



NATIONAL MENOPAUSE SHOW
Evidence Based, Expert Led
OCTOBER 18 & 19, 2025
METRO TORONTO CONVENTION CENTRE

National Menopause Show Toronto – Messaging Pillars

The following messaging can be leveraged in show communications

Tagline Examples:

From Symptoms to Solutions -Together

Because Every Woman Deserves to Know

Turning Menopause Knowledge Into Power

Answers You Can Trust, Support You Deserve

Feel free to explore similar empowering taglines.

Key Messaging Pillars

We recommend utilizing these messaging angles to drive show awareness.


1. Clarity on What’s Happening in Your Body

- “Is it menopause? Is it perimenopause? Or something else?” Most women don’t realize symptoms can start in their 30s and 40s.
- Learn what’s new in menopause research and get clear, science-backed answers.
- This is your roadmap to understanding your health and feeling like yourself again.

2. Access to Experts & Immediate Solutions

- Meet doctors, specialists, clinics, and brands who *actually get it*.
- Get practical, evidence-based information without the long wait for appointments.
- Leave with a list of providers, treatments, and products you can act on now.

3. Conversations Without Taboos

-  *No Shame. No Silence. Just Support.*
- From hot flashes to libido, sleep to mental health, weight changes to pelvic floor health — nothing is off limits.



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- Real talk and shared experiences that leave you feeling informed, supported, and empowered.

4. Curated Products & Experiences

- Shop and sample trusted, evidence-based products — from hormone health to skincare, nutrition to brain fog.
- Discover what works, not just what's trending.
- Explore new lifestyle tools, treatments, and services that can make a difference today.

5. Affordable, Empowering, Life-Changing

- For less than the cost of dinner out, enjoy **2 full days** of education, connection, and community.
- Bring your sister, mom, daughter, or best friend — it's a shared journey.
- On-Site Tickets start at just \$35 during Early Bird (2-Day, Single Day, and Live Stream options available). *Focus on the on-site ticket price in communications*

6. A Place to Belong & Thrive

- Build your menopause community and connect with people who understand.
- Whether you're considering hormone therapy, natural solutions, or lifestyle changes, you'll find the science, the stories, and the support you need.
- Coinciding with **World Menopause Day (October 18)** - join a global movement for women's health.

Advisory Board Experts Include:

Dr. Sheila Wijayasinghe, Amanda Thebe, Catherine Brennan, Roberta Heale, Dr. Michelle Jacobson, Amy Louis-Bayliss, Béatrice Séguin [Learn More](#)