

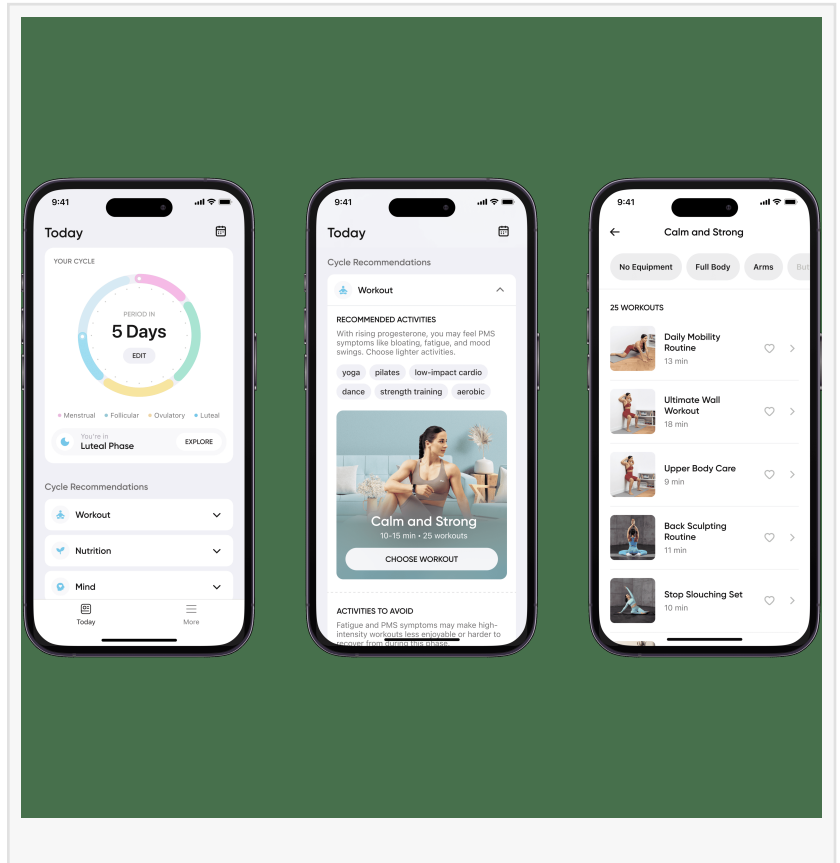
Cycle Tracker by BetterMe: Wellness Choices Aligned with Women's Needs

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/EINPresswire.com/ -- To bridge the gap between fitness & hormonal rhythms, and to support women's well-being throughout all phases of life, [BetterMe](#), a health & wellness platform chosen by 150M users worldwide, has launched a [Cycle Tracker within the BetterMe: Health Coaching app](#).

□ Designed by women for women, this comprehensive tool empowers female users to optimize health & wellness by aligning it with their unique physiological needs.

It syncs workouts and nutrition plans with menstrual cycles, providing valuable insights into body awareness and intimate well-being.



"As a woman, I often crave sweets, and as a health coach, I understand why. The body's need for calories increases about a week before periods, and this should be considered when planning your nutrition—studies also confirm this. Unfortunately, many fitness models rely on a one-size-fits-all approach, which often neglects individual needs. At BetterMe, with 50% of our leadership team consisting of women, we're committed to creating a healthier world for everyone—where every woman, no matter her hormonal rhythms, feels empowered and in control of her wellness," said Victoria Repa, CEO and Founder of BetterMe.

A new tool was reviewed by Siobhan Dolan, a leading expert in women's health, an MD from Harvard Medical School, and a Practicing Obstetrician Gynecologist.

By aligning fitness routines with hormonal changes during the menstrual cycle, BetterMe empowers women to harness their body's potential, transforming their fitness journey into a

personalized experience that considers the unique physical, hormonal, and life-stage needs.

The Cycle Tracker is available in the BetterMe: Health Coaching app on [iOS and Android](#). With the subscription, users also get access to additional features such as a list of workouts, meal plans, a water tracker, and more.

About BetterMe

BetterMe is a health & wellness company with accessible digital health products, athleisure goods, and wearables for people of all ages, backgrounds, and physical abilities. The company is headquartered in Ukraine, offering services for 150M+ users worldwide.

BetterMe has developed two supportive apps BetterMe: Health Coaching app, the all-in-one solution for physical health, and BetterMe: Mental Health, the app for a balanced and mindful life. The company has also launched a BetterMe Store with comfortable sportswear, stylish accessories, and exercise and fitness equipment.

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