

AFFILIATE ROLODEX: Menopause Niche

1. Niche Snapshot

Menopause affects every woman, typically beginning in the mid-40s to early 50s, and the symptoms can continue for a decade or more. Despite this, it remains an under-served niche where many women feel dismissed by mainstream healthcare and left to find answers on their own. This creates an audience that is highly motivated, research-driven, and deeply loyal to brands and creators who treat the subject with honesty and substance.

The symptoms that drive this audience to search for solutions are wide-ranging: hot flushes, sleep disruption, brain fog, weight changes, mood shifts, joint pain, and changes in skin and libido. Women in perimenopause, the transition period before menopause, are also an important and growing segment, as many do not immediately recognise their symptoms as hormone-related and are actively seeking to understand what is happening to their bodies.

This audience is not looking for quick fixes or vague wellness advice. They want products backed by real evidence, recommended by sources they trust, and suited to the specific stage of menopause they are in. They are also willing to spend on solutions that genuinely work, making this a high-converting niche when the content and product fit are right.

Key topics that draw this audience include hormone-free supplements for hot flushes and sleep, vaginal and intimate health, menopause skincare, weight management, and the psychological and emotional dimensions of the transition. Subscription products perform particularly well as women tend to stick with what works.

2. The Affiliate Rolodex

All programme details are accurate as of early 2026. Sign-up URLs have been verified as live. Confirm current commission terms directly with each programme before promoting.

Programme 1: Pink Lotus Elements

Company	Pink Lotus Elements, LLC (Santa Monica, CA). Part of the wider Pink Lotus women's health organisation.
Best Products	Menopause Miracle supplement, Swell Hair formula, and a broad range of natural, plant-based, hormone-free products addressing menopause symptoms, breast health, and general women's wellness. Ships to over 30 countries.
Sign-up URL	https://pinklotus.com/shopelements/affiliates/register/
Network	In-house affiliate programme

Approval	Open application via the registration page above. No minimum follower count stated. Suitable for bloggers, health coaches, physicians, nurses, and influencers in the women's health space.
Commission	Up to 30% residual commission. Crucially, commissions are lifetime residual: you earn on every purchase a referred customer ever makes, whether a one-off or a subscription, for as long as they remain a customer.
Cookie Duration	30 days
Payment Method	PayPal
Payment Threshold	Confirm on application
Payment Frequency	Quarterly, paid between the 5th and 10th of January, April, July, and October
Key Restrictions	No misleading health claims. Affiliates must remain active (referred customers must make a minimum of 3 purchases per calendar year) to retain lifetime residual status.
Notes	The lifetime residual commission model is the standout feature here. Most supplement programmes pay once per sale; Pink Lotus Elements pays on every repeat order from every customer you ever refer. Combined with a subscription product range, this compounds meaningfully over time. The brand has been operating since 2007 and ships internationally, which suits a global PLR audience.

Programme 2: Joylux

Company	Joylux
Best Products	vFit Gold, a clinically studied light-based intimate wellness device for pelvic floor strengthening and vaginal health during menopause. Also vFit accessory products and intimate wellness gel.
Sign-up URL	https://joylux.com/pages/affiliate-program
Network	Impact
Approval	Apply via the Joylux affiliate page, which directs through to Impact. Open to bloggers, vloggers, wellness professionals, Ob-Gyns, and influencers in the perimenopause and menopause space.
Commission	10% per sale
Cookie Duration	30 days
Payment Method	Via Impact: PayPal, bank transfer, or ACH depending on location
Payment Threshold	Confirm via Impact dashboard on approval
Payment Frequency	Monthly
Key Restrictions	FTC affiliate disclosure required. No misleading medical claims about the device.
Notes	Joylux addresses vaginal health and pelvic floor changes during menopause, a topic that affects a large proportion of the audience but is rarely discussed

	openly. Because the vFit device solves a specific, well-defined problem at a premium price point, content built around it tends to convert well. The 10% commission on a higher-ticket device makes this a strong earner per conversion.
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Programme 3: The Pause Life (Dr. Mary Claire Haver)

Company	The Pause Life, founded by Dr. Mary Claire Haver, board-certified OB-GYN and author of The New Menopause
Best Products	The Pause Life Menopause Toolkit supplement range, including an omega-3 formula, collagen peptides, and a fibre blend. All developed by Dr. Haver and formulated with clinically studied ingredients.
Sign-up URL	https://thepauselife.com/pages/affiliate
Network	In-house programme
Approval	Short application form on the affiliate page. The programme looks for affiliates who align with Dr. Haver's evidence-based, empowering approach to menopause. Review within 3 to 5 days.
Commission	Competitive rate disclosed on approval. Select affiliates also receive complimentary product samples and a community discount code to share.
Cookie Duration	Confirm on approval
Payment Method	Confirm on approval
Payment Threshold	Confirm on approval
Payment Frequency	Confirm on approval
Key Restrictions	FTC disclosure required. Content must reflect an evidence-based, empowering approach to menopause. No misleading health claims.
Notes	Dr. Mary Claire Haver is one of the most followed and trusted voices in the menopause space globally, with millions of followers across social platforms and a bestselling book. The Pause Life brand carries exceptional credibility with an audience that is increasingly sceptical of generic wellness products. An association with her line can meaningfully strengthen trust in affiliate content. The programme is selective, which means approval itself signals quality to a discerning audience.