

OmniActive Launches Fenavari for Women's Menopausal Health in India

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OmniActive

OmniActive Health Technologies, a global leader in science-backed natural ingredients, is entering the women's health category in India with Fenavari, a proprietary, clinically studied botanical ingredient designed to support women through the normal hormonal changes associated with perimenopause, menopause and post-menopause. Backed by new clinical research, Fenavari brings a science-led approach to a category that has traditionally relied on limited scientific validation. Its introduction comes at an important time for India, where women are living longer and an increasing number are entering and navigating midlife, highlighting the need for greater attention to women's health beyond the reproductive years.

Fenavari combines standardized shatavari (*Asparagus racemosus*) and fenugreek (*Trigonella foenum-graecum*) extracts using OmniActive's proprietary Integrated Actives technology, bringing together the complementary properties of the two botanicals in a single extract.

The launch comes against a significant and growing need for greater attention to women's health during midlife. India is home to approximately 159 million women aged 40–59, a substantial population entering or navigating the menopause transition and postmenopausal years. According to the Indian Menopause Society's 2026 Clinical Practice Guidelines, India had approximately 46 million women aged 45–49 in 2024, a number projected to reach approximately 57 million by 2050. The guidelines also note that the national mean age at menopause in India is approximately 46 years.

At the same time, menopause remains relatively under-addressed as a component of women's health. With women's life expectancy in India reaching 73.6 years in 2023, the menopausal transition represents an increasingly significant phase of women's lives.

Against this backdrop, Fenavari represents OmniActive's move to bring a science-backed botanical approach to an important but comparatively under-addressed area of women's midlife wellness.

"Both shatavari and fenugreek have a long history of use in women's health," said Keya Shah, Senior Director, Women's Health Category, OmniActive. "Fenavari harnesses the power of both botanicals in one clinically studied, integrated extract, giving brands and doctors a natural solution for the full menopausal journey. In fact, in a recent survey conducted nine out of 10 healthcare professionals in USA said they'd recommend Fenavari to their patients to help address symptoms associated with hormonal changes during menopause."