



## The Midlife Upgrade: A Guide for All Genders

We are inviting you to a panel event you genuinely won't want to miss. SOFIAA Health is opening up the conversation on the *M-word* — not just menopause, but the midlife hormonal shifts that affect men too. Think disrupted sleep, stubborn waistlines, dipping energy and everything we rarely talk about but absolutely should.

This will be an intimate, engaging session where science meets real life. Expect warmth, honesty and a touch of humour as our experts break down what's happening in the body, why it matters and how to navigate it with confidence. It's time for **The Most Important Conversation You're Not Having (Yet)**.

Meet the panellists:

**Dr Jacqueline Koay**, Founder and CEO of SOFIAA, is redefining how we understand menopause and midlife. A former investment banker and fund manager, and mother of five, she brings sharp insight and lived experience to her work — celebrating midlife, not bemoaning the empty nest.

**Dr Yvonne Chang**, Chief Medical Officer of SOFIAA, is a practising NHS doctor and medical school educator with a specialist interest in ageing gracefully. Alongside her clinical work, she runs an aesthetics clinic and brings clear, evidence-based insight to questions on hormonal change and its impact.

**Kevin A**, former investment banker, former C-suite mover-and-shaker, former husband, brings sharp humour and honesty to the realities of middle age. He shares a candid and relatable perspective on staying young-ish, staying relevant, and navigating the daily battle between ambition, biology and the bathroom mirror.

**Join us. This one matters.**

### ENJOY:

Enjoy SOFIAA's welcome Cortisol Mocktail on arrival, then settle in for a cosy chat, finishing with a 5-minute relaxation exercise and a relaxing cup of herbal tea – after all, sleep IS a common problem with midlife change.

### EXPECT:

Expect honest insights, practical guidance and plenty of humour as we unpack midlife changes together — the conversation everyone benefits from hearing.

### THE HOOK:

Join us for The Most Important Conversation You're Not Having (Yet) — a candid, energising and humorous look at midlife changes that affect everybody in the room.

Email: [hello@safiaa.com](mailto:hello@safiaa.com)