



# The Menopause Mirror

2025 Report





## BEAUTY BEYOND TIME

Face the Future, the UK's fastest growing online skincare retailer, is highlighting the importance of ageing with confidence and loving the beauty in every chapter of life, especially for women over 50+ who research shows feel they are often overlooked within the beauty industry.

The research comes as part of Face the Future's on-going Beauty Beyond Time campaign, that revealed broader survey findings about ageing in June 2025.

Face the Future's largest customer age group is **millennials to boomers**, which is why the Beauty Beyond Time campaign is not only looking at ageing as a wider topic, but this survey looks at a specific time in women's lives, menopause. The following Face the Future Menopause Mirror report highlights findings from an independent OnePoll survey of 2,000 UK women aged 40-60, commissioned by Face the Future in July 2025.

The Beauty Beyond Time report highlighted:

- **46%** of women in the UK feel **pressure to look young**.
- **86%** of women feel that celebrities / influencers create **unrealistic expectations** for "ageing naturally".
- **65%** of women feel pressured to **look young at social gatherings or events**.
- **Almost a third (27%)** of women feel pressured to **look young when dating**.
- **Less than half** of women (**42%**) feel **well-represented** for their age in the skincare industry.





# The Age of Change: Not Just For 50-Somethings

- Roughly 1-in-12 women (8%) aged 35-39 first notice perimenopausal or menopausal symptoms.
- 1-in-50 women in the UK under 35 first notice perimenopausal or menopausal symptoms.
- Most women in the UK (38%) first notice rimenopausal or menopausal symptoms between 45-49 years old.
- 20% of women in the UK first notice perimenopausal or menopausal symptoms at 50+ years old.
- The fact that 1 in 12 women experience symptoms as early as their mid-to-late 30s should prompt a shift in how we talk about menopause. It's not just a midlife event, it's a spectrum that starts sooner than most expect.
- The dominant age group 45 to 49 is consistent with expected hormonal changes, but the outliers matter. When 1 in 50 women under 35 are entering perimenopause, it's not 'too young.' It's biology. These women are often misdiagnosed or dismissed due to age bias in clinical settings.
- That 20% of women first notice symptoms after 50 reminds us that menopause isn't a one-size-fits-all timeline. The variability speaks to the need for individualised care pathways and better symptom tracking over time.
- We're seeing more recognition that menopause is a process, not a moment. These stats underline the importance of societal awareness around the full arc of hormonal transition, not just its end stage."



**Kimberley Medd, Head of Clinic, Face the Future:**

*"These figures challenge the long-standing myth that menopause only begins at 50. In reality, perimenopausal symptoms can surface much earlier, even before 40 for a notable minority. That makes early awareness and education critical, not just for individuals, but for GPs and employers too."*

# The Menopause Matrix



Clinic Lead at Face the Future, Kimberley Medd, says,

*“Every generation has something special to share, and we believe in learning from each other. It’s about owning who you are, at any age, and never feeling like you don’t fit in.”*

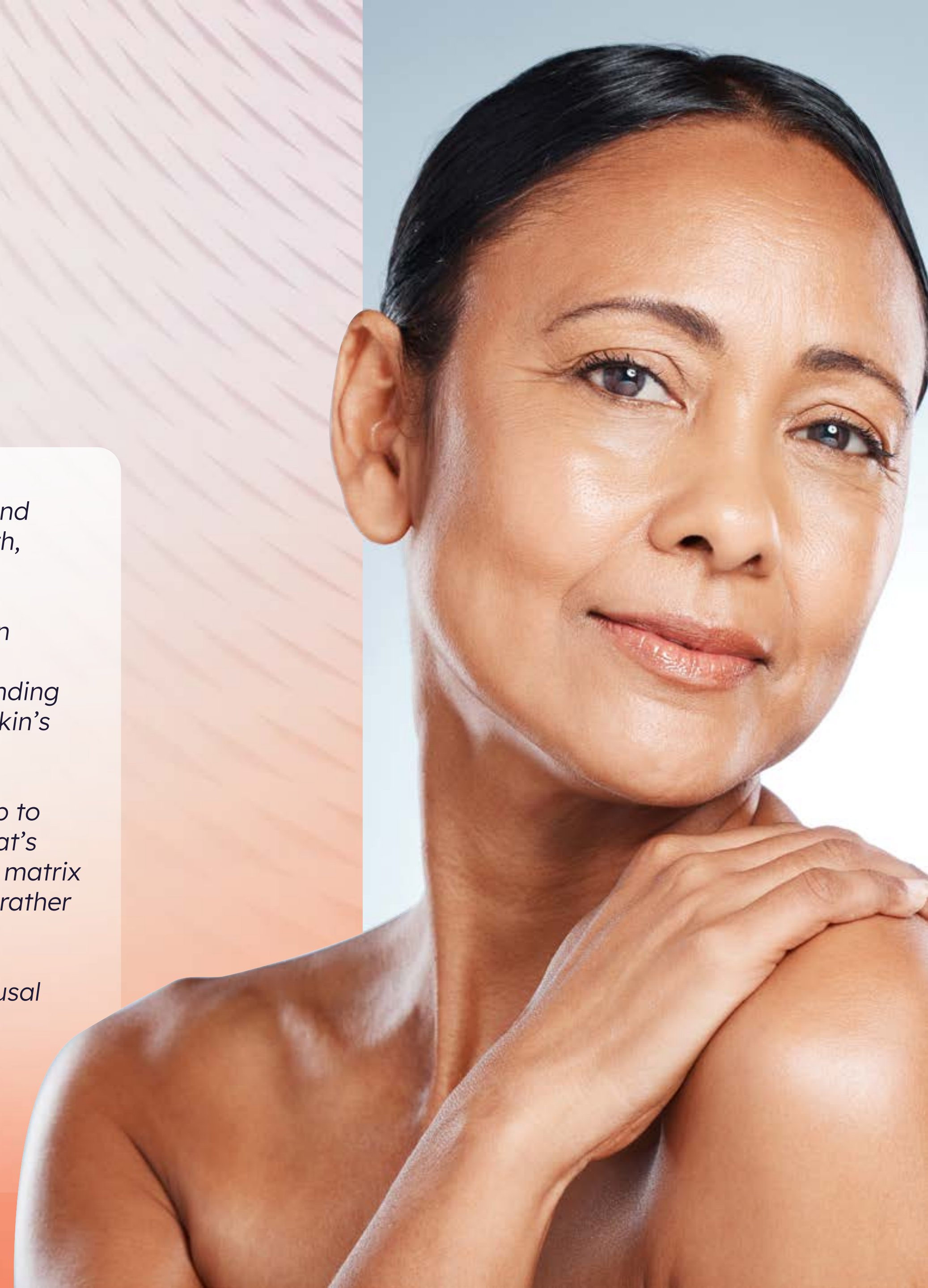
*For too long, menopause has been treated as a quiet ending when in fact it’s a powerful physiological reset. It may be because it sits at the intersection of two taboos: ageing and female health. Culturally, we’ve been conditioned to associate menopause with decline from fertility ending, youth fading, value decreasing. That narrative makes it harder for women to speak openly about what they’re going through, even with healthcare professionals.*

*It’s time to stop whispering about symptoms and start mapping the full impact on our skin, health, identity, productivity and quality of life.*

*Menopause isn’t just a hormonal shift, it’s a skin shift. The drop in oestrogen affects collagen production, hydration, and elasticity. Understanding the ‘menopause matrix’ helps us map out the skin’s evolving needs.*

*In clinical terms, skin thickness decreases by up to 30% in the first five years after menopause. That’s not gradual, that’s immediate. The menopause matrix helps us anticipate and personalise treatment, rather than react to visible signs.*

*One of the biggest myths is that post-menopausal skin is ‘just dry.’ In reality, it’s biologically less resilient. Barrier function, repair cycles, and immune response all shift to skincare should be more reparative and preventative.”*



# Beauty Beyond Time

- **61%** of women in the UK aged 40-60 agree that many “age targeted” skincare products **do not fully address the specific needs of menopausal skin**.
- The **main skin concern** for perimenopausal/menopausal women is **fine lines or wrinkles (53%)**.
- **Over half** of women going through peri/menopause say **skin dryness (52%)** and **loss of elasticity (51%)** are skin concerns.
- **Almost a third (31%)** of women in the UK aged 40-60 **notice age spots**.
- **More than 1-in-5** women in the UK aged 40-60 say that **pigmentation (24%)** and **increased sensitivity (21%)** are a skin concern.
- **Almost 1-in-5 women (19%)** of women in the UK aged 40-60 **report breakouts/acne** as a skin concern.
- **25%** of women in the UK aged 40-60 **have not changed their skincare routine** relating to menopausal skin symptoms.
- **68%** of women in the UK aged 40-60 **have made changes to their skincare routine** relating to menopausal skin symptoms.
- There’s also a clear divide in consumer response. While most women have adapted their skincare routines in response to menopausal symptoms, **over a fifth (25%) of women continue using the same products**, often due to a lack of guidance, education or available solutions that explicitly target menopausal skin.
- Age spots, reported by nearly a third of women (31%), are a sign of cumulative sun exposure, but they can also be worsened by hormonal shifts. Melanin production becomes more erratic in menopause, leading to more visible pigmentation issues.
- **Pigmentation (24%)** and **increased sensitivity (21%)** are often overlooked in marketing according to consumers, but they’re real. Menopausal skin is more reactive, and inflammatory responses are heightened. This calls for gentler, barrier-supportive formulations with targeted brightening ingredients.
- Breakouts in midlife? It’s more common than people think. Around **1 in 5 women (19%) still struggle with acne during menopause**, often hormonal and located around the jawline or chin. It’s a frustrating blend of dryness and oiliness that most products don’t address well.



Kimberley Medd, Head of Clinic, Face the Future:

*“While most products focus on visible ageing, such as fine lines and wrinkles, women are experiencing a much broader set of concerns that reflect deeper hormonal and structural changes in the skin.*

*The fact that 61% of women feel age-targeted skincare misses the mark for menopausal skin is a major wake-up call. Menopause brings hormonal changes that dramatically impact the skin, and most mainstream products aren’t formulated to meet those very specific needs, like collagen loss, barrier sensitivity, and sudden dryness.*

*The disconnect between what women need and what’s currently offered presents a critical opportunity. To innovate, educate, and normalise menopause as a core consideration in skincare.”*

# Pressing Play on Meno-change

- **Most women in the UK (53%)** find information on managing menopausal symptoms from online health websites, followed by their GP/healthcare professional (44%), and from friends and family (34%)
- Menopausal women in the UK deem online skincare retailers (11%), books/magazines (12%) and social media influencers (14%) as **lower down on their list of sources for managing symptoms.**
- **Only 34%** of women in the UK agree that skincare brands and retailers **understand the needs of menopausal women.**
- **Over half** of women in the UK (51%) feel that skincare brands and retailers **need more products specifically formulated** for menopausal skin.
- **Almost 50%** of women in the UK (47%) feel skincare brands and retailers **need more education and awareness** around skincare during menopause.
- **Almost 50%** of women in the UK (45%) would like to see **real women and experiences** featured in marketing from skincare brands and retailers.
- **More than 1/5th** of women in the UK (21%) would like skincare brands and retailers to **use more empathetic and empowering language** to support menopausal women.



**Clinic Lead at Face the Future, Kimberley Medd, says,**

*“Despite facing some of the most dramatic skin changes of their lives, menopausal women aren’t looking to the beauty aisle for guidance. This disconnect of skincare brands and retailers with women over 40 reflects a broader perception issue: many women do not believe skincare brands fully understand or prioritise the realities of menopausal skin.*

*Most don’t feel seen, understood, or represented. The shelves may be full of “anti-ageing” promises, but the products rarely speak to what’s really going on: hormone-driven dryness, sensitivity, pigmentation,*

*breakouts, and a whole new relationship with their skin. As a retailer, Face the Future is set on highlighting skin concerns for the menopause with educational content, having a dedicated landing page with catered products, future menopause edits, as well as skin consultations for a more individualised routine and support offering. For menopause awareness month, they will be hosting a community event with a group of their most loyal customers. The event will be dermatologist-hosted and include a panel talk discussion about menopause and skincare, plus consultations and mini treatments. Face the Future will also share their own customers’ journey with menopause across their channels to inspire and empower their community.*

# The Hidden Cost of Hormonal Change

- **34%** of women in the UK **feel unconfident with their appearance** since experiencing menopausal symptoms.
- **Only 7%** of women in the UK **feel very confident with their appearance** since experiencing menopausal symptoms.
- **Only 28%** of women in the UK **feel very comfortable talking openly** about menopause with others.



Kimberley Medd, Head of Clinic, Face the Future:

*“Menopause doesn’t just affect the body; it often shakes the foundation of how women see themselves. Confidence can take a hit when you’re navigating unpredictable symptoms, from sleep disruption and brain fog to changes in appearance and emotional wellbeing.*

*There’s a quiet crisis of self-esteem happening during menopause, and it’s largely going unspoken. When society celebrates youth and productivity, many women feel like they’re losing both, right as they enter a phase of life that demands resilience.*

*The link between menopause and confidence is complex and deeply personal. For some women, this phase is freeing. For others, it’s disorienting. Brands, workplaces, and healthcare providers all have a role to play in normalising that full range of experience.*

*Through education, representation, and empathy, we create space for confidence to return stronger than ever.”*



# Contact Us

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