

Superdrug first to launch newly approved menopause medication, Veoza, on the high street

Today, 1st February, Superdrug launches recently approved menopause medication, Veoza on the high street. Veoza offers a non-hormonal approach to alleviating the symptoms of menopause, specifically targeting hot flushes and night sweats. The medication will help support people who prefer not to, or are unable to take hormone replacement.

Perimenopausal, menopausal and postmenopausal women, aged 45-65 who are not on HRT or hormonal contraception, and are suffering from moderate to severe vasomotor symptoms, are eligible to take Veoza.

Menopause often comes with its share of challenges, with vasomotor symptoms affecting up to 80% of women, as estimated by experts.¹ Vasomotor symptoms are those that occur due to the constriction or dilation of blood vessels, such as hot flushes, night sweats, heart palpitations, and changes in blood pressure. The most likely reason why these symptoms can occur during menopause is that hormonal fluctuations affect the mechanisms that control blood pressure and temperature control. Veoza works on the brain's temperature-control centre to help alleviate these symptoms.

Ghada Beal, Superdrug's Healthcare Director comments, "Superdrug's dedication to progressive healthcare solutions is reflected in the introduction of this non-hormonal menopause relief. As trusted healthcare experts, we understand the unique challenges faced during menopause and are dedicated to offering accessible, effective and choice-driven solutions."

Superdrug's Online Doctor General Practitioner, Dr Babak Ashrafi comments, "As a healthcare provider I am impressed by the positive outcomes observed with Veoza. According to the Lancet study, compared with the placebo, Fezolinetant 45 mg significantly reduced the frequency and severity of vasomotor symptoms at week 4 and week 12.² Improvements in frequency and severity of vasomotor symptoms were observed after 1 week and maintained over 52 weeks."

Ghada Beal adds, "Veoza is the latest addition to Superdrug's comprehensive portfolio of products and services to support menopausal people. These include a range of [vitamins and supplements](#), [Hormone Replacement Therapy](#), and services such as [menopause test kits](#), and professional menopause advice through our Online Doctor service."

Veoza costs £99.00 for a pack of 28 and can be found at [Superdrug Online Doctor](#).

ENDS

¹ <https://www.bbc.co.uk/news/health-67747479>

² [https://www.thelancet.com/journals/lancet/article/PIIS0140-6736\(23\)00085-5/fulltext](https://www.thelancet.com/journals/lancet/article/PIIS0140-6736(23)00085-5/fulltext)