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Kim Cattrall Encourages Women to Embrace Menopause with Style

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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.[1] 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**) 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**. 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[2]). 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.[3,4] In a survey commissioned by Pfizer, half of women experienced moderate-to-severe hot flashes.[5] Menopausal women may also experience bone loss, which can lead to osteoporosis.[2] In fact, approximately 50 percent of women in the U.S. age 50 and older may have low bone mass.[6]

“Menopause is a natural part of the evolution of a woman’s life[2], 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[7], unseen changes like risk of bone loss are just as important to understand and recognize.[2] 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.

About Menopause

Menopause is a normal, natural event.[2] 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.[8] Menopause is associated with reduced functioning of the ovaries due to aging, resulting in lower levels of estrogens and other hormones.[8] Changes in these hormones cause symptoms of menopause, which may include hot flashes and bone loss.[2]

About Post-Menopausal Bone Loss

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

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 to learn more.

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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.

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