

*How cortisol, dopamine, and hormone-safe framing became the new consumer filter, and what it means for brands across categories.*

*The hormone conversation has moved well past women's health. Cortisol, dopamine, and hormone-safe framing are now shaping how consumers evaluate products across categories.*

The language has changed. Where consumers once searched for relief from stress, fatigue, and brain fog, they are now talking about regulation. Dopamine detox talk overtook dopamine talk at approximately 4.3x year over year. "Cortisol Face" grew 1.8x in a single quarter. The shift is from reactive to proactive: hormones as something to be managed daily, not treated occasionally.

reset language, year over year



Reset language growth, year over year

"Cortisol Face" share growth, past quarter

"Hormone-friendly" share growth, past 2 years

Share growth data points to three distinct conversations pulling the category in the same direction: consumers want to know how products interact with their hormones, not just their symptoms. Each term represents a different entry point, and a different brand opportunity.

Share growth, past quarter

Share growth, past 2 years

Share growth, past 2 years

Reset language, year over year

"Hormone-friendly" as a product claim is still early-stage. The brands that define what it means now will hold that term as volume builds.

The hormone conversation is not one audience or one need. Three threads are pulling in different directions, each with its own product and messaging implication.

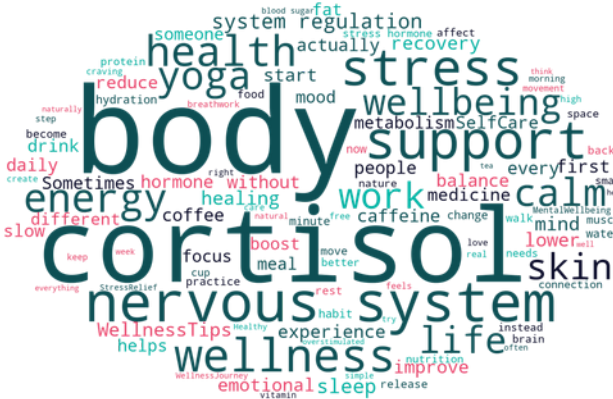
Consumers have shifted from naming individual symptoms to talking about hormonal systems. Cortisol, dopamine, and the nervous system appear together in conversation. The question is no longer "what fixes this symptom." It is "what works with my body's chemistry."

"Hormone-friendly" is now being applied as a label consumers look for, not just a claim brands make. Products perceived as disruptive to hormone balance are being called out. Products that support it are gaining trust — across food, supplements, and personal care.

"Men's Health" entered the hormone conversation at +168% over two years. This is no longer a category defined by women's concerns. Brands that frame hormone support as universal rather than gender-specific will reach a wider audience without alienating either.

Brands that pick a lane: cortisol support, dopamine regulation, or hormone-safe positioning. Claiming all three without a specific proof point will read as opportunistic.

The language consumers use to discuss hormone health has expanded well beyond clinical terms. Words like "regulate," "balance," "cortisol," and "reset" now appear alongside product categories that had no prior association with hormones — food, skincare, and sleep.



## Let's Talk