# Valerie secures £514,000 to scale perimenopause supplement with cutting-edge science



Valerie, an innovative startup in the women’s wellness sector, has successfully secured over £500,000 in funding to broaden its reach and enhance the availability of its perimenopause supplement, Daily Essential. Co-founded by Wizz Selvey and Olly Johnson in 2024, the brand aims to address the escalating interest and demand among women seeking assistance with perimenopausal symptoms.

Launched in August 2024, Daily Essential is described as an “all-in-one” supplement containing 12 active nutrients, including ashwagandha, B vitamins, zinc, and magnesium. The product's design highlights its use of patent-pending liposomal nanotechnology, which is said to improve nutrient absorption and provide support for mood, energy, and focus. This scientific approach is increasingly crucial as women seek more effective and tailored solutions to navigate their changing health during perimenopause, a transitional phase often marked by debilitating symptoms such as anxiety, fatigue, and cognitive disturbances.

The recent funding round, which raised £514,000, was primarily backed by angel investors, including Giles Brook, a former director at Innocent, who believes Valerie is poised to become a frontrunner in the perimenopause market. Brook lauded the brand for its “authenticity, backed with science, purpose-driven innovation,” and noted its success in engaging consumers meaningfully. This emphasis on community and genuine connection is vital, particularly in an industry where many women feel underserved and overlooked.

Since its inception, Valerie has witnessed a remarkable 84% increase in sales during the first quarter of 2025 compared to the previous quarter, positioning the company on course to surpass £1 million in revenue within the year. Co-founder Olly Johnson stressed the importance of real scientific backing, challenging the homogenised and largely ineffective offerings in the perimenopause market, which often fail to resonate with consumers. He states, “We’re building something with real science, real results, and a brand and community that women actually want to be part of.”

Further underscoring the potential for growth in the sector, recent research indicates that searches for perimenopause-related advice and products have surged by 106% over the past five years, significantly outpacing interest in menopause itself. With over 200,000 monthly searches, there is a clear demand for reliable information and effective solutions—an area that Valerie aims to excel in. An accompanying study found that more than 70% of consumers are still in the research phase, highlighting an opportunity for brands like Valerie to provide education and support.

As consumer awareness grows, the global menopause supplement industry is projected to reach a staggering $22.7 billion by 2028. This trend reflects a broader shift as women increasingly seek alternatives to traditional treatments such as hormone replacement therapy (HRT). However, the market also faces challenges; many products remain unvalidated and ineffective, emphasising the need for high-quality, evidence-based supplements. Brands that prioritise transparency and efficacy, like Valerie, are likely to thrive in this evolving landscape.

Valerie has made it clear that it is not participating in what has been termed “meno-washing”—a term used to describe the superficial marketing practices that exploit the concerns of menopausal women without offering genuine solutions. As Selvey explains, “This is not about shrinking into invisibility. It’s about helping women feel like themselves again, with products that actually deliver.” This commitment to authenticity and effectiveness sets Valerie apart and resonates with a generation of women determined to reclaim their health and vitality during this critical life stage.

As Valerie continues to forge ahead, the company will not only redefine perimenopausal care but also foster a community where women can share their experiences and find trustworthy information, ultimately transforming how society views and addresses women’s health during this often-overlooked phase of life.

### Reference Map

1. Paragraphs 1, 2, 3, 4, 5, 6
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5. Paragraph 6
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7. Paragraphs 1, 2, 3, 4, 5, 6

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.thegrocer.co.uk/news/valerie-completes-six-figure-pre-seed-round-for-perimenopause-supplement/704600.article> - Please view link - unable to able to access data
2. <https://www.futurefemhealth.com/p/perimenopause-wellness-brand-valerie> - Valerie, a women's wellness startup, has raised £514,000 in pre-seed funding to expand its perimenopause supplement. Launched in August 2024, Valerie's flagship product, Daily Essential, utilizes patent-pending liposomal nanotechnology to enhance nutrient absorption and support mood, energy, and focus. The funding round was led by angel investors, including Giles Brook, former Innocent director. Since its launch, Valerie's sales have grown rapidly, increasing by 84% in Q1 2025 compared to Q4 2024, and the company is on track to exceed £1 million in revenue in 2025. Co-founder Olly Johnson emphasizes the brand's commitment to real science and results, aiming to build a community that women genuinely want to be part of. Co-founder Wizz Selvey adds that Valerie is not about 'meno-washing' but about helping women feel like themselves again with products that deliver.
3. <https://www.retailsector.co.uk/660580-valerie-the-liquid-supplement-startup-for-perimenopausal-women/> - Valerie, a new beauty supplement brand, launched in the UK in July 2024, aims to revolutionize women's health during menopause stages. Co-founded by Wizz Selvey and Olly Johnson, Valerie offers a liquid supplement designed for better absorption into the bloodstream compared to traditional pills or capsules. The product targets common perimenopausal symptoms such as anxiety, bloating, brain fog, and fatigue. Valerie's approach includes a two-year research and development phase, collaborating with experts to ensure the product's quality and effectiveness. The brand emphasizes community engagement through social media and plans to create an exclusive forum for women to share experiences and find reliable information.
4. <https://www.forbes.com/sites/katehardcastle/2022/10/07/menopause-supplement-industry-to-grow-to-227-billion-by-2028-as-women-seek-out-alternative-treatments/> - The global menopause supplement industry is projected to reach $22.7 billion by 2028, driven by women seeking alternatives to Hormone Replacement Therapy (HRT) and antidepressants. Dr. Paul Clayton, a leading clinical pharmacologist, notes that the industry consists of companies selling unvalidated, poorly formulated products offering few benefits. In response, brands like LYMA have launched services to help women understand and demystify menopause supplements, emphasizing the importance of evidence-based products. LYMA's product has undergone significant research and development, with outcomes published in over 200 peer-reviewed medical journals, highlighting the need for high-quality supplements in the market.
5. <https://www.andfacts.com/case-studies/valerie> - Valerie, a startup aiming to launch a perimenopause supplement, collaborated with &facts to understand the market landscape, consumer needs, and competitive dynamics. The research revealed a significant increase in perimenopause-related searches, growing 106% over five years, and highlighted a market gap with only 11% of menopause products targeting perimenopause specifically. Consumer insights indicated a need for education, as more than 70% of consumers were still in the research phase, seeking reliable information about perimenopause and effective supplements. Based on these insights, &facts provided Valerie with actionable recommendations for product positioning and marketing strategies, including emphasizing the efficacy of liposomal technology and addressing common symptoms.
6. <https://professionalbeauty.co.uk/demand-for-perimenopause-products-and-support-sees-faster-growth-than-menopause> - Research by supplement brand Valerie and research company &facts found that searches for perimenopause advice and products have increased by 106% over five years, outpacing menopause search interest by four times. The study reported over 200,000 monthly searches for perimenopause, indicating rising interest and awareness, but also a lack of education, causing people to turn to the internet for information. Additionally, more than 70% of consumers are still in the research and learning phase when searching online, showing that this is likely just the beginning of the conversation around perimenopause. Valerie aims to fill the market gap by offering a targeted supplement to aid perimenopausal individuals in navigating the transitional period.
7. <https://www.thegrocer.co.uk/news/valerie-completes-six-figure-pre-seed-round-for-perimenopause-supplement/704600.article> - Valerie, a women's wellness startup, has raised over £500,000 in funding to expand its perimenopause supplement. Founded by Wizz Selvey and Olly Johnson in 2024, Valerie's flagship product, Daily Essential, is an all-in-one supplement made with 12 active nutrients, including ashwagandha, B vitamins, zinc, and magnesium. The supplement uses patent-pending liposomal nanotechnology to improve nutrient absorption and support mood, energy, and focus. The £514,000 pre-seed round was led by angel investors, including serial investor and former Innocent director Giles Brook. Since launching, Valerie's sales have grown rapidly, increasing by 84% in Q1 2025 compared to Q4 2024, and are on track to exceed £1 million this year.