

This Morning and Boots launch new partnership to help raise menopause awareness

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[Corporate](#)

ITV's flagship daytime show This Morning has partnered up with Boots to help raise awareness of the menopause and bring support to nearly half of the women in the UK that are currently experiencing symptoms.

The partnership involves the launch of a new Menopause Bus which will hit the road around Britain in July as part of the show's hugely popular campaign on the issue.

Launched in conjunction with their This Morning Takes On The Menopause campaign - which launched in January - the new bus will launch in London, before stopping for people to get on in Birmingham, Liverpool and Cardiff.

The initiative aims to change the way people think and talk about the menopause. Its symptoms directly affect half of the population, whilst indirectly affecting many others. It remains one of the biggest taboos left to tackle and This Morning, together with Boots, are on a mission to help. With 76 percent of This Morning

viewers being women, it is important to give them the knowledge they need to understand and act on their symptoms.

The bus will appear live as a 'drop in' where people can gain leaflets with information and insight into the menopause with advice from health and wellness experts from The Menopause Charity.

Additional support will be available across This Morning and Boots' social and digital channels as the wheels hit the road across the country.

Starting at the show's London Television Centre home in London on Wednesday (July 6), the bus will open its doors to the public in:

- Birmingham - Tuesday July 12
- Liverpool - Wednesday July 20
- Cardiff - Wednesday July 27

As part of the campaign, ITV Daytime has created a bespoke ident for Boots that will run in the show adjacent to the programme items.

Completely liveried with This Morning Takes On The Menopause and a Boots logo, the bus will appear within the show and viewers can spot it as it drives around.

This Morning Editor Martin Frizell said: "This Morning takes great pride in what support and advice we offer to our viewers and for this bus to not only raise awareness on its travels it will be helping so many with the advice it can offer across the nation too. I'm hugely proud of the team involved and thankful to Boots for supporting this important campaign too."

Pete Markey, Boots Chief Marketing Officer, said: "The menopause affects a large proportion of women across the UK, with many different and varied symptoms. Boots is uniquely placed to help those experiencing the menopause, whether it is advice and support from our pharmacists in store, specialist services via the Boots Health Hub or the vast array of products we offer to treat and alleviate symptoms. We are delighted to partner with This Morning to help raise awareness of this important topic."

Jenny Haskey, CEO of The Menopause Charity said: “This Morning has teamed up with The Menopause Charity, who work to ensure everyone has access to fact-based information, support and advice.

“The Menopause charity have kindly helped by providing information for the bus, ensuring women, and their loved ones, can visit and receive some useful information to enable them to make informed decisions about their health.”

[ENDS]

Notes to Editors

This Morning

This Morning has teamed up with The Menopause Charity, a community of doctors, health professionals and wellness experts who share evidence-based information to those seeing advice about the menopause and perimenopause. The Menopause charity have kindly helped by providing information and advice for the bus, ensuring woman can visit and receive some useful information to enable them to make informed decisions about their health.

The Menopause Charity

The Menopause Charity works to improve everyone’s understanding of the menopause, providing fact-based information and support so that no one needs to suffer from the symptoms of perimenopause and menopause.

Our mission is to help people understand the mental and physical changes that occur during perimenopause and menopause, providing them with the knowledge and tools needed. We will work to bust myths, overcome ignorance and make menopause symptoms history.

We want to show how menopause can be a positive and life-affirming experience for women and those around them, if they have access to evidence-based information and appropriate care and treatment.

The Menopause Charity receives no government funding and relies solely on voluntary donations: www.themenopausecharity.org

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