



Women's Wellness Reimagined

Smarter Innovation for a Growing Market

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Vision & Mission

VISION

Achieve economic and societal equity to change the global nutraceutical industry.

MISSION

Empower women in nutraceuticals to unlock their personal and professional potential.



Women at the Forefront of Wellness

Women drive supplement usage and spending, yet product innovation still lags behind their needs.

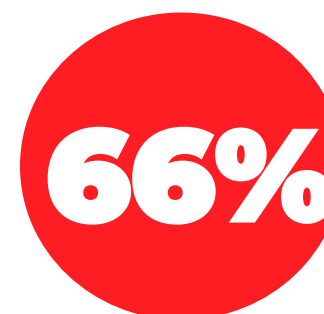
The core problem: The industry often presents at women, taking a reactive, trend-driven, and fragmented approach, rather than intentional design for women.

The opportunity: A smarter, evidence-driven, inclusive innovation model that elevates both consumer outcomes and business performance.



of healthcare decisions are made by women

–McKinsey 2026



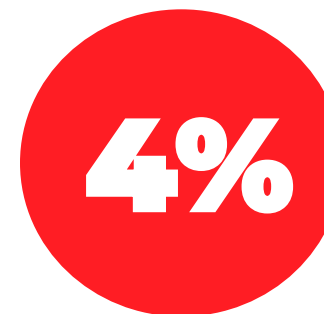
of supplement consumers are women

–NHANES 2021-2023



of women prefer female-specific formulas

–NBJ 2023



healthcare R&D spending is focused on women's health.

–McKinsey Health Institute 2022.



Reference Man

1966: Foundational model for modern office HVAC standards established.

- 70 – 72 °F (21.1 – 22.2 °C), 40-60% RH

The model is based on the metabolic rate of “Reference Man”:

- 154 lbs (70kg) 40-year-old male

2005: Resting metabolic rate of women shown to be 20% lower than that of Reference Man.

2015: Recommendation to set indoor climate regulations according to “actual metabolic rates.”

2023: ANSI/ASHRAE Standard 55 (Thermal Environmental Conditions for Human Occupancy) still based on old data.



The Environment Shaping Women-Centered Design

From WIN Market Insights:

- Women make up **~47%** of the overall workforce.
- **~25–30%** of senior leaders in nutrition and supplements are women.
- **~20%** of companies report gender parity in leadership teams.
- **~10%** report parity in technical functions (R&D, QA, supply chain).

Given these distributions, the probability that a cross-functional team hits 50/50 gender representation is extremely low.

Take the Temperature of the Room:

- Am I agreeing with myself?
- Have I delegated to experts?
- Open the window before painting the view
- Stress test the idea





Building Trust with Women

***Growth is strong, but trust is fragile.
To meet demand, innovation must evolve.***

Persistent gaps:

- Overreliance on generic “pink and shrink” formulas
- Underrepresentation in research
- Limited life-stage specificity
- Claims that outpace substantiation

Consumer expectations have shifted:

- Desire for personalization
- Demand for transparency and science
- Expectation of products that reflect lived experience



Build Trust with Evidence, not Aspiration

Evidence & Feasibility Assessment

Evaluate ingredient science with a women-specific lens.

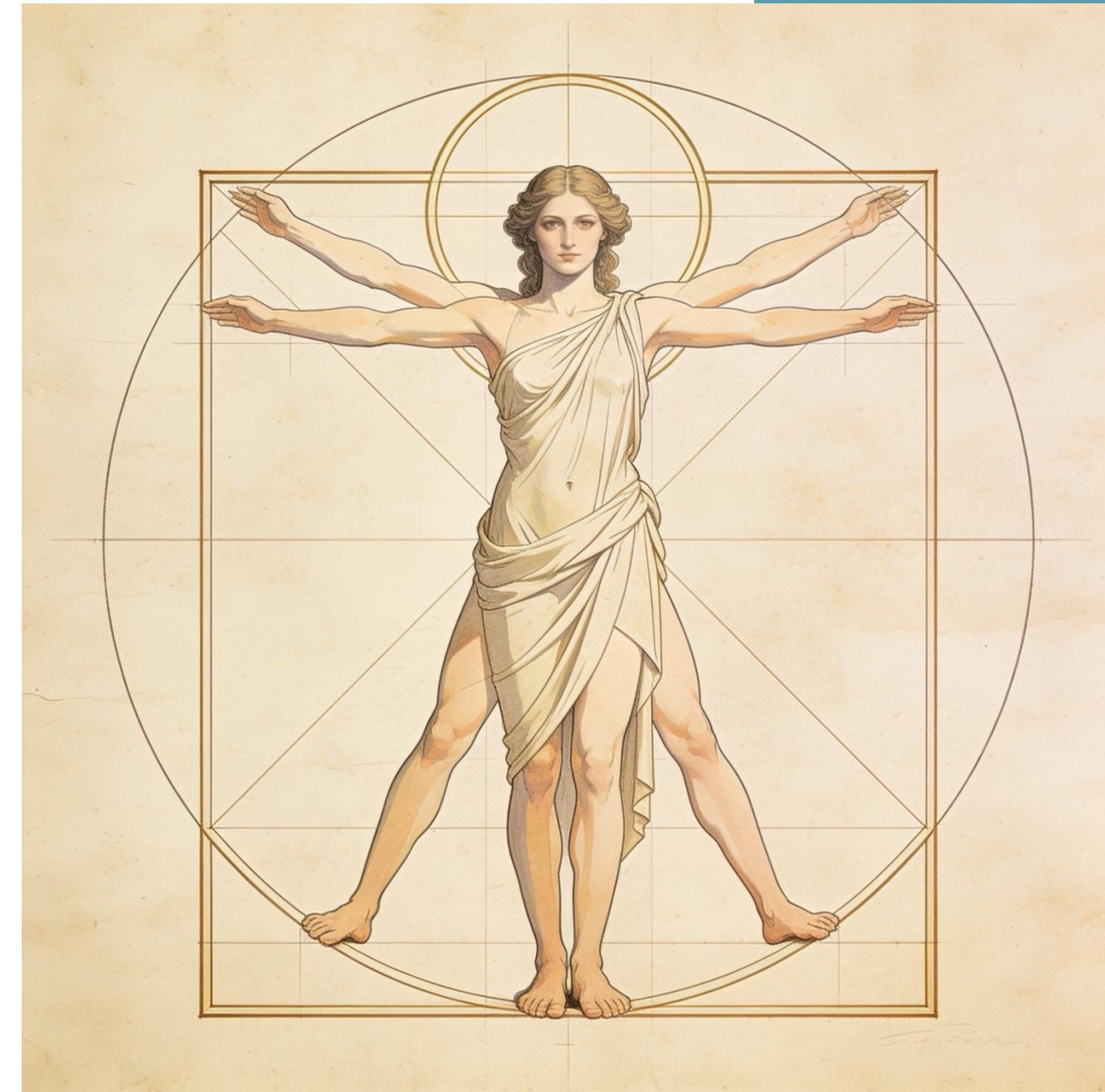
- > Menstrual Cycle phase
- > Contraception
- > Hormone Therapy
- > Potential Impact on clinical endpoints

Consider dose, bioavailability, safety, and life-stage nuance.

- > Body Composition
- > Liver function

Integrate regulatory constraints early to avoid downstream rework.

- > Avoid overstating claims using surrogate markers
- > Avoid drug claims and implied disease claims



Align with Real-World Use

Women at the forefront, not as an afterthought.

- Avoid “one-size-fits-all” formulas because women are not a monolith.
- Validate with consumers and practitioners.
- Translate science into clear, accessible, empowering language.
- Ensure marketing reflects inclusivity and avoids fear-based messaging.





Strategies for Smarter, More Intentional Innovation

Beyond Reference Man

Adopt a women-centered design mindset: Start with lived experience, not assumptions.

Design for inclusivity: Consider cultural, physiological, and lifestyle diversity.

Build cross-functional teams early: R&D, regulatory, marketing, and consumer insights.

Use evidence as a design tool: Let science shape formulation, claims, and education.

Specific Solutions: Clear claims, clear science, clear purpose.

Leverage practitioner insights: They see real-world patterns long before trend reports do.

How WIN Tools Support Better Innovation

WIN's role: Elevating science, representation, and leadership across the industry.

WIN Research & Insights:

- Live & On-demand webinars
- White paper and impact reports

WIN Innovation Resources and Recognition:

- Entrepreneurship training
- WIN Heroine Award, Research Awards
- WIN NutraNavigator

WIN Expert Network:

- CRO and Consultant Databases
- Practitioner sub-committee

WIN Career Resources:

- WIN Leadership Summit
- Mentorship programs
- Job Board



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