

# HIMS LAUNCHES A LINE FOR HER

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US – Men’s pharmaceutical brand Hims is applying its direct-to-consumer model to the women’s health market, addressing concerns around skin, hair and sex.

Rather than focusing on beautifying, **Hers** is a female wellbeing brand and e-commerce store for medical products that – as with Hims – support specific types of personal care. It will soon offer products such as acne cream, a treatment for melasma, a formula for women experiencing hair loss, and Addyi, the only FDA-approved medication for hypoactive sexual desire disorder. Hers customers can also order birth control following a consultation with doctors.

Similarly to Hims, which offers a fresh perspective on issues such as male baldness and erectile dysfunction, Hers focuses on affordable, medical-grade products that cater to a range of life-stages, from teens to women going through the menopause. Female consumers are increasingly looking to brands to **guide them through the biological inconveniences** that come with being a woman.