

When we have asked women what words come to mind, without thinking too much, when they hear the word ‘menopause’, these are typical answers:

miserable, hot flushes, moody, mood swings, angry, grumpiness, old age, ageing, pain, suffering, being past it, difficult, challenging, misunderstood, stressful, smelly, inevitable, discomfort, irritable, being invisible, over the hill, in decline.

Try this yourself. Write down what associations come to mind when you think about the menopause:

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