

Feminine Futures



Roularta 'She decides'

HELLO, I'M KRISTEL
VANDERLINDEN,

NICE TO meet you!

I'm a time rebel and future strategist.





FUTURE MARKETING & INNOVATION LAB



Cultural Scientists

Nanatsu



SHE RISES FOCUS ON female EQUALITY



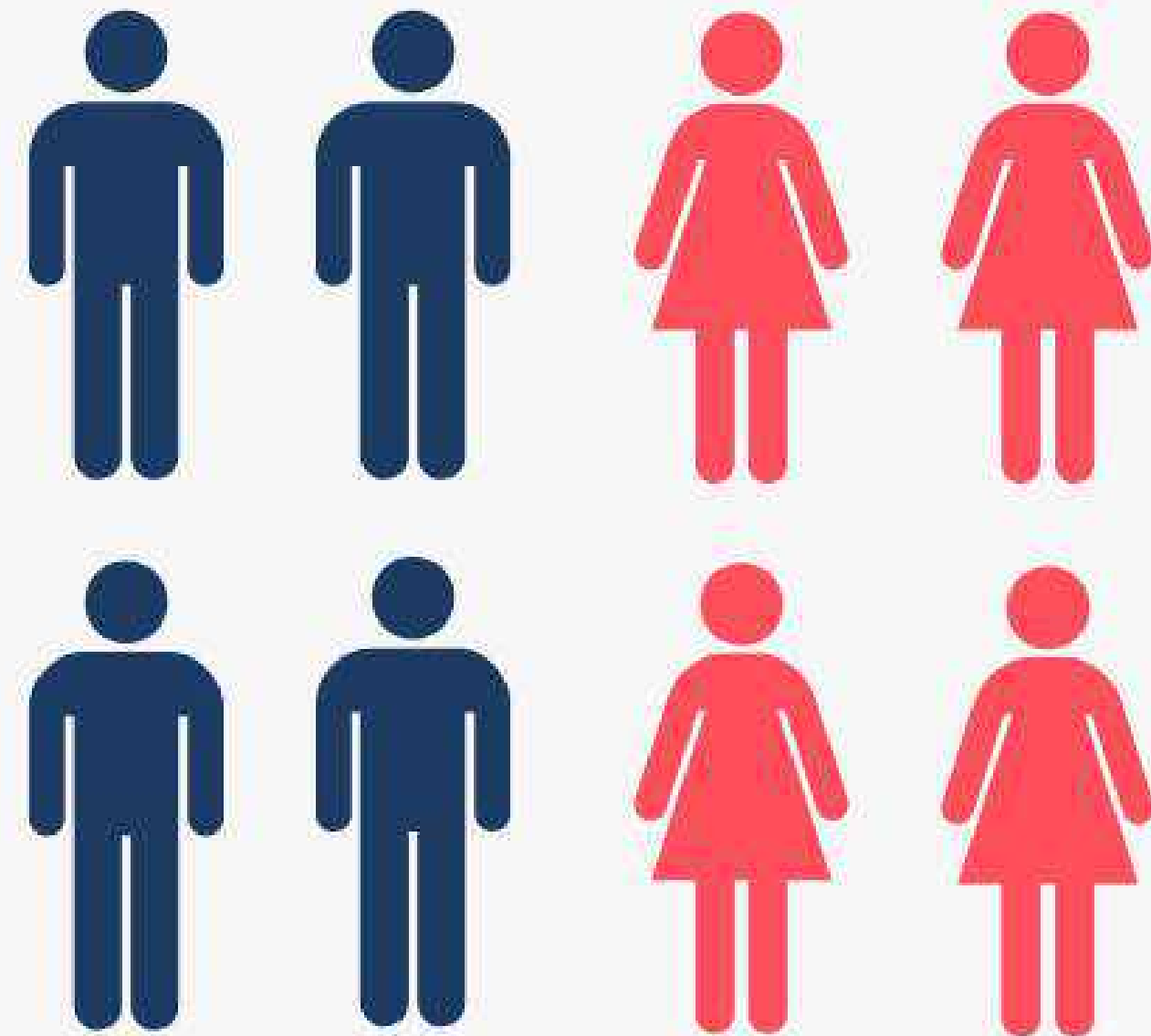
Nine out of 10 people are biased against women, says 'alarming' UN report

Researchers 'shocked' at lack of progress, and entrenched social norms that curtail women's chances in politics, business and work



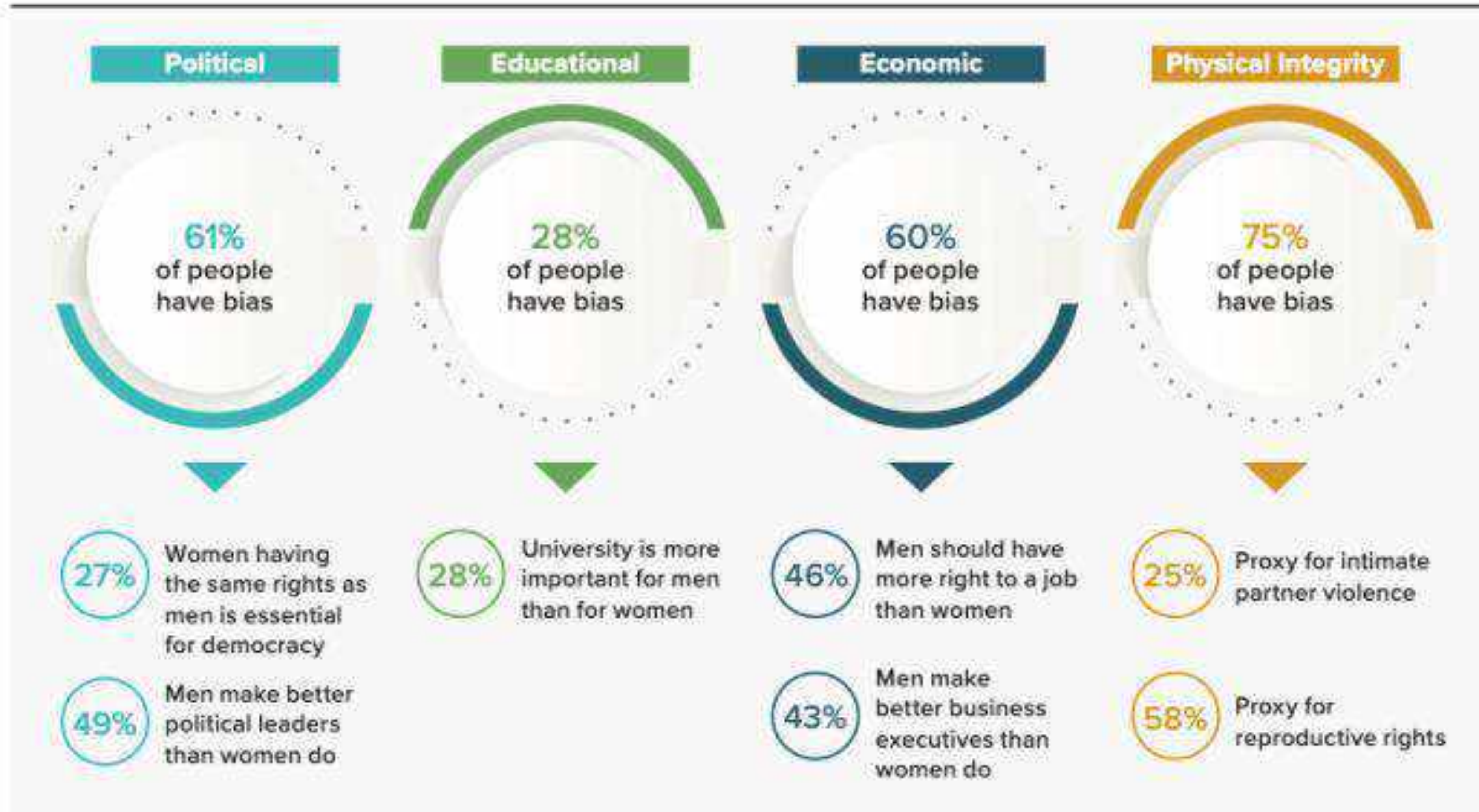
📷 Participants arrive at the Generation Equality Forum organised by UN Women in Paris, France, June 2021. Photograph: Ludovic Marin/AFP/Getty Images

GENDER SOCIAL NORMS INDEX STATISTICS

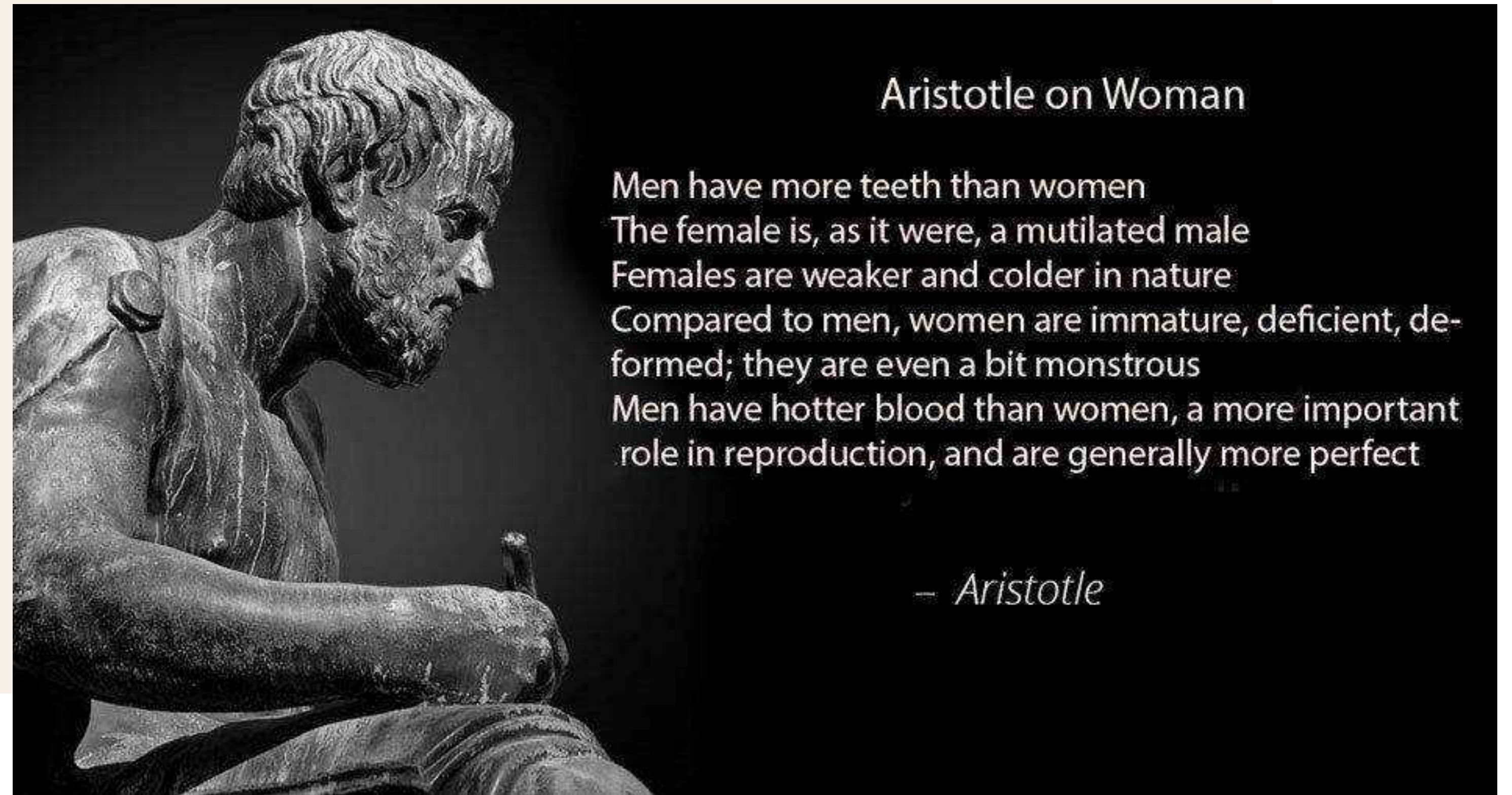


91% OF MEN
AND 86% OF
WOMEN

WERE FOUND TO
HOLD A BIAS
TOWARDS WOMEN.



FemHealth



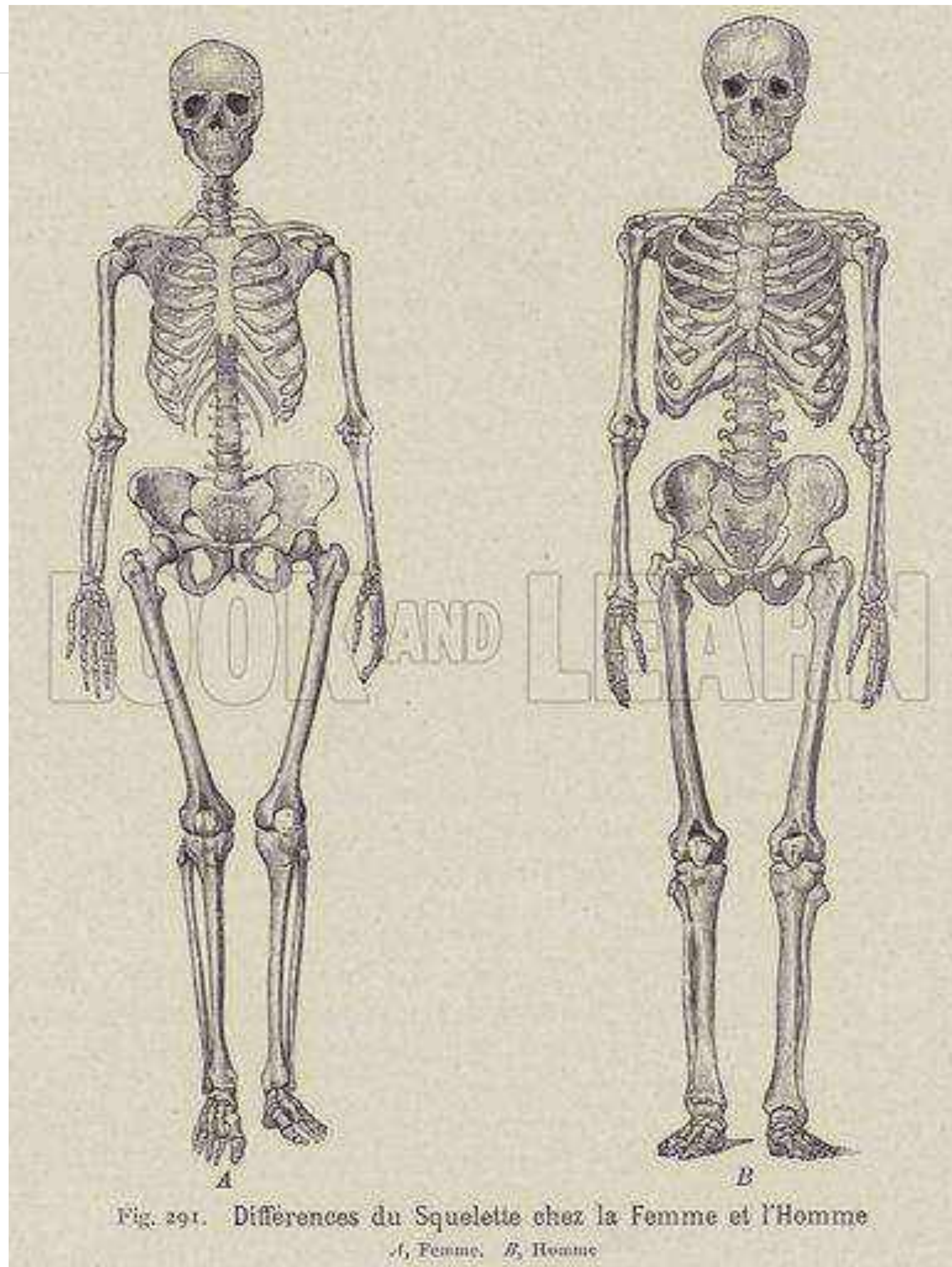
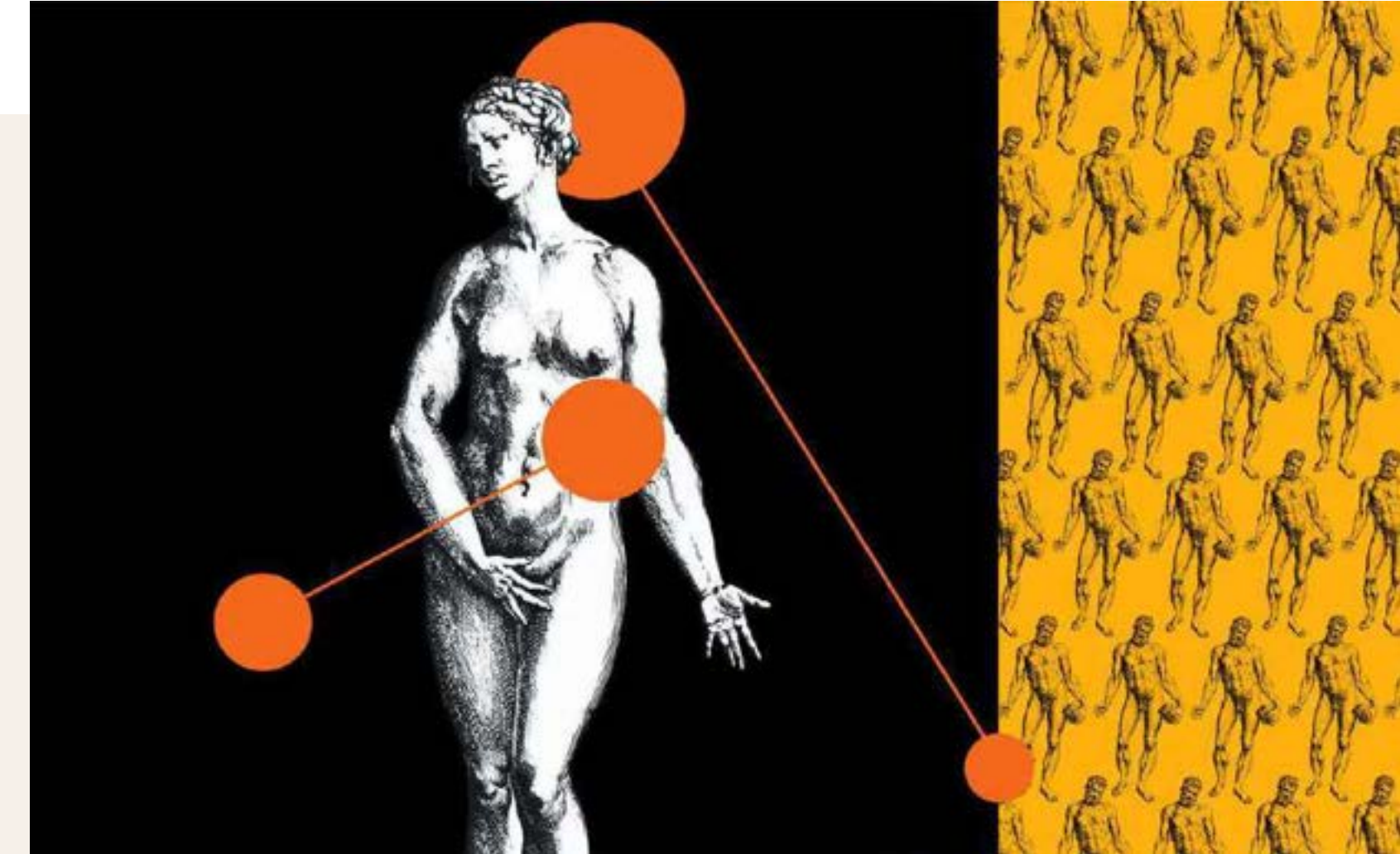


Fig. 291. Différences du Squelette chez la Femme et l'Homme
A, Femme. B, Homme

“Not only have doctors, scientists and researchers mostly been men, but most of the cells, animals and humans studied in medical science have also been male: most of the advances we have seen in medicine have come from the study of male biology.”

Dr Janine Austin Clayton, an associate director for women’s health research at the United States National Institutes of Health





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EXPLORE THE WOMEN'S HEALTH DASHBOARD

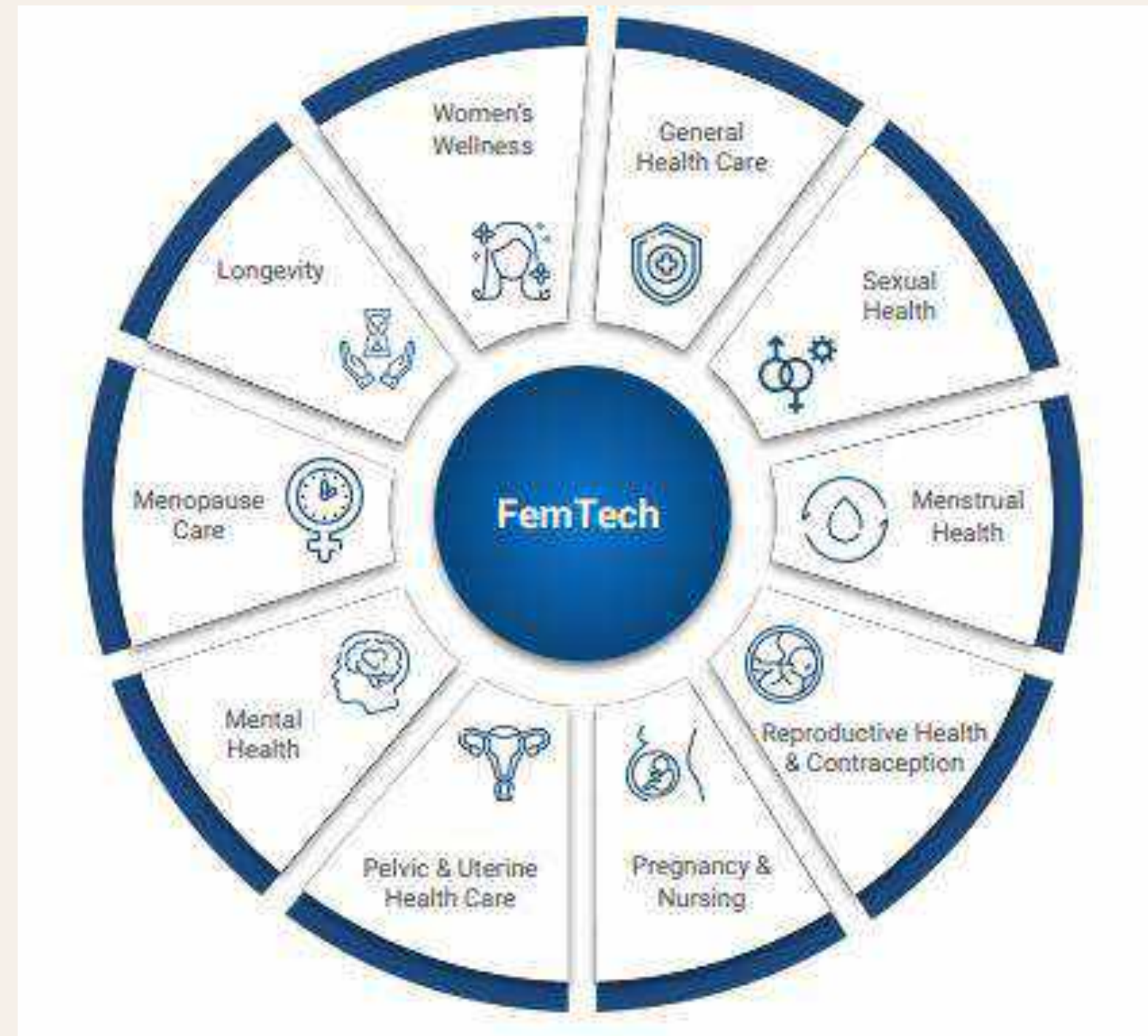


Women have unique health needs, and most diseases and conditions affect women differently than men.

The Society for Women's Health Research (SWHR) is the thought leader in promoting research on biological sex differences in disease and improving women's health through science, policy, and education. **We are making women's health mainstream.**

“Only 4% of R&D funds in the healthcare sector are aimed specifically at women’s health.”

Femtech Industry Report



Trend 01

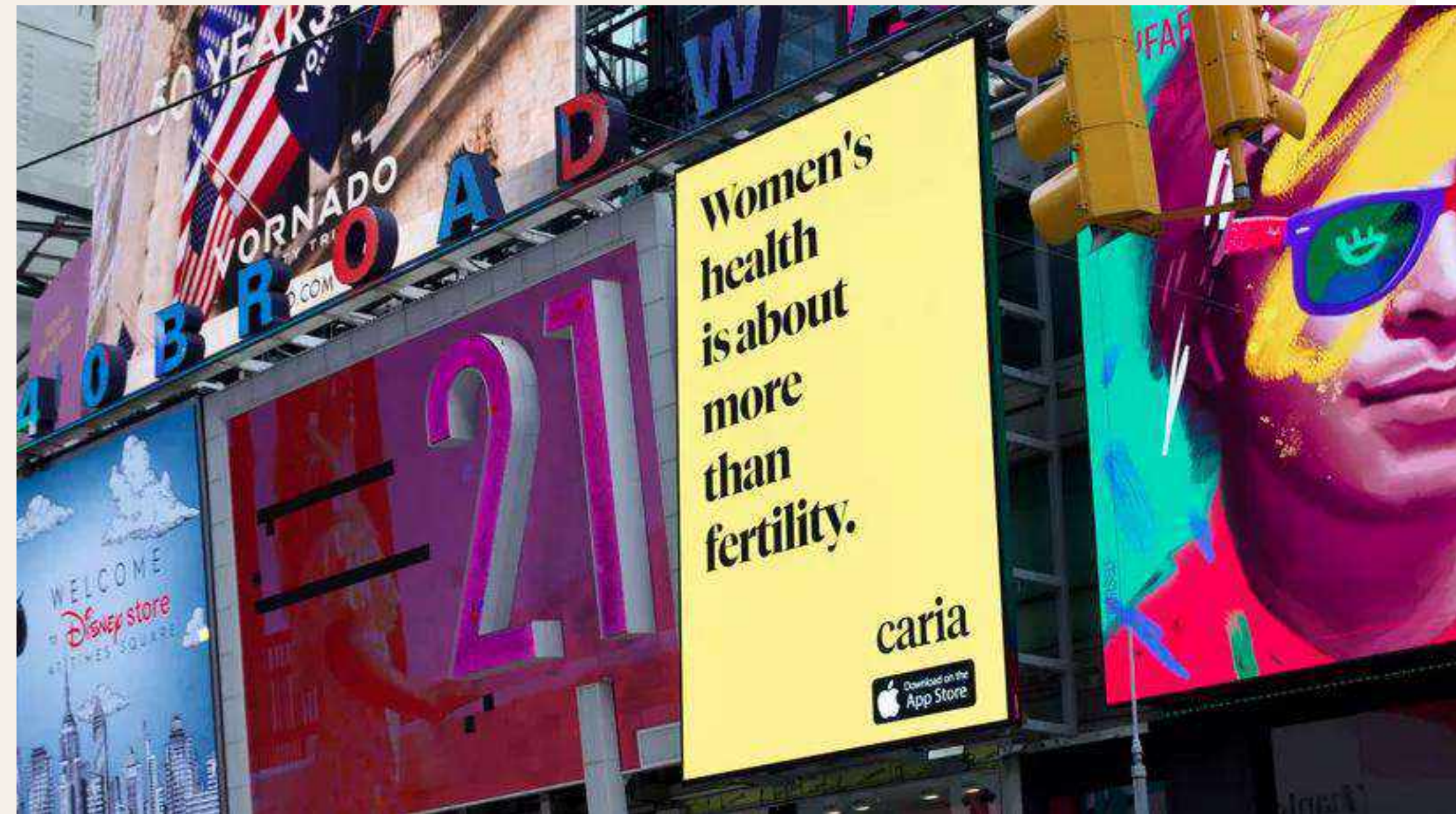
FemHealth

FemTech


Femtech

“Women have been massively underserved by the historical bias in science and health that has seen them under-represented in clinical trials and underdiagnosed”

Heidi Davis, co-founder, IdentifyHer



Fasten Your Seatbelts: A Female Car Crash Test Dummy Represents Average Women For The First Time In 60+ Years

Eva Epker Contributor 

I cover areas for change, education, and investment in women's health.

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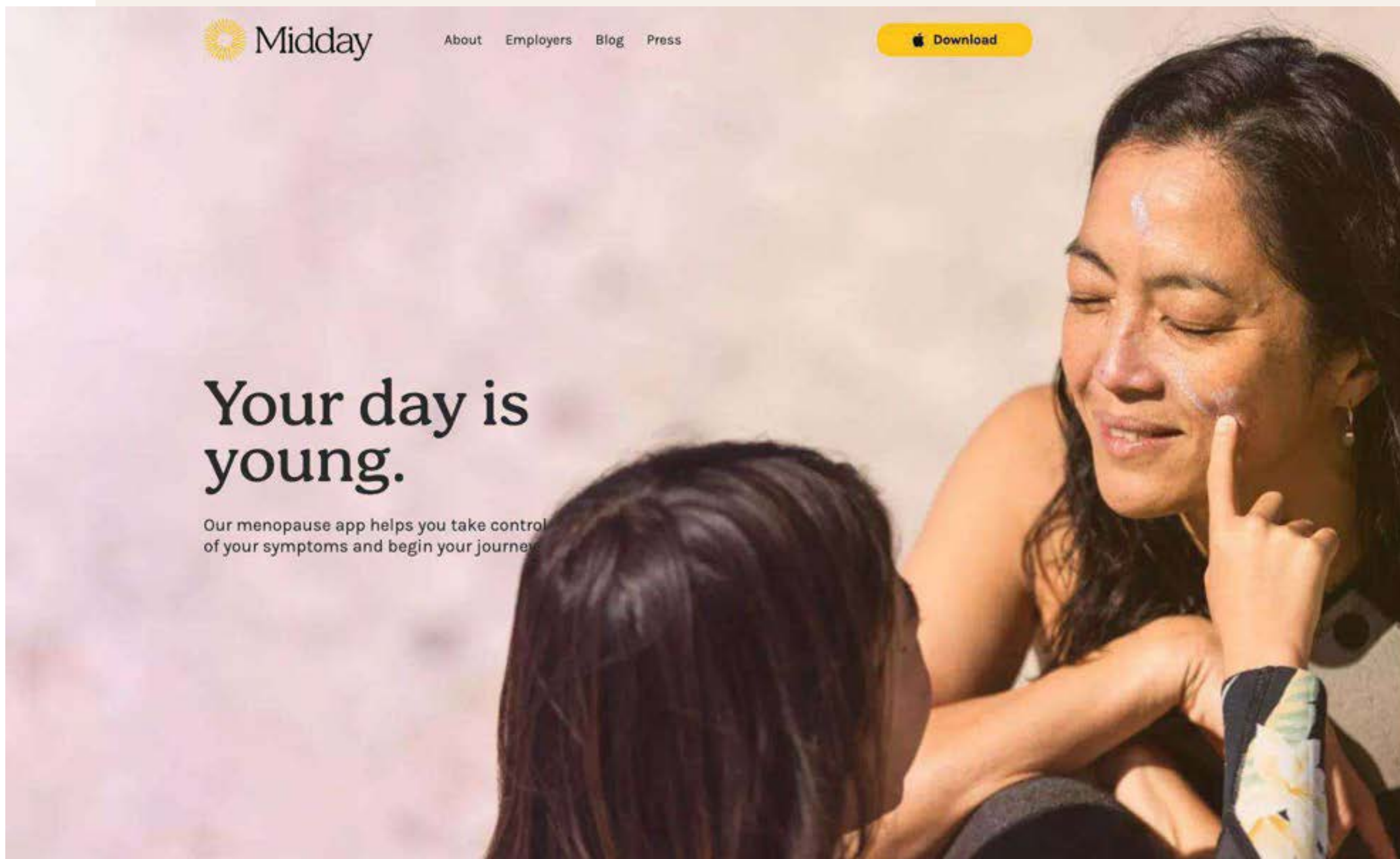
Sep 12, 2023, 01:00am EDT



Currently, car crash test regimens require only that a male-representing dummy be used. GETTY

Women are 17% more likely to die in a car crash and 73% more likely to sustain serious injuries from a crash than men are.

Menopause



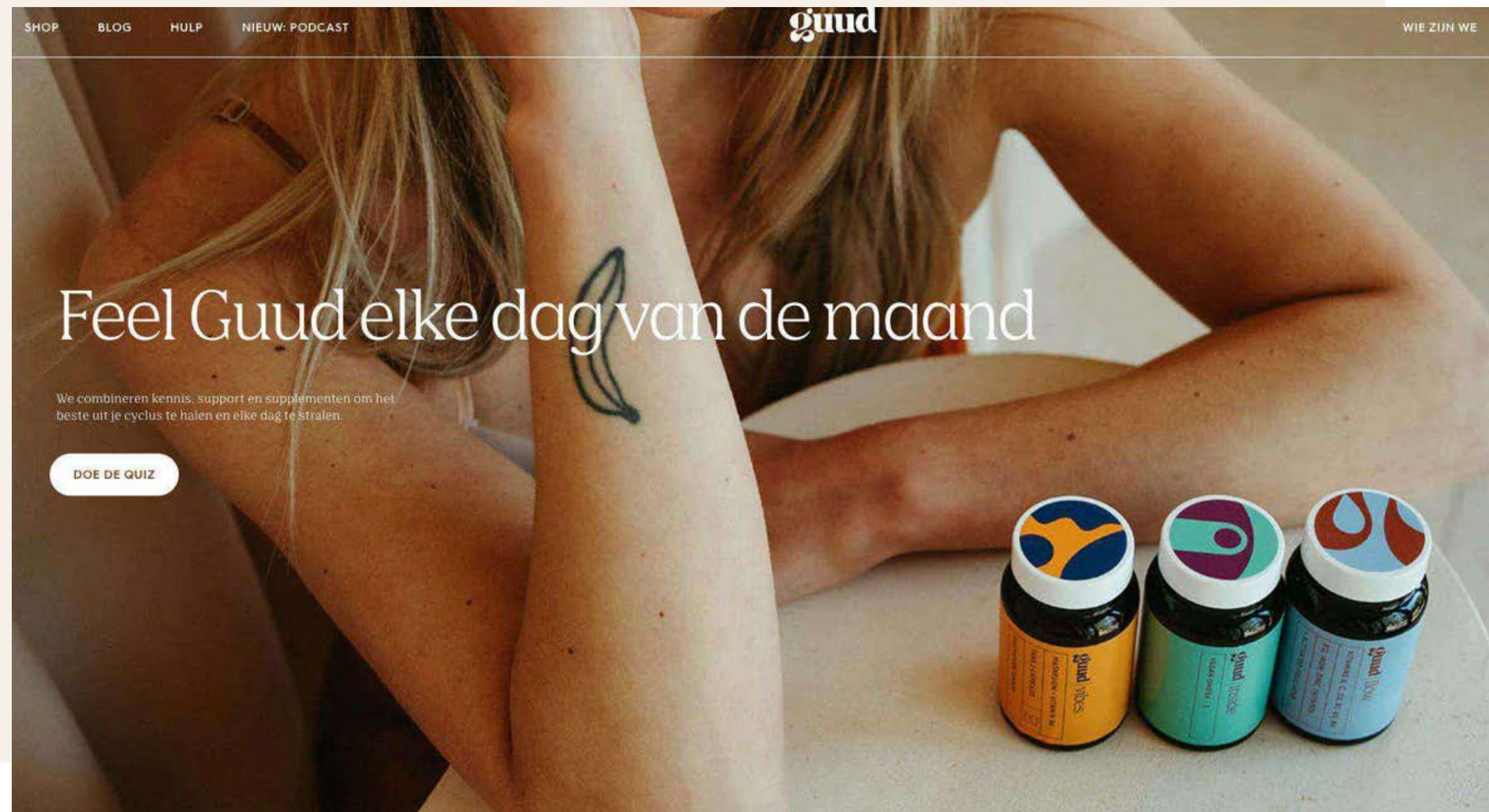
Middy

Taking a 360-degree approach to mid-life health management, [Middy](#) provides women with a complete overview of the physical and mental changes that are occurring as they begin their perimenopause journey. The health app uses advanced algorithms, AI sensor technology and digital therapeutics to track hormonal changes and symptoms, alerting users to triggers and patterns. Symptoms such as hot flashes and sleep disturbances are tracked effortlessly when paired with wearables, with Middy providing tailored interventions in real time.



Eli Health

Harnessing the drive to more preventative healthcare solutions, [Eli Health](#) aims to give women access to their meaningful hormonal data across every life stage. Its proprietary device is an at-home hormone-testing cartridge that uses a saliva sample to capture hormone levels. Working in tandem with a smartphone app to visualise data – Eli provide users with daily health insights, as well as tailored advice from trusted physicians and the Eli community.



Guud
Supplements for menstruation



Evie Smart Ring

Chloe McCourt developed necklaces that document workplace harassment



Kiwi - Ending painful sex

An exploration of pelvic health.





Breast cancer detection and monitoring - MIT



BIOMILQ
Lab grown breast milk

Trend 02

Beauty Redefined

Beauty

48% of female consumers define beauty as being comfortable in their own skin

Euromonitor - Global consumer trends 2023

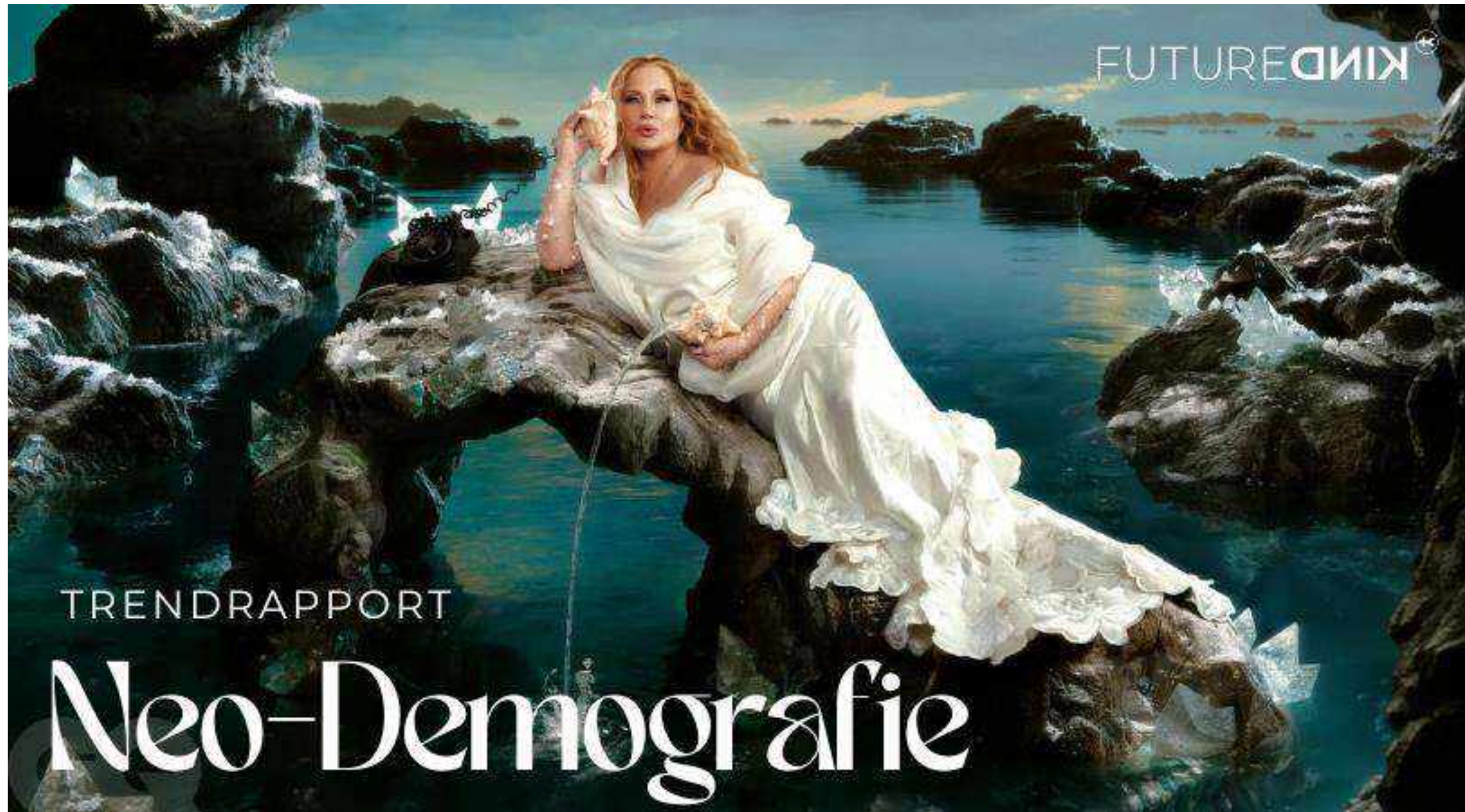




New research from Dove reveals that the appearance hate and discrimination caused by toxic beauty standards is a \$500+ billion dollar public health crisis.

Young people pay the biggest price.



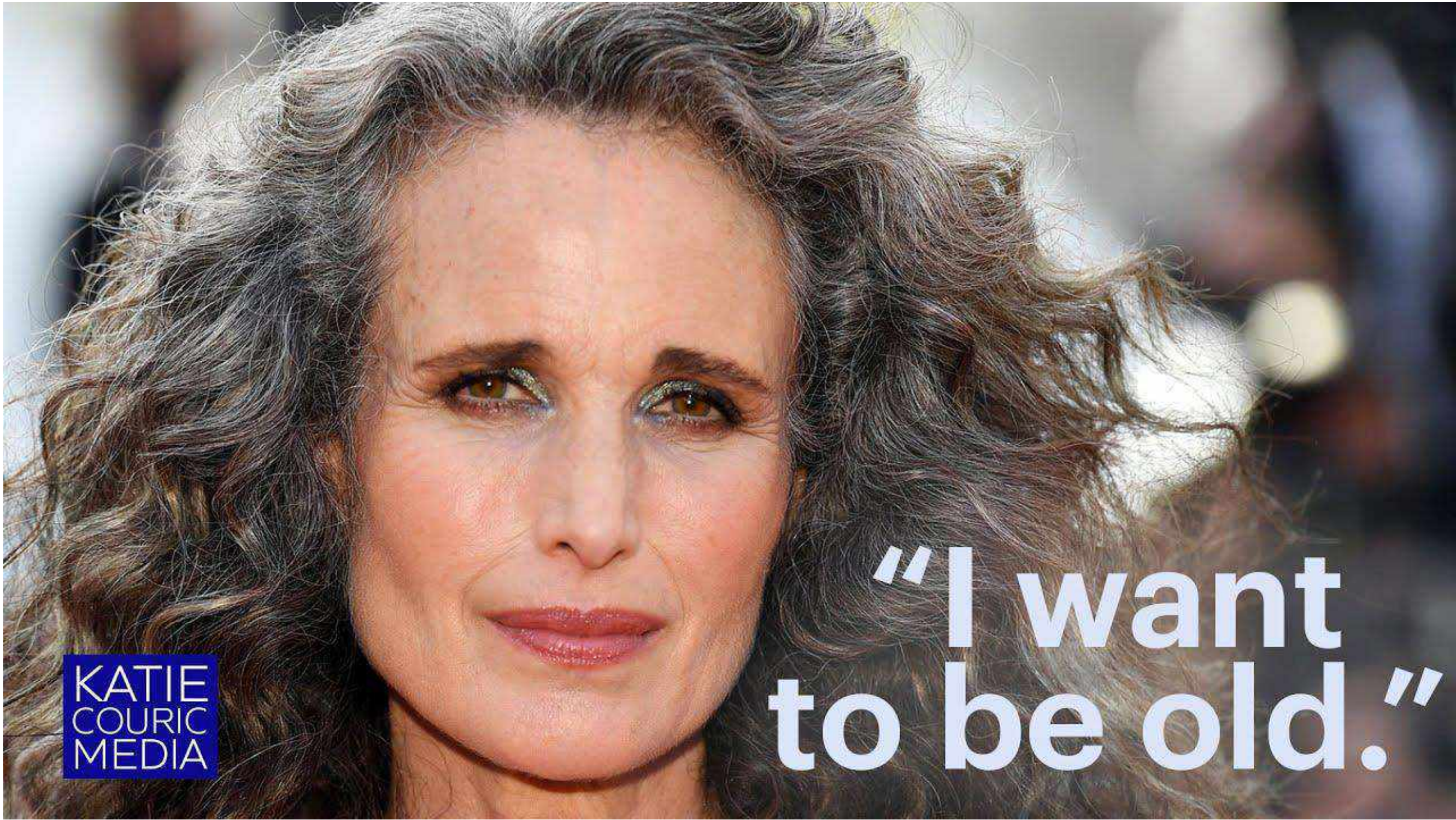


TRENDRAPPORT

Neo-Demografie







There's a need for new beauty codes embracing authenticity ending old definitions of ageing and creating a new language of ageing well, midlife upgrade,



Thank you Questions?

Contact

kristel@futurekind.be

Wil je graag lid worden van onze trend community op
Whatsapp? Scan onderstaande code:

