



**Press release  
October 2022**

## **Half of UK women feel compelled to hide their menopause symptoms when at work**

- *New research reveals 1 in 5 women suffer in silence and don't talk about their symptoms with anyone – including medical professionals*
- *Only 1 in 10 women would talk to their manager or colleague about their experiences with perimenopause or menopause*
- *The survey shows 1 in 3 women find sleep loss is the most disruptive symptom of the menopause*

A new survey has revealed that half of women admit to feeling inclined to hide symptoms of menopause or perimenopause from colleagues and managers at work, even though menopause-related issues are a common occurrence during their working day.

Almost half of respondents surveyed by Dunelm also said they wished there were more safe places to discuss and talk about their symptoms. And only 26% of UK women say they're happy with the support that's currently available throughout the UK.

When it comes to talking about their symptoms, only 1 in 10 would talk to their manager or colleague about their experiences with perimenopause or menopause and only 9% of women would be comfortable enough to turn to a male family member or male friend if they were struggling.

The majority of those surveyed admit they are most likely to turn to their doctor or female friend for support but 1 in 5 say they experience feelings of anxiety or embarrassment when broaching the subject of menopause.

The research, commissioned by the UK's leading homewares retailer Dunelm as part of its MenopauZzz campaign, surveyed women aged 45+ and led the brand to increase its commitment to those affected by menopause and perimenopause – both internally and externally.

Dunelm, who employs over 1,300 women aged 45-55, has introduced menopause friendly policies to help colleagues manage their symptoms including access to online advice and the training of menopause 'buddies' across all stores and head office too.

Recognising menopause as a societal issue that impacts many of its colleagues and customers, Dunelm has launched an internal menopause policy to benefit and support colleagues as well as a customer-focused initiative to provide them with sleep-related menopause advice.

One in three women say poor quality of sleep is the symptom of the menopause that most affects their day-to-day life - proving to be more disruptive than hot flushes, thinning hair and even weight gain. Reduced libido, low energy and mood changes are also impacting over a quarter of menopausal women, but don't cause as much distress as lack of sleep.

In fact, sleep disturbances are costing menopausal women an average of five hours sleep every night and, for almost half of women, this lack of sleep leads to negative mood swings, a significant drop in concentration and an inability to recall details.

For customers, Dunelm has partnered with menopause specialists HenPicked on an initiative which will focus on providing advice and support for those struggling to get a good night's sleep due to menopause. Customers are invited to attend one of 20 free national workshops hosted in the instore Pausa cafes or visit the dedicated menopause hub available via the Dunelm website.

Amanda Cox, Chief People Officer and Stores Director at Dunelm said: "At Dunelm we appreciate menopause can be incredibly debilitating and that's why we are offering specialist support to both customers and colleagues at this life milestone.

"Our MenopauZzz campaign provides workshops, educational resources and effective product recommendations and coincides with the launch of our new internal Menopause focus which includes menopause buddy training, a new menopause policy and manager guidance to make sure Dunelm is a place where everyone feels that they belong."

Dunelm's MenopauZzz workshops will run throughout October in selected stores across the UK. The sessions will be led by Henpicked expert menopause trainers who will be on hand to answer all questions relating to the transition and offer advice on creating the optimum sleep environment.

Henpicked: Menopause in the Workplace founder and CEO Deborah Garlick said: "It's encouraging to see brands like Dunelm championing women in this way and we'll be working together to provide their colleagues and customers with valuable resources to help with menopause symptoms, including sleep disruption.

"By making menopause a more widely discussed health condition, we can support and empower women throughout the country."

Attendees to the Dunelm workshops will also receive a gift voucher to redeem against Dunelm products designed to help with menopause symptoms, including cooling pillows, mattress protectors, duvets and bedding sets. To book on to a session, visit: <https://www.dunelm.com/content/lets-talk-about-menopause>

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For more information contact: [Dunelm@tangerinecomms.com](mailto:Dunelm@tangerinecomms.com)

## **Notes to Editors**

### **About Dunelm – [www.dunelm.com](http://www.dunelm.com)**

Dunelm is the largest homewares retailer in the UK with over 170 stores nationwide and an online webstore at [dunelm.com](http://dunelm.com), offering customers a wide range of quality homeware items from bedding, sofas, curtains, cushions, quilts and pillows, to kitchenware and dining, lighting, wall art and rugs, as well as premium brands such as Dorma and Fogarty and a wide range of furniture.

Dunelm is one of the few national retailers to offer a comprehensive selection of curtain fabrics on the roll and owns a specialist UK facility dedicated to producing made-to-measure curtains. It also offers a wide range of made to order furniture in a wide range of fabrics

Originally founded in 1979 as a market stall business, selling ready-made curtains, the first Dunelm shop was opened in Leicester in 1984. Over the following years, the business developed into a successful chain of high street shops before expanding into broader homewares categories after the opening of the first Dunelm superstore in 1991. Dunelm's headquarters are in Syston, Leicestershire.

### **About Henpicked**

Henpicked is one of the UK's largest, fastest growing websites for women who weren't born yesterday. Giving women a place to have their say, sparking discussion, promoting healthy debate and bringing positive change.

Henpicked Menopause in the Workplace Ltd is a UK business, providing a wide range of menopause services and support. For 5 years they've supported leading employers, providing tried, tested and trusted menopause in the workplace services, developing best practice standards that have been adopted by Menopause Friendly Accreditation's Independent Panel. They also provide a wide range of menopause training.

### **About Lisa Snowdon**

Lisa Snowdon is a radio, TV presenter, and model. She appears regularly on shows such as ITV's This Morning and, in recent years, has become vocal in championing for wider menopause support and awareness. She co-hosts a weekly 'Menopause Madness' series on Instagram LIVE.

### **About Deborah Garlick**

Deborah is the founder of Henpicked, one of the biggest online communities for women who 'weren't born yesterday' and director of Menopause in the Workplace, an organisation that helps employers. She is also the author of Menopause: A Change For The Better.