

METABOLIC MASTERY FOR
WOMEN OVER 40



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This is a book about metabolism unlike any other that you've read before. Maybe you haven't read any other books on metabolism, and in that case, you're starting in the right place. Conventional wisdom tells us that our metabolism is an energy equation. That it's simply a balance between calories in versus calories out. There's very little debate about whether calories influence metabolism but to reduce our bodies to an oversimplified formula is misguided at best and dangerous at worst. Anyone that has worked with real humans in the real world understands that the human metabolism is more like a symphony. It's a collection of instruments that are working together to produce a piece of music. If one instrument is off beat or playing a different tempo than the rest, the entire symphony is thrown out of whack. The instruments involved are too vast to name but some familiar ones are hormones, calories, movement, recovery, stress, emotions, mindset, environment, trauma, medical conditions, inflammation, and more.

If we continue to treat the metabolism as a simple calorie equation, we will continue to get the results we've always gotten. Obesity has been on a steady climb over the past several decades. Chronic diseases are more prevalent than ever. And the statistics on dieting success are embarrassing. 95-98% of people who successfully lose weight on a diet will gain back the weight that they lost within 3 years. Approximately one-third to two-thirds of those people will gain back even more weight than they lost. I'm sure you can relate. It's incredibly frustrating. In order to DO better, we have to KNOW better. That's the purpose of this book. To give you a better understanding of what actually influences your metabolism so you can achieve the physical results that you desire. Maybe you just want to look better naked. Perhaps you want to live a long and healthy life. Maybe you want to perform more effectively in your sport or activity. Whatever your goals are.. The answer lives in your metabolism.



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To simplify the complex and nuanced system that we're discussing, your metabolism is effectively how well your body uses and stores energy. The utilization of energy and efficacy of your metabolism is like the music that's being produced by the symphony. All of the elements that we'll discuss in this book are like the various instruments that contribute to the music that's playing. The goal here is to have your body producing beautiful music on a regular basis regardless of your age or circumstances. Why am I writing this? Because I've been in your shoes. Early on in my coaching career I would punish clients and myself with the mantra that, more intensity and less food will render a strong and lean physique. I would workout more, eat less, suck down caffeine and believe I was doing something beneficial for my body. I kept this going on for years until I was fortunate enough to have someone wiser than myself and talk me off the ledge. They helped me connect the dots or make a bridge where I wasn't willing.

This journey began when I started studying and undergoing the qualifications needed to offer hormone coaching to my current and future clients. Part of the passing requirements were to interpret your own labs and offer up a solution in the next 90-180 days with clear goals and outcomes. Your mentor went over your labs first so you could see how the process was done from start to finish. I remember my mentor sending me an email and saying that we should talk for a few minutes before scheduling the actual call. I didn't think it would be any big deal, but the conversation changed how I look at health, fitness, and the human body for probably as long as I will live.

When I picked up the phone all I remember hearing was, "James your testosterone levels are about half what they should be for a male at your age." I really didn't pay much attention from that point on and didn't remember anything prior to that statement.

I was eroding my health from the inside out all for what I wanted the outside to appear like. To be completely honest I was strong, ripped, and to anyone's better judgement very healthy at the time. I didn't feel that way though and deep down I knew it. Something needed to change. My old ways of thinking needed a death and burial.

I wish someone explained to me what I'm about to explain to you to prevent me from experiencing those hardships. If you have any of those conditions yourself, the good news is that there is plenty that we can still do to make progress. I want you to know that you are in the driver's seat. This information should empower you and give you hope that you can achieve the body of your dreams by understanding some basic principles. Over the years, I've been fortunate enough to work with hundreds of individuals from all walks of life. The main clients that we've served have been women in their 40's and 50's but we've helped men and women from age 18, all the way up to 80. A common misconception is that our metabolism slows rapidly with age. Research has shown that our metabolism does not slow very much at all with age and most of the decline happens once we hit 60. Even then, the slowing effects can be mitigated with some lifestyle accommodations. Age, genetics, chronic conditions, and phases of life like perimenopause and menopause are simply instruments that impact the music that's being played.

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Many of our clients are in perimenopause or menopause and it's important that we destigmatize those natural phases of life. You're not broken. You do not need to be fixed. We simply want to understand what's happening in your body and manage it accordingly. Just like you wouldn't tell someone going through puberty that they have a problem. Menopause is effectively puberty in reverse. Yes, there are hormonal changes that occur like drops in progesterone and eventually declines in estrogen. However, there is so much that we can still control and do to make progress through those seasons of life.

The symptoms associated with perimenopause and menopause can impact your lifestyle choices and habits. We want to be aware of them and manage those symptoms as best we can. In this book, we're going to talk about natural ways of managing symptoms. It's important to understand that the severity of symptoms and the symptoms themselves will vary significantly from person to person. If you are experiencing severe symptoms of any kind that are impacting your mood or well-being, please consult your doctor. Exploring HRT (hormone replacement therapy) may be worth it and can help to mitigate some of the hormonal changes that are happening during perimenopause and menopause. When talking about metabolism, part 1 of this book is going to cover the 3 main pillars of metabolism: movement, food, and metabolic function. You'll understand how to influence your metabolism in a way that allows you to reach your goals in the most effective way possible. Part 2 of this book will explain how to get your brain, body/metabolism, and life to work synergistically so you can keep your results forever. Simply put, you'll know how to get your internal symphony playing together and how to keep that music flowing nicely for the long haul. **Let's dive in.**



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TABLE OF CONTENTS

PART 1

CHAPTER 1: **OUT WITH OLD, IN WITH THE NEW**

CHAPTER 2: **METABOLIC MOVEMENT**

CHAPTER 3: **METABOLIC FUEL**

CHAPTER 4: **METABOLIC FUNCTION**

PART 2

CHAPTER 5: **THE HIDDEN CAUSE OF MENOPAUSE SYMPTOMS**

CHAPTER 6: **THE MENOPAUSE AND FAT LOSS CONNECTION**

CHAPTER 7: **CRASH DIETING, OVER EXERCISING AND MENOPAUSE**

CHAPTER 8: **THE UNSUNG HERO OF FAT LOSS AND HORMONES**

CHAPTER 9: **SCIENCE BASED SUPPLEMENTS FOR PERIMENOPAUSE
AND MENOPAUSE SYMPTOMS**

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CHAPTER 1

OUT WITH OLD, IN WITH THE NEW

The old way of thinking about metabolism is through calories and calories only. You've probably heard of calories in versus calories out as a way of explaining weight loss. While this is partially true (you do need to eat less than you burn to lose weight), it's incomplete. Your metabolism isn't simply a caloric equation. And it's certainly not a static equation. The reason that this old way of thinking is incomplete is because simply eating less and moving more will impact the music that your metabolism produces. You can't just starve yourself to the body of your dreams. There are survival-based mechanisms at play.

Let's assume you start to reduce your caloric intake and start seeing some weight loss. It's the equivalent of the drums starting to play softer and slower. Now, the horns hear that the drums are slowing down so they want to get on beat too. The horns start to slow down as well to accommodate for the drums. This creates a cascading effect where, the next thing you know, the entire symphony is playing at a much slower tempo. Basically, your food choices led to your metabolism slowing down. Now, it's not only that the music is slower, but it's also that the music may be completely altered. For example, the reduction in calories will also have an impact on your hormone health as well. The reality is that your metabolism is a dynamic and fluid process. We cannot reduce it to one variable. Even when we assess calories in versus calories out, we have to understand that each side of the equation impacts the other. So it's far from static.

Since dieting has climbed in popularity over the last few decades, we've tried every iteration of eat less, move more. We've seen diets that tell you to eat very low fat. We've seen diets that tell you to eat very low carb. We've seen diets that tell you to only eat for 4-8 hours per day. We've seen diets that ship 800 calories worth of food to your door. We've seen diets that tell you to count points. We've seen diets that tell you to follow a strict meal plan. We've been through it all and none of them have worked long-term. That's because these diets all have one thing in common - they do not address your metabolism appropriately. They're not sustainable. They're not permanent. They completely miss the mark when it comes to metabolic health. These fad diets are extremely harmful but they become especially harmful when implemented during perimenopause and menopause. Women are more sensitive to stress because of the role of child bearing. We need women to keep our species around. During perimenopause and menopause, stress sensitivity reaches an all-time high. Eating very low calorie is a major stressor and metabolic disruptor.

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CHAPTER 2

METABOLIC MOVEMENT

According to research, one of the biggest contributors to our metabolic decline as we age is a reduction in movement. Just think about when you were a kid (or think about your kids now). You had endless amounts of energy and just kept moving throughout the day. Think about this in the scope of dogs. A puppy moves very fast for intense periods of time and needs a nap. As soon as they get up though they are back at it for long periods of time. The older the dog gets the more they lay around and rest, when able. Dogs are different than humans though. They are instinctively doing what they need to do so they can survive and preserve energy. Regular exercise and overseeing their diet is key to their healthy weight. If we model our lives and activity after a dog with a decline in movement we will surely shunt our metabolism and gain weight.

Many people drive to work, sit at a desk all day, maybe get in a workout, and then sit down for dinner before sitting down to watch TV. The average American walks 3,000 to 4,000 steps per day. Among children, the average American boy gets 12,000-16,000 steps per day and 10,000-13,000 for girls. That is a massive difference in metabolic output. In fact, the amount of movement that you get each day is the most variable part of your metabolism. Meaning, it's the thing that we can change the most that will influence metabolism.

It's tough to dramatically increase the amount of calories you burn through exercise. You can't change how many calories you burn through the digestion of food very much. And your basal metabolic rate can only be influenced slightly. But your daily movement can change significantly. Consider that for sedentary individuals, the amount of daily movement they get can make up 10% of their daily caloric expenditure. For active individuals, it can be up to 50%!

Which is why the cornerstone of our movement pillar is... walking. Walking is probably the single greatest thing you can do for your health and well-being. It's the only activity that simultaneously lowers cortisol (our stress hormone) while improving insulin sensitivity (our storage hormone). Start slow and build your way up. If you're currently only getting 3,000 steps per day, try to increase that number to 4,000. You don't have to go from 0 to 100. Ultimately, most people should be aiming for a minimum of 7,500 steps per day.



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As with most things, there is a point of diminishing returns. If you are someone who gets 12,000 - 15,000 steps per day, you've probably reached the upper limit. Acute bouts of getting 20,000-30,000 steps will not hurt you but trying to maintain that effort on a daily basis will be challenging. The second cornerstone of our movement pillar is resistance training. This becomes increasingly more important with age and through perimenopause and menopause. As we get older, we tend to lose muscle mass which has a negative impact on metabolism and life expectancy. Maintaining muscle is critically important. Therefore, we want to establish some form of resistance training routine. The frequency and volume will vary from person to person, however most will benefit from 2-5 days per week of resistance training. When I say resistance training, I mean lifting weights. Or using your own body or bands to challenge your muscles. The whole saying, "if you don't use it, you lose it" is especially true when it comes to muscle.

When it comes to exercise, more is not better. It's our ability to recover from our workouts that make the workouts effective. Over-training can always create metabolic dysfunction so it's important that you understand how to listen to the signal that your body is sending to you. In a future chapter, we're going to cover how to know what your body is communicating. The music will tell us if there's an instrument that's throwing everything off rhythm. Many of our clients rely solely on cardio for exercise. There's nothing inherently wrong with cardio, however it's not the best modality for improving your metabolism. When you rely solely on cardio, your body becomes more efficient with calories. Which basically means that, over time, you burn less and less calories doing the same amount of cardio. There are really 3 reasons that we want to be doing cardio - 1. Enjoyment 2. Cardiovascular health 3. Improve your cardio capacity. The amount of cardio to accomplish those things will vary from person to person. However, we want to make sure that cardio is not the only exercise routine that we're doing. About 15-20 minutes of cardio for 2-5 days per week is a good range for most people. Be sure that you're prioritizing resistance training when you're setting up your workout schedule.

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Another key component of the movement pillar is play / fun. Again, we cannot separate you from your metabolism so the things you enjoy and the things that give you pleasure will also influence your metabolic symphony. Sports, hobbies, and activities that are for pure enjoyment have been shown to improve overall well-being and resiliency to stress. If you don't know where to start, begin with a 5 minute "green" walk each day. Research shows that getting outside for a 5 minute walk each day will improve mood, decision making, and HRV (heart rate variability). HRV is a measure of your capacity to deal with stress and recover. By simply walking for 5 minutes outdoors each day, you can improve your capacity to recover from stress, which is a huge benefit for your metabolism and overall health.

To recap, movement is an important pillar of metabolic health. Consider it an important group of instruments that contribute to your symphony staying on beat. To optimize your metabolism through the pillar of movement - walk daily (with at least 5 minutes outdoors) and gradually increase your steps over time, challenge your muscles with resistance training between 2-5 days per week, do some form of cardio for about 15-20 mins on 2-5 days per week, and participate in activities, sports, or hobbies that you love. For women in perimenopause and menopause, resistance training and walking are imperative. You may want to reduce the amount of cardio that you're doing and increase the amount of resistance training and walking.



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CHAPTER 3

METABOLIC FUEL

Nutrition is what most people think about when they think of metabolism. How many calories should I eat on a daily basis? Do I have to count calories? Should I be following a meal plan? The good news is that fueling your metabolism appropriately can actually be pretty simple. There are some basic concepts to understand that will go a long way in helping you to reach your goals and maintain them. There seems to be an overemphasis on trying to eat as little as possible, however, that will cause more harm than good. If you're in perimenopause or menopause you definitely need to be mindful of undereating. You are already experiencing reductions in estrogen and progesterone so the last thing you need is an increase in cortisol through dieting. If you're eating very little or trying to intermittently fast, it can create hormonal dysfunction and further reduce your estrogen levels and lower your thyroid which slows down your metabolism.

When considering your metabolic meals, remember the acronym VFPP. It stands for veggies first, protein forward. Meaning, we want veggies and protein to be the base of every meal we consume, especially as we age. The reason I say "veggies first" is because it's even more advantageous if you actually begin the meal by consuming your veggies before anything else. I'll explain why shortly.



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Before you worry about how many calories you're consuming on a daily basis, I recommend starting with some adjustments in quality. Many symptoms like hunger, cravings, moodiness, or sleep issues can actually be due to vitamin, mineral, or nutrient deficiencies. Poor quality food can also cause inflammation in the body which has a deleterious effect on your metabolism. Quality matters when it comes to health and well-being. It's true that you can eat a poor quality diet and still lose weight if calories are controlled. However, it's far from optimal and can lead to hormonal imbalances and gut health issues. Many metabolic processes and signaling starts with the types of food that you're consuming. Quality is another area that becomes more important as we age and especially through perimenopause and menopause. Here's a quick checklist for reference when it comes to quality:

1. Eat most whole foods sources (shop the perimeter of the grocery store, eat foods with one ingredient, select minimally processed foods)
2. Get in enough fiber (general recommendation is 20-25g for women and 30-40g for men. Fiber rich foods include berries, avocados, oats, beans/legumes, apples, pears, fibrous veggies)
3. Eat lots of fruits and vegetables
4. Always be proteining (protein with every meal!)
5. Healthy fats are key (olive oil, olives, nuts, seeds, grass-fed butter, avocados, etc. Healthy fats contribute to healthy hormones).

Enjoyment matters when it comes to metabolic fuel. Just like it's not a good idea to severely restrict your calorie intake, it's also not a good idea to ONLY eat certain foods. Food is more than fuel. It's also for enjoyment and pleasure. It can be familial, emotional, celebratory, etc. I would only eliminate foods that you have an intolerance or allergy to (like gluten for me). Otherwise, consume foods you love about 10-15% of the time.



When it comes to satisfaction, eliminating cravings, and optimizing internal health, there's something we need to be mindful of: blood sugar stability. Big spikes in blood sugar levels will also cause a big crash which then leads to increased cravings and mood swings. Keeping blood sugar stable is great for hormone health, metabolic health, and overall satisfaction with food. Here are a few ways to keep blood sugar stable:

1. Eat well-balanced meals (protein, carbs, fats, fiber/veggies with each meal)
2. Eat veggies first, then protein and fats, then carbs (whenever possible)
3. Walk for 5-10 minutes after each meal
4. Avoid naked carbs (eat carbs with protein and/or fats)
5. Eat high sugar foods with protein (if you want a cookie, eat the cookie, but have it with some greek yogurt or other protein source)

Finally, we cannot have the food conversation without talking about quantity. Yes, the amount of calories you consume on a daily basis will impact your metabolism. After having worked with thousands of people, we've seen that once the above steps are taken care of, the quantity side tends to take care of itself. But if you are noticing that you're checking the boxes above and you are still not seeing the body composition changes that you desire, it's likely a quantity issue. You're either eating too much or you're eating too little.

If you're consistently gaining weight, then you're probably eating too many calories. If you're feeling stuck and noticing low energy, fatigue, moodiness, and poor sleep, you're probably eating too little. One method of controlling calories is by tracking macronutrients with an app like MyFitnessPal. If you've never tracked macros before, I recommend working with a coach so you can learn the process and understand the appropriate calories and macros for you. To recap, the food that you eat is another major instrument group in your metabolic symphony. Remember, VFPP (veggie-first, protein-forward), eat mostly whole food sources, eat for enjoyment 10-15% of the time, keep blood sugar stable, and pay attention to quantity.

As you enter perimenopause and menopause, be mindful of quick fixes and fad diets as they'll really make life difficult for you. If you make mostly quality choices and keep blood sugar stable, you'll notice a major difference in how you look and feel. It's not a good idea for women to fast and it's especially not a good idea for women to workout fasted. We don't want to unnecessarily increase stress when you're already more sensitive to stress. We want happy and healthy hormones.

CHAPTER 4

THE METABOLIC FUNCTION

There is a discrepancy between the demands placed on the body by stressors and the metabolic resources available to meet those demands. When the body is subjected to chronic or excessive stress, it can result in a negative energy balance, whereby the body is expending more energy than it is taking in. This can lead to a number of compensatory mechanisms designed to help the body conserve energy and maintain vital bodily functions, including down-regulation of the metabolism, hormonal imbalances, and an increase in hunger and cravings.

These adaptations are part of the body's survival mechanisms, designed to help it cope with periods of prolonged stress or famine. However, when stress is chronic or excessive, these compensatory mechanisms can become maladaptive, leading to long-term metabolic dysfunction, weight gain, and other health problems. Understanding the metabolic gap can help individuals take steps to mitigate the negative effects of chronic stress on their health and well-being, such as practicing stress management techniques, adopting healthy eating habits, and engaging in regular physical activity.



Your metabolism is constantly receiving and sending signals based on the internal and external environment, and then reacting accordingly. The instruments are hearing what's being played and also reacting to their own music.

An easy way to conceptualize this is by thinking of your metabolism as the bridge that gets you from point A to point B. Currently, you're at point A of your journey and you have goals that you want to achieve that require your metabolism to cooperate. Your goals are point B.

In order to build a bridge that allows you to cross the gap and reach point A, your body needs resources. The amount of resources that your body needs to build the bridge to cross the gap is dependent on the demands that you're placing on your body.

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For example, if you're always stressed, sleeping poorly, eating low quality foods, dealing with illness or chronic conditions, and over-training then you're going to need a TON of resources to navigate those demands. In fact, those demands are probably too much and since there are not enough resources available, The bridge will widen. To close the gap, we need more resources or we need to remove some of those demands. If you start eating better, recovering more, sleeping better, and removing stress then the resources might now be in a position to meet those demands. So the bridge closes, and becomes easier to cross.

Perimenopause and menopause simply require more resources to navigate, which is why it's a good idea to stop chronic dieting and really prioritize stress reduction. First, we'll go over the various ways in which we widen the gap. Then, we'll cover the solutions to close the gap.

Widening the gap:

1. Chronic dieting - always eating too little widens the gap from both sides. You're taking away resources (energy / food) and increasing demands (added stress on the body).
2. Lack of movement - being sedentary will impair your ability to recover and can impair your health which widens the gap.
3. Poor sleep - one of the main disruptors of the The Metabolic Gap™ is poor sleep as it impacts hormones, metabolism, and well-being negatively.
4. Chronic stress - any source of stress is treated the same in the body, whether it's emotional, physical, mental, etc. When that stress is consistent and persistent it leads to a whole host of hormonal and metabolic issues.
5. Negative mindset - your thoughts and attention will also impact your metabolism. Focusing on the negative will require more resources and widen the gap.
6. Alcohol - alcohol is a poison and is treated in the body as such. It also influences sleep and food choices and makes it very difficult to close the gap.
7. Over exercising - if you're burning a ton of calories through exercise and never giving your body a chance to recover, you're making it difficult to close the gap.

8. No rest days - similar to over exercising, we need rest days to meet the demands placed on our body through training.
9. Poor emotional regulation - not knowing how to cope or deal with emotions can lead to an increase in stress and added demands on the body / metabolism.
10. Restricting and binge eating - going through cycles of eating too little to eating too much is taxing on the body.
11. Chronic inflammation - this impairs your ability to recover and often comes from poor food choices.
12. Nutrient deficiencies - many of the hormonal and metabolic signals require vitamins and minerals. Even neurotransmitter production can be influenced which makes the gap widen.
13. Circadian rhythm disruption - another major issue that we face with artificial lighting and lack of sunlight. Can impact sleep and metabolic function.

The good news is that there are plenty of ways to close the gap. Of course, we can look at the list above and remove some of those issues. And we can look at the list below and implement some of these resource-adding activities.

Closing the bridge:

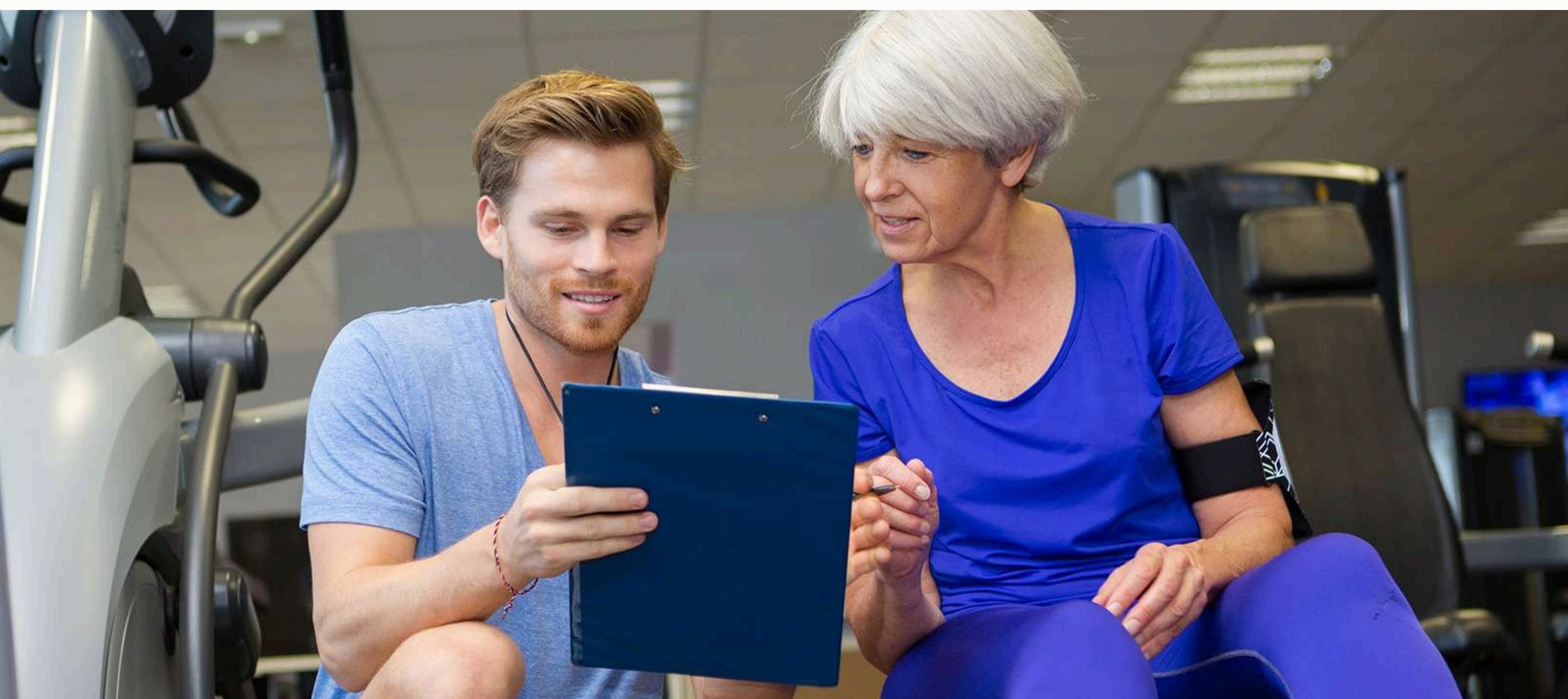
1. Quality nutrition - eating mostly whole foods (go through the checklist from the metabolic fuel chapter).
2. Daily movement - walking, lifting, fun, cardio (go through the checklist from the metabolic movement chapter).
3. Sleep - one of the most important aspects of closing the gap.
4. Prayer or Meditation - 5 minutes per day has been shown to have major benefits.
5. Breathwork - belly breathing, deep inhales with slow exhales

6. Cold exposure - 50 degree water or colder. Finish your shower with 1 minute cold.
7. Journaling - especially for emotional processing.
8. Nervous system regulation - having productive outlets for managing stress.
9. Emotional regulation - tending to your emotions instead of suppressing them.
10. Eating enough - avoid fad diets, chronic dieting, and eating too little.
11. Rest / recharge days - at least 2 per week.
12. Supplementation (adaptogens / functional mushrooms) - specific supplement recommendations are in part 2 of the book.
13. Resilience - overcoming challenges and gaining proof that you can do hard things.
14. Daily sunlight - especially in the morning.
15. Getting out in nature - at least 5 minutes per day.
16. Play / laugh / dance - do things that bring you joy.
17. Connect with loved ones - spend quality time with people you care about.
18. Hydration (including electrolytes) - not just water but also sodium, magnesium, and potassium.
19. Circadian rhythm - keep it in tact by getting natural light within 20 minutes of waking, eat your first meal within an hour of waking, avoid blue lights at sun down, and eat your last meal 2-3 hours before bed.

There are plenty of ways to build the bridge and close your gap. Please do not feel like you have to do all of these things at once. Start small and gradually build from there. I recommend starting with 1-2 things and implementing them into your life and once they become routine, insert another 1-2 things. Remember, this is a lifelong pursuit. There's no rush to the finish line. In fact, there is no finish line at all. If you keep focusing on gradual improvements over time, you'll feel infinitely better before you know it. Now, you may be ready to take action, which is great. However, we need to know how to tell what's working and what needs to be adjusted. So now we're going to cover the process by which we listen to the music that's being played by our metabolic symphony and know what it all means.

Biofeedback is the answer. Your body will tell you everything you need to know, it's just a matter of listening. When we talk about biofeedback, we're talking about signals and subjective data that can be insightful into what's going on internally. Common biofeedback markers that are worth monitoring are: hunger, cravings, mood, sleep, stress, digestion, sex drive, energy, performance, recovery, mental clarity, and fatigue. If you notice that any of those markers are consistently off, then there's probably too many demands being placed on your metabolism and not enough resources to meet those demands. If you're struggling with fatigue, moodiness, or brain fog, ask yourself: how can I make a 1% reduction in the demands I'm placing on my body and a 1% increase in the resources available to meet those demands. So maybe you add a rest day, try to get an extra hour of sleep, and improve your food quality just a bit. Fortunately, you don't have to go at it alone.

The greatest gift that you can give to yourself is the guidance and support of someone who does this for a living. Having a quality coach in your corner takes all of the guesswork out of the process and empowers you to make a lasting change. It all comes down to action and accountability. In part 2 of this book, I'm going to explain how we can help you align your brain, body, and lifestyle through perimenopause and menopause.



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PART 2



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CHAPTER 5

THE HIDDEN CAUSE OF MENOPAUSE SYMPTOMS

There's one word women in our coaching program use when it comes to describing their perimenopause or menopause symptoms... **Tired.** Tired of the hot flashes that seem to come out of nowhere and leave them feeling flushed and sweating at inconvenient moments. Tired of the insomnia that keeps them awake at night and makes them feel like a walking zombie during the day. Tired of never seeing the scale budge when they eat right and workout. It feels like their body is betraying them. And it's not just the physical symptoms that are weighing on them either. It's the emotional ones too. One minute they feel perfectly fine, and the next they're snapping at someone for no reason. They feel on edge and anxious. Sometimes, it even feels like a dark cloud is hanging over them for days on end. Then there's the mental fog that affects their ability to think, focus, and remember things. If any of the above sounds like your experience with perimenopause or menopause just know there's hope. The only reason I can describe these symptoms so well is because we've coached hundreds of women through this life transition. Along the way I found a unique solution where we get the brain, metabolism and hormones actually working together.

When we flip this switch - the brain, metabolism and hormones collaborate to burn more stubborn fat... While reclaiming the vibrant energy that's been missing. This way of working with the brain, metabolism and hormones is an all natural solution that no one else (that I know of) uses in nutrition coaching. The beauty of this solution is it works even if you've tried ALL the different diets and workouts and never achieved the toned and lean body you want. When we prime the brain and metabolism with the right foods it minimizes stress so the body feels safe enough to burn stubborn fat instead of clinging to it. Inside this book I'll share helpful tips, and provide a primer on this unique approach. However, the real magic will happen with your one on one coach inside the Neurotype Coaching Program.

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The Super Computer That Controls Your Fat Loss And Menopause

When it comes to helping perimenopausal and menopausal women take back control of their bodies and life it all starts in one place no one thinks to look...

The Brain.

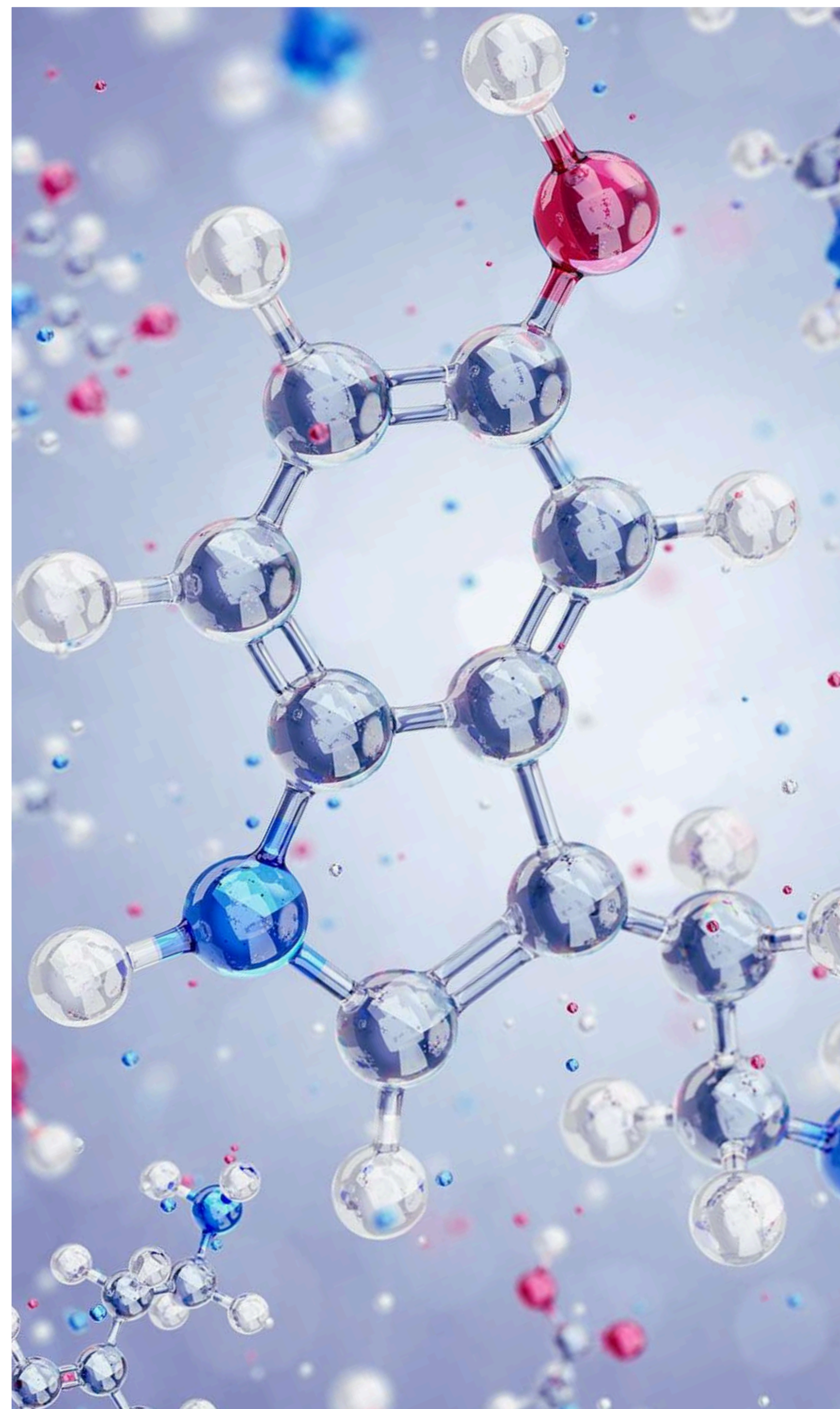
More specifically, the neurochemistry and hormones in your brain. These hormones in your brain are called neurotransmitters, and they control and regulate far more in your body than they get credit for. Neurotransmitters are in charge of regulating your hormones, mood, appetite, sleep, libido, concentration and metabolism. During perimenopause and menopause the body decreases the production of certain types of neurotransmitters such as serotonin and dopamine.

This decrease in serotonin and dopamine is directly tied to how tough you have it before and during menopause.

Let me show you what I mean real quick... Before and during menopause there's a significant decrease in serotonin that can lead to feelings of depression, anxiety, irritability, hot flashes, night sweats and low sex drive. Just like serotonin, there's a drop in dopamine that leads to a decrease in mood, libido, sleep quality, fatigue and cognitive function.

Also, it's important to mention that dopamine is involved in the calories in versus calories out equation, and regulates how well your metabolism functions. To put it plainly, your individual neurotransmitter make up heavily influences your weight loss and menopause symptoms. However, there's more to this story than meets the eye when it comes to losing fat during this life transition for women. That's what we're covering in the next chapter.

You'll discover why losing fat and keeping it off is so much harder for perimenopausal and menopausal women.



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CHAPTER 6

THE MENOPAUSE AND FAT LOSS CONNECTION

If you feel like it's been harder than ever to lose stubborn fat since entering perimenopause or menopause...

You're right.

The hormonal and metabolic changes influence the amount of calories you burn, and where fat is stored. Unfortunately, these hormonal changes cause more fat to be stored on your stomach, hips and thighs. The changes in hormones and neurotransmitters directly and indirectly decrease the amount of fat and calories you burn each day.

Not to mention, an imbalance of serotonin and dopamine increases hunger and cravings for high calorie, easy to overeat foods. This is a recipe for fat loss struggles during perimenopause and menopause.

However, the answer is NOT to just diet harder and do more exercise.

In fact, that only stresses your body more and causes it to cling to the stubborn fat. The answer for perimenopausal and menopausal women actually goes against common wisdom... You need to prime the brain and metabolism with the right foods so it minimizes stress and your body feels safe enough to burn stubborn fat instead of clinging to it. Many times, this means actually eating more calories so your brain and body aren't in a state of constant stress.

That reduction in stress from the extra calories supports hormone and neurotransmitter production which increases the fat and calories burned by your metabolism.



The good news is inside the Neurotype Coaching Program we'll walk with you hand in hand and show you exactly how to do this without any guesswork. The whole mindset of eat less and moving more leads to one of the most destructive mindsets for women in this stage of life.

Crash dieting and over exercising.

That's why our next chapter is all about how these two habits ACTUALLY make your perimenopause and menopause symptoms much worse.

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CHAPTER 7

CRASH DIETING, OVER EXERCISING AND MENOPAUSE

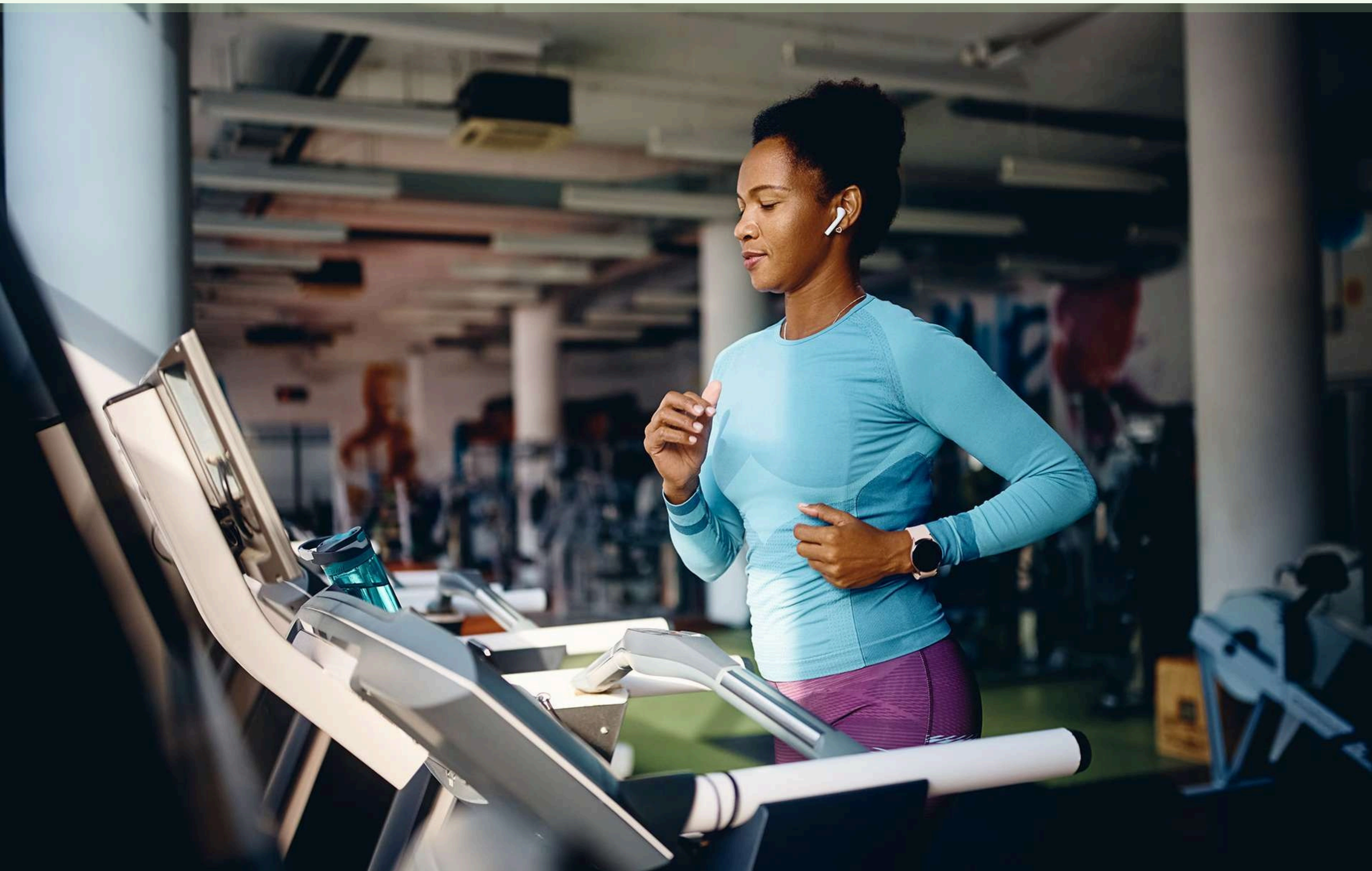
When we look at chronic dieting and over exercising in the simplest form... It's a form of constant stress that makes our body prioritize survival over everything else. No, this isn't what some people call "starvation mode" that doesn't exist. Your body can't create body fat when eating too little. However, the constant stress of under-eating and over exercising signals to your body that times on planet earth are hard right now. Because less calories are coming in and an excess of calories are being burned from exercise the body reacts in the one way it knows how...

Burn fewer calories and reduce all non vital processes to stay alive.

When a woman crash diets and over exercises her body releases an excess of the stress hormone cortisol. The overproduction of cortisol decreases sex hormones like estrogen and progesterone and down regulates neurotransmitters like dopamine and serotonin. Not to mention it slows down the metabolism and leads to burnout and decreased motivation in general. This can be especially detrimental during menopause when women are already feeling fatigued and on edge. A study published in the "Journal of Women's Health" found that weight cycling (repeatedly losing and gaining weight) due to chronic dieting was associated with increased menopausal symptoms, including hot flashes and night sweats. But, it doesn't stop at hot flashes and night sweats though...



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Chronic dieting and over exercising before or during menopause is linked to worse insomnia, mood swings, anxiety, bone loss and decreased libido.

Instead of trying to eat as little as possible and kill yourself in the gym to “burn more calories” I’d love to show you a simpler way to get toned and leaner.

Eat the right kinds of foods in the right amounts for your unique brain chemistry...

This flips a switch your brain, metabolism and hormones to actually work together to burn more clingy perimenopause and menopause fat. Don’t worry your one on one coach will take ALL of the guesswork out of this, and make the process simple and easy to follow.

Next, change the focus from working out to “burn calories” to working out to get stronger.

Strength training is one of the most effective tools to help women in menopause to achieve that toned and lean look you want. There’s other health benefits that include reducing osteoporosis, boosting brain function and mood, increased libido and less anxiety or depression. When you combine these two fundamental shifts in how you eat and workout you’ll be amazed with how you feel and look. Next up, we have one of the most underrated habits that I know a lot of perimenopausal and menopausal women struggle with...

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CHAPTER 8

THE UNSUNG HERO OF FAT LOSS AND HORMONES

One of the best ways to combat the hormonal fluctuations, mood swings and huge slumps in energy that come with perimenopause and menopause comes down to... **Sleep.** Many women struggle to get a good night's sleep before and during menopause, and this can make bad matters far worse. That's why in the following chapter we have some supplements that can help. But, before you skip down there to see what they are, let's take a deeper look at just why sleep is so important. Sleep plays a crucial role in regulating hormones, neurotransmitters, metabolism, mood and appetite. **Hormonal regulation is one of the primary functions of sleep.** Hormone function is essential for regulating metabolism, appetite, and fat storage. Inadequate sleep disrupts the balance of these hormones and makes it easier for you to gain unwanted body fat. In addition, sleep regulates the levels of neurotransmitters such as dopamine and serotonin which we know are critical for mood, appetite, metabolism and libido. **The importance of sleep for health and fat loss in women going through menopause cannot be overstated.**



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Aim for 7-9 hours of sleep each night to allow your body to regulate hormones, neurotransmitters, and promote a healthy metabolism. Try to keep a regular sleep and wake time to train your body's sleep clock, and try to avoid caffeine past lunch even if you're tired. Eating more carbs at dinner can make it easier to wind down and fall asleep without feeling wired. If you've never tried it before, use a sleep mask at night to block out light in your room that can interfere with sleep. To summarize the tips in this book...

Here's a few ways lose stubborn fat and help reduce perimenopause and menopause symptoms:

1. **Eat enough Calories From The Right Foods:** To lose fat it's important to eat enough calories so you don't dysregulate hormones and slow down your metabolism in the long run.
2. **You Don't Have To Eat Like You Belong To A Cult:** It's important to enjoy how you eat and that's why we'll show you how to incorporate restaurant meals, social events, alcohol and even cheese and sweets into your nutrition plan.
3. **Strength Train (but don't over do it):** You'll have to be the judge of this but most women can get toned and leaner with three solid workouts a week. Switch the focus from "Burning calories" to getting stronger in your workouts and I promise you'll have a leaner, more toned body.
4. **Sleep:** Aim for 7-9 hours of sleep each night: This will help regulate your appetite, and boost your mood, metabolism, hormones and libido.
5. **Stress Reduction:** We didn't have a chapter in the book on this, but any kind of stress management practice will help. Try going for walks, listening to an audiobook, journal, read or meditate.
6. **Choose Smart Supplements:** There are some supplements that help with perimenopause and menopause symptoms, and improve quality of life. Those supplements require some explanation so that's exactly what we're looking at in the next and final chapter of the book.

CHAPTER 9

SCIENCE BASED SUPPLEMENTS FOR PERIMENOPAUSE AND MENOPAUSE SYMPTOMS

One thing to keep in mind is that supplements are not a magic bullet or a replacement for the right habits with nutrition, exercise or sleep. These supplements are meant to amplify the good habits you already have in place. The goal of this chapter is not to send you running to amazon to fill up your cabinets with a bunch of pills and potions... Instead, I wanted to share some specific supplements for common menopause symptoms that might be helpful for you.

SUPPLEMENTS FOR HOT FLASHES AND MOOD

1. **Black Cohosh:** Black cohosh is an herb that has been used to treat menopausal symptoms, and studies have shown that it can reduce hot flashes and improve mood.
2. **Vitamin E:** Vitamin E is an essential vitamin that may help reduce the severity of hot flashes while improving sleep and mood.
3. **Magnesium:** Magnesium is an important mineral that may help reduce the severity of menopausal symptoms such as hot flashes and night sweats. Magnesium is also used to improve sleep and mood.
4. **Evening Primrose Oil:** Evening primrose oil is derived from the evening primrose plant and is used to treat a variety of conditions, including menopausal symptoms such as hot flashes and helping with mood.

SUPPLEMENTS FOR LIBIDO

1. **Maca Root:** This is a root vegetable native to the high Andes of Peru and is known for its energizing and hormone-balancing effects. It is also believed to help increase libido in menopausal women due to how it impacts hormones.
2. **Ashwagandha:** This herb that has been used for centuries in Ayurvedic medicine to help the body cope with stress. It is also believed to help improve libido in menopausal women due to its ability to balance hormones and reduce stress.
3. **Korean Ginseng:** Also known as Panax ginseng, is a traditional medicinal herb commonly used in East Asian countries for various purposes, including improving sexual health. In recent years, scientific studies have explored the potential benefits of Korean ginseng for menopausal women who experience a decline in libido.

SUPPLEMENTS FOR ANXIETY

1. **Ashwagandha:** The active compounds in ashwagandha have anti-anxiety effects. Also the interplay with the neurotransmitter gamma-aminobutyric acid (GABA) can help to promote relaxation.
2. **Probiotics:** Probiotics can help to produce neurotransmitters such as gamma-aminobutyric acid (GABA) and serotonin, which are important for regulating mood and anxiety.
3. **Magnesium:** Similar to how probiotics help to decrease anxiety, magnesium helps with neurotransmitter production to boost mood while decreasing the stress and anxiety response.

SLEEP SUPPLEMENTS

1. **Valerian root extract:** Valerian root extract has studies that show it helps menopausal women have an easier time falling and staying asleep.
2. **Magnesium:** Magnesium is a mineral that can help reduce stress and improve sleep quality especially in women who have menopause induced insomnia.
3. **Ashwagandha:** has been studied for its effects on menopausal symptoms, such as hot flashes and night sweats, and has been found to reduce these issues, allowing for improved sleep.

IF YOU ARE
FEELING A BIT
OVERWHELMED
HAVE NO FEAR!

THIS WAS A BIG
BOOK & IF YOU
WANT HELP NOW
BOOK AN INTRO
WITH MY TEAM
HERE



FREE CONSULTATION



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