

Lubrizol Introduces Science-Backed Resource for Women's Life-Stage Nutrition

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Lubrizol has launched a new online resource that highlights the health needs of women from adolescence through middle age and beyond.

The interactive, persona-based experience allows formulators, scientists and key decision-makers to explore Lubrizol's science-backed ingredients through the lens of real women, demonstrating how they can help support their nutritional requirements at every life stage.

Demand for supplements targeting women's health and wellbeing is growing. According to some estimates, more than 80 per cent of women globally consume some form of nutritional supplement regularly, with around 25 per cent increasing their supplement use.

Lubrizol's new resource is designed to help manufacturers meet this need. It highlights the unique health challenges women face at different stages of life, and demonstrates the real-life impact that its nutraceutical solutions can have. It features five female personas, each highlighting nutritional challenges and solutions for a particular life stage:

â??Young rebelâ?? Saoirse is an adolescent who needs a convenient supplement to prevent iron deficiency associated with menstruation, while mother-to-be Julieta is seeking a gentle iron supplement to support her healthy pregnancy. Both can benefit from Lipofer microcapsules (microencapsulated iron), which are water-dispersible to improve bioavailability and stability with a pleasant texture and taste.

Working professional Linneah wants to holistically enhance her skin appearance with clinically substantiated nutrition. Curcushine microcapsules use microencapsulation technology to transform curcumin into a water-dispersible form while counteracting its characteristic flavour, making them ideal for trending beauty-from-within formats such as beverages and

gummies.

Fighting fit Cara needs a nutritional solution that offers benefits for relaxation, stress relief, energy levels and sleep quality to support her active lifestyle. Magnesium ticks all the boxes, but conventional salts can have an unpleasant off-taste and low bioavailability. Magshape microcapsules (microencapsulated magnesium oxide) are clinically proven to have higher bioavailability and reduced gastric side effects compared to common magnesium salts.

Fiona, embracing menopause, wants to support her cardiovascular health through this life transition and beyond. Lipophytol microcapsules (microencapsulated plant sterols) are water-dispersible and highly concentrated, enabling easy incorporation into a wide range of everyday foods and beverages.

Lori Ditty, Global Marketing Manager for Pharmaceuticals and Nutraceuticals at Lubrizol, said: “From adolescence and the reproductive years to menopause and beyond, women have very specific health and nutritional needs. They’re also increasingly well-informed and expect scientifically substantiated benefits. At a time when demand for effective nutritional solutions is growing, we want to help manufacturers understand the real-world needs of real women, and offer them effective solutions that can transform their health and wellbeing.”