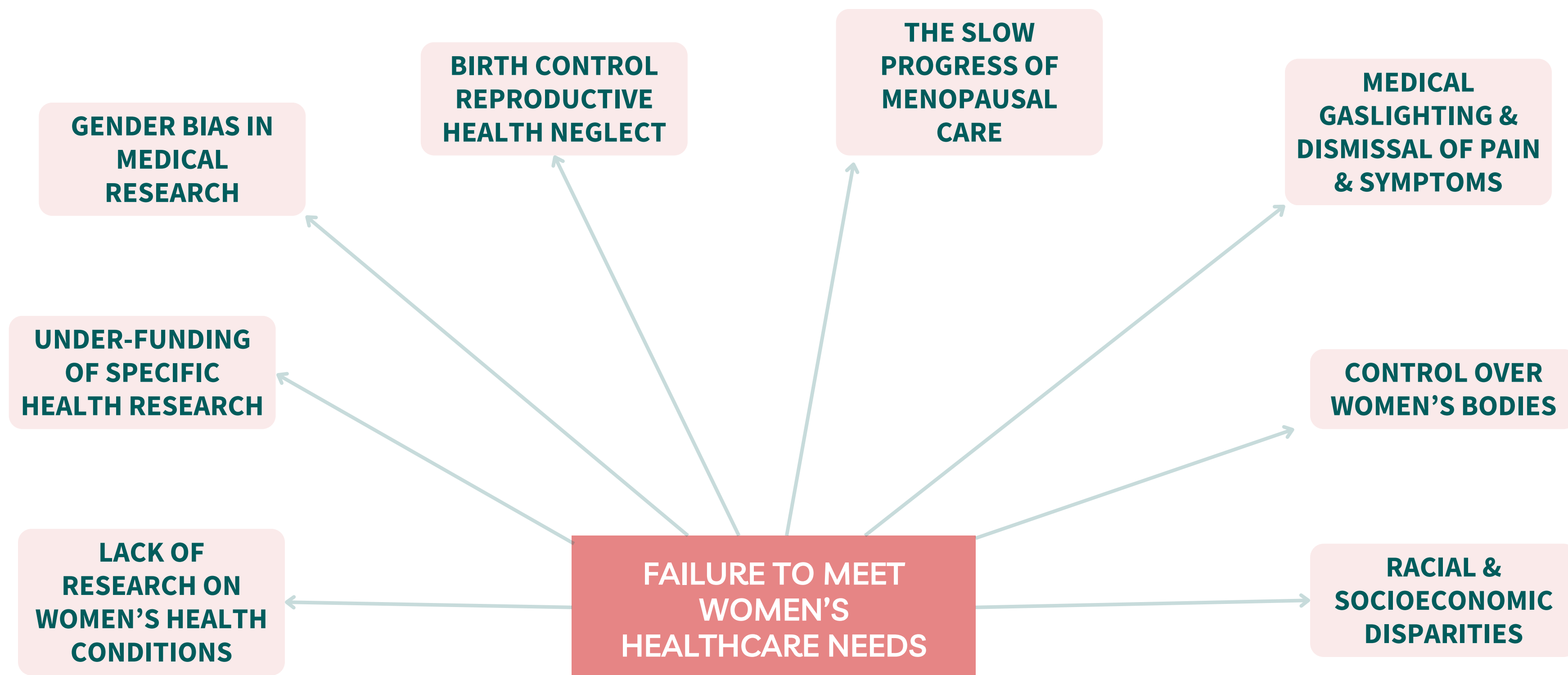
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LACK OF RESEARCH ON WOMEN'S HEALTH CONDITIONS

- ENDOMETRIOSIS, PCOS, MENOPAUSE, AND MENSTRUAL DISORDERS ARE UNDERFUNDED AND UNDERSTUDIED DESPITE AFFECTING MILLIONS OF WOMEN.
- THE AVERAGE DIAGNOSIS TIME FOR ENDOMETRIOSIS IS 8-10 YEARS, LARGELY BECAUSE SYMPTOMS ARE NORMALISED.
- MENOPAUSE RESEARCH IS DECADES BEHIND, LEADING TO MISINFORMATION AND A LACK OF MEDICAL SUPPORT FOR WOMEN IN MIDLIFE.

UNDER FUNDING OF SPECIFIC HEALTH RESEARCH

- ONLY 4% OF TOTAL MEDICAL RESEARCH FUNDING GOES TO WOMEN'S HEALTH BEYOND REPRODUCTIVE ISSUES.
- EXAMPLE: VIAGRA WAS DEVELOPED AND APPROVED QUICKLY, BUT FEMALE SEXUAL DYSFUNCTION RESEARCH HAS LAGGED BEHIND.

GENDER BIAS IN MEDICAL RESEARCH

- FOR CENTURIES, MEDICAL KNOWLEDGE HAS BEEN BASED ON STUDIES OF MALE BODIES, TREATING THE FEMALE BODY AS AN AFTERTHOUGHT.
- WOMEN HAVE OFTEN BEEN EXCLUDED FROM CLINICAL TRIALS, LEADING TO MISDIAGNOSIS AND INAPPROPRIATE TREATMENTS.
- MANY DRUGS AND MEDICAL TREATMENTS ARE TESTED PRIMARILY ON MEN, WHICH RESULTS IN DIFFERENT (AND SOMETIMES DANGEROUS) EFFECTS ON WOMEN.

BIRTH CONTROL REPRODUCTIVE HEALTH NEGLECT

- MANY BIRTH CONTROL OPTIONS HAVE SIDE EFFECTS, YET RESEARCH FOR SAFER ALTERNATIVES HAS BEEN SLOW.
- NON-HORMONAL BIRTH CONTROL METHODS ARE LIMITED, DESPITE DEMAND.
- WOMEN ARE OFTEN DISMISSED WHEN REPORTING SEVERE SIDE EFFECTS LIKE DEPRESSION AND LIBIDO LOSS.

SLOW PROGRESS OF MENOPAUSAL CARE

- MENOPAUSE RESEARCH IS DECADES BEHIND, WITH LIMITED MEDICAL TRAINING ON HOW TO TREAT SYMPTOMS.
- MANY DOCTORS DON'T KNOW HOW TO PROPERLY SUPPORT PERIMENOPAUSE AND MENOPAUSAL WOMEN, FORCING THEM TO SEEK SOLUTIONS IN THE WELLNESS INDUSTRY.

DISMISSAL OF PAIN & SYMPTOMS

- WOMEN'S PAIN IS FREQUENTLY UNDERESTIMATED OR IGNORED BY MEDICAL PROFESSIONALS.
- CONDITIONS LIKE ENDOMETRIOSIS, FIBROMYALGIA, AND CHRONIC PAIN DISORDERS HAVE HISTORICALLY BEEN DISMISSED AS PSYCHOLOGICAL OR "HYSTERICAL" ISSUES RATHER THAN LEGITIMATE MEDICAL CONDITIONS.
- WOMEN ARE MORE LIKELY TO BE PRESCRIBED ANTIDEPRESSANTS RATHER THAN RECEIVING PROPER DIAGNOSIS AND TREATMENT FOR PHYSICAL CONDITIONS.

CONTROL OVER WOMEN'S BODIES

- HOW MEDICAL INSTITUTIONS HAVE CONTROLLED AND POLICED WOMEN'S REPRODUCTIVE CHOICES.

RACIAL & SOCIOECONOMI CAL DISPARITIES

- BLACK WOMEN FACE HIGHER MATERNAL MORTALITY RATES DUE TO SYSTEMIC MEDICAL RACISM.
- WOMEN FROM MARGINALIZED COMMUNITIES ARE LESS LIKELY TO RECEIVE PROPER PAIN MANAGEMENT.
- LOWER-INCOME WOMEN STRUGGLE WITH ACCESS TO REPRODUCTIVE HEALTHCARE, PRENATAL CARE, AND MENTAL HEALTH SUPPORT.

WOMEN ARE LEADING THE WELLNESS REVOLUTION

SAVVY CONSUMER

UNDERSTANDING THEIR
OWN NEEDS



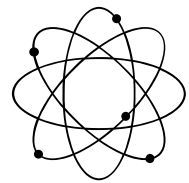
THIRD PARTY TESTING

EXPERT-KNOWLEDGE



TRANSPARENCY & CLEAN
INGREDIENTS

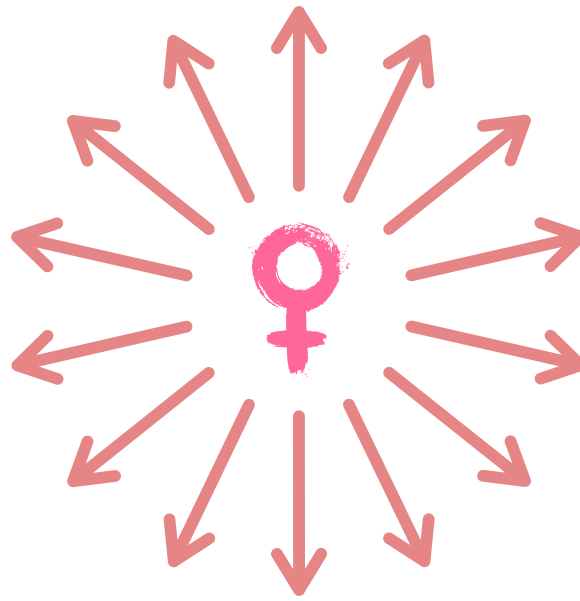
SCIENCE-BACKED
CLAIMS



ETHICAL, SUSTAINABLE
INGREDIENTS



ECO-PACKAGING & DELIVERY



UNDERSTANDING THE CONSUMERS NEEDS



Sell at me

Meno-washing

Use unnecessary
Barriers

Make Presumptions

Disempowering

No Choice



Listen to me

Build Trust

Understand

Provide Answers

Empowering

Provide Choice



EXPLORING CONSUMER-DRIVEN TRENDS IN WELLBEING & HOLISTIC WELLNESS

The Female consumer is demanding science-backed & ethical solutions

- Consumers reject unverified claims → Expect research-based products.
- Brands investing in clinical studies, transparency, and expert endorsements
- The wellness industry is evolving due to informed, empowered and savvy female consumers.

Brands focused on Research - Natures Crops International

- Ahiflower Oil—The Rising GLA Alternative to Evening Primrose for Women & Vegans
- Alternative sources of bioactive omega-3 fatty acids: what are the options?
- Human gut microbiota and their production of endocannabinoid-like mediators are directly affected by a dietary oil



GOOD FOR ME - GOOD FOR THE PLANET

Consumers today expect more than just health benefit - they want to know where ingredients come from, how they're made & who is impacted along the supply chain.

Here's how these trends are reshaping the supplement industry

Ethical & Social Responsibility Initiatives

- Brands are focusing on fair trade, fair wages, ethical & regenerative farming, and community impact. Demand for adaptogens, herbs and superfoods from sustainable and ethical sourcing is rising.

Why Consumers Want Regeneratively Farmed Supplements

- ✓ Higher Nutrient Density – Health-conscious consumers understand that regenerative farming increases soil quality, resulting in more nutrient-rich plants and herbs.
- ✓ Better for the Planet – Unlike industrial farming, regenerative practices improve soil health, store carbon, and reduce chemical use (pesticides, synthetic fertilisers).
- ✓ Sustainable & Ethical – Consumers want products that support small farmers, biodiversity, and local ecosystems.
- ✓ Clean Label & Transparency – Shoppers seek organic, non-GMO, glyphosate-free supplements that prioritise soil health and environmental impact.



LET'S BE CLEAR ... TRANSPARENCY IS KEY

Transparency & Clean Ingredients Matter:

- Shoppers are reading labels more closely, avoiding unnecessary fillers, artificial additives, and allergens. Honest and transparent labelling is part of the trust built with a brand.
- Supplements with fewer, high-quality ingredients are gaining popularity

Plant-Based, and Sustainable Omega-3 Alternatives

- Overfishing concerns are shifting demand from fish-based omega-3s to plant-based sources eg Ahiflower Oil
- Vegan and plant-based supplements are becoming mainstream.

Third-Party Testing & Certification Transparency & Sustainability

- Consumers demand independent testing to verify purity, potency, and safety.
- Certifications like B-Corp Certified, Non-GMO Verified & Informed-Sport are now key selling points.



Eco-Friendly Packaging & Carbon-Neutral Initiatives

- Glass bottles
- Eco-Friendly Packaging & Carbon-Neutral Initiatives
- Supplement companies are reducing plastic waste by using:
 - ✓ Compostable pouches
 - ✓ Recyclable glass bottles
 - ✓ Refillable packaging



COMMUNITY & SOCIAL PROOF

Community & Social Proof Are Driving Purchasing Decisions

Building Trust with the consumer:

- 🧑💻 Online reviews - from verified customers
- 🤝 Credible, influencer-backed recommendations
- 🧑🔬 Expert-led educational content - YouTube, Instagram, Podcasts from wellness leaders
- ★ Brand Reputation
- 🏆 Founders with Expert Knowledge
- 🧐 Collaborations with Health Experts
- 🙋 Responsive & knowledgeable customer service
- ⓘ Informative content not just sales content
- 🌍 A Relatable Mission - *Omegas that won't Cost the Earth*

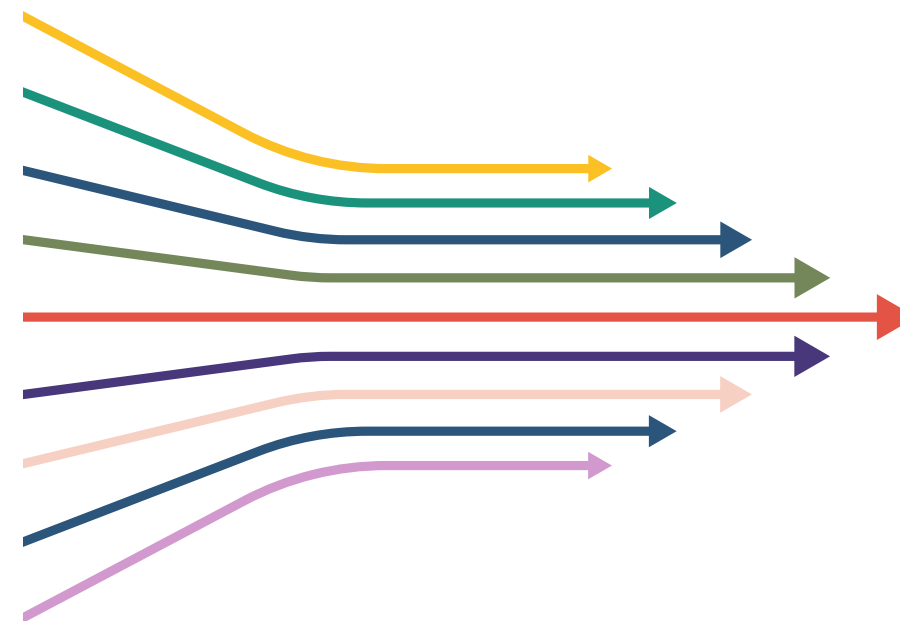


IN IT FOR THE LONG GAME

Holistic Health over Quick Fixes

- The female consumer's focus is much more on long-term, wellness & root-cause healing:
 - 🌱 Gut health - prebiotics, probiotics, postbiotics, estrobolome, adaptogens
 - ⚖️ Hormone Balancing Dietary & Lifestyle - sleep, blood sugar balance, specific supplementation
 - ❤️ Liver-Love. Opening up the Detox Pathways for hormone balance, skin & metabolic health
 - 😌 Stress reduction - breathwork, meditation, therapy apps
 - 💊 Biohacking & longevity - supplements, sleep tracking
 - 😴 Restorative Sleep & Adrenal Support - sleep hygiene protocols

Greater understanding of how Dietary & Lifestyle choices in your 20s and 30s impacts your hormonal health, mental wellbeing and general health in your 40s, 50s and beyond.



UNDERSTAND THE
CONSUMER'S NEEDS



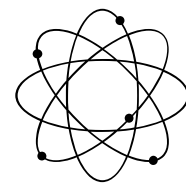
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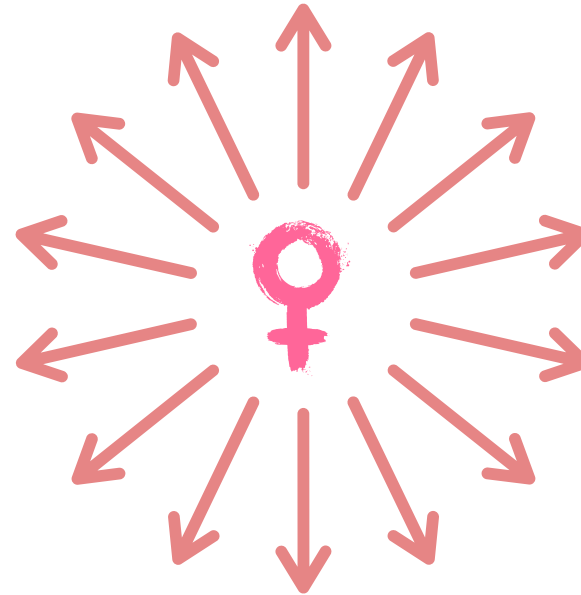
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ANY QUESTIONS?



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