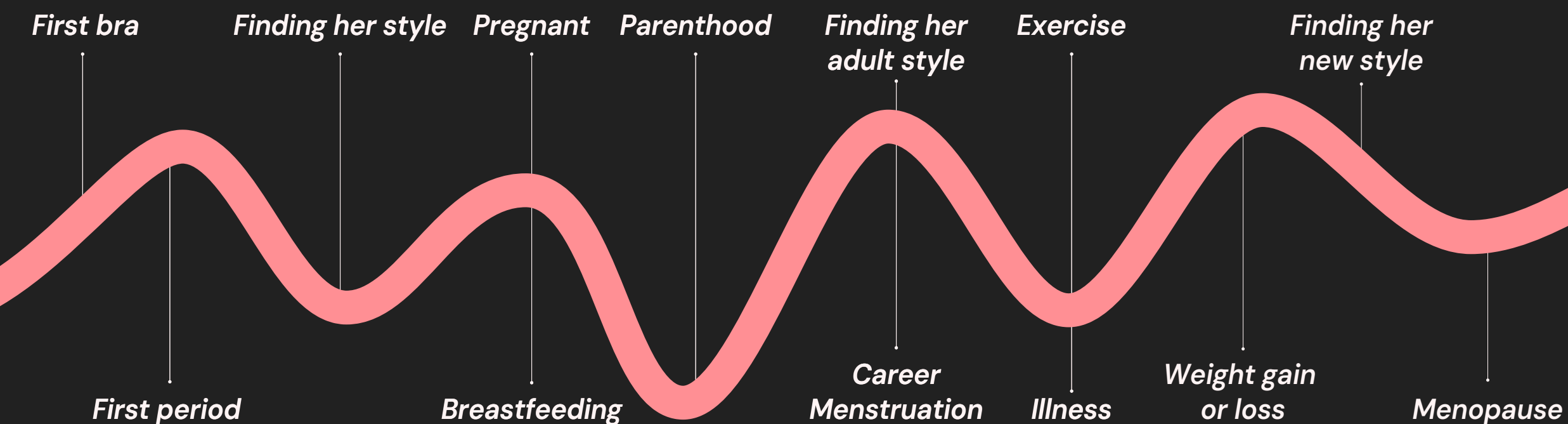


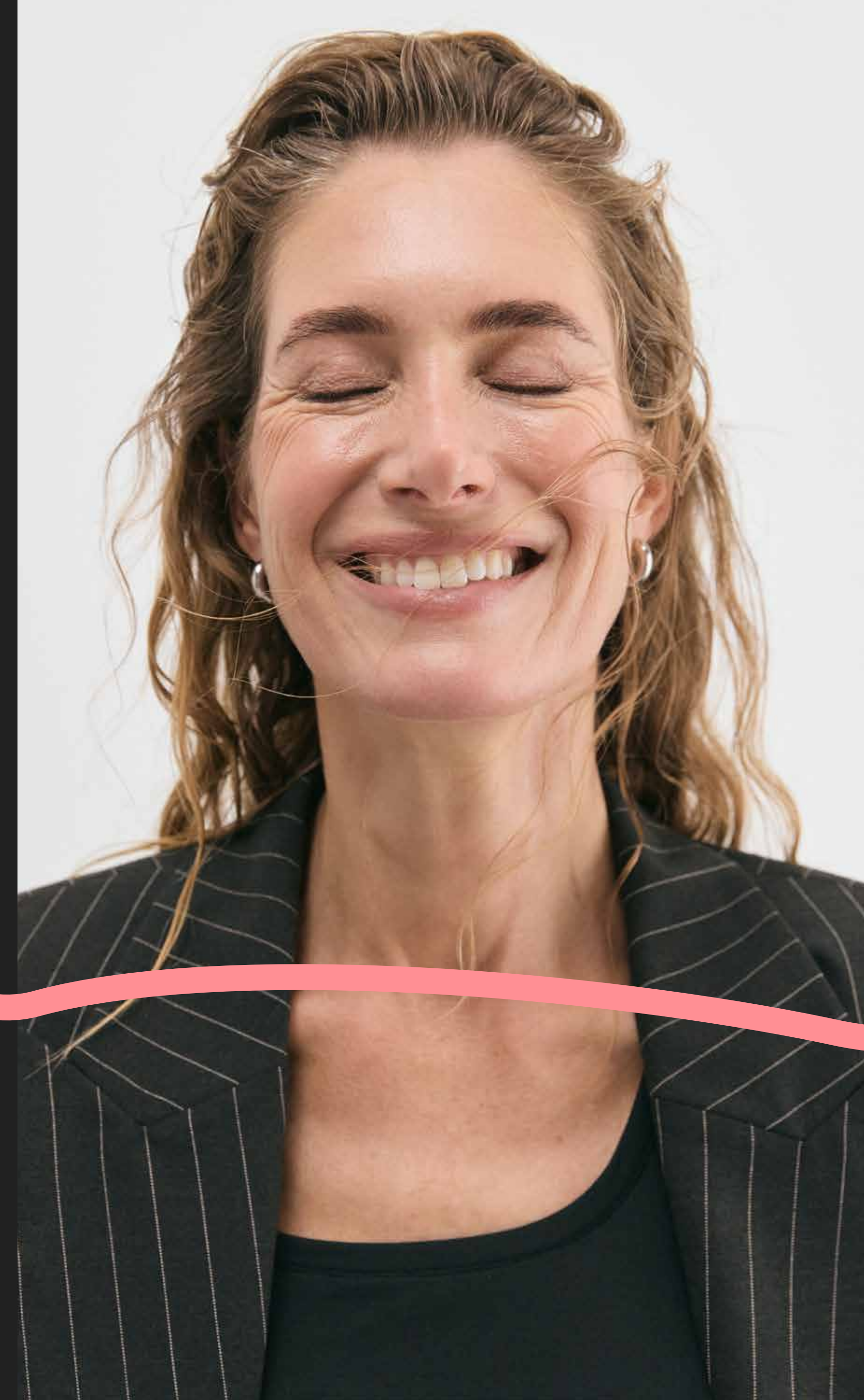
Diving deeper with Lindex

From a girl's first bra to menopause wear, Lindex is driven by the ambition to support women through every stage of life. This is a genuine purpose supported by Aller Media and brought to life in the upcoming sponsored deep dive.

Drive meaningful change for women – so that every woman can enjoy life, in harmony with her body



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LINDEX



Beauty & body ideals

DID YOU KNOW?

6 out of 10 Nordic women feel their well-being is negatively affected by the beauty-related ideals/body ideals in society to some extent.

Among younger women, the proportion is even higher: **8 out of 10** Nordic women aged 18–45 are negatively affected to some extent by beauty-related ideals/body ideals. The share decreases with increasing age.

“Driving meaningful change for women is at the heart of everything we do at Lindex. We have both a responsibility and an opportunity to reshape how women relate to their bodies — so that every woman can enjoy life in harmony with her body. Knowing that so many women are negatively affected by body ideals, the urgency for change is clear. That’s why we stand beside women in all stages of life, supporting her needs every step of the way — by designing innovative products, creating solutions for everyday life, offering inclusive size ranges, and representing diverse bodies and looks in our communication. We’ve taken many important steps in the right direction, but we know there is still more to do, and we’re committed to continuing the journey.”

SUSANNE EHNBAĞE, CEO OF LINDEX

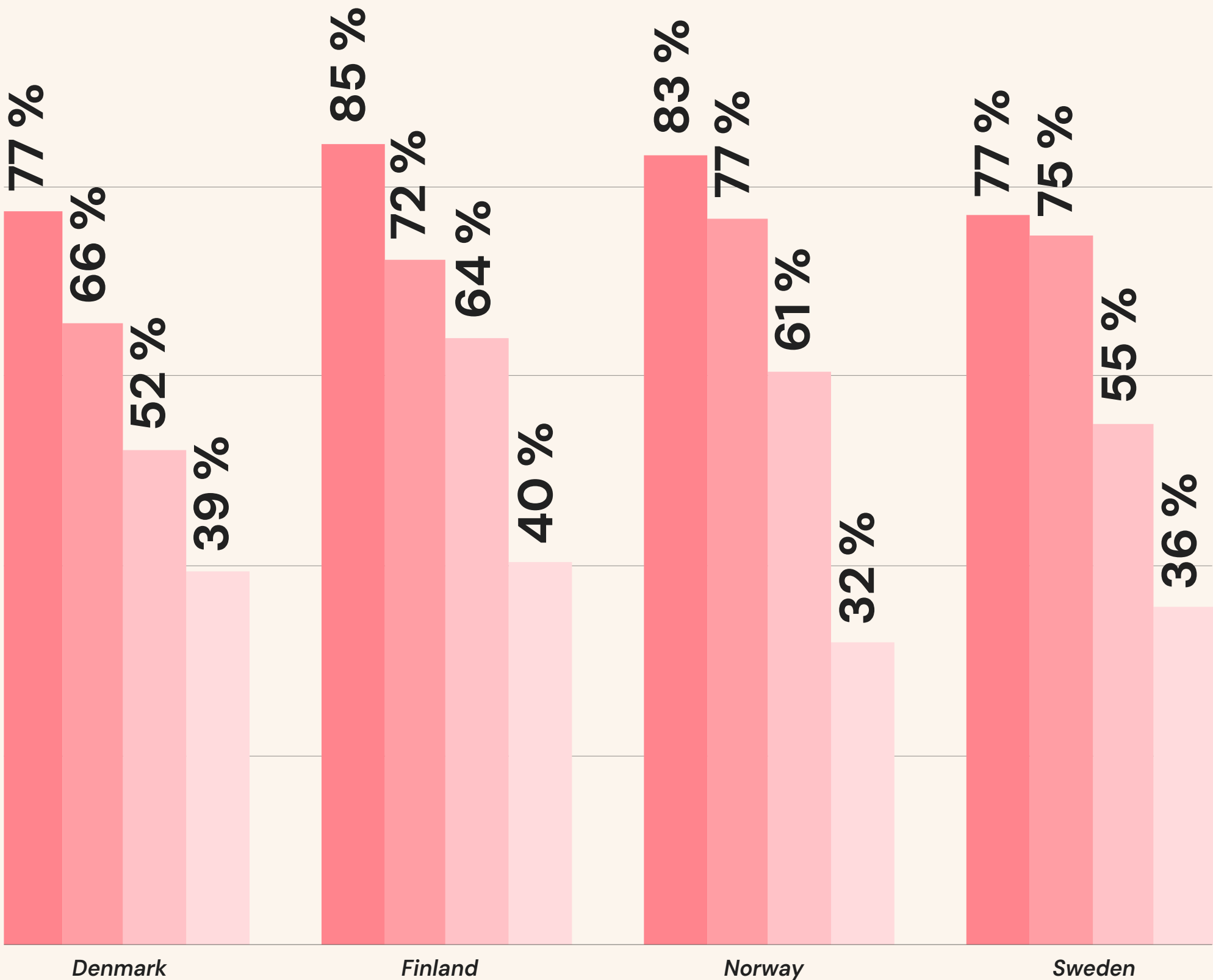
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Key differences across age groups in the Nordics

TO WHAT EXTENT DO YOU FEEL THAT YOUR WELL-BEING IS NEGATIVELY AFFECTED BY THE BEAUTY-RELATED IDEALS/BODY IDEALS THAT PREVAIL IN SOCIETY?

Women – Often/all the time/sometimes

18–29 yo 30–45 yo 46–60 yo 61–75 yo



Menstruation and it's impact

DID YOU KNOW?

4 out of 10 Nordic women in the age 18–45 are affected negatively by menstruation often or all the time.

Among younger women in the Nordics, the negative impact of menstruation is stronger, **45%** of Nordic women in the age 18–29 are affected.

“Menstruation is a natural part of life for almost half of the world’s population, lasting for years—yet its impact on daily life is often underestimated. For many women, it brings challenges that affect everyday life, and even more so for younger women. We actively work to increase and promote menstrual health, and we want all women to feel confident no matter the time of the month. At Female Engineering, Lindex’s femtech brand, we are committed to enhancing women’s daily lives with, e.g., patented, revolutionary period panties. Developed with scientists, textile engineers, underwear experts, and leading industry partners, they combine comfort, performance and reliability. These innovative panties empower women to move freely, stay active and feel confident every day.”

EBBA LO, INNOVATION & BUSINESS MANAGER, FEMALE ENGINEERING AT LINDEX



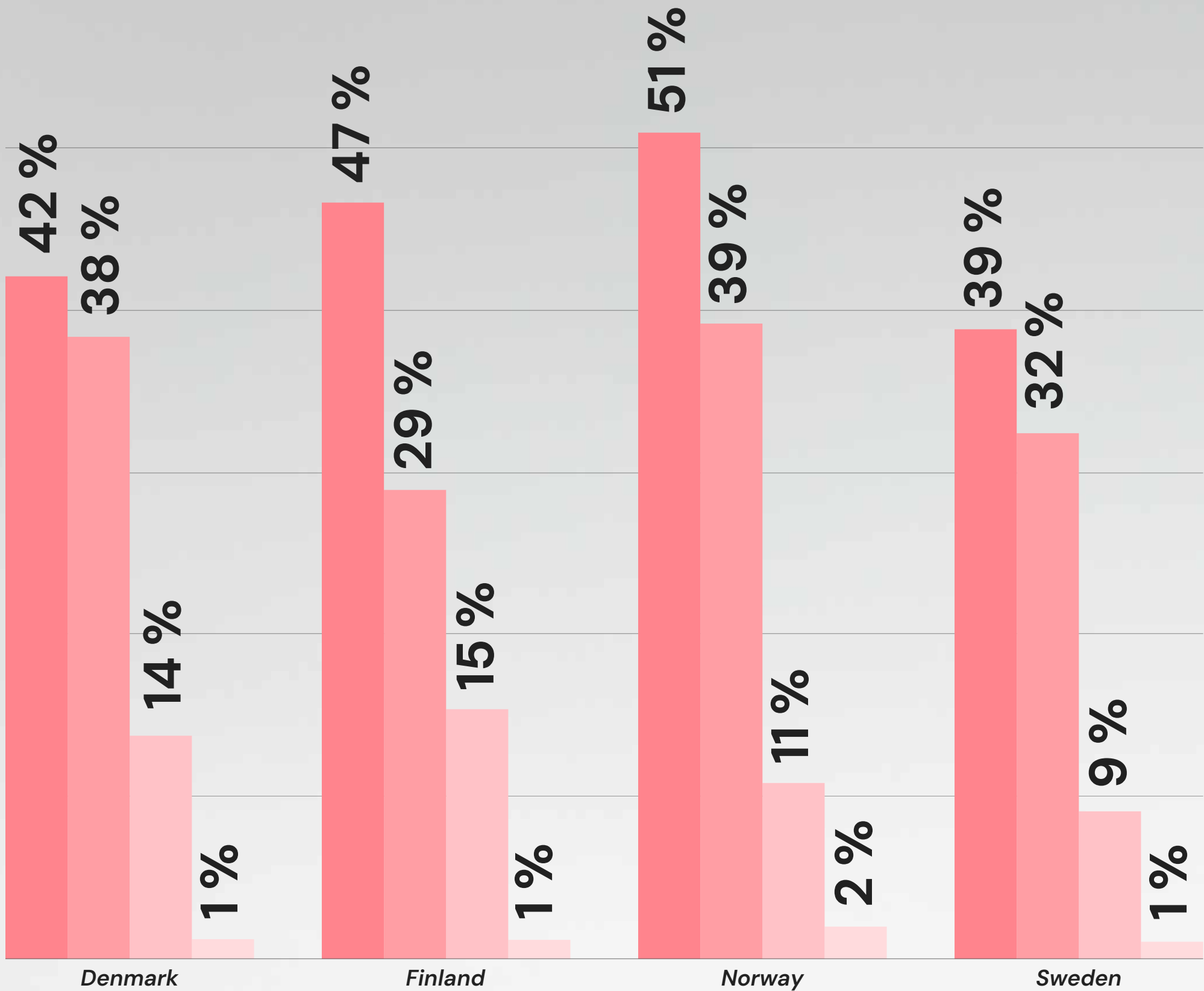
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Key differences across age groups in the Nordics – Menstruation

TO WHAT EXTENT DO YOU FEEL THAT HORMONAL CHANGES HAVE A NEGATIVE IMPACT ON YOUR EVERYDAY LIFE (E.G., WORK, SCHOOL, LEISURE TIME, ACTIVITIES, RELATIONSHIPS)?

Women – Often/all the time/sometimes

18–29 yo 30–45 yo 46–60 yo 61–75 yo



Premenopause and menopause and it's impact

“Hormonal changes during key life stages such as premenopause and menopause affect most women, influencing daily routines, comfort and overall well-being. This natural phase is often surrounded by silence and stigma, and symptoms like hot flashes and night sweats can impact quality of life. At Female Engineering, a femtech brand by Lindex, we address these challenges by dedicating years of research to develop products that help to relieve the effects of symptoms. Our Engineered Anti-Flush™ clothing line is built on research, patented technology, and advanced materials. It helps regulate body temperature, transport heat and moisture, and provide warmth during chills. Our mission is to empower women to feel comfortable, confident, and in control at every stage of life.”

EBBA LO, INNOVATION & BUSINESS MANAGER, FEMALE ENGINEERING AT LINDEX

DID YOU KNOW?

3 out of 4 Nordic women feel that hormonal changes have a negative impact on their everyday life to some extent (PMS, menstruation, premenopause, menopause, pregnancy).

1 out of 3 Nordic women in the age 46–60 are affected negatively by premenopause/menopause often or all the time.

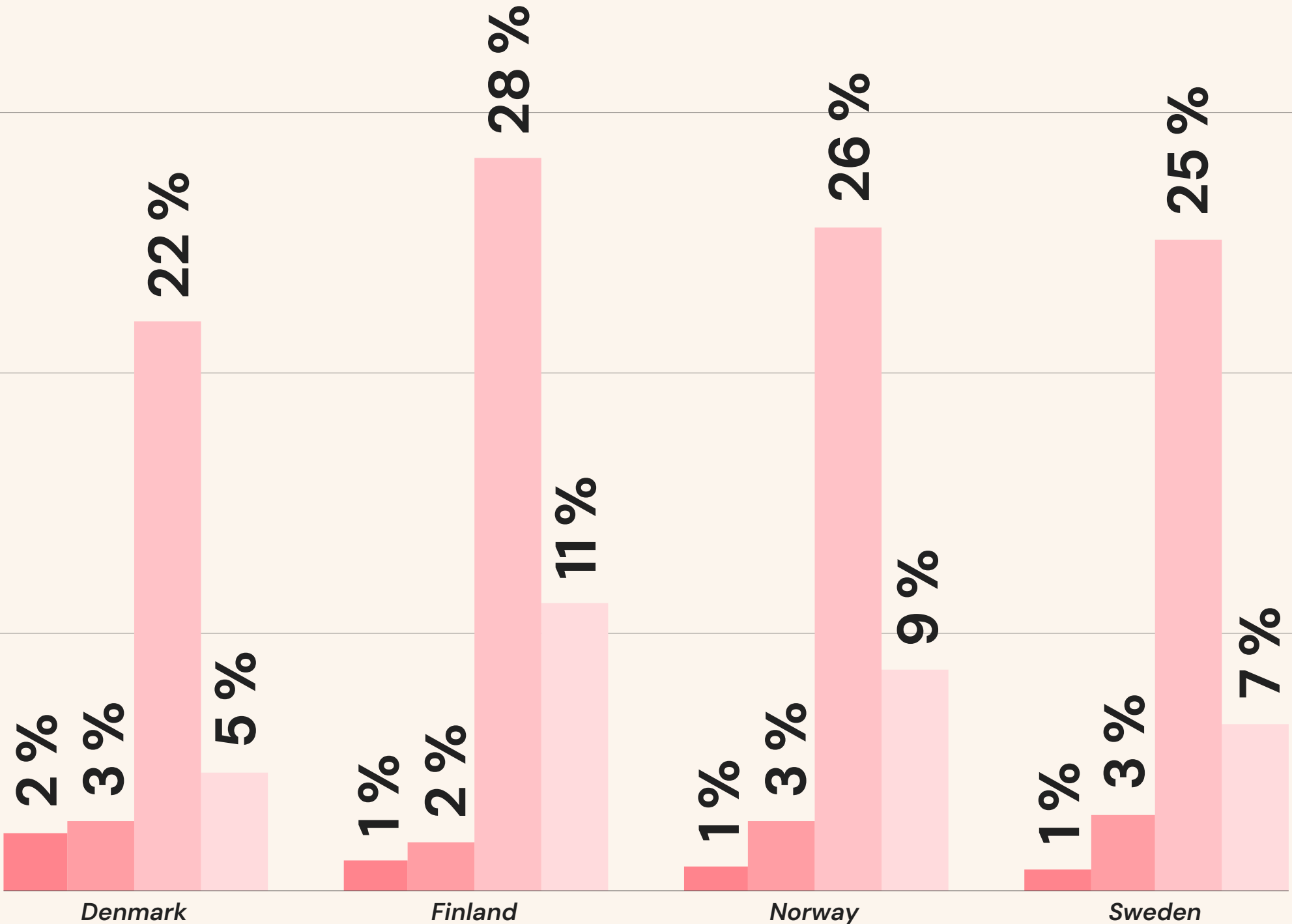
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Key differences across age groups in the Nordics – Menopause

TO WHAT EXTENT DO YOU FEEL THAT HORMONAL CHANGES HAVE A NEGATIVE IMPACT ON YOUR EVERYDAY LIFE (E.G., WORK, SCHOOL, LEISURE TIME, ACTIVITIES, RELATIONSHIPS)?

Women – Often/all the time/sometimes

18–29 yo 30–45 yo 46–60 yo 61–75 yo



Hormonal health and support

"Hormonal health is with us every day, yet it's still a topic we rarely talk about—especially at work. At Lindex, we're curious and committed to exploring this area further, because we believe that understanding and openness can make a real difference. We want to create a workplace where conversations around hormonal health are welcomed, and where knowledge leads to better support. We may not have all the answers, but we know we can do something—and we're already seeing how tailored products and increased awareness can help. This is just the beginning."

SUSANNE EHNBAÅGE, CEO OF LINDEX

DID YOU KNOW?

56 % of Nordic women think that an increased understanding from employers would benefit them with hormonal problems.

48 % of Nordic women think that physical products tailored to hormonal needs would help them with their hormonal problems.

5 % of Nordic women rank employers, companies and brands as the number one responsible for increasing knowledge and understanding of women's hormonal health in society.

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WHO DO YOU THINK SHOULD TAKE MORE RESPONSIBILITY FOR INCREASING KNOWLEDGE AND UNDERSTANDING OF WOMEN'S HORMONAL HEALTH IN SOCIETY?

Nordic women, age 18–75, RANK 1

Healthcare	41%
Government and authorities	25%
Women themselves	15%
School staff/school health team	8%
Employers	4%
Media	3%
Influencers/profiles in health	2%
Companies and brands	1%

TO WHAT EXTENT DO YOU THINK THE FOLLOWING OPTIONS COULD HELP YOU WITH HORMONAL PROBLEMS?

Nordic women, age 18–75, Top-box (4+5)

Support from healthcare services	79%
Better information/knowledge sharing from experts	70%
Support and knowledge from friends or relatives	59%
More flexible working hours	57%
Increased understanding from employers	56%
Physical products tailored to hormonal needs	48%
Hormone therapy or medication	48%
Dietary supplements and/or dietary adjustments	43%
Meeting places/communities	41%

