

KEY FINDINGS REPORT

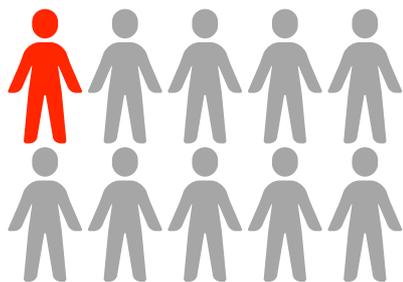
INTRODUCTION

This key findings report is based on a survey conducted by Active Iron in 2024 as part of their 'Better Days Period. Campaign', aimed at raising awareness about the lesser-known impacts of endometriosis, such as heavy periods and menstrual fatigue.

The survey included 1,500 women from Ireland, the UK, and the US, all of whom suffered from heavy periods, with 10% of participants also diagnosed with endometriosis.

The report highlights the prevalence and impact of endometriosis and heavy menstrual bleeding on women's lives, as well as their coping mechanisms and experiences with iron supplementation.

WHAT IS ENDOMETRIOSIS?



Endometriosis is the abnormal growth of endometrial tissue outside of the uterine cavity. It impacts around 10% of women, but can take years to formally diagnose, despite its devastating impact on quality of life.

KEY FINDINGS: ENDOMETRIOSIS

- The main symptoms of endometriosis include pelvic pain (76%), heavy and/or irregular menstrual bleeding (74%), period pain that hinders normal activities (67%), feeling sick (52%), and pain during or after sex (50%).
- Common treatments for endometriosis include pain medications (52%), contraception (47%), and surgery (43%).

TOP 5 SYMPTOMS OF ENDOMETRIOSIS

- #1** pain in lower stomach or back (pelvic pain)
- #2** heavy and/or irregular menstrual bleeding
- #3** period pain that hinders normal activities
- #4** feeling sick
- #5** pain during or after sex



74%

of surveyed women feel tired/fatigued

KEY FINDINGS: HEAVY PERIODS

- Heavy menstrual bleeding leads to tiredness/fatigue (74%), decreased sociability (51%), sadness/depression (48%), mood swings (63%), avoidance of certain activities/clothing (60%), and reduced productivity (46%).

KEY FINDINGS: TIREDNESS & FATIGUE

- 37% of women experience extreme fatigue, making it difficult to function normally.
- Tiredness from heavy periods impacts women's social (71%), emotional (32%), and professional (23%) lives.
- Women try to manage tiredness/fatigue by sleeping more (54%), reducing activities (50%), consuming caffeine (40%), taking medication (35%), exercising less (25%), changing diet (21%), practicing mindfulness/meditation (18%) and calling in sick to work (17%).
- However, 41% find these methods to be only a little or not at all effective.

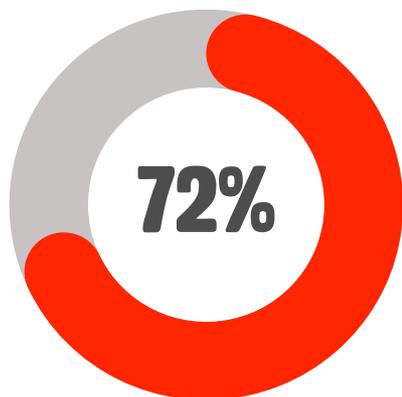
METHODS USED TO MANAGE TIREDNESS & FATIGUE



KEY FINDINGS: QUALITY OF LIFE

- 87% of women say heavy menstrual bleeding and fatigue have a very or somewhat negative effect on their overall quality of life.

- Heavy periods and tiredness have stopped women from wearing certain clothes (65%), engaging in physical exercise (51%), enjoying time with family and friends (44%), attending work (26%), and staying overnight at their spouse/partner's home (23%).

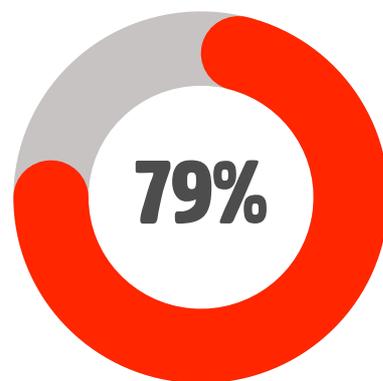


of women agree that heavy periods significantly impact their life

- 85% experiencing tiredness during the day and 73% noticing a difference in their ability to function normally.
- 55% of women consider problem periods to be a normal part of being a woman.
- 56% often feel isolated or alone when dealing with tiredness/fatigue related to heavy periods, and 30% fear judgment when discussing heavy periods.

IRON SUPPLEMENTATION

- 71% have taken an iron supplement in the past, and 74% of these have experienced negative side-effects.
- 92% would consider taking an iron supplement in the future to boost iron levels and combat menstrual fatigue.



think more should be done to raise awareness of the effects of heavy periods on women



HOW ACTIVE IRON CAN HELP

While not an endometriosis treatment, Active iron is clinically proven to increase iron and energy levels, helping to avoid fatigue linked to heavy periods & endometriosis.

For more information, please visit activeiron.com