

Genitourinary Syndrome of Menopause Made Simple™

Understand how menopause-related tissue changes can affect comfort, bladder health and sexual well-being.



GSM is the medical name for a group of vulvar, vaginal and urinary changes linked with lower estrogen. Symptoms can begin during perimenopause and may become more noticeable over time.

One Change, Several Areas



Vulvar & Vaginal

- ☐ Dryness or reduced moisture
- ☐ Burning, itching or irritation
- ☐ Tenderness or discomfort
- ☐ Tissue that feels less flexible



Bladder & Urinary

- ☐ Urgency or frequency
- ☐ Burning with urination
- ☐ Nighttime bathroom trips
- ☐ Repeated urinary tract infections



Sexual Comfort

- ☐ Less lubrication
- ☐ Discomfort with touch or penetration
- ☐ Tightness or pain
- ☐ Spotting after sexual activity

Why Can This Happen?



Lower estrogen



Tissues may become thinner, drier and less elastic



The vulva, vagina, urethra and bladder may feel or function differently

Symptoms vary. Having one symptom does not mean you will develop them all.

Support Can Be Individualized

1



Everyday Comfort

Gentle vulvar care, avoiding irritants and allowing more time for arousal.

2



Nonhormonal Options

Vaginal moisturizers used regularly and lubricants used for sexual activity.

3



Prescription Options

Local vaginal estrogen, vaginal DHEA or oral ospemifene may be considered with a healthcare professional.

4



Additional Support

Pelvic floor physical therapy, sexual-health support or further evaluation may help when appropriate.



GSM is treatable. You do not need to wait until symptoms become severe before asking about your options.



Gentle Reminder

Similar symptoms can also come from infection, skin conditions, pelvic-floor concerns or other causes. An evaluation can help clarify what is happening.



Martine's Midlife Wellness Tip

Write down where you feel the symptom, when it occurs and what makes it better or worse. Specific details make sensitive conversations easier.



Seek prompt medical care for postmenopausal bleeding, blood in urine, fever with urinary symptoms, severe pelvic pain, a new sore or lump, or difficulty passing urine.

