

# Current Landscape + Cultural Impacts



## Increased Openness and Demand for Education

They're openly discussing once-taboo topics like menstruation, perimenopause, and hormonal health, but many still lack the guidance and resources needed to manage their symptoms effectively. [11](#) [21](#) [22](#).

## Hormonal Health as a Central Theme

Women want better education on hormonal health across life stages but struggle with unreliable online information and social media trends. [2.3](#) [2.4](#) [2.5](#).



## Transparency + Trust

Women under 45 demand transparency, ethical sourcing, and scientific proof—especially in a misinformation-filled landscape. Earn trust through expert partnerships, clear ingredient disclosure, and honest product discussions. [1.6](#) [1.7](#) [1.8](#).

Quick Snapshot

# Market Analysis: Healthcare

Women choose **sexual health products based on safety credentials**—FDA approval, doctor recommendations, and "free from" claims—over performance promises. A trust gap fueled by ingredient concerns and hormonal side effect fears is driving demand for non-hormonal options and formulations that support rather than compromise vaginal health.

Sources [1](#) [2](#) [5](#) [13](#) [2](#) [11](#) [6](#) [14](#) [4](#) [15](#) [2](#)



Adjacent Category Watch

## Sex Toys

Sexual wellness has evolved from taboo to **self-care staple**, with women—especially younger generations—**reframing pleasure products as empowerment** and wellness tools rather than shameful indulgences. This destigmatization is fueling demand for premium, safe products purchased discreetly online and integrated into broader self-care routines.

Sources [1](#) [2](#) [11](#) [3](#) [13](#) [14](#) [3](#) [11](#) [7](#) [18](#) [1](#) [2](#) [4](#) [11](#) [5](#) [19](#) [16](#)

**Make Phexx self-empowerment, not just sex protection—meeting the formulation and safety standards women demand from wellness products.**



Source: Mintel

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## OUR OBJECTIVE

**Empower women to  
demand both safety and  
satisfaction with  
doctor-trusted protection  
that doesn't *kill the vibe*.**



We give a lot of sh!ts about what goes on—and into our bodies. Especially when it comes to our sexual wellness. For years, we've been forced to compromise on those standards. Dealt with the hormonal weight gain, mood swings, or blood clots. Got through the invasive procedures, daily regimens, or chafe-y condoms. Some of us just said, "F%ck it," and instead pulled out.

The time has come, my little Phexx kittens. To take back control of the way we prevent pregnancy. With non-toxic, all-natural ingredients—and without any hormones. The applicator is only four inches, but it's not size that matters. It's the *other P* you put in the *V* before you take the *D*. It's Phexx.

## put the **P** in the **V**

non-hormonal, on-demand birth control

put the  
P in the

non-hormonal, on-demand birth control

**phexxi**  
(lactic acid, citric acid, and  
potassium bitartrate) Vaginal Gel  
1.8%, 1%, 0.4%

# Visual Appeal + Direction

Apply the playful aesthetic of gummy textures, translucent colors, and jelly-like finishes from beauty lip glosses inspiration to the wellness and intimate product space. This destigmatizes through joy and sensory delight rather than education or lectures from typical clinical ads.

