

Are you among the 3 in 4 Aussie women who have experienced heavy periods?

In February 2023, Hologic commissioned a national online survey of 5,000 Australian women aged 35-52 years, to capture their experiences, thoughts, and attitudes towards a common, but rarely discussed health issue – heavy menstrual bleeding (HMB) – a medical condition characterised by abnormally long, or heavy, menstrual periods

IT SHOULDN'T
BE THIS BLOODY
DIFFICULT!



92%

of Australian women want more open conversations around treating heavy periods

LET'S
TALK

46%

of women always experiencing heavy periods have not undergone treatment



1 in 2

women surveyed reported no, or limited knowledge of treatment for heavy periods



Women with persistently heavy periods most commonly describe the condition as **depressing & miserable**



live
comfortably

If you, or a loved one are living with heavy periods, & would like to 'live comfortably', visit your GP without delay

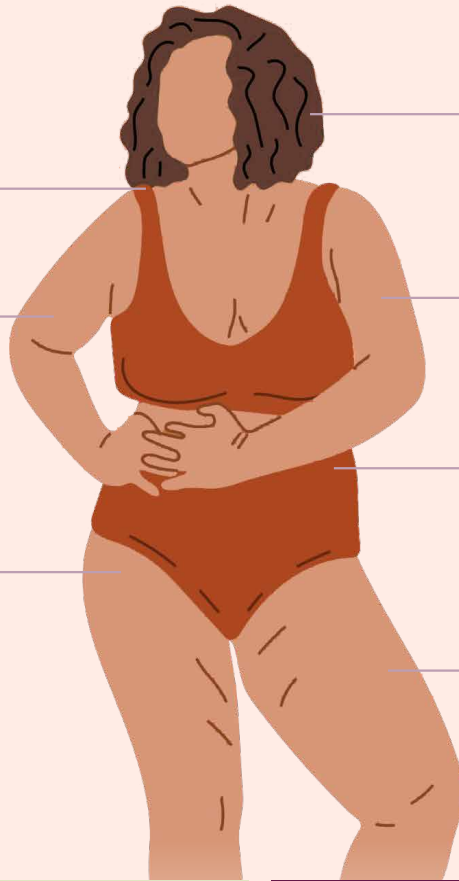
Learn more: www.livecomfortably.com.au

Heavy period symptoms in Aussie women include:

59% feeling weak

34% waking up at night to change sanitary protection

30% compromised social, professional, athletic or sex lives



42% changing a pad every 1-2 hours

28% blood-stained clothing

23% often need 2 types of sanitary products together

29% have periods that last longer than 7 days

55%

of women are yet to speak with their GP about their menstrual health



1 in 2

women affected by heavy periods de-prioritise their own healthcare needs



69%

of women with heavy periods report embarrassing experiences



Women with **less knowledge & control** over their menstrual health experience a **poorer quality of life**, compared with those who are more informed

