

*Press Release*

*For Immediate Release*

**Salome Empowers Women during Menopause Month**

As October unfolds, it presents the opportunity to illuminate the often-misunderstood path of menopause. Recognised worldwide as not only breast cancer awareness month but also as Menopause Month - Salome has dedicated the month of October to providing essential information and creating awareness around this women’s health condition and life passage.

“As a brand and product range that proudly supports conditions that impact women’s reproductive health and well-being, we are passionate about empowering women with knowledge and support around conditions like Menopause that often have a marked impact on women’s lives but are not openly spoken about. 3Sixty Biomedicine through the Salome range is committed to ensuring that women have the resources and support they need for a smoother and better quality of life that includes the menopausal journey,” says Nokuthula Msibi, Project Lead at Salome.

Menopause, a natural phase in every woman's life, ushers in a host of physical and emotional changes. In this transformative journey, accurate information on symptom identification and management is crucial. Menopause typically presents in women between the ages of 45 and 55, heralded by the cessation of menstruation. This significant biological transition can bring forth a range of symptoms, including:

* Hot Flashes: Sudden and intense heat sensations, often accompanied by sweating.
* Mood Swings: Emotional fluctuations and increased irritability.
* Sleep Disturbances: Insomnia or disrupted sleep patterns.
* Vaginal Dryness: A decrease in vaginal moisture and elasticity.
* Bone Health Concerns: Increased risk of osteoporosis due to declining estrogen levels.
* Weight Management Challenges: A tendency to gain weight, particularly around the abdomen.
* Changes in Libido: A decrease in sexual desire and discomfort during intercourse.

There are many misconceptions about symptom management, and very little awareness of what to expect, signs to look out for, and how to manage this common and natural phase of life.

Msibi, explains, “Menopause is known to be a transformative phase in a woman's life, accompanied by its own physical and emotional challenges. We understand the importance of managing menopausal symptoms effectively and want to ensure that women journey through this phase of their life with confidence and grace. Equipping yourself with practical knowledge and strategies is essential”.

The Salome range shares these five tips for women experiencing Menopause in an effort to help women recognise and effectively address the often perplexing and uncomfortable signs of the condition.

1. **Educational Resources**

Knowledge is power, especially when it comes to understanding menopause and its symptoms. Women are encouraged to explore an extensive library of articles, videos, and expert advice to gain a better understanding of menopause, its symptoms, and strategies for managing these symptoms. This information empowers women to make informed decisions about their health and well-being and on the Salome social media platforms there is information women can tap into on the subject.

1. **Nutritional Guidance**

Proper nutrition can promote overall well-being and help manage menopausal symptoms. Nutritionists and healthcare professionals can offer valuable guidance on dietary choices that may be beneficial during this phase.

1. **Lifestyle Recommendations**

Incorporating regular exercise, stress reduction practices, and self-care strategies into daily routines can contribute to a smoother transition through menopause. A healthy lifestyle can lead to better symptom management and overall well-being.

1. **Community Support**

Emotional support during the menopausal journey is essential. Women are encouraged to seek out communities where they can share their experiences, ask questions, and provide emotional support to one another. Connecting with others who are going through similar experiences can be a source of comfort and encouragement during this journey.

1. **Treatment Options**

Hormonal imbalances during menopause can result in discomforting symptoms. While Hormone Replacement Therapy (HRT)options are available to address hormonal imbalances, Salome has introduced to its range M-Pause based on herbal extracts for the relief of menopausal symptoms such as hot flushes, profuse sweating and low mood. Consultation with a healthcare professional can provide guidance on what treatment options are suitable and most effective for symptom management.

Salome offers a comprehensive range of products designed to manage a range of reproductive health issues experienced by women which includes Salome M-Pause, Salome Pre-MenS, Salome Menstrual Pain, Salome Heavy Menstrual Bleeding, Salome Fertility and Salome Polycos. These products provide relief from symptoms linked to menopause, menstrual pain, heavy menstrual bleeding, premenstrual syndrome and Polycystic Ovary Syndrome (PCOS). All Salome products are available at selected Clicks stores, independent pharmacies, and online at Salome's official website, <https://salome-range.co.za>

Stay updated and engage with Salome through their social media platforms:

Facebook: Salome Range

Twitter: @SalomeRange

Instagram: SalomeRange

**ENDS**

|  |  |  |
| --- | --- | --- |
| **WORDS**  **DISTRIBUTED**  **IMAGES**  **DATE** | **:**  **:**  **:**  **:** | 725  On behalf of 3Sixty Biomedicine  Images of products in the Salome Range  October 2023 |

**Notes to the Editor**

***About Salome and 3Sixty Biomedicine***

3Sixty Biomedicine was registered in 2019 and is based in Gauteng. Their goal is to provide biomedical scientific services focused on natural extracts and organic ingredients. 3Sixty Biomedicine is committed to providing world-class innovative healthcare solutions to the global market and have partnered with industry leaders to realise this vision of “improving livelihoods, improving lives.”

The Salome range of products provides solutions for previously unmet, or poorly met, medical needs related to women's health and address issues such as infertility in women with Polycystic Ovary Syndrome (PCOS), menstrual pain, heavy menstrual bleeding, premenstrual syndrome and menopausal symptoms. In response to a growing demand in the SA consumer base this product range provides women with options based on herbal extracts.

For more information or visuals, please contact Janna Strang on

[janna@rainmakermarketing.co.za](mailto:janna@rainmakermarketing.co.za) / 082 551 3865 or email [tasha@rainmakermarketing.co.za](mailto:tasha@rainmakermarketing.co.za)