



# Women's Health Update

Summer 2026

June  
2026

# Spotlight on a Recent Women's Health Deal: Alantra advises on sale of OrganiCare to Venture Life Group

OrganiCare (owner of FemiClear) is a differentiated **women's intimate health** platform focused on **natural, OTC solutions** for common vaginal health conditions

## Key Focus Areas

- Bacterial Vaginosis
- Genital Herpes
- Yeast Infection
- Urinary Health / UTI



**The acquisition of FemiClear aligns with many of the defining shifts in women's health, expanding OTC treatment into conditions that have historically been underserved or not addressed by consumer healthcare products**

Consumer preferences are shifting away from one-size-fits-all women's health products toward targeted solutions designed for specific conditions and life stages. As awareness and diagnosis rates increase across areas such as vaginal health, fertility, menopause, and hormonal wellness, brands that provide specialized, clinically validated solutions are gaining share and driving category growth.

Interest is pivoting beyond episodic infection treatment toward proactive vaginal wellness, microbiome health, and holistic self-care. Industry research highlights growing demand for natural ingredients, clinical validation, and trusted educational content

FemiClear operates in the ~\$321 million U.S. itch & yeast treatment segment<sup>1</sup>, the largest subcategory within feminine treatments. The brand has consistently outperformed the broader category, delivering double-digit sales growth while many leading competitors experienced declines

Despite competing against much larger incumbents, FemiClear has established a distinct position through its natural formulations, strong consumer engagement and focus on underserved women's health needs, enabling the brand to consistently outperform.

Alantra believes the FemiClear transaction is just the first of many with similar characteristics as consumer health care participants look to further differentiated treatments in the category.

**\$700m+**  
U.S. Feminine Treatment Market<sup>1</sup>

**46%**  
of feminine treatment sales come from the Itch & Yeast segment<sup>1</sup>

**+14%**  
OrganiCare sales growth vs. prior year in category review



1. NIQ; xAOC L52 Weeks Ending 11.1.2025

# Innovators in women's health we are watching



Transforming fertility and **hormone monitoring** through at-home diagnostic technology that provides laboratory-grade hormone insights, enabling women to better understand and manage their reproductive health from home



Pioneering the **vaginal microbiome** category by leveraging advanced testing and personalized care to help women better understand and address vaginal health conditions that have historically been under-researched and underdiagnosed



Ritual has differentiated itself through radical ingredient transparency, traceability, and science-backed formulations, helping redefine consumer expectations within the **women's vitamin and supplement** market



Advancing maternal and women's nutrition through evidence-based supplements developed in collaboration with healthcare practitioners, addressing **nutritional gaps before, during, and after pregnancy**



Womaness is helping destigmatize **menopause** by offering modern solutions for midlife women, combining targeted products, education, and community support around a life stage that has historically lacked dedicated consumer brands



Semaine is redefining **women's hormone health** through science-backed, root-cause solutions that support women across key hormonal life stages, addressing symptoms related to PMS, perimenopause, menopause, gut health, bladder health, and overall hormonal balance



Foundation Consumer Healthcare is helping improve access to **reproductive healthcare** through Plan B One-Step, supporting women's health through trusted products, education, and informed decision-making



Love Wellness is helping modernize women's wellness through science-backed products and education focused on **vaginal, gut, and hormonal health**, addressing historically underserved areas of women's healthcare



**Candace Nagaraja**  
Managing Director, U.S.  
Women's Health  
L.E.K. Consulting

"Women's health is one of the most dynamic spaces in healthcare right now. We're seeing real innovation targeted at specific indications — from hormonal health to mental health. What's particularly exciting is how the best companies aren't just building real clinical value, they're building genuine consumer trust by meeting women outside of traditional clinical pathways — whether that's through DTC wearables, telehealth platforms, or diagnostic models. The market is starting to reward that combination of clinical credibility and consumer intimacy, and I don't see that slowing down."