

## Sarah, 36

From infertility to empowerment: healthcare marketer & mother of two who reclaimed her menstrual wellbeing, **PERTH**

**Healthcare marketer and busy mum of two young boys, Sarah, 36, Perth, knows a thing or two about juggling life's demands. Beneath her professional exterior lies a deeply personal journey – one shaped by fertility challenges, pregnancy loss, and years of debilitating period pain.**

**Sarah has experienced seven pregnancies, including the heartbreaking loss of her daughter in the second trimester. These personal experiences have shaped her into a passionate advocate for women's health.**

**In 2021, a laparoscopy\* during fertility investigations revealed small lesions of endometriosis\*\* – a pivotal moment that led Sarah to re-evaluate how her pain, gut health, mood, and menstrual cycle were all connected.**

**After enduring multiple rounds of fertility treatment and years of hormonal medications, Sarah became more conscious about the choices she was making for her body. Feeling fatigued by ongoing prescriptions, she began exploring different ways to support her menstrual wellbeing more holistically.**

Through her work in healthcare marketing, she discovered *Hey Sister! Khapregesic*® – a non-hormonal, plant-based product providing fast-acting, dual-action support for period pain and pre-menstrual syndrome (PMS).<sup>3</sup> The product aligned with her personal health goals.

**Now part of her monthly routine, Sarah takes *Hey Sister!* in the lead-up to her period, and has noticed meaningful changes, including more manageable cramps and improved digestive comfort. Feeling more in control of her cycle, Sarah is now focused on raising awareness of the importance of menstrual wellbeing, and encouraging others to explore their options.**

**This is Sarah's story.**

Sarah recalls experiencing severe period pain from the age of 13.

“It was a lot worse when I was younger. My stepmother tried her best to find ways to help me with pain medications and natural alternatives, but nothing helped. I would end up stuck in bed for the whole day.

“Eventually, I just accepted this as ‘normal’, because that’s what I was told – just use a heat pack or push through,” said Sarah.

Even to this day, Sarah can tell when her period is approaching. The week prior is often marked by intense fatigue, cramping, and bloating.



\*a minimally invasive procedure to check for issues in the stomach or pelvic region.<sup>1</sup>

\*\*a condition where tissue similar to the uterine lining grows outside the uterus, causing pain, heavy periods, and sometimes fertility issues.<sup>2</sup>

"When I was younger, I vividly recall lying on the floor for an entire shift because the pain was so intense. Thankfully, my sister-in-law was the manager, so there wasn't as much pressure. I knew I could make up the hours later."

"There were times I didn't even realise my symptoms were linked to my cycle," Sarah said.

Sarah's perspective began to shift when she started trying to conceive.

"I've been pregnant seven times, but only had two successful births. After a laparoscopy to check my fallopian tubes, doctors found small lesions of endometriosis. That's when I started thinking more seriously about whether my painful periods were part of a bigger picture."

Sarah likens her period pain to "a miniature contraction", and reflects on how long it took to receive any meaningful answers to her pain.

"It's unbelievable that we're told to put up with it. Your cycle is an important indicator of your overall health. It shouldn't take fertility issues to finally understand that something's not right," said Sarah.

She has had the same GP for seven years and now has a supportive care team. But it took time to get there.

"The first thing fertility clinics do is ask about your cycle, but before this, no healthcare professional had ever questioned me about my periods. There was definitely more that could have been done earlier," Sarah said.

Following two ectopic pregnancies and the loss of both fallopian tubes, Sarah began to reflect more on how earlier intervention may have changed her journey.

"Being in tune with your cycle is so important. Don't ignore the warning signs your body is giving you."

"Your cycle is what makes you female. It is so beautiful and empowering on the one hand, but can be incredibly debilitating on the other," said Sarah.

"Pain should not be something we just accept without question."

As one of four sisters – three of whom are also living with endometriosis – Sarah found it relatively easy to have open conversations about menstrual health growing up, although she recognises this is not the case for everyone.

"Young girls need more support to speak up early, understand their symptoms, and feel empowered to explore appropriate care options, whether that's trying products like *Hey Sister!*, or seeking medical advice to investigate further. These conversations are vital," Sarah said.

Sarah began using *Hey Sister!* shortly before starting IVF, and it's since become pivotal to supporting her through the ups and downs of her cycle.

"It made such a difference for me, that I even gave it to a woman in the hospital bed next to me after surgery.

"It also provided support during my ectopic pregnancies, and now it's the first thing I reach for when managing cycle-related discomfort," said Sarah.

For Sarah, it's never been about finding a one-size-fits-all solution. It's about being curious, open-minded, and informed.

"For me, choosing a non-hormonal option to support my wellbeing has been really valuable.

"Go in with an open mind, and don't be afraid to try something new. It may make a real difference for you too," Sarah said.

To learn more about *Hey Sister! Khapregesic®* head here: [www.heysister.com](http://www.heysister.com)

To access the recent **Khapregesic®** clinical trial, click [here](#)

ends#

---

## Important information

- Hey Sister! Khapregesic® is an ARTG-listed medicine. *Khaya senegalensis* is the active ingredient in the Hey Sister! Khapregesic® range.
- Supported by a randomised, double-blind, placebo-controlled clinical trial published in the *International Journal of Women's Health* (July 2025), Khapregesic® demonstrated efficacy in alleviating mild-to-moderately-severe period pain and premenstrual syndrome (PMS) symptoms, including improvements in emotional wellbeing and reduced use of rescue medications.
- Traditionally used in Western herbal medicine to relieve mild menstrual symptoms such as period pain, bloating, and mood changes.
- Not approved for treatment of medical conditions like endometriosis, PCOS, adenomyosis, anxiety, or arthritis. If you have, or suspect you have any such conditions, speak to a qualified healthcare professional.
- This case study reflects one individual's experience; results may vary.
- Always read the label and follow the directions for use. If symptoms persist, talk to your health professional.

To coordinate an interview with Sarah, please contact:

### Kirsten Bruce or Alia Din, VIVA! Communications

M 0401 717 566 | 0403 878 645

T 02 9968 3741 | 02 9968 1604

E [kirstenbruce@vivacomunications.com.au](mailto:kirstenbruce@vivacomunications.com.au) | [alia@vivacomunications.com.au](mailto:alia@vivacomunications.com.au)

## References

1. Laparoscopy: Cleveland Clinic; [Available from: <https://my.clevelandclinic.org/health/procedures/4819-laparoscopy>]
2. Clinic M. Endometriosis 2025 [Available from: <https://www.mayoclinic.org/diseases-conditions/endometriosis/symptoms-causes/syc-20354656>.]
3. Lopresti AL, et al. An Examination into the Safety and Efficacy of Khapregesic®, a *Khaya senegalensis* Preparation, on Women Experiencing Menstrual Pain and Menstrual Distress. *Int J Women's Health*. 2025;17:2025–2038.