

EMPIRICA LOGIC RESEARCH INTELLIGENCE

Short-Form Video Scripts | January 2026

TOPIC: Menopausal Hormone Therapy—Risks, Benefits and Emerging Options

PURPOSE: Bite-sized content for YouTube Shorts, Instagram Reels, TikTok

SHORT-FORM VIDEO GUIDELINES:

Format:

- Vertical video (9:16 aspect ratio)
- 45-60 seconds maximum
- Hook within first 3 seconds
- One clear takeaway per video
- Strong CTA at end
- High energy, fast-paced

SHORT #1: The 10-Year Window That Changes Everything

TARGET PLATFORM: YouTube Shorts / Instagram Reels / TikTok

IDEAL LENGTH: 55 seconds

TOPIC: Timing hypothesis for hormone therapy

KEY TAKEAWAY: Starting hormone therapy within 10 years of menopause offers the best safety profile

HOOK VISUAL: Large "10" with clock hands spinning

HASHTAGS: #MenopauseTips #HormoneTherapy #WomensHealth #Menopause #HealthTips #Over50 #MenopauseSupport

SCRIPT:

[0-3 seconds] HOOK

[Direct to camera, high energy]

"You have a 10-year window for hormone therapy. Miss it, and your risks increase dramatically."

[Text overlay: "10 YEARS  " in large bold text]

[3-40 seconds] MAIN CONTENT

[Educational tone, medium energy]

"New research confirms what doctors call the 'timing window'—starting hormone therapy within 10 years of menopause or before age 60 gives you the BEST benefit-to-risk ratio.

Studies show women who start in this window get dramatic symptom relief WITHOUT increased cardiovascular risk. But wait too long? The risks shift unfavorably.

Your blood vessels and tissues respond differently to estrogen at 53 than at 63. It's not about being 'too old'—it's about how your body has adapted.

Calculate your timeline. When was your last period? If it's been less than 10 years, you're IN the window."

***[Text overlay suggestions throughout:**

- "Within 10 years = Lower risk"
- "After 10 years = Higher risk"
- "Calculate YOUR timeline"*

[40-50 seconds] KEY TAKEAWAY

[Direct to camera, emphatic]

"Bottom line: Don't wait until symptoms are unbearable. By then, you might have missed the safest window."

[Text overlay: "TIME MATTERS"]

[50-55 seconds] CALL TO ACTION

"Save this for when you need it. Share with someone approaching menopause. Follow for more evidence-based menopause facts."

[Text overlay: "FOLLOW FOR MORE 🙌"]

PRODUCTION NOTES:

Filming:

- Vertical 9:16 orientation
- Well-lit, clean background
- Provider centered, medium close-up

Editing:

- Fast cuts every 3-4 seconds
- Large, readable text overlays
- Captions required (accessibility)
- Dynamic pacing

Visual Style:

- Clean, professional
- Consistent branding
- High-contrast text
- Clock/calendar graphics

SHORT #2: Pills vs. Patches—The Safety Difference

TARGET PLATFORM: Instagram Reels / TikTok / YouTube Shorts

IDEAL LENGTH: 50 seconds

TOPIC: Route of administration affects safety

KEY TAKEAWAY: Transdermal estrogen has no increased blood clot risk unlike oral

HOOK VISUAL: Pill bottle with caution symbol vs. patch with check mark

HASHTAGS: #HormoneTherapy #WomensHealth #MenopauseFacts #HealthTips
#MedicalFacts #Over50Health #SafetyFirst

SCRIPT:

[0-3 seconds] HOOK

[Direct to camera, urgent energy]

"Same hormone. WILDLY different safety profiles. Here's what your doctor might not have explained."

[Text overlay: "NOT ALL HRT IS EQUAL ⚠️"]

[3-40 seconds] MAIN CONTENT

[Fast-paced, informative]

"Oral estrogen—pills—go through your liver first. This triggers production of clotting factors. Result? 58% increase in blood clot risk.

Transdermal estrogen—patches, gels, sprays—goes directly into your bloodstream, bypassing the liver. Result? ZERO increased blood clot risk.

Large population studies prove this. Same hormone, different delivery, completely different safety profile.

If you have high blood pressure, are overweight, have high triglycerides, or family history of blood clots, transdermal should be your FIRST choice, not your backup plan."

***[Text overlay suggestions:**

- "Oral = 58% ↑ clot risk"
- "Transdermal = 0% ↑ risk"
- "Pills vs. Patches"
- Split screen comparison]*

[40-48 seconds] KEY TAKEAWAY

[Direct to camera, emphatic]

"This isn't about convenience. It's about safety. Ask your doctor SPECIFICALLY about transdermal options."

[Text overlay: "ROUTE = SAFETY"]

[48-50 seconds] CALL TO ACTION

"Share this with someone on oral estrogen. They need to know they have safer options."

[Text overlay: "SHARE THIS 🙌"]

PRODUCTION NOTES:

- Use side-by-side comparison graphics
- Show pill bottle vs. patch clearly
- Use color coding: red for higher risk, green for lower
- Dynamic text overlays
- Fast cuts maintain attention

SHORT #3: The Breast Cancer Myth You Need to Hear

TARGET PLATFORM: Instagram Reels / YouTube Shorts / TikTok

IDEAL LENGTH: 58 seconds

TOPIC: Breast cancer risk varies by regimen type

KEY TAKEAWAY: Estrogen-alone after hysterectomy shows LOWER breast cancer rates

HOOK VISUAL: Large "MYTH" with red X through it

HASHTAGS: #BreastCancer #HormoneTherapy #WomensHealth #MenopauseMyths
#HealthFacts #CancerAwareness #Hysterectomy

SCRIPT:

[0-3 seconds] HOOK

[Direct to camera, powerful delivery]

"Everything you've been told about hormone therapy and breast cancer? Might be wrong."

*[Text overlay: "MYTH BUSTED 

[3-45 seconds] MAIN CONTENT

[Passionate, fact-focused]

"Here's what 20+ years of follow-up data actually shows:

Women who had a hysterectomy and took estrogen ALONE? LOWER breast cancer rates. Lower mortality. That's right—protective, not harmful.

Women with a uterus who need combined therapy? Small increase in risk that varies by which progestogen is used and how long you take it.

The study that scared everyone—the Women's Health Initiative—only tested ONE regimen: oral Premarin with one specific synthetic progestogen.

We now have better options: bioidentical estradiol with progesterone or dydrogesterone shows more favorable breast profiles.

Context matters. Your specific regimen, your history, your timeline—all factor into YOUR risk, not the average woman's risk."

***[Text overlay suggestions:**

- "Estrogen alone = ↓ risk"
- "Not all regimens equal"
- "20 years of data"]*

[45-55 seconds] KEY TAKEAWAY

[Direct to camera, empowering]

"Stop letting fear based on old data steal your quality of life. Get accurate information about YOUR situation."

[Text overlay: "KNOW YOUR FACTS"]

[55-58 seconds] CALL TO ACTION

"Save this. Share it. Comment your biggest hormone therapy fear."

[Text overlay: "COMMENT BELOW 🙌"]

PRODUCTION NOTES:

- Bold graphics showing myth vs. reality
- Use contrasting colors
- Show data/numbers clearly
- Empowering, truth-revealing tone
- Maintain high energy throughout

SHORT #4: You Don't Have to Suffer (Permission-Giving)

TARGET PLATFORM: Instagram Reels / TikTok / YouTube Shorts

IDEAL LENGTH: 45 seconds

TOPIC: Empowering women to seek treatment

KEY TAKEAWAY: Suffering through menopause isn't noble or necessary

HOOK VISUAL: Woman's face transforming from exhausted to vibrant

HASHTAGS: #MenopauseRelief #YouDeserveMore #WomensWellness #QualityOfLife
#MenopauseSupport #SelfCare #HealthyAging

SCRIPT:

[0-3 seconds] HOOK

[Compassionate but firm delivery]

"Stop. Suffering through menopause is NOT a badge of honor."

[Text overlay: "YOU DON'T HAVE TO SUFFER "]

[3-35 seconds] MAIN CONTENT

[Warm, empowering tone]

"75% reduction in hot flashes. Better sleep. Restored intimacy. Improved mood. These aren't just statistics—this is YOUR LIFE.

You wouldn't refuse treatment for high blood pressure or diabetes. Why suffer through years of menopause symptoms that have safe, effective treatment?

Hormone therapy, when appropriately timed and individualized, offers dramatic quality of life improvement.

You deserve to sleep through the night. To feel like yourself. To have comfortable intimacy. To not dread the next hot flash.

Suffering isn't noble. It's unnecessary."


***[Text overlay suggestions:**

- "75% fewer hot flashes"
- "Better sleep"
- "You deserve relief"
- "Life-changing results"]*


[35-42 seconds] KEY TAKEAWAY

[Direct, sincere]

"Your quality of life matters. Full stop."

[Text overlay: "YOU MATTER "]

[42-45 seconds] CALL TO ACTION

"If you needed to hear this today, drop a  below."

[Text overlay: "YOU'RE NOT ALONE"]

PRODUCTION NOTES:

- Warm, supportive visual aesthetic
- Soft lighting
- Genuine emotional connection
- Aspirational but relatable
- Authentic delivery crucial
- End with hope and encouragement

RESEARCH SOURCE CITATION

Title: Menopausal Hormone Therapy—Risks, Benefits and Emerging Options: A Narrative Review

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