

7 MYTHS
DEBUNKED



THE NEW RULES OF
MENOPAUSE

Debunking Long-Standing
Myths With Science-Backed Truths

GOLDEN ROSE WELLNESS AND MEDICAL SPA
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Menopause Care Has Evolved. Our Conversations Should Too.

Menopause is one of the most universal experiences in a woman's life—yet it remains one of the least understood. For decades, misinformation, outdated research, and cultural silence have left women unprepared for this transition, often feeling dismissed or left to “tough it out.”

But the truth is: menopause isn't something to survive—it's your next life stage to understand, support, and even embrace.

With the right guidance, menopause can become a powerful opportunity to reclaim your health and rewrite your narrative of aging. It's time to separate fact from fear and replace long-standing myths with evidence-based, empowering truths that support your body, brain, and sense of self.

This guide is designed to do just that—debunking the 7 most outdated menopause myths and giving you the clarity you deserve.

Want personalized support?

Book a consultation with our team to explore hormone testing, symptom relief, and tailored menopause care.

Dr. Kimberly Ayala

MYTH 1: Hormone Replacement Therapy (HRT) Is *Dangerous and Causes Cancer*

✓ THE TRUTH: THE HRT PANIC WAS BASED ON FLAWED DATA

One of the most widespread—and damaging—misconceptions about menopause is that hormone therapy is inherently risky, especially when it comes to breast cancer or cardiovascular disease. This idea can be traced back to the 2002 Women’s Health Initiative (WHI) study, which was halted early due to perceived health risks.

→ WHAT MOST PEOPLE DIDN’T HEAR WAS THAT:

- The study used oral synthetic hormones (not bioidentical hormones)
- Participants were, on average, over 63 years old, well past the ideal window to start HRT
- Follow-up studies and reanalysis showed significant flaws in the methods and interpretation

Today’s evidence is clear: when started within 10 years of menopause or before age 60, HRT is not only safe for most women—it’s beneficial.

→ MODERN HRT CAN:

- Reduce vasomotor symptoms (hot flashes, night sweats)
- Prevent bone loss and lower fracture risk
- Protect against cardiovascular decline
- Help preserve cognitive function and mood stability
- Improve quality of life and sexual wellness
- **Possibly be applied outside of the ‘optimal timing’ when it’s the right choice for you**

We’re no longer talking about “one-size-fits-all” hormone pills. At our practice, we offer bioidentical hormone options—including FDA-approved and compounded therapies—carefully selected and monitored based on your labs, symptoms, and goals.

**BIOIDENTICAL ≠ ONE-SIZE-FITS-ALL.
WE CREATE CUSTOMIZED PLANS TO HELP YOU FEEL LIKE
YOURSELF AGAIN—SAFELY AND EFFECTIVELY.**

MYTH 2:

“*Natural*” Hormones Are Always Safer

✓ THE TRUTH: “NATURAL” IS A MARKETING TERM—NOT A MEDICAL ONE.

Many women are drawn to the idea of “natural” hormone therapy, but the reality is far more nuanced. In menopause care, the word “natural” is often misunderstood and misused.

- Bioidentical hormones are considered “natural” because they are structurally identical to the hormones your body makes.
- These can be derived from plants (like soy or yams) but are still compounded or manufactured in a lab.
- Over-the-counter “natural” supplements (like wild yam cream or herbal blends) are not equivalent to therapeutic hormone replacement and are rarely regulated or dosed effectively.

→ THE SAFEST AND MOST EFFECTIVE HORMONE THERAPY:

- Is tailored to your individual needs
- Uses reliable, standardized ingredients
- Is monitored over time by a skilled provider to ensure balance and safety

At our practice, we work with both FDA-approved bioidentical options and expert-compounded therapies when needed—especially for women who require custom doses or delivery methods.

DON'T FALL FOR LABELS. WORK WITH A PROVIDER WHO PRIORITIZES SAFETY, SCIENCE, AND PERSONALIZATION OVER BUZZWORDS.

MYTH 3: Menopause Just Means the Start of *Hot Flashes & the End of Fertility*

✓ THE TRUTH: MENOPAUSE IS A FULL-BODY, MULTI-SYSTEM HORMONAL TRANSITION.

Menopause is about much more than the end of menstruation or fertility. The decline of estrogen, progesterone, and testosterone affects nearly every system in your body. That's why so many women experience widespread symptoms—including ones that seem unrelated to hormones at first.

→ COMMON MENOPAUSE-RELATED SYMPTOMS INCLUDE:

- Mood swings, anxiety, or emotional volatility
- Brain fog, memory lapses, or difficulty concentrating
- Insomnia or disrupted sleep cycles
- Weight gain (especially around the midsection)
- Skin changes (thinning, dryness, acne, sensitivity)
- Hair loss or changes in hair texture
- Digestive issues or food sensitivities
- Joint pain, muscle loss, or decreased recovery
- Vaginal dryness, pain with intercourse, or low libido
- Increased risk for cardiovascular disease and osteoporosis

Despite the scope of these symptoms, many women are told this is just “getting older.” But that's not the full story. These changes are a direct result of hormone fluctuations—and they're often reversible or manageable with the right support.

Menopause is not a mystery—it's a shift. And your symptoms have solutions.

**OUR PRACTICE OFFERS ROOT-CAUSE EVALUATION
AND A PLAN TO HELP YOU FEEL LIKE YOU AGAIN.**

MYTH 4: Weight Gain in Midlife Is *Inevitable and Irreversible*

✓ THE TRUTH: WEIGHT GAIN IS COMMON—BUT NOT IRREVERSIBLE.

As hormones shift during perimenopause and menopause, metabolism also changes. Declining estrogen levels contribute to:

- Insulin resistance, making it harder to regulate blood sugar
- Increased visceral fat, especially around the midsection
- Cortisol dysregulation, leading to stress-driven cravings and belly fat
- Muscle loss, which slows metabolic rate

But that doesn't mean weight gain is guaranteed—or untreatable.

→ AT OUR PRACTICE, WE TAKE A COMPREHENSIVE APPROACH TO MIDLIFE WEIGHT CHALLENGES:

- We look at thyroid function, cortisol patterns, muscle mass, and insulin resistance—not just calorie intake.
- We use lab testing and body composition analysis to create targeted protocols.
- When appropriate, we integrate GLP-1 receptor agonists like semaglutide or tirzepatide alongside HRT, and traditional medications to support fat loss, reduce cravings, and improve metabolic flexibility.
- We also emphasize muscle-building movement, protein-rich meals, and anti-inflammatory nutrition to rebuild and sustain a healthy metabolism.

YOUR BODY ISN'T BROKEN—IT'S CHANGING. WE HELP YOU ADJUST YOUR PLAN SO WEIGHT LOSS BECOMES POSSIBLE (AND SUSTAINABLE).

MYTH 5: Testosterone Is Only for Men

✓ THE TRUTH: TESTOSTERONE IS VITAL FOR WOMEN'S WELL-BEING.

Testosterone isn't just a "male hormone." Women produce it too—just in lower amounts. And when it declines (which often happens during perimenopause), the effects are real.

→ LOW TESTOSTERONE IN WOMEN CAN CAUSE:

- Low energy and motivation
- Decreased libido or difficulty with arousal
- Brain fog or lack of focus
- Loss of muscle tone and strength
- Mood shifts and irritability
- Increased fat gain, especially around the abdomen

Though there's no FDA-approved testosterone therapy for women in the U.S., low-dose therapy compounded by trained providers can be life-changing. It's especially effective when used as part of a comprehensive hormone plan that includes estrogen and progesterone balance. At our practice, we know that testosterone therapy is never one-size-fits-all.

WE CAREFULLY TEST, DOSE, AND MONITOR YOUR RESPONSE—OFTEN AS PART OF A COMPREHENSIVE HORMONE SUPPORT PLAN.

MYTH 6: UTIs and Vaginal Discomfort Are Just Part of Aging

✓ **THE TRUTH: IT'S NOT NORMAL, AND NOT ALWAYS AN INFECTION—IT'S OFTEN GSM.**

As estrogen declines, the tissues of the vulva, vagina, and urinary tract become thinner, drier, and more prone to irritation. This is known as genitourinary syndrome of menopause (GSM)—and it affects nearly 50% of postmenopausal women.

→ **GSM CAN CAUSE:**

- Vaginal dryness, burning, or irritation
- Pain with sex or loss of arousal
- Recurrent UTIs
- Frequent urination or urgency
- Vaginal laxity and pelvic floor changes

Unfortunately, many women are prescribed antibiotics over and over again—when what they truly need is local estrogen therapy.

→ **VAGINAL ESTROGEN:**

- Restores tissue thickness, moisture, and elasticity
- Reduces UTIs and urinary urgency
- Improves comfort and pleasure during intimacy
- Has minimal systemic absorption and a strong safety profile—even for many women with a history of breast cancer (with provider clearance)

If you've been treated for "infections" that never seem to fully resolve, it's time to look deeper. Vaginal estrogen can be combined with systematic HRT as well if that is right for you!

OUR PRACTICE PROVIDES SAFE, EFFECTIVE GSM SUPPORT SO YOU CAN RECLAIM YOUR CONFIDENCE AND COMFORT.

MYTH 7: Menopause Is Just Something You “Get Through”

✓ **THE TRUTH: YOU DON'T HAVE TO JUST SURVIVE IT—YOU CAN OPTIMIZE IT.**

The idea that women should simply “push through” menopause has silenced far too many for far too long. But menopause isn't something to be endured—it's a transition that deserves care, clarity, and a proactive plan.

→ **WITH THE RIGHT SUPPORT, THIS CHAPTER OF YOUR LIFE CAN BE ONE OF:**

- Mental clarity
- Emotional steadiness
- Restorative sleep
- Rebalanced weight and energy
- Renewed intimacy and connection
- Stronger bones, heart, and body
- Deeper self-trust and body awareness

Our approach is to meet you where you are—with comprehensive support that evolves as you do. We blend **conventional, functional, and integrative tools** to help you create a path that's right for your unique biology.

**YOU DESERVE BETTER THAN “JUST GET THROUGH IT.”
PARTNER WITH US TO DESIGN A CARE PLAN THAT HELPS
YOU THRIVE IN MIDLIFE AND BEYOND.**



Imagine What's Possible



- ✓ WAKE UP ENERGIZED AND MENTALLY CLEAR
- ✓ FEEL AT HOME IN YOUR BODY AGAIN
- ✓ ENJOY INTIMACY WITHOUT DISCOMFORT OR DISCONNECTION
- ✓ REGAIN YOUR SENSE OF CONFIDENCE, DRIVE, AND EASE
- ✓ BE SUPPORTED BY A TEAM WHO TRULY SEES YOU
- ✓ TRUST THAT YOU'RE MAKING INFORMED, EMPOWERED DECISIONS

THIS IS WHAT MENOPAUSE CARE SHOULD FEEL LIKE

Our Approach: A New Standard of Menopause Care

LET'S REDEFINE WHAT IT MEANS TO AGE WELL—FROM THE INSIDE OUT.

At our practice, we support women through every phase of midlife with expert, compassionate, and science-backed care.

WE OFFER:

- Comprehensive hormone testing and interpretation
- Bioidentical hormone therapy (FDA-approved + compounded)
- Nutritional and metabolic optimization
- GLP-1 therapy for insulin resistance and weight loss
- Vaginal estrogen therapy for GSM
- Testosterone therapy when appropriate
- Strength, mood, and longevity support

Menopause isn't something to get through—it's something to be supported through.

READY TO FEEL BETTER, STRONGER, AND FULLY SUPPORTED?

Schedule a consultation today and take the first step toward a personalized plan that empowers you from the inside out.

Our Offerings:

- ✓ THYROID OPTIMIZATION
- ✓ BHRT
- ✓ TESTOSTERONE REPLACEMENT
- ✓ PCOS
- ✓ MEDICAL WEIGHTLOSS
- ✓ AESTHETICS

... and so much more!

CONNECT WITH US TODAY
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