

Paid Social Ads - Copy

[Brief is here](#)

Symptoms

GENERAL

#1

[POST COPY]

Menopause can come with lots of symptoms. And our expert clinicians have treated them all. Book a visit and get a customized Care Plan that matches your symptoms and health history. Midi treatments include hormonal and non-hormonal prescriptions, supplements and lifestyle coaching, all rooted in science.

[Image HED + COPY]

Whatever your symptoms, Midi can help.

Sleeplessness

Hot flashes

Period problems

Painful sex

Weight gain

Anxiety

[HED]

Why wait to feel better?

[Description]

Expert, insurance-covered care for women 40+

[CTA]

Learn more

#2

[POST COPY]

Night sweats? Weight gain? Dry skin? Anxiety? Whatever your menopause symptoms, our expert clinicians will create a customized Care Plan to help you feel more like yourself again. We offer a holistic mix of treatments—hormonal and non-hormonal prescriptions, supplements and lifestyle coaching—based on your symptoms and health history.

[IMAGE HED]

Having symptoms that don't add up? Midi helps you connect the dots.

[HED]

Get started today and start feeling better.

[Description]

Expert, insurance-covered care for women 40+

[CTA]

Learn more

SLEEP

#3

[POST COPY]

Did you know hormonal fluctuations in midlife can disrupt sleep? It's just one of many symptoms women 40+ can experience during the years leading up to menopause. Book a virtual visit with one of our midlife-expert clinicians to talk about your symptoms and get a customized Care Plan—covered by insurance and rooted in science.

[IMAGE HED]

How'd you sleep last night?

- Like a baby
- Meh, woke up at 3 a.m.
- What sleep?

[HED]

With Midi feeling great isn't a maybe—it's a must.

[Description]

Expert, insurance-covered care for women 40+

[CTA]

Learn more

HOT FLASHES

#4

[POST COPY]

Most women will experience at least one symptom in the years leading up to menopause. Midi will never tell you to "tough it out" or "power through." Book a virtual visit with one of our expert clinicians to get a customized Care Plan—covered by insurance and rooted in science—based on your symptoms and health history.

[IMAGE HED]

Hot flashes are totally normal—and totally not fun.

Whatever your symptoms, Midi can help.

[HED]

Why wait to start feeling better?

[Description]

Expert, insurance-covered care for women 40+

[CTA]

Learn more

Expert care

#1

[POST COPY]

It's a fact: 100% of women in midlife go through menopause. Yet less than 20% of medical schools offer menopause training. (Um...?) That's why Midi is here: 100% of our clinicians are trained in midlife care—perimenopause, menopause and more. Book a virtual visit and get a customized Care Plan, covered by insurance.

[IMAGE HED]

Finally—real solutions for your real menopause symptoms.

ALT:

Real solutions for your real menopause symptoms:

- Hormonal and non-hormonal prescriptions
- Supplements and botanicals
- Lifestyle coaching and more

[HED]

Move over Dr. Google—Midi is here.

[Description]

Expert, insurance-covered care for women 40+

[CTA]

Learn more

#2

[POST COPY]

Midi is revolutionary, virtual care—made for midlife. Talk with one of our expert clinicians about your menopause symptoms and get a customized Care Plan, rooted in science and covered by insurance.

[IMAGE HED]

Meet Midi. Expert care for women 40+.

[HED]

Move over Dr. Google—Midi is here.

[Description]

Expert, virtual menopause care

[CTA]

Learn more

Insurance

[POST COPY]

Finally—expert, concierge-level care for women 40+ that’s covered by insurance. Book a virtual visit with a Midi clinician and get a customized Care Plan based on your symptoms, health history and lifestyle.

[IMAGE HED]

Expert menopause care—covered by insurance.

[ALTS]

Concierge-level menopause care—covered by insurance

Meet Midi. Expert, insurance-covered menopause care for women 40+

Customized, expert care for women 40+—covered by insurance.

[HED]

Start feeling better ASAP.

[Description]

Expert, insurance-covered care for women 40+

[CTA]

Learn more

Testimonials

[POST COPY]

A question we hear a lot at Midi: “What’s normal aging and what’s menopause?” Menopause symptoms can affect every aspect of a woman’s life—sleep, mood, relationships, sex, work—and there’s no reason to suffer. Talk with one of our expert clinicians and get an insurance-covered Care Plan customized for your symptoms, health history and lifestyle.

[IMAGE HED]

“I was tired, I’d gained weight and thought this is what it looks like to be 50. Then Midi offered up solutions I’d never known existed.” —L.L., age 50

[HED]

Start feeling better ASAP.

[Description]

Made for midlife

[CTA]

Learn more

[ALTS]

[HED]

"I feel like I did in my 30s." —R.A., age 47

[SUBHED]

Real solutions for your real menopause symptoms.

"This is what's missing in healthcare!" —J.V., age 56

"I'm sleeping better than I have in 20 years." —L.B., age 49

"Just...wow." —E.K., age 53

Bold statements

[POST COPY]

Vaginas are having their (very overdue) moment. Meet Midi. 100% of our clinicians are trained in perimenopause, menopause and more to give women 40+ the expert, customized care they deserve.

[IMAGE HEDS x3]

Vaginas over 40 deserve special treatment.

Vaginas are complicated. Getting the right care shouldn't be.

Move over Dr. Google — Midi is here.

[HED]

Why wait to start feeling better?

[Description]

Expert, insurance-covered care for women 40+

[CTA]

Learn more

ALTS:

It's about time vaginas had their moment. Meet Midi.

Midi is giving vaginas their moment.

It's not you—it's your hormones.

Menopause symptoms aren't just a "you" thing—they're an every-woman-alive thing.

Haven't heard of a menopause specialist before? Meet Midi.

We focus on health, not just hormones.

Perimenopause is puberty in reverse. The real difference? No one tells you what to expect.

The real difference between perimenopause and puberty? No one tells you what to expect.

Things Midi will never say:

→Tough it out

→Hang in there
→Power through

Optimism

[POST COPY]

Meet Midi: Revolutionary, virtual care made exclusively for women 40+ AND covered by insurance. Talk with one of our expert clinicians—trained in perimenopause, menopause and more—and get a customized Care Plan based on your symptoms and health history.

[IMAGE HED OPTIONS]

Relieve a woman's symptoms—unleash her potential.
Menopause symptoms have met their match.
Get the most out of midlife—with Midi.

ALTs:

Why wait to start feeling better?
A Care Plan as unique as you.
Customized care made for women 40+.
We focus on your whole health—not just your hormones.
Midlife is personal—your treatment should be too.
Feeling great isn't a maybe—it's a must.

[HED]

Start feeling better ASAP.

[Description]

Expert, insurance-covered care for women 40+

[CTA]

Learn more

Stats

#1

[POST COPY]

Meet Midi. We're revolutionizing midlife care with our expert clinicians, science-backed protocols and insurance-covered virtual visits. Get a customized Care Plan based on your symptoms, health history and lifestyle and start feeling better ASAP.

[IMAGE HED]

85% of women will experience menopause symptoms.

[HED]

Get the treatment you deserve now.

[Description]

Expert, insurance-covered care for women 40+

CTA: Learn more

#2

[POST COPY]

The expert insurance-covered care women 40+ have been waiting for is here. Our experienced clinicians will help you navigate your menopause symptoms—from sleeplessness and weight gain to anxiety and dry skin—with a holistic mix of science-backed solutions.

[IMAGE HED]

(Un)fun fact: Menopause symptoms can last more than a decade.

[HED]

Get the treatment you deserve now.

[Description]

Expert, insurance-covered care for women 40+

[CTA]

Learn more

IDEAS ONLY:

Midi is women's answer to our culture's obsession with men's sexual health

HRT

[POST COPY]

Our expert clinicians, science-backed protocols, and insurance-covered virtual visits are designed to treat your whole body—not just your hormones. Discuss HRT with a Midi clinician to get advice and make decisions based on your symptoms and health history. Your customized Care Plan can include hormonal and non-hormonal prescriptions, supplements and lifestyle coaching.

[IMAGE HED]

Is HRT for you?

Your body is unique. Your treatment should be too.

[HED]

Start feeling better ASAP.

[Description]

Expert, insurance-covered care for women 40+

CTA: [Learn more](#)

New Paid Social Ads

Symptoms (focusing on sleep)

#1 [POST COPY]

Estrogen fluctuations in the years leading up to menopause can cause night sweats, anxiety and other common symptoms that make sleep a struggle. The good news? Midi is here to help. We're the only virtual care clinic dedicated to women 40+. Book a convenient video visit with one of our expert clinicians and get the treatment you deserve to feel your best. Your customized, insurance-covered Care Plan can include hormonal and non-hormonal prescriptions, supplements and lifestyle coaching.

[IMAGE HED + ALT]

We help women 40+ catch more ZZZs

[HED]

Start sleeping better ASAP.

[Description]

Expert, insurance-covered care for women 40+

#2 [POST COPY]

Did you know hormone fluctuations during perimenopause can disrupt your sleep? If night sweats, anxiety and other common symptoms are keeping you up at night, Midi is here to help. We're the only virtual care clinic dedicated to women 40+. Book a convenient video visit with one of our clinicians to get the specialized treatment you deserve to feel your best. Your customized Care Plan can include hormonal and non-hormonal prescriptions, supplements and lifestyle coaching. We accept most insurance plans in CA.

[IMAGE HED]

Are you 40+ and sleepless in [_____]?

[HED]

Start sleeping better ASAP.

[Description]

Expert, insurance-covered care for women 40+

#3 [POST COPY]

Are you over 40 and dreaming of a good night's rest? Estrogen fluctuations in the years leading up to menopause can cause night sweats, anxiety and other common symptoms that disrupt sleep. The good news? Midi is here to help. We're the only virtual care clinic dedicated to women 40+. Book a video visit through our secure website with one of our expert clinicians to get the specialized treatment you deserve. Your customized,

insurance-covered Care Plan can include hormonal and non-hormonal prescriptions, supplements and lifestyle coaching.

[IMAGE HED]

Women over 40 deserve great sleep.

[HED]

Start sleeping better ASAP.

[Description]

Expert, insurance-covered care for women 40+

[ALT IMAGE HEDS]

Wide awake at 3 a.m.? It could be your hormones.

Tired of having your symptoms dismissed?

When it's your hormones, sleep hygiene isn't helpful.

When it's your hormones, you need more than sleep hygiene.

Bold education

#4 [POST COPY]

Vaginas are wonderful—and also complicated, especially as we get older. More than half of women 40+ experience dryness, itchiness or pain during sex thanks to dropping estrogen levels. The really good news? Our Midi experts successfully treat these common vaginal symptoms. Book your convenient video visit through our secure website and get a customized, insurance-covered Care Plan. We offer hormonal and non-hormonal prescriptions, supplements and more to help you—and your vagina—feel better fast.

[IMAGE HED]

We turn “Ughh” into “Ahhh...”

[HED OPTS]

Start having better sex ASAP.

[Description]

Expert, insurance-covered care for women 40+

#5 [POST COPY]

Sex over 40 can be mind-blowingly good. But not if your vagina feels dry, itchy or irritated—which happens to a lot of us thanks to a drop in estrogen. The good news? Midi experts treat these common symptoms to help you feel better and have the amazing sex you deserve. Book a convenient video visit through our secure website and get a customized, insurance-covered Care Plan. We offer hormonal and non-hormonal prescriptions, supplements and more to help you—and your vagina—feel better fast.

[IMAGE HED]

Men have Viagra. Women have Midi.

[HED OPTS]

Start having better sex ASAP.

[Description]

Expert, insurance-covered care for women 40+

[OTHER IMAGE HED + COPY IDEAS]

Over 40? All your parts deserve special treatment

You're at the peak of your life. We're here to help you enjoy it.

What makes vaginas over 40 happy?

We make vaginas over 40 happy

Feeling dry down there? It could be your hormones.

Did you know: More than 50% of menopausal women experience vaginal dryness?/And 90% don't seek treatment

Why are you so dry? We've got answers and solutions

For every man who takes Viagra, every woman has Midi.

With baby-making in the rearview mirror, you deserve experts who understand your needs now.

Cancer

#6 [POST COPY]

You beat cancer. Now you're dealing with menopause symptoms. With hormone replacement therapy off the table, what are your options? Through our convenient video visits, Midi offers science-backed solutions designed by top cancer experts. We're the only virtual care clinic dedicated to giving ALL women—including cancer survivors—the personalized, insurance-covered treatment they deserve to feel their best.

[ALT POST COPY INTRO]

You didn't beat cancer just to get sidelined by menopause symptoms. With hormone replacement therapy off the table, what are your options? ...[same as above]

[IMAGE HED]

Cancer survivors deserve expert menopause care.

[HED]

Start feeling better ASAP.

[Description]

Specialized menopause care, covered by insurance.

Specialized menopause treatment for all women

[IMAGE HED IDEAS]

You: 1 Cancer: 0

Next match: Menopause

Can't or won't do HRT? We've got options.

We've got options when HRT isn't one.

HRT isn't a silver bullet for everyone.

Menopause care beyond HRT.

[descriptive copy ideas]

At Midi, cancer survivors are part of the menopause conversation.

Your menopause symptoms are no match with Midi.

We prescribe responsibly

Our menopause care goes above and beyond HRT (mention of Mindy, etc.)

Hormones

[IMAGE HED IDEAS]

Ready to get off the estrogen rollercoaster?

We've made your hormones our mission.