



FOR IMMEDIATE RELEASE

Lunarmates is the menstrual cycle-tracking app designed and built for the other person in the relationship.

After years of frustration, founder Matthew J. Spaniol built the app he always wished existed — free, ad-free, and live now on Google Play

COPENHAGEN, Denmark — July 14, 2026 — Lunarmates, the new app designed and built to help men navigate the period cycle of their partner, publicly launches today. Unlike the dozens of period trackers built for women, Lunarmates helps men who want to understand the menstrual cycle of his partner to anticipate which moods and behaviors are in play, and reflect about what attitudes and communication strategies are likely to result in harmony.

Lunarmates runs on the premise that all women are different, and all cycles, phases, and days within a cycle are different, too. But there are patterns. By providing just one data point — the period start date — the app forecasts the phases. It does not use AI to make suggestions, but rather prompts men to record their own observations, which are then recalled as reminders on the corresponding day in future cycles. Which days call for flowers? Which call for chocolate? Tolerance? Action? While every day of the ~28 day cycle is different, Lunarmates helps men show up with the right gesture at the right time.

The app is free, contains no ads, and is available now on Google Play, with an installable web app for iPhone users. Privacy is central to its design: Lunarmates is GDPR-governed and hosted on EU servers.

“Every day of the cycle is a different day, driven by underlying hormonal patterns,” said Matthew J. Spaniol, Founder and CEO of Lunarmates. “Every relationship is different, and the app helps men capture their own observations over time. My wife says I’ve become a better partner. I finally know what to do and when — and it’s a lot more explainable now.”

How it works

Lunarmates is built so either partner can download the app and invite the other, and each sees a view tailored to their side of the cycle — hers for tracking, his for understanding. From there, the app helps men learn the rhythm of the cycle on their terms. It outsources the job of tracking cycle start dates to the app.

Privacy by design

Lunarmates collects a single intimate health data point: the period start date. No symptoms, moods, flow, sexual activity, or pregnancy intentions are ever collected, and no name is required to create an account. All data is encrypted and stored on servers in the EU under European data protection law, and users can delete their account at any time.

Availability

Lunarmates is available now for free on Google Play. iPhone users can install the web app directly to their home screen at lunarmates.com. An App Store release is planned.

More story angles

The male empowerment angle, the lifestyle/quantified-self angle, the empathy angle, the men's community/forum angle, and the privacy angle are available at lunarmates.com/press-center.

About Lunarmates

Founded in 2026 and based in Copenhagen, Denmark, Lunarmates helps men become more understanding, better-timed, and more supportive partners by rendering menstrual cycle information available and behavior explainable. Act from data and show up when it matters. Learn more at lunarmates.com.

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Press kit, assets, and founder photo: lunarmates.com/press-center

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