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FEMININE HYGIENE

pH BALANCE

WOMEN'S  
INTIMATE  
HEALTH IS  
CHANGING



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## FEMININE HYGIENE

### pH BALANCE

# HERE'S WHY IT MATTERS



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#### INCREASING RISKS

Millions of women are experiencing more vaginal imbalance today — and the key often lies in pH balance and microbiome health.

Nearly 1 in 4 women worldwide experience bacterial vaginosis, a condition linked to microbial imbalance. Bacterial vaginosis prevalence ranges from about 23% to 29% in women of reproductive age globally.

Modern lifestyle factors — antibiotic overuse, processed diets, synthetic hygiene products, stress, hormonal shifts — all disrupt normal microbiota and pH balance.

#### SOURCE



High Global Burden and Costs of Bacterial Vaginosis: A Systematic Review and Meta-Analysis. Sex Transm Dis. 2019 May; Peebles K, Velloza J, Balkus JE, McClelland RS, Barnabas RV

World Health Organization: Bacterial vaginosis. November 2025.

Vaginitis. NIH, National Library Of Medicine; January 2025; Jason P. Hildebrand; Karen Carlson; Adam T. Kansagor

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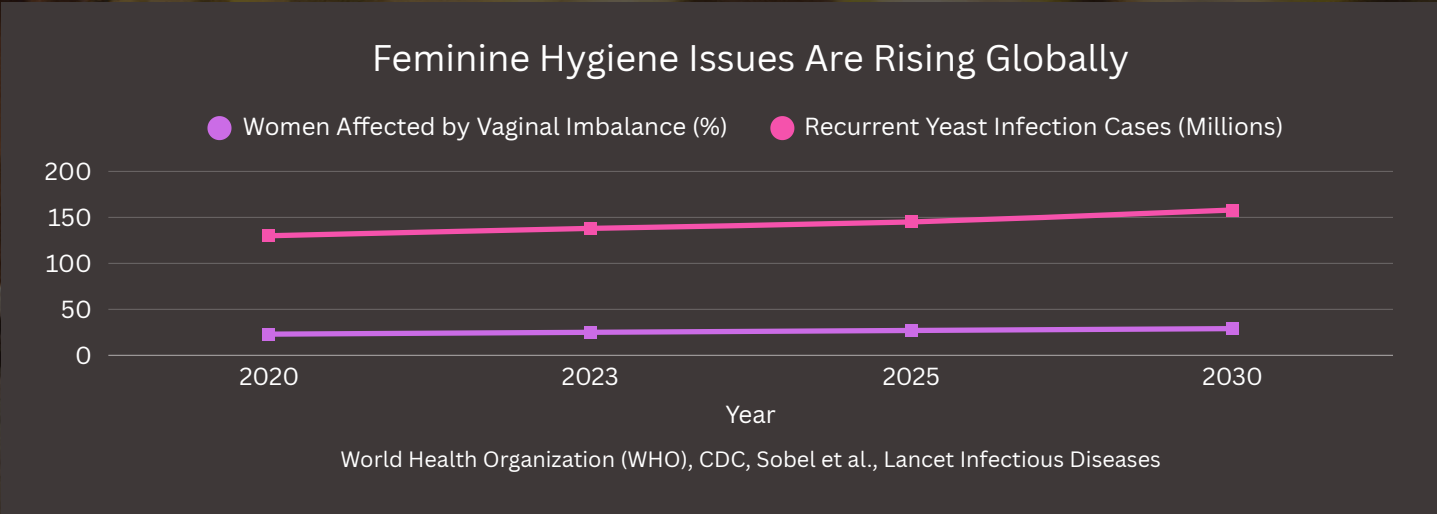
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### WHO DOES IT AFFECT MOST

Women ages 15–44 are most impacted by vaginal microbiome imbalances like bacterial vaginosis.

In the US alone, nearly 29.2% of women 14–49 have been shown to have bacterial vaginosis.



Nearly 1 in 3 women worldwide experience vaginal microbiome imbalance. Recurring infections are increasing – driven by diet, stress, hormones, antibiotics & lifestyle factors.

### SOURCE



The prevalence of bacterial vaginosis in the United States, 2001-2004; associations with symptoms, sexual behaviors, and reproductive health. Sex Transm Dis. 2007 Nov; Koumans EH, Sternberg M, Bruce C, McQuillan G, Kendrick J, Sutton M, Markowitz LE.

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## FEMININE HYGIENE pH BALANCE

### WHAT CAUSES IT

There are a number of factors that can cause imbalance, they include:

- ✓ Loss of beneficial lactobacilli
- ✓ Antibiotic use
- ✓ Douching and harsh hygiene products
- ✓ Hormonal changes
- ✓ Sexual activity & condom use variables
- ✓ Lifestyle & diet factors

At Zenovate.me, we focus on the essential holistic diet changes that are necessary to repair your body from the inside, by consuming foods and drinks that aid specific health groups.

### SOURCE



What Is Vaginal pH Balance? April 2025. Traci C. Johnson, MD, WebMD Editorial Contributor.

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### COMMON SYMPTOMS

Unbalanced pH & microbiota can lead to:

- ✦ Strong fishy odor
- ✦ Abnormal discharge
- ✦ Burning/itching
- ✦ Irritation
- ✦ Pain with intercourse / urination

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#### WHY PH BALANCE IS CRITICAL

Healthy vaginal pH (~3.8–4.5) is naturally acidic, protecting against harmful microbes. When pH rises, risk of infections, recurrent bacterial vaginosis, and even some HPV infections increases.

Women with higher vaginal pH are shown to have a greater susceptibility to HPV and other infections, especially under 35 and over 65.

#### SOURCE



A large, population-based study of age-related associations between vaginal pH and human papillomavirus infection; February 2012; National Library Of Medicine; Clarke MA, Rodriguez AC, Gage JC, Herrero R, Hildesheim A, Wacholder S, Burk R, Schiffman M. A

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## FEMININE HYGIENE pH BALANCE

### WHAT YOU CAN DO

- ✦ Maintain proper pH through balanced diet & hydration.
- ✦ Support healthy bacteria with probiotics & plant-based nutrition.
- ✦ Avoid douching and harsh chemical products.
- ✦ Wear breathable cotton.
- ✦ Seek routine gynecological care.

We're here to guide you on what beneficial food & drinks will help you regulate your pH balance.

pH Balance is the first of eight, 1 of 8 essential categories to address as part of a permanent strategy.

You need to address all 8 categories to prevent hygiene issues reoccurring regularly.

Discover all 8 categories on our board, channel and website.

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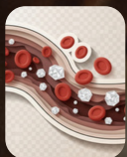


#### TARGET HEALTH GROUPS



##### **Digestive Health Support**

Balances gut microbiota, reducing systemic acidity and inflammation, which indirectly helps maintain stable vaginal pH and supports overall pH balance maintenance.



##### **Blood Sugar Regulation**

Reduces insulin spikes and metabolic acidity, supporting hormonal stability and healthy microbial balance, which helps maintain optimal pH levels and prevents pH-related imbalances.



##### **Antimicrobial & Antifungal Properties**

Controls harmful bacteria and yeast, preserving healthy microbial balance and preventing overgrowth that can disrupt natural pH levels.



##### **Immune System Support**

Regulates inflammatory responses and microbial balance, allowing beneficial bacteria to thrive and protecting against infections that can disrupt natural pH balance.



##### **Fluid Balance & Lymphatic Support**

Eliminate toxins and metabolic waste, reducing bacterial overgrowth that can cause odor. Targeting this health benefit group naturally promotes freshness, balance, and overall odor management in sensitive areas.

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#### YOUR PH TELLS A STORY — LISTEN TO IT —

Discover the health groups and their respective food types essential to maintaining pH Balance on our website.

Follow us to access Quick look-up guides.

Download our guides, create your own new holistic health path, which will enable you to become the person you are meant to be, confident and strong.



## Discover More

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