

Beyond the cycle: PMDD insights for femtech

Where lived experience meets opportunity





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**When PMDD becomes
a shared experience
new solutions emerge**

"Premenstrual dysphoric disorder (PMDD) is like being tied to train tracks and watching a train coming toward you. You know what's going to happen but you can't get out the way". These words capture the reality of living with the cyclical, hormone-based mood disorder affecting 5-8% of women and girls of reproductive age.

For *Beyond the Cycle: PMDD Insights for Femtech*, we interviewed women with PMDD, as well as partners, therapists and coaches. Our research revealed how PMDD derails women's lives. From lengthy diagnostic journeys - often spanning decades - marked by dismissal from healthcare professionals, to disconnections with partners and loved ones, and stalled careers.

What emerges is the opportunity for femtech to serve as both bridge and companion. During symptomatic phases, when communication becomes most difficult yet support is most needed, tech can create vital connections between women and their support networks. It can translate needs when words fail, provide validation when healthcare systems dismiss, and adapt to changing cognitive capacity throughout the cycle.

The most promising innovations will acknowledge that PMDD doesn't exist in isolation. It ripples through relationships, disrupts work, and impacts every aspect of daily life. When we shift perspective from viewing PMDD as an individual burden to recognising it as a shared responsibility, we open new possibilities for support and management.

For femtech founders, this perspective creates opportunities to develop solutions that do more than track symptoms. By building companion platforms and apps that connect women with partners, employers, and informed therapists through shared tracking, educational resources, and communication tools, we can reduce the isolation that characterises the current PMDD experience.

This report outlines key themes from our research and gives ideas for turning insights into product blueprints so solutions serve as an effective ally in PMDD management - helping women not just survive but truly live throughout the month.

Welcome to *Beyond the Cycle!*



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About PMDD

Premenstrual Dysphoric Disorder (PMDD) is a cyclical, hormone-based mood disorder. Emotional and physical symptoms appear during the premenstrual (luteal phase) of the menstrual cycle and fade within a few days of menstruation starting.

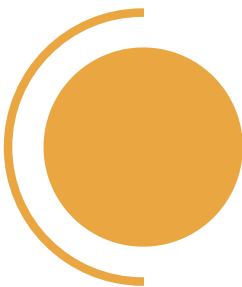
What we know about PMDD:

- It is a brain sensitivity to normal hormonal fluctuations, not an imbalance
- Emotional symptoms include sudden sadness, sensitivity to rejection, irritability, anger, depression, hopelessness, anxiety and tension
- PMDD affects about 5-8% of people of reproductive age - as common as diabetes
- 34% of people with PMDD have attempted suicide, with 72% reporting suicidal thoughts.
- The average diagnosis takes 12 years and consultations with six different medical providers

What we don't know about PMDD:

- The exact biological mechanisms and causal pathways though serotonin and hormonal changes are involved
- Confirmed risk factors beyond possible genetic predisposition and stress
- Prevalence across demographics, ethnicities and geographic regions
- The long-term safety and comparative effectiveness of current treatments

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I have two good weeks, then a week going downhill, a week in hell, and a week recovering and feeling guilty. By the time I've sorted myself out, the cycle starts again - Amy



Dysphoria is a profound state of emotional distress or unease, a key component of PMDD symptoms

About the research

We conducted the research between August 2024 and January 2025 with two research goals in mind:

- 1.To understand what is effective at making women with PMDD feel supported
- 2.To gather advice for femtech innovators on what solutions are needed

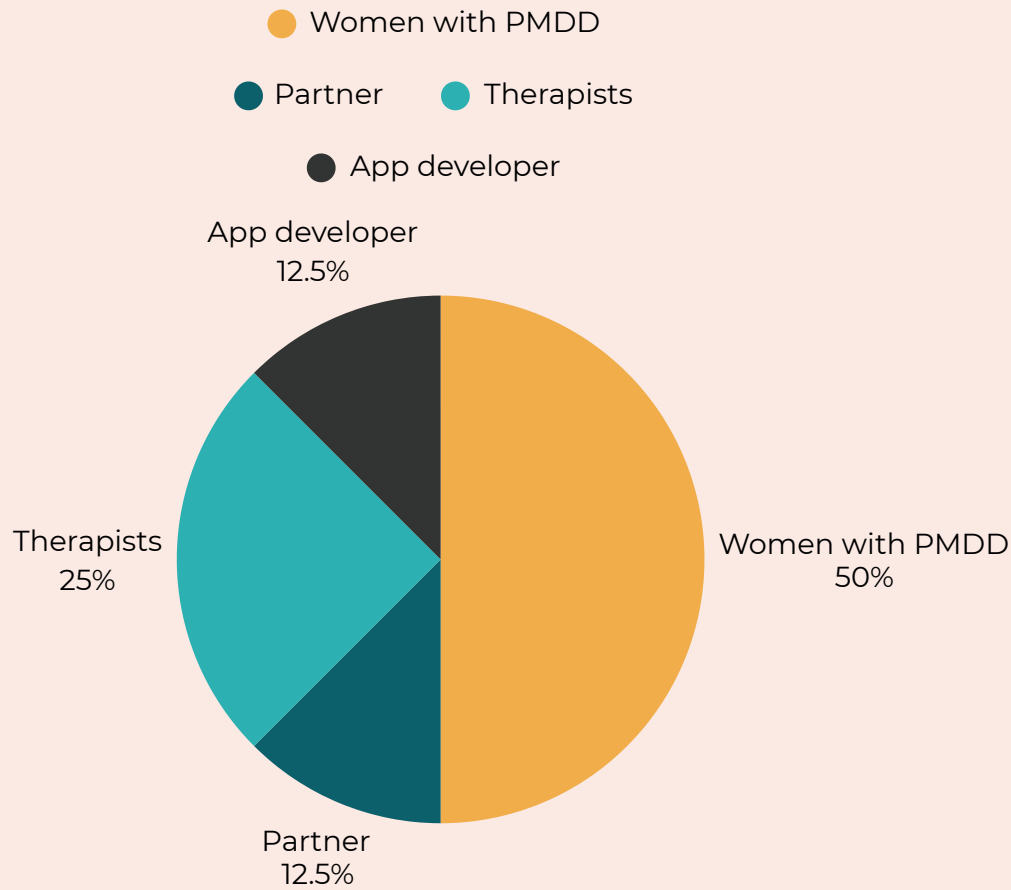
Participants

We interviewed 8 participants who either had a PMDD diagnosis or direct personal or professional experience of the condition. All women with PMDD identify as female and are of white ethnicity. Participants live in UK, Australia, and Jamaica and are between the age range of 25-44 years.

Recruitment

Participants were recruited through advertisements in PMDD support groups and through direct requests to individuals with relevant expertise or experience.

Breakdown of research participants



Inclusivity

Throughout this report, we use 'women' to refer to all those affected by PMDD, including people assigned female at birth. While we haven't specified this distinction at each mention, our insights are intended to be inclusive of everyone navigating the PMDD experience.

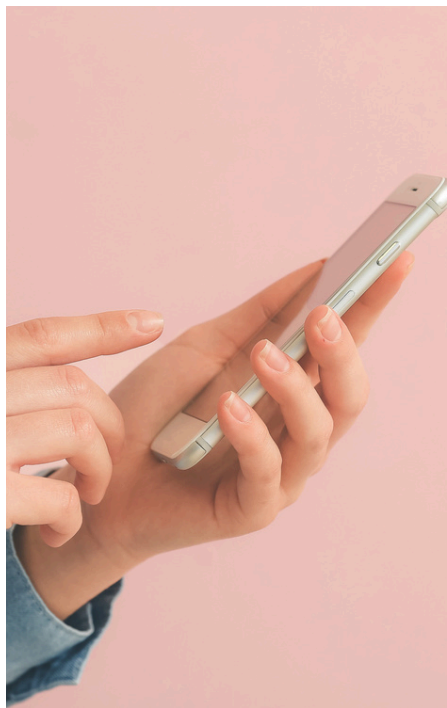
EXEC SUMMARY

The PMDD landscape presents significant opportunities for femtech innovation. This report examines the lived experiences of women with PMDD and those who support them, revealing four critical insights for founders developing solutions in this underserved market:



Beyond the individual

PMDD management transforms when treated as a shared responsibility rather than an individual burden. Our research shows women who become experts in self-management through necessity achieve better outcomes when partners, families and employers participate in understanding and support. This creates opportunities for femtech innovation: dual tracking systems, targeted education platforms, mental load redistribution tools, cyclical workplace solutions and community spaces. By connecting women with their support networks through technology, we can improve PMDD management and overall quality of life.



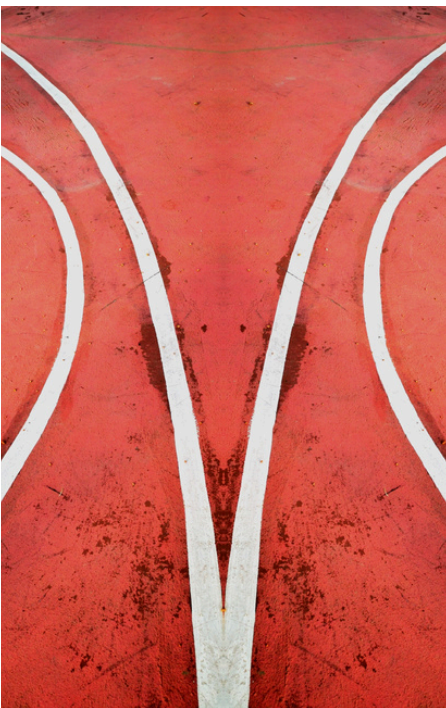
Tech as companion

For women self-managing PMDD, technology can serve as a companion by mirroring existing coping strategies. Our research reveals women find personalised PMDD toolkits that include nervous system regulation, preparation during good phases, and mental load reduction effective. Technology can enhance these approaches by providing education, personalised tracking, proactive support, always-on interventions and healthcare advocacy. By designing tech companions that educate, advise, nudge and validate, femtech founders can create solutions that feel like supportive partners in the PMDD management journey.



Communication bridges

For women with PMDD, communication can be most difficult during symptomatic phases - exactly when support is most needed. Our research reveals that identity disruption, fear of judgment, shame, and depleted energy create a communication paradox that technology can bridge. By developing tools that translate needs when words fail, femtech innovations can maintain connections between women and their support networks. Visual communication systems, pre-scripted needs expression, and cycle-aware interfaces offer promising solutions. These bridges reduce isolation, strengthen relationships, and distribute the management burden, improving quality of life for women and supporters.



Adaptive and accessible

The intersection of PMDD with neurodivergence has backing from both research studies and lived experiences. A 2021 study of women with ADHD found 45.5% of participants had PMDD, compared to 5-8% of the general reproductive-age population. This overlap creates layered challenges as executive function difficulties worsen during luteal phases. Rather than developing separate solutions, technology that adapts to both cyclical hormonal changes and neurodivergent needs serves a broader population more effectively. By designing interfaces that respond to changing cognitive capacity throughout the cycle, app developers can create truly accessible companions for PMDD management.

Beyond the individual



BEYOND THE INDIVIDUAL

Me, you and PMDD

For women with PMDD, the burden of management typically falls on their shoulders. But our research reveals a powerful truth: when PMDD is treated as a shared responsibility, outcomes improves.

PMDD self-management insights

Our study found 5 insights about managing solo:

1. Extensive self-research In the absence of informed healthcare guidance, women become their own researchers. Katy's experience captures this common journey: "I've never felt anybody understands. So I've done a lot of research myself... reading, journaling and tracking to figure out ways to help myself."

2. Treatment trial and error Without professional direction, women test different ways to ease symptoms . Amy shares the frustration many feel: "I've tried Chinese medicine, acupuncture, supplements... I've tried everything. It's exhausting because nobody can tell you what might work."

3. Extensive tracking Women track symptom patterns to validate experiences. Rebecca notes: "I track every single thing I feel. Then I have proof to show the doctor that this happens every month at the same time."

4. Monthly preparation routines The cycle of preparation, endurance and recovery becomes constant. Amy explains: "I prepare mentally and physically for PMDD. I avoid booking important things, warn my partner... it's a constant cycle of preparation and recovery."

5. Financial burden Self-management can be costly as Katy says: "It's expensive trying to manage PMDD yourself. The supplements, therapy costs, taking time off work... all without any guidance."

A shared responsibility

When the weight of PMDD management shifts to being shared by supporters, our research found women's experiences improve. These factors all play a role in this transformation:

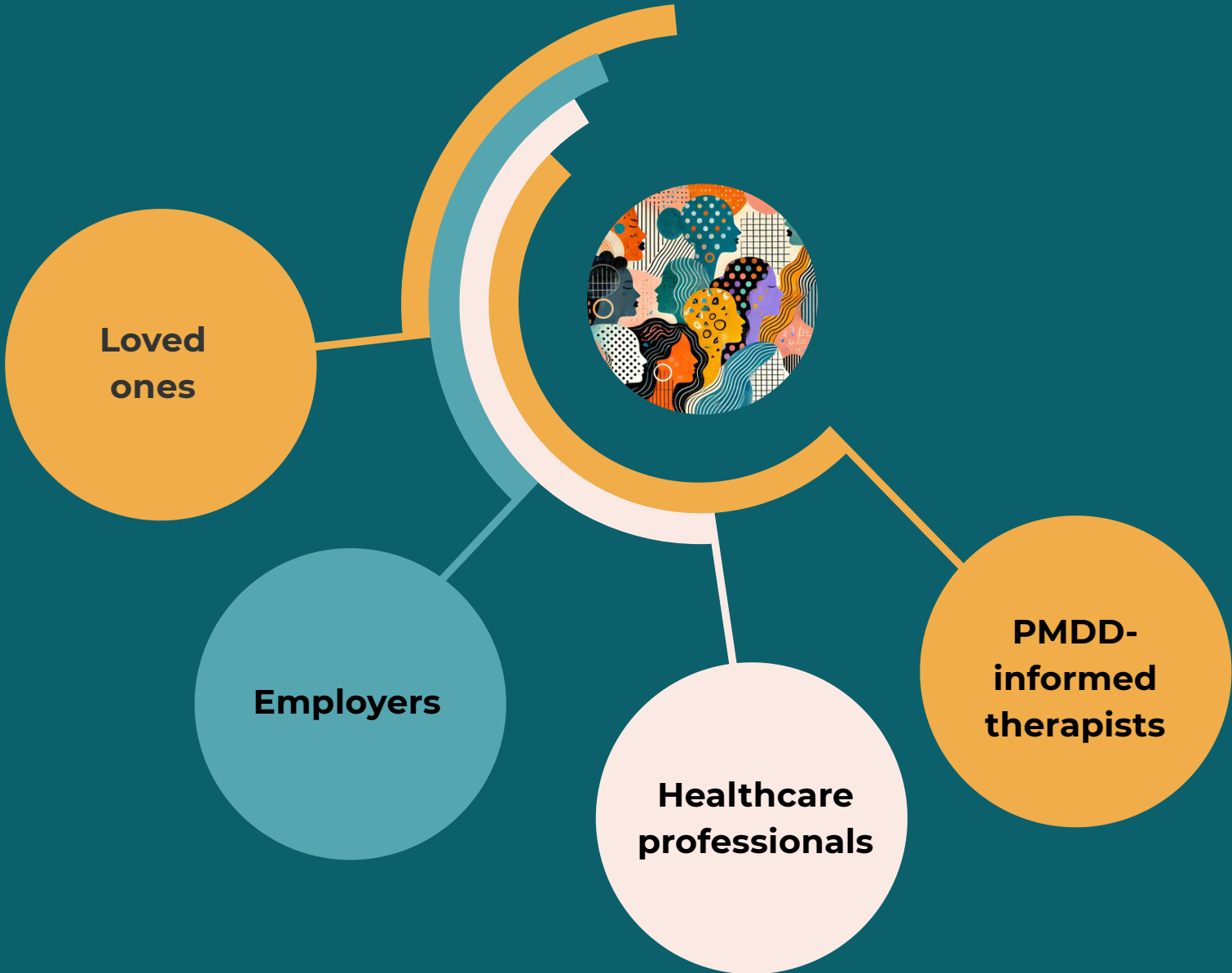
Reframing partners as active participants

Partners aren't just bystanders but stakeholders in the PMDD experience, says Aaron C Kinghorn, husband to a woman with PMDD, and author of *Hope: A Guide to PMDD for Partners & Caregivers*.

“
It is a mistake to see men as seen as allies, cheering in the background. We're stakeholders in PMDD. We are intimately involved. The emotions that someone with PMDD goes through, we go through it too - Aaron C Kinghorn

When partners invest in understanding PMDD, the impact is powerful. Rebecca shares: "My partner has been amazing. He's learned about PMDD, he goes to a partners' support group. When I'm having a bad day, he knows what to do - giving me space or sitting with me while I cry."

The PMDD ecosystem



PMDD management improves when women feel connected to and supported by others

Viewing PMDD as a "third party"

Conceptualising PMDD as an unwelcome visitor in the relationship rather than a personality flaw helps remove stigma and shame. As Aaron explains: "It helps women and loved ones say, 'This is a medical condition. It's awful that you have this condition, but let's see what it looks like'. And if both sides know what it looks like, they can better manage it."

Giving practical support

During symptomatic phases, reducing the decision-making burden through concrete help makes a meaningful difference. Jade describes how simple acts of support have profound impact: "My mum will come over and do the dishes or look after the kids. She doesn't make a big deal out of it, doesn't need me to explain why I need help. That practical support without judgment has been life-saving."

Offering workplace flexibility

The workplace environment can either exacerbate or alleviate PMDD symptoms. Amy shares how her manager's proactive approach has transformed her experience: "My boss is really understanding. She'll check in with me, not in a patronising way. She'll say, 'How are you doing today? Do you need anything?'"

Finding community connection

Connection with others reduces isolation and provides validation that healthcare may fail to offer. Katy explains the power of community: "Finding others online who experience the same thing has been so validating. Knowing I'm not alone, that I'm not crazy, that this is a real condition other women struggle with too. That community has given me strength on my darkest days."

“
**How do you tell your boss
you need time off because
you feel like you're going
insane? You can't really say
that in a professional
environment** - Rebecca



What if the question isn't "How can women cope better with PMDD?" but "How can we navigate this cyclical reality together?"

Insights to solutions: Ideas for femtech

Our research points to opportunities for technology that bridges the gap between women with PMDD and those who want to support them but don't know how.

Idea 1: Dual tracking

Shared tracking offers benefits beyond loved ones knowing when a woman is in her luteal phase. It can aid in diagnosis as partners may notice patterns before women do. Aaron suggests partners track their emotional responses alongside the woman's symptoms, then use the follicular phase, the non-PMDD part of the cycle, to plan and prepare when both partners are at their cognitive best.

How to apply this insight:

Create a dual tracking system where women and partners log observations independently, creating a comprehensive picture of symptom patterns. We recommend these design elements:

- 1. **Separate but connected user profiles**
 - Woman with PMDD maintains full control of account and sharing permissions
 - Partner has a limited-access linked account with their own login
- 2. **Differentiated tracking interfaces**
 - Partner's interface has observation tracking focusing on behavioural and mood changes
- 3. **Pattern comparison visualisation**
 - Side-by-side timeline comparison
 - Highlights areas of agreement and divergence between tracked observations



“
The partner could be in the app with the women's permission. But the control is in her hands at all times. So a woman can share the information but also be able to remove permission instantly - Ariel Watson, founder, Red Tent, PMDD app

BEYOND THE INDIVIDUAL

Idea 2: Educational resources

Support networks can struggle to understand how needs fluctuate throughout the cycle. Women become exhausted from repeatedly explaining their condition, especially when communication feels hard.

How to apply this insight:

- Create dedicated educational content for partners, family, and colleagues
- Develop quick-reference guides for what to do/not do during different cycle phases
- Offer partner-specific communities and support forums

Idea 3: Mental load reduction

During PMDD episodes, managing everyday responsibilities can feel overwhelming as cognitive function and emotional resilience decline. Women describe the strain of trying to maintain normal productivity while experiencing symptoms that affect decision-making and energy levels.

How to apply this insight:

- Set up household task systems that assign responsibilities when PMDD symptoms appear
- Develop ready-to-use meal plans and shopping lists for difficult periods
- Build partner alert systems that send clear, actionable notifications during critical days, such as ‘Today might be tough - offer extra emotional support’

Idea 4: Workplace tools

Help employers to manage women with PMDD with tools that create work environments where varying levels of productivity are accepted and planned for.

How to apply this insight:

- Use scheduling tools that distribute high-focus tasks during high-energy phases
- Develop pre-written accommodation request templates and disclosure guides
- Create educational components for managers and teams about cyclical productivity

Idea 5: Community support

Women with PMDD often feel isolated and misunderstood, seeking validation. Well-designed community platforms reduce this isolation.

How to apply this insight:

- Develop libraries of user-submitted coping techniques organised by symptom
- Develop user-controlled content filtering to set boundaries around triggering topics
- Emphasise safe space design with features that prioritise anonymity and safety

By reframing PMDD as a shared experience that impacts relationships and workplaces, we open the door to transformative support approaches. For femtech founders, this perspective creates an opportunity to build solutions that connect and redistribute the burden of management.

5 ways to position shared solutions



Communication bridges



When words fail

For women with PMDD, communication becomes most difficult during symptomatic phases - exactly when support is most needed. This creates a frustrating paradox that technology can help solve by providing alternative channels for expressing needs when verbal communication feels impossible.

“**Sometimes I don't have the words to describe what's happening to me. It's like my brain is so foggy I can't put a sentence together to ask for help. And that's when I need help the most**

Finding words during ‘hell weeks’

The dysphoria of PMDD doesn't just affect mood, it impacts communication. Our research found 5 contributing factors:

1. Disrupted sense of self Women with PMDD describe feeling like "two different people", making it difficult to determine which version represents their true self. This identity disruption complicates communication. Katy says: "My partner would ask 'What's wrong?' and I'd say 'Nothing' because how do you explain that you feel like a completely different person? That you don't recognise yourself?"

From the partner's perspective, this manifests as a profound shift in outlook. Aaron C Kinghorn, author of *Hope: A Guide to PMDD for Partners & Caregivers*

explains: "What I see and what a lot of the partners talk about seeing is a massive change in the worldview... things that were minor inconveniences become overwhelming and suffocating."

2. Fear of judgement Women may avoid discussing symptoms for fear of being labelled as "difficult" or "dramatic". Jade says: "I don't want to be seen as the difficult one, the one who's always got problems. So I mask it. I pretend everything's fine, even when I'm absolutely breaking inside. It's exhausting."

3. Shame and self-doubt Internalised shame about symptoms creates barriers to communication, as Jade says: "I question who I am. Like, am I a horrible person? Is that just who I am, and this other version of me is just fake? You go down this horrible spiral."

Aaron supports the role of shame in creating blockages to communication. "Because people with PMDD feel so much shame, they may not share with their partner the extent to which the condition affects them. They might try and mask it, but eventually the mask has to come down."

4. Previous dismissal After experiencing dismissal from healthcare providers, women become reluctant to share their struggles with others.

Jade describes her experience: "Doctors told me to meditate and do yoga, which obviously doesn't help that much when you're 16... It was brushed off as, 'You're a teenager, you're hormonal, it's nothing to worry about.' You start to question yourself and think, 'Am I just making a fuss about nothing?'"



5. Depleted energy During symptomatic phases, women may lack the emotional resources to articulate their needs. Aaron observes that when someone with PMDD is feeling awful, “there's not that emotional energy to really spell out”.

The ripple effect

When PMDD derails communication it has consequences.

- **Relationship strain:** Unexplained mood shifts cause damage to relationships when they're not understood as symptoms of a medical condition. Amy explains: “I've broken up with partners over it because they couldn't understand why one week I was fine and the next I was this completely different person."
- **Professional consequences:** Without effective communication about needs, workplace accommodations become impossible. Amy says: "I've had to leave jobs because they weren't supportive. I was working in a very male-dominated environment and when I tried to explain why I needed flexibility around certain times of the month, they just didn't get it."
- **Misunderstood intentions:** Partners can misinterpret behaviours, feeling blamed for something beyond their control. Aaron says: "There is a classic scenario of someone who has PMDD who's not feeling great and the partner's thinking ‘what have I done?’ And actually it's nothing to do with a partner in that situation."
- **Worsened symptoms:** The effort of suppressing communication can intensify the struggle. "I'd suffer in silence instead of asking for the support I needed,” says Rebecca. “Now I realise that was making everything harder for everyone."

COMMUNICATION BRIDGES

Creating bridges

We found that women and their supporters develop creative solutions for communication during difficult phases, such as Katy’s visual system that bypass the need for complex verbal expression. "I created a colour coding system because sometimes I can't articulate what I need. Green means I'm good, amber means I'm starting to struggle, and red means I'm in crisis. It's much easier to just say 'I'm amber today' than explaining everything I'm feeling."

Building technology bridges

These insights suggest opportunities for femtech solutions that create communication bridges:

Idea 1: Emotion translation interfaces

- Create visual tools that help women express complex emotional states:
- Symptom selectors with visual interfaces (sliders, body maps, icon systems)
 - Need communicators with pre-written phrases such as ‘I need space’, ‘I need practical help with tasks’, ‘I need quiet reassurance’
 - Voice recordings from ‘good days’ that can be played during luteal, PMDD days

Idea 2: Communication calendars

- Develop calendar systems that reduce the need for in-the-moment explanation featuring:
- Colour-coded phase prediction
 - Partner notifications when entering challenging phases
 - Check-in prompts tailored to cycle phase

Idea 3: Healthcare communication tools

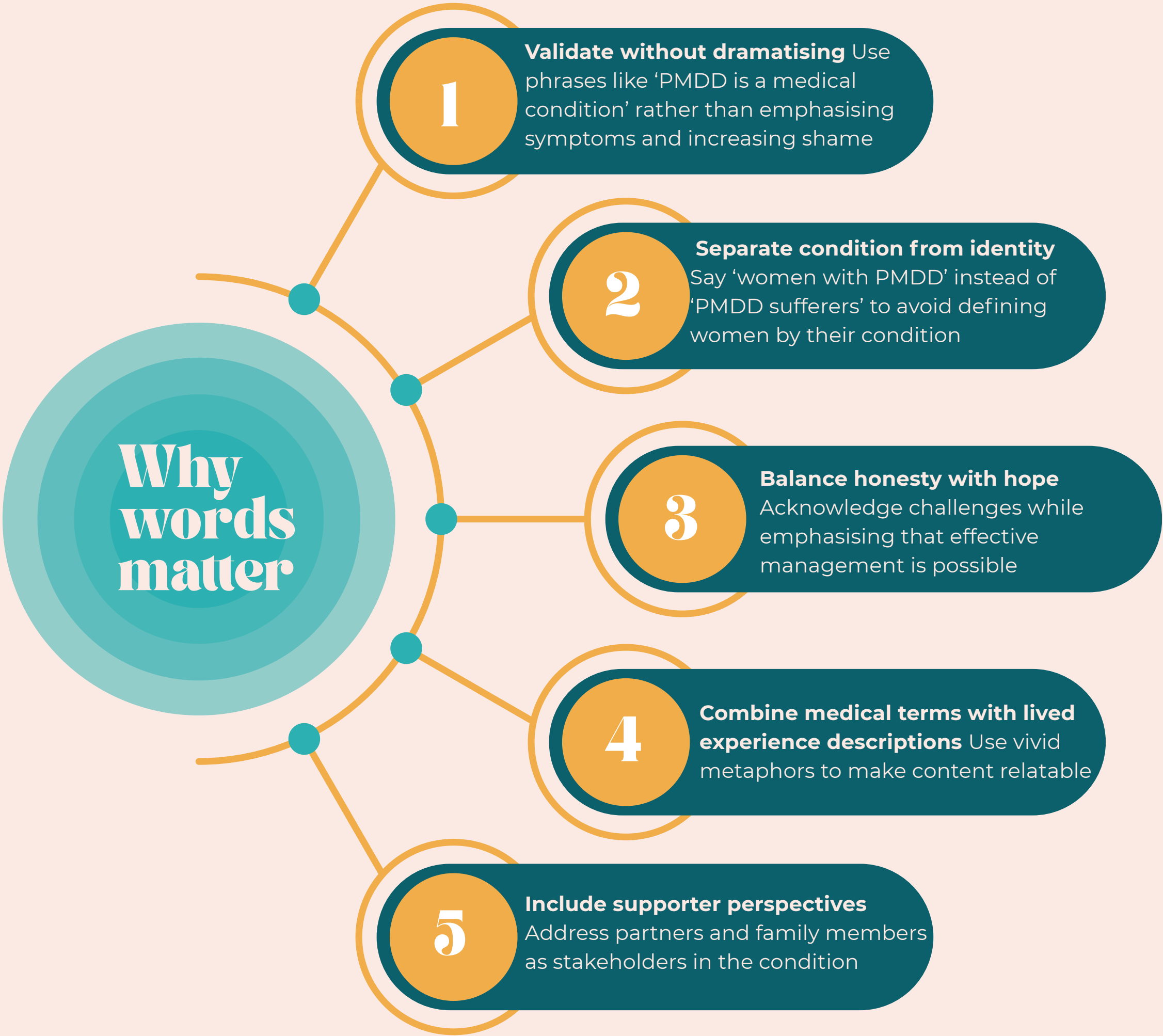
- Create resources that improve communication with healthcare professionals:
- Guided preparation for appointments with question suggestions
 - Treatment response trackers to help with evidence-based discussions
 - Directories of local PMDD-informed providers

Idea 4: Crisis protocols

- Develop systems for intense episodes, such as:
- One-touch SOS systems that alert designated support people
 - Pre-authorized support actions for when communication is limited
 - Crisis scripts that can be sent to supporters with minimal effort

Communication bridges represent a promising area for femtech innovation in PMDD management. By creating tools that translate needs when words fail, technology can help maintain crucial connections between women and their support networks during vulnerable times. When communication flows, isolation decreases, relationships strengthen, and the burden of PMDD becomes more manageable for everyone.

Speaking with sensitivity



Tech as companion





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I have an app with a pet penguin. It helps when I'm in PMDD because things like having a shower or brushing my teeth seem like such a task. But the app makes it less daunting - and you're looking after this cute penguin. When you complete tasks, it rewards you. It helps me feel good -

Rebecca

Your digital ally

Women with PMDD develop self-management strategies due to limited healthcare support. Hormone coach Laura Teare-Jones recommends women create their own 'PMDD toolkit'. "Everyone is individual, everyone responds to different things. So one of the things I do is help women build 'a 'PMDD toolkit'. Things like breathwork, cold therapy, time in nature, supplements or medication."

Technology can amplify these approaches by functioning as a knowledgeable companion that educates, validates and supports through the cycle.

Creating a tech companion

Based on women's existing coping strategies, apps can serve as a knowledgeable companion throughout the PMDD journey:

Understanding companion Women report feeling "silly" for not fully understanding their condition. Technology can bridge this knowledge gap by:

- Providing accessible education about PMDD in multiple formats (video, graphics, text)
- Creating visual representations of hormonal fluctuations and their effects
- Centralising vetted, up-to-date research

“

"I'd like an app that gently reminds me there are good times ahead, that I'm not stuck in this cycle forever" - Jade

Tracking companion Menstrual tracking apps may fail to capture the nuance of PMDD experiences. More sophisticated tracking can:

- Allow severity ratings rather than yes/no symptom reporting
- Connect patterns across cycles to provide meaningful insights
- Offer contextual feedback that explains 'why I feel like this today'
- Visualise improvements over time to combat hopelessness

“

"People with PMDD want to be heard. They want their GP to physically turn their body, not look at their computer screen, to acknowledge what they are saying to validate their experience - Emily Holloway, PMDD therapist"

Planning companion Tech solutions can help users prepare for PMDD by:

- Providing gentle reminders that challenging phases are approaching
- Suggesting specific toolkit preparations based on personal patterns
- Including features that reduce decision-making during symptomatic times
- Creating cycle-aware planning tools that work with energy fluctuations

TECH AS COMPANION

Intervention companion When symptoms start, apps can offer in-the-moment support such as:

- Symptom-specific coping strategies based on current emotional state, such as 'I'm feeling overwhelmed today' or 'I woke up at 3 am, what can I do?'"
- Management of intrusive thoughts through Cognitive Behavioural Therapy-based tools
- Offer simple, achievable self-care practices that feel manageable

Healthcare companion Women report an absence of PMDD-informed healthcare professionals, so solutions can support medical advocacy by:

- Preparing women for appointments with symptom documentation
- Providing scripts for self-advocacy with healthcare providers
- Including information about treatment options
- Creating shareable reports that communicate patterns to professionals

3 companion concepts

These novel approaches can transform the tech companion experience:

Idea 1: PMDD virtual care room Create a 3D virtual space where women and partners can:

- Interact with expert avatars for guidance
- Connect with other women and partners
- Access resources in an immersive, supportive environment

Idea 2: Gamified management Transform PMDD tracking into a game-like experience to boost engagement and provide dopamine during difficult times, with features such as:

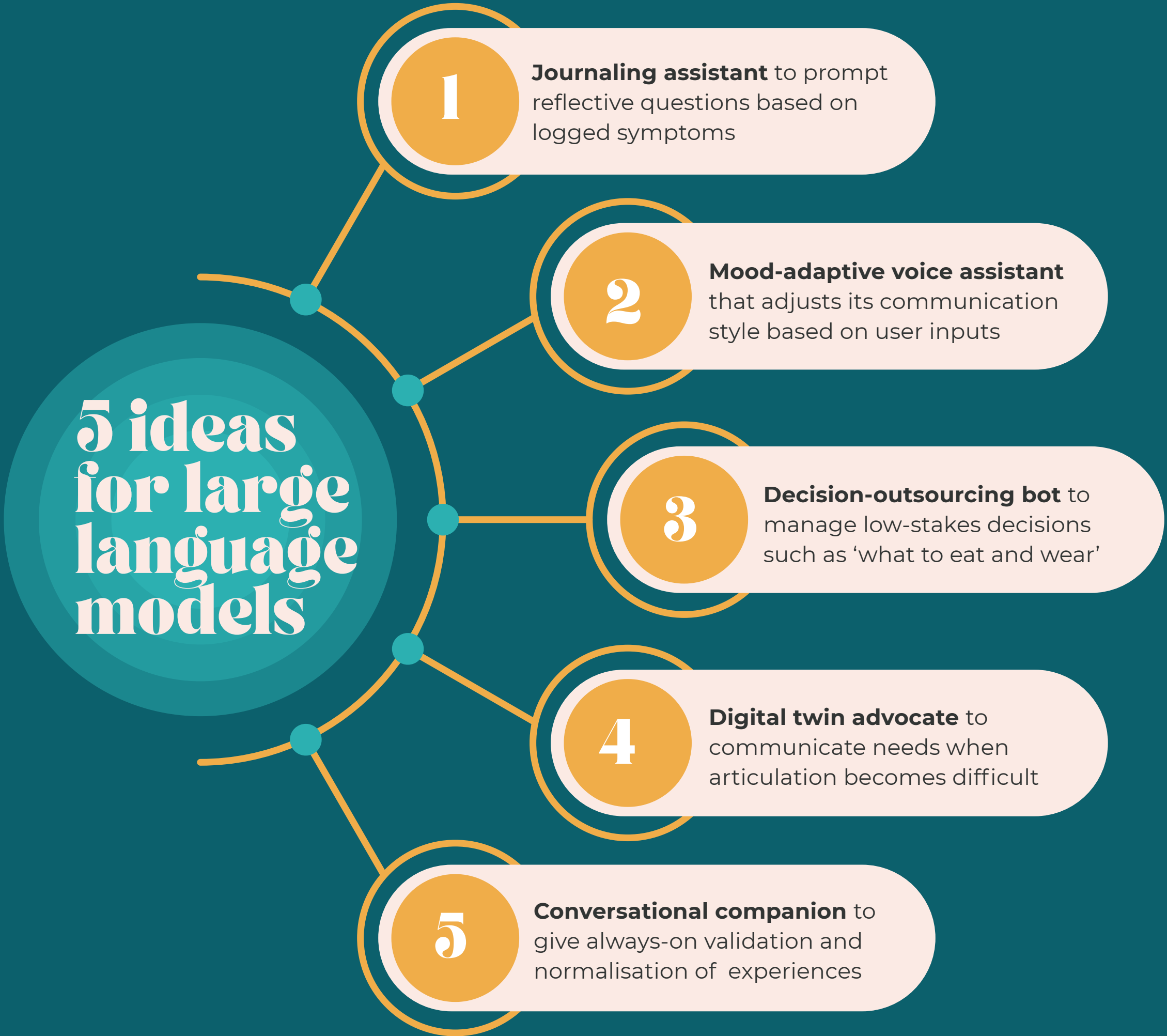
- Achievement badges for completing self-care tasks
- Rewards for consistent tracking or implementing coping strategies
- Progress visualisations that celebrate improvements

Idea 3: Emotional pet mirror Develop a virtual pet that reflects the user's emotional state to:

- Help externalise emotions
- 'Speak' for the user when finding words is difficult
- Provide a non-threatening way to communicate needs to others

Technology has the potential to transform PMDD self-management by serving as a multifaceted companion that reflects women's own coping strategies. These digital companions can help externalise the condition, reduce isolation and provide consistent support when healthcare systems fall short. The most effective solutions will not impose rigid management systems but rather enhance and amplify the sophisticated strategies women have already developed, serving as allies in their ongoing navigation of PMDD.

AI companion opportunities

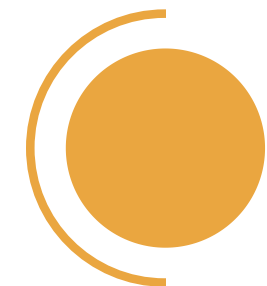


Adaptive and accessible



Beyond one-size-fits-all

Period tracking apps are only as valuable as the information users input. But consistent tracking becomes challenging for neurodivergent women with PMDD, who experience fluctuating executive function throughout their cycle. Creating adaptive technology that understands these changing needs and abilities offers a market opportunity.



What if tech adapted to us, rather than expecting we adapt to it - just as our brains and bodies naturally shift throughout the month?

When challenges amplify each other

For neurodivergent women with PMDD, baseline executive function challenges are more pronounced during luteal phases, creating a compounding effect: tracking becomes harder when most needed.

Laura Teare-Jones, a hormone coach, confirms this tracking paradox: "Women with ADHD aren't great at consistent tracking. So they get to a point where they're like, 'I know that this isn't normal period pain, I know this isn't just PMS, but I don't have anything to show a doctor.'"

Emily Holloway, a PMDD therapist, confirms this challenge: "It's not easy for neurodivergent people to track consistently. And that can make people feel bad, especially if every time they go to a medical appointment, they're asked for their tracker."

“

There's a massive crossover between ADHD and PMDD. One client described it as in your non-luteal phase, you know what you need to do, you just struggle to do it. But in your luteal phase, you've got no idea what you're doing and you're completely lost - Emily Holloway, PMDD therapist

The neurodivergent experience

Neurodivergent individuals (particularly those with ADHD, autism, and other processing differences) face challenges that mirror those of PMDD, though typically without the same cyclical predictability:

- Executive function variability
- Sensory processing differences
- Communication processing challenges especially
- Variable attention regulation
- Inconsistent energy management

By designing technology that adapts to fluctuating cognitive capacity throughout the cycle, we can create solutions that serve all women. By meeting users where they are on any given day, tech can become a true companion that understands changing needs and abilities throughout the month. By solving for one, we make tech solutions for many.

Adaptive design solutions



Closing thoughts

The voices in this research offer more than just stories - they provide a roadmap for innovation.

When women describe creating colour-coded systems to communicate when words fail, they're showing us what technology could automate. When they share the relief of externalising PMDD, they're revealing powerful psychological frameworks that technology could reinforce.

For femtech founders, these insights present an opportunity to create true digital companions in the PMDD journey. The most powerful innovations will come from those who deeply understand both the technical possibilities and the lived experience of cycling between different versions of oneself.



The tech that makes the difference will be the one that best externalises the PMDD experience, separating the condition from the woman's identity

As one participant said, "I don't want my life to be dictated by this". Tech that serves as a bridge-between women and health providers, between their support networks, and between symptomatic and non-symptomatic phases - has the potential to fulfil this wish.

This isn't just about building better tracking apps. It's about creating solutions that understand, adapt, communicate, and support - just as a human companion would, but available at the moments when human support may be hardest to access.

GET IN TOUCH

*Beyond the Cycle:
PMDD Insights for
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Femsights is the audience insights specialist for women's health. We believe in a world without a gender health gap. A world where women and AFAB people have better health because you understand their unmet needs. Where customers and patients choose your solution, allowing your brand to thrive.

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