



# 23 Million Women

in the U.S. are going through  
“*The Change*”, yet  
**59%** are completely *unaware*.

## Karen A. Herrera

A **high-energy** guest and award winning author with a voice described as “**smart, reassuring, and refreshingly human,**” Karen blends research, humor, and lived experience to help women feel informed, validated, and empowered.

### STORY IDEAS:

- **Why Perimenopause Is Having a Cultural Moment**  
How women like **Halle Berry, Alyssa Milano, Amy Poehler** and **Drew Barrymore** are speaking out and breaking taboo by reshaping public conversations about hormones.
- **Midlife Women Are Asking “WHAT is Happening?!?”**  
Most women entering perimenopause are **uninformed**. The “**WTF**” **symptoms** women need to notice and when to seek help.
- **Why 27 Million Women Are Barely Working Through It**  
The U.S. economy is **losing 1.8 billion** every year due to hormonal symptoms. The **overlooked opportunity cost** of poor menopausal care.
- **63% of Relationships Are Affected by Perimenopause**  
Women don’t come with a manual. **The top things loved ones should know** about their partners’ mood swings, lack of sexual desire, and energy shifts.
- **Hormones In The House: Perimenopausal Parenting**  
When **mothers** and **their teens** are **both hormonal**. What women in midlife can do before going from zero to “**Why is everyone breathing so loud?!?”**

“At this point,  
I’m convinced that  
**Perimenopause is just  
PUBERTY with TAXES**”

– Karen A. Herrera

Part research, part personal story, part “**finally someone said it,**” **Perimenopause Clarity** walks women through the emotional, physical, and psychological hurdles of perimenopause with humor, compassion and simplicity.

No fluff.  
No doom.



📍 **Based in Dallas–Ft. Worth, TX**  
Available for In Person Segments,  
Virtual Interviews & Podcasts