



# Kim Cattrall Encourages Women to Embrace Menopause with Style

Tuesday, September 23, 2014 - 04:00am

Pfizer launches new campaign to inspire postmenopausal women to tune into their bodies

Every day, an estimated 6,000 women in the United States reach menopause.<sup>1</sup> To inspire this growing population of women and to share her story, Golden Globe® winning actress Kim Cattrall has teamed up with Pfizer Inc. (NYSE:PFE), makers of prescription menopause treatments for certain menopausal symptoms, to launch the Tune In To Menopause™ ([www.TuneInToMenopause.com](http://www.TuneInToMenopause.com)) campaign which is designed to bring the conversation front and center and motivate women during this time of life.

As an actress, Kim Cattrall had “pretend” hot flashes on-screen before she ever experienced them in real life. “I thought I was prepared for menopause, hot flashes and more, but when my body started changing, I realized I still had questions. But the more I learned and listened to what my body was telling me, the more I relaxed, adjusted and realized I could manage this by working closely with my doctor,” said Cattrall. “That’s why I’ve partnered with Pfizer on Tune In To Menopause to share some of what I’ve learned and encourage all women to join me and ‘tune in’ to our bodies, and embrace menopause with style and as another fabulous chapter in our lives.”

Kim encourages women to define their own “menopause style” at [TuneInToMenopause.com](http://TuneInToMenopause.com). Visitors can take an interactive quiz about their approach to menopause, and get a unique look into some of the changes they may experience (hot flashes and bone loss<sup>2</sup>). For each quiz completed, Pfizer will donate \$1 (up to \$50,000) to

Dress for Success, a not-for-profit organization that helps women get back to work and empowers women within the workforce. Women also may link to Kim's Tune In playlist on Pandora® to hear music that may inspire them on their journey.

Studies show that up to 80 percent of women experience hot flashes due to menopause.<sup>3,4</sup> In a survey commissioned by Pfizer, half of women experienced moderate-to-severe hot flashes.<sup>5</sup> Menopausal women may also experience bone loss, which can lead to osteoporosis.<sup>2</sup> In fact, approximately 50 percent of women in the U.S. age 50 and older may have low bone mass.<sup>6</sup>

“Menopause is a natural part of the evolution of a woman's life<sup>2</sup>, and in my OB/GYN practice, I've found that there is not a 'one size fits all' approach to managing menopause,” said Dr. Patricia J. Sulak, professor of obstetrics and gynecology at Texas A&M College of Medicine. “While many women are aware of the more bothersome symptoms, like hot flashes<sup>7</sup>, unseen changes like risk of bone loss are just as important to understand and recognize.<sup>2</sup> I encourage all patients to pay attention to the changes in their body, stay educated, and have ongoing conversations with their healthcare professional.”

More information is available at [TuneInToMenopause.com](http://TuneInToMenopause.com).

## About Menopause

Menopause is a normal, natural event.<sup>2</sup> It marks the permanent end of fertility and is usually confirmed when a woman has not menstruated for 12 consecutive months and it is not due to other medical causes.<sup>8</sup> Menopause is associated with reduced functioning of the ovaries due to aging, resulting in lower levels of estrogens and other hormones.<sup>8</sup> Changes in these hormones cause symptoms of menopause, which may include hot flashes and bone loss.<sup>2</sup>

## About Post-Menopausal Bone Loss

Lower levels of estrogens at the time of menopause are associated with rapid bone loss.<sup>2</sup> Approximately 50 percent of women in the U.S. 50 years of age or older have low bone mass,<sup>6</sup> putting them at risk for osteoporosis.<sup>2</sup> Osteoporosis, the most common bone disease in humans, becomes a serious health threat in postmenopausal women.<sup>2</sup>

## About Dress for Success

Dress for Success is an international not-for-profit organization that promotes the economic independence of disadvantaged women by providing professional attire, a network of support and career development tools to help women thrive in work and in life. Since starting operations in 1997, Dress for Success has expanded to more than 135 cities in 16 countries. To date, Dress for Success has helped more than 775,000 women work towards self-sufficiency. Visit [www.dressforsuccess.org](http://www.dressforsuccess.org) to learn more.

## Pfizer Inc.: Working together for a healthier world™

At Pfizer, we apply science and our global resources to bring therapies to people that extend and significantly improve their lives. We strive to set the standard for quality, safety and value in the discovery, development and manufacture of health care products. Our global portfolio includes medicines and vaccines as well as many of the world's best-known consumer health care products. Every day, Pfizer colleagues work across developed and emerging markets to advance wellness, prevention, treatments and cures that challenge the most feared diseases of our time. Consistent with our responsibility as one of the world's premier innovative biopharmaceutical companies, we collaborate with health care providers, governments and local communities to support and expand access to reliable, affordable health care around the world. For more than 150 years, Pfizer has worked to make a difference for all who rely on us. To learn more, please visit us at [www.pfizer.com](http://www.pfizer.com).

# # # # #

1 Howden, L. and Meyer, J. US Census Briefs. Age and sex composition: 2010. United States Census Bureau, 2011. 2 The North American Menopause Society. Menopause Practice: A Clinician's Guide. 4th Edition. Mayfield, OH: NAMS; 2010. 3 NIH State-of-the-Science Panel. National institutes of health state-of-the-science conference statement:

Management of menopause-related symptoms. *Ann Intern Med.* 2005; (142) 1003-1013.  
4 Freeman, E.W. Prevalence of hot flushes and night sweats around the world: A systematic review. *Climacteric.* 2007; (10) 197-214. 5 Data on file. Pfizer Inc, New York, NY. U.S. National Health and Wellness Survey. Kantar Health, 2011. 6 Looker, A.C. Prevalence and trends in low femur bone density among older US adults: NHANES 2005-2006 compared with NHANES III. *Journal of Bone and Mineral Research.* 2010; 25(1), 64-71. 7 The North American Menopause Society. *MenoNote Treating Hot Flashes.* Mayfield, OH: NAMS; 2012. Last accessed August 5, 2014. Available at: <http://www.menopause.org/docs/for-women/mnflashes.pdf> 8 Weismiller D. Menopause. *Prim Care Clin Office Pract.* 2009;36:199-226

Media: Pfizer Inc. Steven Danehy, 212-733-1538 [Steven.Danehy@pfizer.com](mailto:Steven.Danehy@pfizer.com)