



REWRITING THE MENOPAUSE NARRATIVE

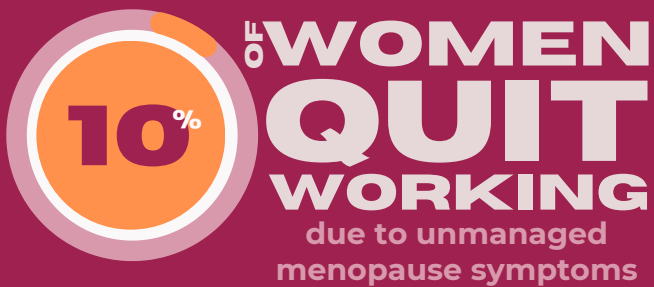
# Understanding Menopause **A Natural Life Transition**

# Innovate with Menovate

**\$3.5  
BILLION**



\$3.5 Billion is the estimated amount that the unmanaged symptoms of menopause cost to the Canadian economy each year.



At Menovate, we empower corporations to build supportive workplaces where women navigating menopause thrive and continue advancing in their careers.

We partner with organizations to deliver tailored education and training to employees, management, and HR, because we know that fostering a menopause-aware workplace is essential for retaining top talent and supporting employee well-being.

# What is Perimenopause?

Perimenopause marks the beginning of a significant life transition. During this phase, the brain's signals to the ovaries to produce estrogen start to falter, leading to a drop in estrogen and other hormones. This hormonal shift makes once-predictable menstrual cycles erratic and introduces a range of fluctuating, often unexpected symptoms.

This isn't an overnight change—it's a gradual transition that typically begins in your late 30s or 40s and can last 7–10 years before menopause. Understanding perimenopause is key to navigating this natural process with knowledge and confidence.

# What is Menopause?

Menopause is technically one day—12 months after your last menstrual cycle.

It marks the end of ovarian function, when your ovaries stop releasing eggs, signaling the close of menstruation and your reproductive years.

This natural transition typically occurs between ages 45–55, with the average around 50–52.





## What is Postmenopause?

Postmenopause is the stage of life following menopause, lasting for the rest of a woman's life.

Estrogen levels remain very low, which can increase the risk of certain conditions like cancer and cardiovascular disease, as estrogen plays a protective role in overall health.

# Did you know that there are over 50 symptoms that women suffer in the transition?

- Irregular periods or periods that are heavier or lighter than usual, worsening pms, cramping
- Hot/Cold flushes
- Night sweats, night wake-ups
- Heart palpitations and cholesterol
- Emotional changes; anger, Irritability and Mood swings
- Mental illness: anxiety, depression
- Brain fog (loss of words, mental math), lack of focus, faulty memory, poor concentration, loss of executive function
- Sleep issues / fatigue
- Low sex drive
- Pelvic floor issues
- Breasts tenderness
- Headache, migraine
- Digestive Issues: bloating, gas, acid reflux, constipation
- Weight gain, especially in the belly
- Achy joints and muscles
- Worsen allergies
- Hair loss/thinning
- More facial hair
- Dizziness and Vertigo
- Body odor change
- incontinence, UTI's, increased urgency
- Ringing in the ears
- Eye issues
- Twitches
- Restless legs
- Acne
- Breathlessness
- Tingling extremities
- Dry skin, hair, nails, mouth, eyes and vagina
- Dry and bleeding gums, bad breath, sensitive teeth
- Burning tongue or roof of mouth



# About Aimee, Founder of Menovate



Aimee Debow,  
Certified Menopause Coach

Founder and certified Menopause Coach Aimee Debow brings over 25 years of corporate experience and firsthand insight into the challenges menopause poses at work. After struggling with symptoms like exhaustion, brain fog, and joint pain, Aimee found the education and support needed to thrive—and now she's passionate about helping others do the same.

As a seasoned leader and inclusion advocate, Aimee partners with organizations to raise awareness, train leaders, and support HR teams in creating menopause-inclusive workplaces. Her work fosters engagement, improves retention, and builds cultures of inclusivity and psychological safety.



# Let's rewrite the menopause narrative together.

## GET IN TOUCH



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*Our mission is to revolutionize workplace support for women navigating perimenopause, menopause, and postmenopause by empowering corporate leadership, HR, and employees. We assist in implementing policies, strategies, and solutions that enable women to succeed in their careers, positioning your company as a leader in progressive corporate culture and employee care while saving you money.*

