

# alloy



**A RADICALLY HONEST,  
HOLISTIC SOLUTION FOR  
WOMEN'S HEALTH AFTER 40**

WE BELIEVE

# women *over forty*



DESERVE

# *to feel* fantastic

**PROBLEM**

But the  
**55 million**  
women

in **menopause in the  
U.S.** are **not getting the  
healthcare solutions**  
they're looking for.

PROBLEM PART TWO

# Women can't find the right solutions

- **20 years of misinformation** about post-reproductive health **since a misinterpreted 2001 study on the risks of Menopausal Hormonal Treatment (MHT).**
- That study, ***the Women's Health Initiative*** (WHI), created a large market for a wide range of ***Complementary and Alternative Medicine*** (CAM)
- **51% of women** use CAM to **treat menopause; no regulation or guidance**

## PROBLEM PART THREE

# Menopause is isolating and lonely

- Women crave community and validation and ***are ready to talk.***
- ***Gen X*** is first generation to have gone through life stages online (The Knot, Baby Center)
- ***Menstruation, fertility, childbirth, breastfeeding, postpartum,*** have all come out from under cloud of shame. Time for menopause!

I N T R O D U C I N G

allioy

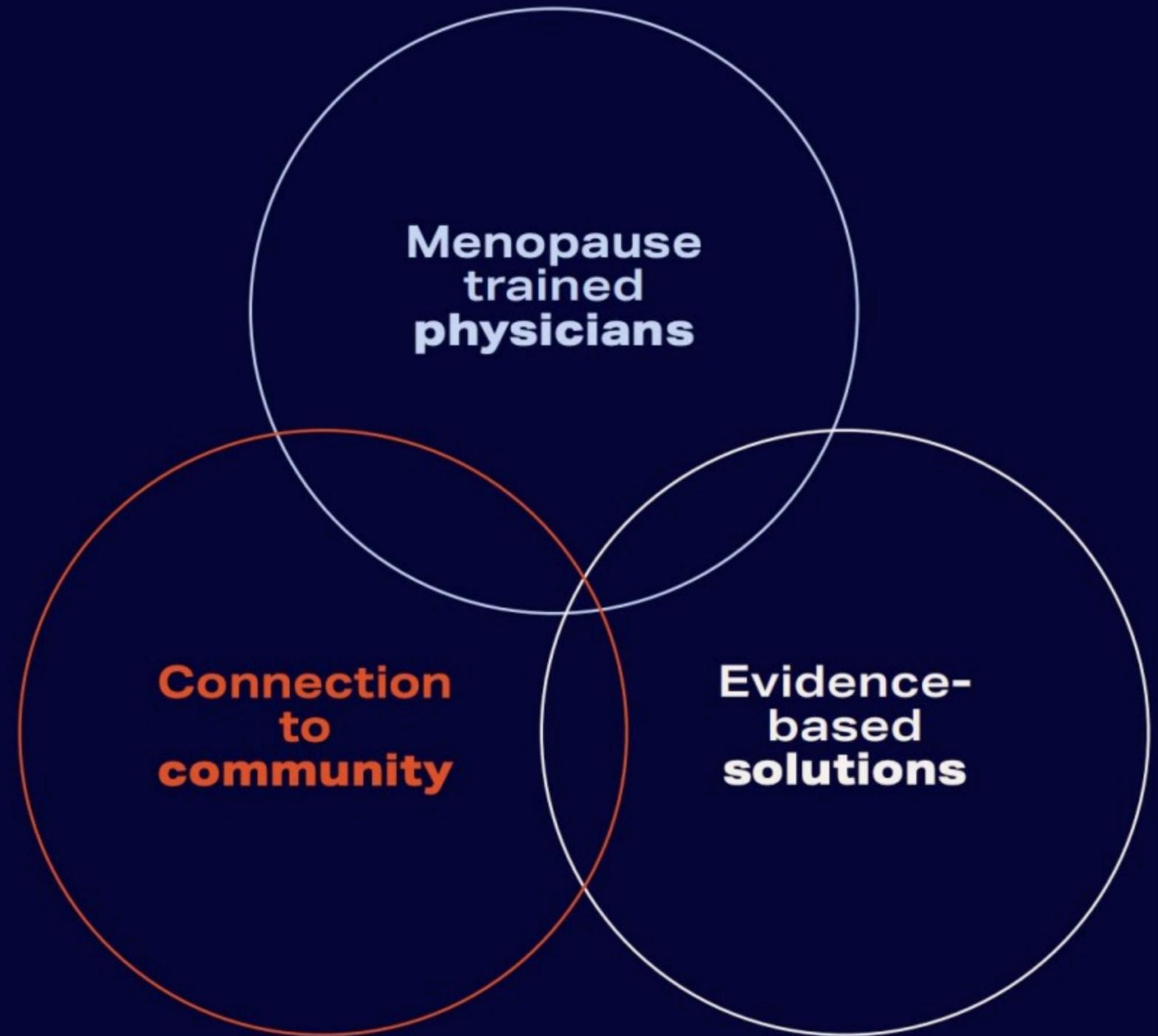
**OUR PURPOSE**

**We exist  
to help  
women age  
*healthfully*  
and feel  
like their  
*best selves.***



**VALUE PROPOSITION:**

**Alloy**  
**provides**  
**holistic**  
**solutions**  
**to help**  
**women**  
**age**  
**healthfully**



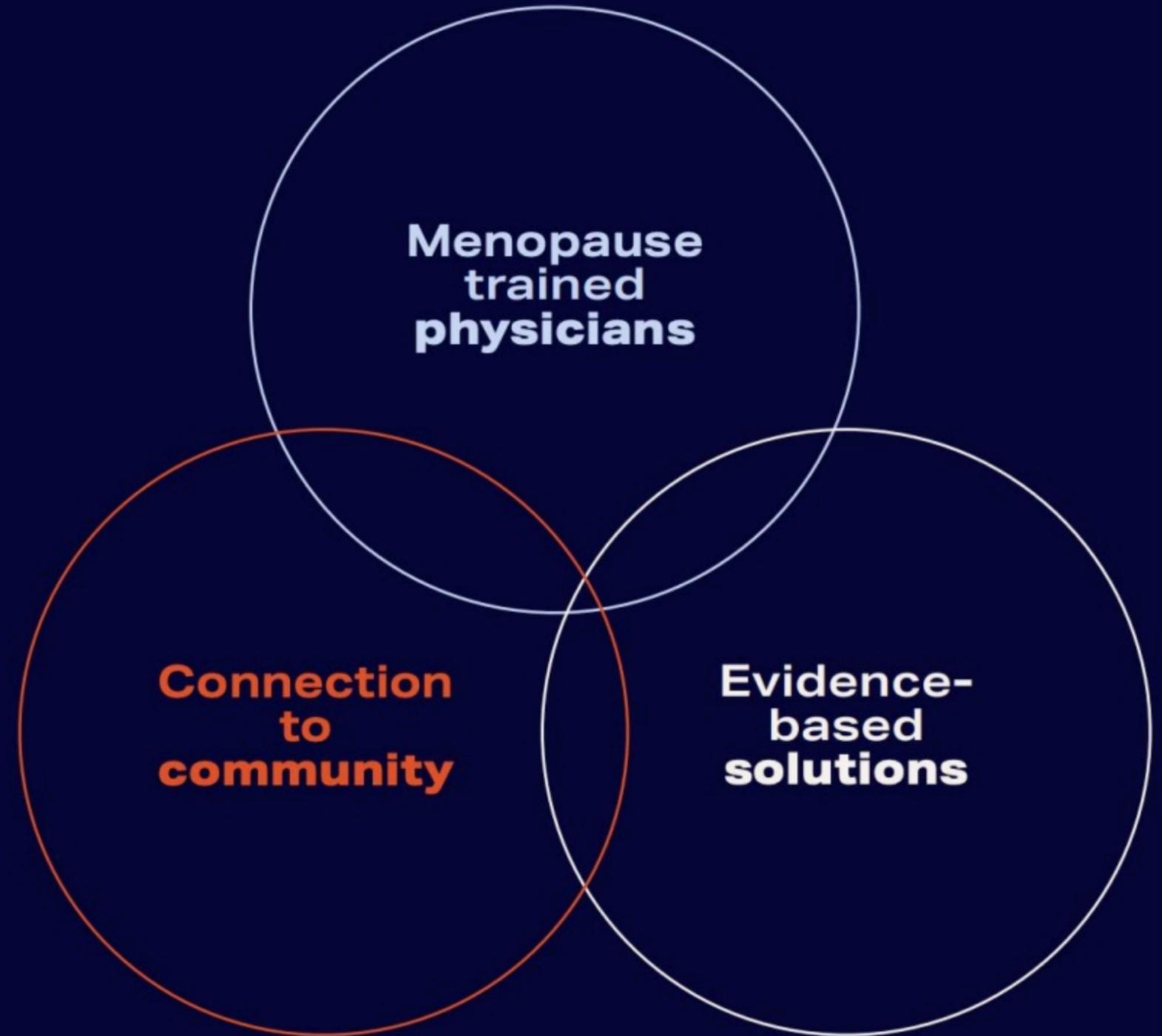
# Alloy will be the trusted health partner for women over 40.

At launch we are  
targeting the most  
severe symptoms  
of menopause:  
***hot flashes.***



**VALUE PROPOSITION:**

**Alloy**  
**provides**  
**holistic**  
**solutions**  
**to help**  
**women**  
**age**  
**healthfully**



# The Alloy Offering

- 1. Take our quiz** or select products
- 2. Online** medical assessment
- 3. Receive** products at your door (prescriptions, OTC)
- 4. Ongoing** care (unlimited messaging with doctors) and community



# Over 40? Don't feel like yourself? *We got you.*

Get safe, effective relief for the symptoms of menopause, perimenopause, and plain old aging. Personalized just for you, delivered right to your door.

TAKE OUR QUIZ



## Nature Called *You're getting your life back.*

We believe that at our age, we've earned the right to feel fantastic. And there's A LOT of noise out there. So we've done the deep dive to figure out what REALLY works, and we're here to share it with you. Just the straight-talk, and science-backed solutions. So you can feel like yourself again.

TAKE OUR QUIZ



**BUH-BYE**  
Mood Swings  
Sleep Disruptions  
Hot Flashes  
Night Sweats  
*(and more)*

TAKE OUR QUIZ

## Feeling Better *Made Easy*

Three simple steps = a plan that works for you.



### TELL US EVERYTHING

(Take the quiz.  
5 minutes. We promise.)



### GET YOUR PERSONALIZED RECOMMENDATION

(Based on science & your  
specific answers. PLUS you can  
speak to a menopause trained,  
board certified physician.)



### GET YOUR ALLOY POWER PLAN

(Delivered right to you.  
Start feeling better pro...

### YOUR QUIZ RESULTS

## *Lauren, sounds to us like you're in menopause.*

Menopause is a natural biological process that every woman on the planet goes through. You've told us about what's bothering you most, and we're listening.

It's been 12 months or more since your last period. The estrogen levels in your body have decreased, affecting everything: your sleep, your mood, your weight, your hair and skin. And then there are the hot flashes. Don't even get us started on those...

We want you to know there IS relief to be found. And we know there's a lot of confusion out there about what to do. So, we set out to sort through all the noise, simplify the science, and get you the solutions you need. We have a lot of those solutions right now, and we'll have more to come soon.

THE ALLOY OFFERING PART ONE

# Access to specially trained doctors

- **Sharon Malone, MD, ACOG, NCMP**, to guide treatment protocol
- A passionate advocate for access to menopause care for **ALL women**
- **All doctors on the Alloy** platform will be certified by the North American Menopause Society (NAMS)

