



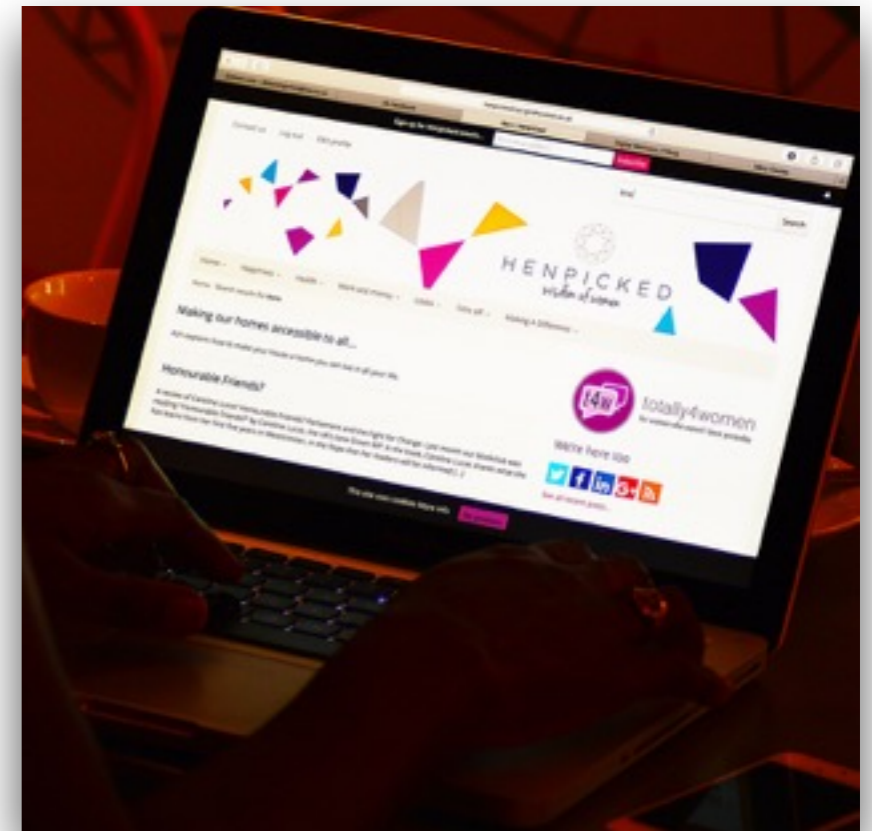
Henpicked.net - one of the UK's largest, fastest growing websites for women over 40, sharing good advice, tips, offers, competitions, a monthly book club and women's stories.

Henpicked Media Pack 2016



Henpicked in brief...

- **One of the UK's largest, fastest growing websites for women over 40**, sharing good advice, tips, offers, competitions, a monthly book club and women's stories
- A **combined online community of 42,000+ women** (and some men), with ambitions to reach 100,000 by the end of the year
- **300+ contributing writers**, with a target of 1,000 within a year
- More than **1,500 articles for women** covering topics such as happiness, wellbeing, health, money, beauty and travel with new articles published daily
- A targeted audience
 - Regularly over 0.5 million and up to **1 million engagements a week on Facebook** with **31,447 likes**
 - 22% 35-44 years
 - 43% 45-54 years
 - 19% 55-64 years
 - **20,000 Twitter impressions a day** from over 10,500 followers
- Henpicked, **relaunched in August 2016 to bring together Henpicked and totally4women (t4w)**, following the sad death of **t4w founder Carolyn Lazarus**, following a short battle with **cancer in May 2015**
- Henpicked combines the best of both sites and continues Carolyn's legacy, to provide a voice for women, where the point of difference is that it **represents real views and women actually write the articles**
- Financed through personal finance, partner advertising and affiliate marketing



Henpicked...What's the story?

- In August 2016 Henpicked and totally4women have merged to create Henpicked.net - one of the UK's largest, fastest growing websites for women over 40, sharing good advice, tips, offers, competitions, book club and women's stories.
- Henpicked was established in November 2013 by [Deborah Garlick](#), to share the wisdom of women over 40, or those just wise beyond their years. It invited women to join it's online community for sound advice, inspirational stories, as well as to have a laugh or two. It started with a group of friends meeting up and talking to solve problems and embracing new ideas and has grown from there.
- totally4women (t4w) was established in 2012 by [Carolyn Lazarus](#) as an online community for women “who weren't born yesterday” – ordinary women with a story to tell and life experience, which counted no woman out (or man with something interesting to say). Intended as a 'home' for women to share information, inspire and support each other at an energetic and changing time in their lives.
- Henpicked, relaunched in August 2016 to bring together Henpicked and totally4women (t4w), following the sad death of t4w founder [Carolyn Lazarus](#), following a short battle with cancer in May 2015.

“Don't shut down the site, there has to be another way.”

Deborah Garlick, Henpicked CEO



Henpicked...Why the merger?

A contributor of t4w contacted Henpicked to become a writer, as t4w was due to close following the passing of founder Carolyn Lazarus. Rather than seeing the work, giving women over 40 a voice, go to waste the Henpicked team worked with Carolyn's husband and t4w team to merge the sites and continue Carolyn's legacy.

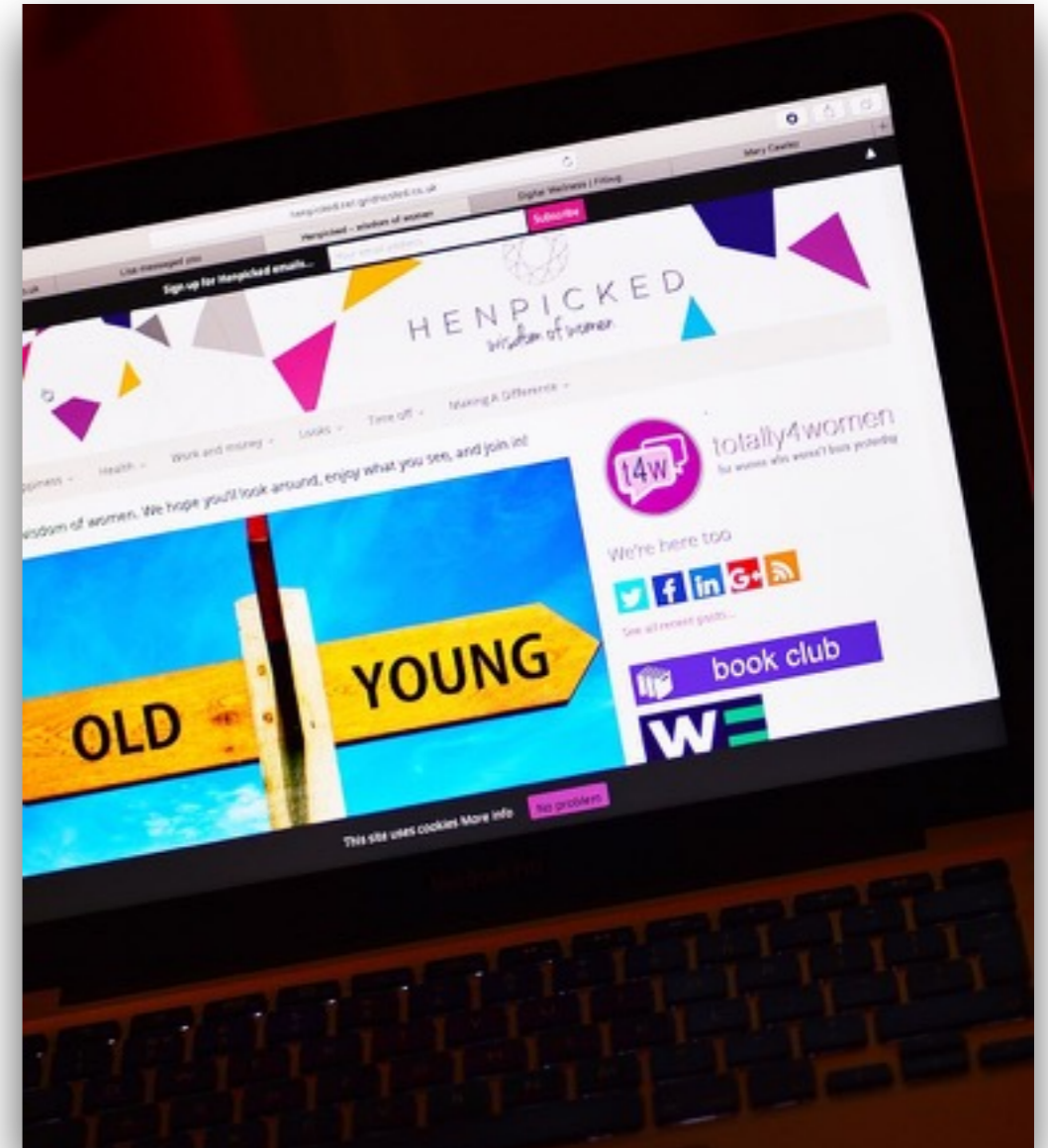
Deborah Garlick, 51 said: "I understood exactly how much passion Carolyn had in setting up the community, how much she believed in it – I share that same passion. And, we were about the same age, set up our websites to do the same thing. I could see myself and my husband being in the same situation. Who'd carry on with Henpicked if it was the other way around?"

"After a sending a simple note through the site, saying don't close off your website, there's got to be another way, the editor Maggie contacted me. There was so much in common with our aims and our brands matched almost identically, so Carolyn's husband Marc worked with us to bring the sites and the teams together, in order to keep his wife's legacy and continue her purpose forever."



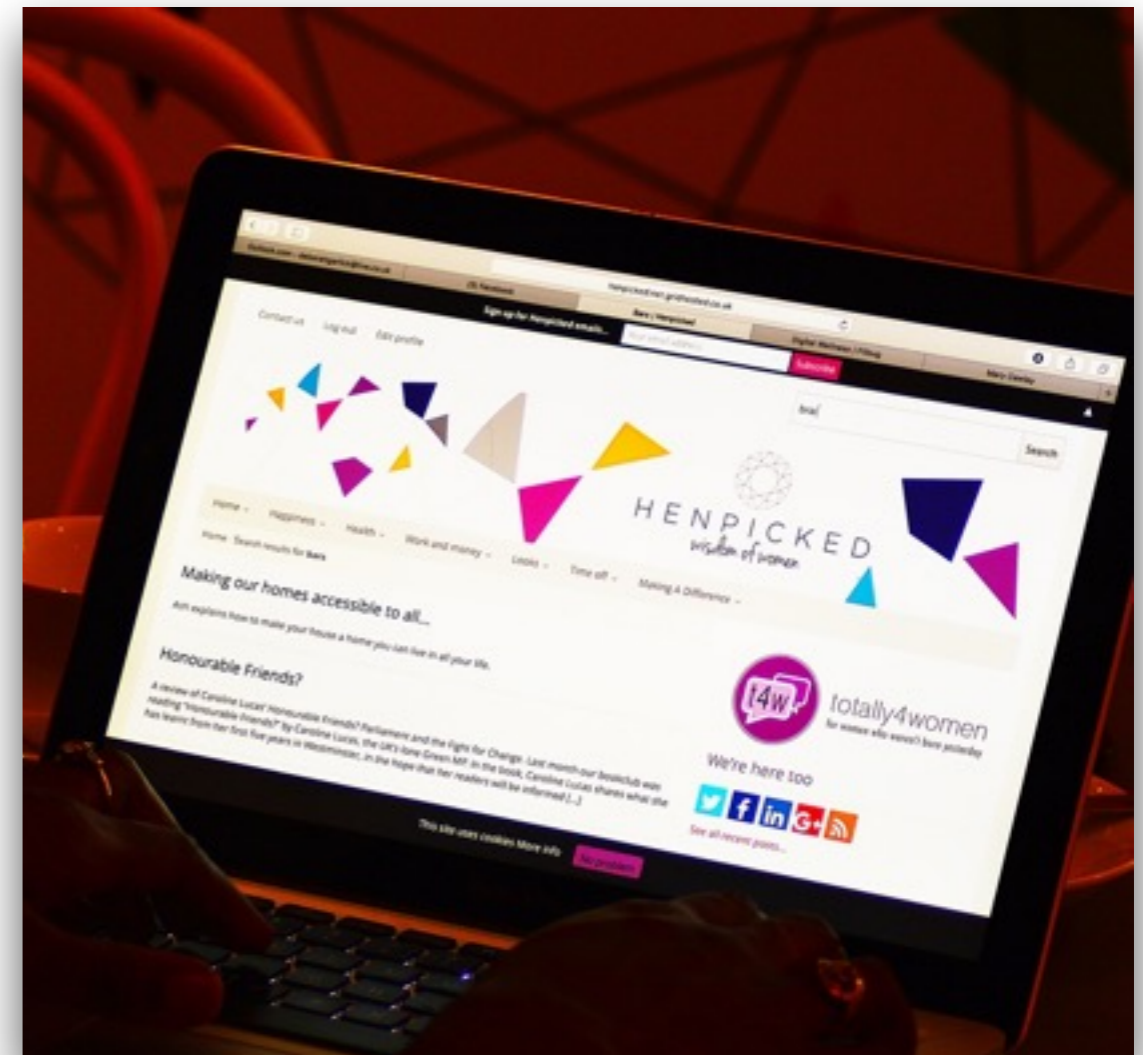
Why is Henpicked different from other online communities?

Henpicked is a true voice of women. It is real women sharing ideas, thoughts and views - contributors are not trained journalists, the editorial team is more interested in women sharing their views. Professional editing and illustration is provided, so it doesn't matter if a woman can't write, help to shape the article is available. Nothing is published without approval so it's their story, their voice.



What are the new features for Henpicked website?

- New community/website features:
 - Introduction of Discus so people can log in through Twitter, Facebook or just a quick sign-in, making it easier and secure to add comments, views and have a conversation about articles
 - Easier to navigate with improved new structure
 - Easy new download template to help women write and share their wisdom
 - Support with professional editing, illustration and final approval prior to publication.
 - Introduced a new directory so women can find who writes for the website and read their biog and stories. Women may find someone they know or want to get in touch with.



What else is new from Henpicked?

- Monthly online book club to relaunch with champion volunteers to lead the conversations, with:
 - Book giveaways and reviews
 - Recommendations and shared tips and advice from book clubs around the country
 - First book: How to Build a Girl by Caitlin Moran - one of the team's favourites
- A new directory will also be launching soon as women often say they've read an article and want to know where to get that sort of help, e.g. life coaching, style advice, health advice. So there will be a new area on the website with Henpicked approved providers.



Henpicked's, hand-picked spokespeople...



Deborah Garlick MBA, Henpicked Founder and CEO

Loves all things beauty, passionate about sharing wisdom and insights for women over 40. Expert in internal communications with a career spanning Boots and Eon.



Dr Louise Newson BSc(Hons) MBChB(Hons) MRCP FRCGP

Regular Daily Mail columnist, health and well being writer, Henpicked contributor and expert on Menopause and women's issues. International medical experience and currently a GP in Solihull.



Pamela Windle BSc, Health Therapist

Passionate about transforming women's lives as they unfold their unique hormonal journey. With numerous qualifications including an advanced certificate in 3rd Age Practitioner, a BSc Psychology with Sports Science and a combined Hypnotherapy and Psychotherapy diploma she is also a qualified Certified Hypnotic Birthing Practitioner (CHBP) and a personal trainer. She combines these disciplines together to create a holistic (and fun) path towards whole body healing.

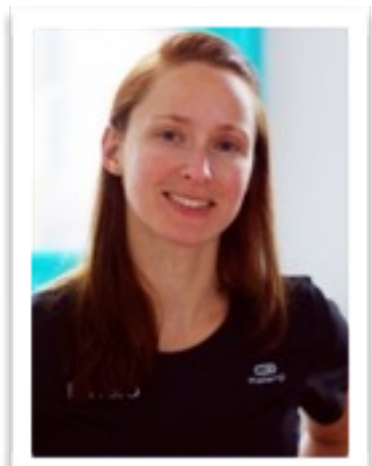


Henpicked's, hand-picked spokespeople...



Katherine Bellchambers-Wilson BSc MNIMH, Medical Herbalist

A medical herbalist, who trained first at the College of Phytotherapy and graduated with BSc Honours in Herbal Medicine from the University of East London. She specialises in the treatment of hormonal imbalance and uses herbs, dietary and lifestyle advice to help women take control of their health to feel their best and live life to the full. She also acts as an advisor for a number of publications and serves as a director of the National Institute of Medical Herbalists.



Kathryn Peden, Physiotherapist

After working in corporate training, photography and social care and health for a number of years, Kathryn became a physiotherapist. She now helps women both pre and post natal understand their own bodies, putting the woman first and securing knowledge for future pregnancies.

Kathryn also works with women who don't have children but still encounter specifically female issues, perhaps with painful sex, post-surgery scars or rehabilitation, or urinary leakage on activity. Kathryn does public speaking on a range of physical health topics such as posture, wellbeing and post natal education, and is a contributor to henpicked.net, as well as regularly writing her own blogs.





Latest news...



PRESS RELEASE : Women's online networks merge to keep entrepreneur's legacy alive

Two successful online communities, Henpicked and totally4women, have merged to create one of the UK's largest, fastest growing websites, giving women over 40 a voice.

With over 42,000 active members, Henpicked has relaunched this month to incorporate totally4women (t4w), following the sad death of t4w's founder Carolyn Lazarus after a brief battle with cancer.

Henpicked was originally set up in 2013 by Nottingham-based entrepreneur Deborah Garlick and group of friends, who wanted to provide a hub for women to share advice and find inspiration.

At a similar time, t4w was the brainchild of Carolyn Lazarus, entrepreneur and lawyer from Hereford, whose vision was to offer a community for "women who weren't born yesterday" and give them a home for sharing information and insights into women's issues and experiences.

Following the death of Carolyn Lazarus in 2015, the two sites connected through a contributing writer and, as they shared such a common ethos and identity, Deborah Garlick felt that it would be tragic for the work of t4w not to continue. So, Deborah worked with Carolyn's husband, Marc, to continue his wife's legacy.

Deborah Garlick, CEO of Henpicked, said:

"When I heard of Carolyn's sad passing, I got in touch with the editor and said 'please don't shut down your site, there has to be another way'.

"We had common aims and our brands matched almost identically, so the Henpicked team has been working closely with Marc and the t4w team to bring everything together, keeping Carolyn's legacy alive and even taking it on to another level."

With already more than 300 contributing writers and over 1,500 articles covering topics as wide ranging as happiness and well-being, health, advice, money matters, beauty and travel, the new site www.henpicked.net aims to be a national resource and online community for women across the UK to share good advice and network with like-minded people.

[/more...](#)

PRESS RELEASE : ...cont'd

Carolyn's husband, Marc Lazarus, said: "As the custodian of t4w it was essential to me that if it was to carry on without Carolyn it was done for the right reasons and by people who "get" what t4w stands for and was trying to achieve.

"I can say with heartfelt sincerity that in Deborah and the Henpicked team I could not have found people more in tune with Carolyn's vision for t4w. I believe it is now in the very best hands to fulfil that vision and I have no doubt that Carolyn would have felt the same."

Deborah added: "We have big ambitions for Henpicked, aiming to grow the existing communities to 100,000 by the end of the year. We want to encourage more women to share their wisdom and grow the number of active, contributing writers to over 1,000. The new site henpicked.net combines the best of both Henpicked and t4w, offering women over 40 a voice. There are also opportunities for networking, regular offers from our partners and also a monthly book club.

"We will also be launching our first book in October, 'Menopause - The Change for the Better - Henpicked's simple guide to the menopause' which we hope will break the taboo around discussing menopause and give women (and interested men) a resource to turn to for a rounded perspective. We will remain true to Carolyn's legacy and continue to build a community that we can all be part of."

For more information visit henpicked.net or email contact@henpicked.net for details on how to become a contributor or corporate partner. You can also join in the conversation on [Facebook](https://www.facebook.com/henpickednet) and Twitter [@henpickednet](https://twitter.com/henpickednet).

ENDS

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And...we're launching a book!

Henpicked has gathered its experts to compile its very first book: **“Menopause: The Change for the Better - the Henpicked easy guide to the menopause”**. Including lots of real quotes and women's stories about the menopause, to help break the taboo surrounding menopause.

With a foreword by [Heather Currie](#), Chair of the British Menopause Society and Menopause Matters the book offers insights and real life stories from women and health experts including GP and menopause expert [Dr Louise Newson](#), Health Therapist [Pamela Windle](#), Medical Herbalist [Katherine Bellchambers-Wilson](#) BSc MNIMH, Physiotherapist [Kathryn Peden](#), [Dr Sarah Gray](#): , Dr Marian Everett, [Dr Marion Gluck](#).

Available on World Menopause Day on 18th October 2016...

...from Amazon, directly from the henpicked.net website and other stockists too
...from £12.99 for a hard copy or £3.50 for an eBook



Get in touch for latest news, comments on women's issues and subject matter experts:

Henpicked direct:

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