

# GLOSSY

BEAUTY

## How Ozempic changed everything in 2024

BY TATIANA PILE • DEC 23, 2024



In 2024, thin was in, and it's partly thanks to the diabetic treatment GLP-1, which has become more known for its rapid weight loss benefits.

Glucagon-like peptide-1, more commonly referred to as GLP-1, first hit the market in 2017 when the FDA approved Ozempic. Since then, other versions, including Wegovy in 2021 and Mounjaro in 2022, have also rolled out to the public.

"Menopause had a moment this year, ... and hormones are back and better than ever," [Dr. Molly McBride](#), a women's health and longevity specialist at [PFRANKMD by Dr. Paul Jarrod Frank](#), told Glossy. "Once you hit that perimenopause-menopause phase, it's very hard to get the weight off. It goes into your belly, which is not healthy, so I've been approaching the GLP-1s as a tool for health."

To [Dr. McBride](#)'s point, women's health was a greater focus of the beauty and wellness categories this year, with many brands coming out with products to aid in fertility, minimize PCOS symptoms and provide support to women experiencing menopause. However, none were focused on weight loss, which can often play a role in reducing symptoms associated with women's reproductive issues. That's where Ozempic has been a "game-changer" treatment, as it has proven useful to help other conditions, [Dr. McBride](#) said.

"Being overweight can also add to increased risk of cancer and increased risks of hypertension and cholesterol, but all of those things can be improved with these meds. GLP-1 is really big for the health of America," she said.

However, as Ozempic and other GLP-1 treatments show no signs of slowing down, [Dr. McBride](#) issued a word of caution for new and existing patients along their Ozempic weight loss journey: Only use the drug under medical supervision.

"You can have a lot of muscle wasting. You can get malnourished because you're not eating enough. People's hair is falling out. There are a lot of side effects that are not talked about as much. For it to be done well, it has to be done with nutrition and exercise. ... But it has been a game changer," she said.