

# Gender health justice: Unfabled raises £1.26M to crack the women's health and wellness market

Unfabled, the leading destination for women's health and wellbeing, announces a £1.26M round to address the gender health gap, taking its total funding to £1.57M.

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The gap in research between men and women's health is large, if not colossal.

But thanks to recent technological and societal progress, the gender health gap is progressively closing. We are therefore entering an era of revolution for women's health, opening the doors to a vast and lucrative market.

Unfabled, the leading destination for women's health and wellbeing, proves not to be only a frontrunner for innovation in women's healthcare and wellness, but also a very thriving one.

## Recent raise for a seasoned entrepreneur

*Unfabled* announces a £1.26M round to address the gender health gap, taking its total funding to £1.6M.

Founded in 2021 by *Hannah Samano* (ex-Unilever, Kasha), Unfabled is a data-

driven health platform that delivers curated and personalised solutions for women. After answering a series of questions about their hormonal and health priorities, Unfabled provides users with a curated selection of trusted and effective products to support their needs. Over 300,000 people are using Unfabled to discover effective treatments for a range of conditions, from menstrual cramps to pregnancy and menopause.

*“Despite 90% of the UK’s 33.8 million female population experiencing monthly hormonal symptoms, women’s health has for too long been fragmented and underserved.”*

“Unfabled has already empowered thousands of women to find effective treatments for common, yet hugely disruptive, hormonal and reproductive conditions like PMS, Polycystic Ovary Syndrome (PCOS), endometriosis and menopause.” says Hannah Samano, Founder and CEO of Unfabled.

## A state-of-the-art startup tackling a blooming market

Unfabled’s market intelligence platform, the B2B element of the product, provides crucial insights into consumer behaviour for healthcare and businesses to drive future advancements in women’s health.

Prominent investors joined the seed round including Morgan Stanley, Exceptional Ventures, Atomico Angels, Founders Factory, Chai Ventures, SyndicateRoom, and 3 Sisters Ventures. Angel investors, the majority of them women, also joined from across technology and healthcare. They include Maya Ghosn (a scout for Sequoia) Shefali Roy (Apple, TrueLayer), Elaine Groenestein (first angel at Elvie), and Fiona Pathiraja (Healthcare investor and philanthropist).

According to a 2024 McKinsey report, the women’s health market is poised to hit £790B by 2027. The same report highlights that just addressing pre-menstrual syndrome (PMS), a condition that affects 90% of those who menstruate, could contribute a remarkable £71.67B to the global economy.

The round will be used to expand the consumer-facing platform as well as develop its in-house data science, a core element of its B2B offering.

*“Hannah is a brilliant founder whose intellect, passion and drive for her business and its mission were irresistible.” says Matt Cooper Co-Founder and Executive Chairman at Exceptional Ventures.*

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