

## The Hormone Balancing Exercise Programming & Prescription Difference

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## Flipping 50

- Since 2013
- Applied 30 years experience
- 150K engaged women in peri, menopause, and post-menopause globally
- 2000 community/programs at any one time
- Consultant for brands serving this market
- Methodology & formula
- Influencer for brands serving this market




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## We know.

- Exercise is influenced by and influences hormones
- Where hormone imbalances exist conventional exercise programming can worsen symptoms
- Hormone imbalance leaves symptoms that can be interpreted by fitness trainers and health coaches (with or without lab testing)
- YOU are sometimes going to be the first step in solving a mystery

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**ONLY 39% of All Exercise & Sports Medicine Research features Women**

She's potentially been exercising the wrong way unintentionally for decades.

He too can have hormone-inspired challenges.




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**Female Hormone Change**

- Mensus
- Prenatal
- Pregnancy
- Post-partum
- Peri-menopause
- Menopause
- Post-menopause

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**The Difference**

**Conventional**

- Quota based number of cardio sessions
- Quota based number of strength training sessions
- Calorie-In Calorie Out energy equation
- More is generally better

**Hormone Balancing**

- Based on the individual in front of you
- Signs and Symptoms lead to the exercise prescription
- Includes the hormone status in the assessment process

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## Hormone Balance

- Optimal weight
- Optimal energy
- Sleeping soundly, waking refreshed
- Optimal appetite
- Optimal digestion, elimination
- Response to exercise, dietary change and health habits as expected

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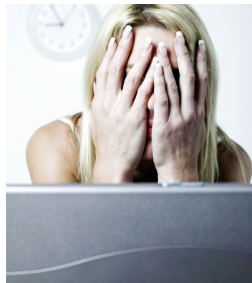
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## Hormone Imbalance

- Unexplained weight gain
- Weight loss resistance
- Sleeplessness
- Constant fatigue
- Increased or no appetite
- Bloating, gas, constipation, diarrhea
- Failure to lose weight with exercise and nutrition program




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They're everywhere in 38 M and 25 M Boomer and Gen X women

**DO YOU KNOW THESE WOMEN?**

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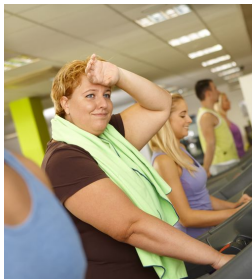
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## Tina Treadmill



- Exercises 5-6 days week
- Cardio 5-6/Weights 2x
- Hot flashes, night sweats
- On the NYT best selling diet, now the online trend
- Tired, belly fat, "obese," frequently sick, snacks frequently, can't sleep, low bone density

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## All Out Annie

- Bootcamp 4 days/runs 4 days
- High stress job
- Works late into night after kids in bed
- Gained 15 pounds "suddenly" can't get it off
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- Coffee until noon




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## Donna



- Dieted for decades
- Dislikes exercise
- Walks/hikes when she does
- "treats" herself for stress
- Stressful job, stays up last online, can't sleep
- Can't lose weight, no energy, blood tests are making this "real"

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## Low Libido Lilly

- Low libido
- Wakes up exhausted no matter how much sleep
- No muscle tone in spite of exercise
- Cellulite
- Grazes but doesn't really eat meals




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Big Players and the Others

## HORMONE INFLUENCE

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## Cortisol

### Good levels of Cortisol

- Normalize blood sugar
- Regulate immune and inflammatory reactions
- Regulate sodium and potassium
- Elevate blood pressure but moderated by calcium and magnesium
- Highest at \_\_\_\_ lowest \_\_\_\_
- Wakes you naturally in the morning

### Excess OR low Cortisol

- Sleep disorders
- Moodiness
- Decreased tolerance
- Decreased clarity
- Decreased memory
- Low in cortisol = Low blood sugar

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Exercise is stress.  
Diet is stress.

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Cortisol

## THE HORMONE BALANCING EX RX

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## INSULIN

### Low

- Fatigue
- Shakiness
- Anxiety
- Hunger
- Sweating
- Irritability

### High

- Weight gain (cortisol + insulin = belly fat)
- Tired after a meal
- Craving sweets
- Type II diabetes

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Insulin

## THE HORMONE BALANCING EX RX

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### Estrogen

#### Too Low

- Hot flashes
- Night sweats
- Brain fog
- Fatigue
- Sagging skin
- Low Libido
- Incontinence

#### Too High\*

- Weight gain
- Hip fat storage
- Skin issues
- Cellulite
- Water retention

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ESTROGEN

## THE HORMONE BALANCING EX RX

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## Testosterone

### Low

- Muscle loss
- Lack of mojo
- Hair loss
- Low libido
- Difficulty concentrating
- Waist (front/back) fat

### High

- Weight gain
- Belly fat
- Acne
- Irritability

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TESTOSTERONE

## THE HORMONE BALANCING EX RX

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## Progesterone

### Low Progesterone

- Can't get or stay asleep
- Anxiety
- Mood swings
- Weight gain

### High Progesterone

- Drowsiness
- Feeling of lethargy
- Depression

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PROGESTERONE

## THE HORMONE BALANCING EX RX

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## DHEA

- Precursor to sex hormones testosterone, estrogen
- Tied to muscle, longevity, energy, strong immune system, optimal sleep
- Production decreases with age
- Signs of low DHEA mimic \_\_\_\_\_ issues

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## Ghrelin

- the “\_\_\_\_\_ Hormone”
- Follows \_\_\_\_\_ lead: poor sleep will usually result in ghrelin- caused cravings

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GHRELIN

## THE HORMONE BALANCING EX RX

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## Leptin

- the "satiety hormone"
- there is no "full" signal without leptin
- Ghrelin and Leptin together are a bad combination
- A fraction of a percent of people have the opposite: early satiety which is too much leptin. Often those who have it are obese, eating far less than most people yet storing fat and unable to mobilize and metabolize fat stores

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LEPTIN

## THE HORMONE BALANCING EX RX

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## Glucagon

- If insulin increases fat storage, glucagon increases
- increases with I.F. asting by 2000 x after 24 hours\*\*
- Question IF for women already susceptible to the negative effects of cortisol. [Dieting is stress]
- Start with a fast 12 hours minimum over night and between meals. Fast lightly with more liquid meals to give the body a break and absorb more nutrients




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## Adiponectin

- Helps fat oxidation
- Higher levels improve insulin sensitivity
- Low levels are associated with increased obesity.

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## Human Growth Hormone

- Stimulated by: \_\_\_\_\_ strength training
- And high intensity exercise HIIT
- Power movements (when heavy doesn't work)
- Produced during deep cycles of sleep
- Production falls with age

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GROWTH HORMONE

**THE HORMONE BALANCING EX RX**


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**Melatonin**

- \_\_\_\_\_-regulating hormone
- Production is reduced with age
- Exposure to sunlight the first 15 minutes after waking can boost melatonin at night
- Melatonin is not directly effected by exercise, but with low melatonin levels reducing sleep, exercise ability or safety is effected.
- Clients who take melatonin should be aware there's a delayed response that if taken too late will make them groggy or hung over in the morning. Taken about 90 minutes before bedtime works best for most.
- **First fix:** exercise type and timing, nutrient type and timing, magnesium

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**Serotonin**

- The \_\_\_\_\_ hormone
- Helps offset negative effects of stress, reducing overall stress load
- Supports gut health and cardiovascular health in addition to mood disorders like depression and anxiety.

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SEROTONIN

**THE HORMONE BALANCING EX RX**

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**The  
Body Doesn't  
Lie.**

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Hormones, Micronutrients, DNA, Stool, self-directed labs, Dutch,  
Spectracell, Viome, GutBiome

**IDENTIFY TESTS  
GET FAMILIAR WITH THE NUMBERS**

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## Testing: Tests

- Micronutrient testing
- Hormone testing (understand what the numbers mean beyond "norms" together with how clients feel)
- DNA testing
- Stool tests
- Self-directed testing
- Dutch
- Spectracell
- Viome
- GutBiome

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- 1.
- 2.
- 3.

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## Summary

- Women Need Hormone-Focused Trainers
- Midlife Women Don't Fit Conventional Ex Rx
- Adrenal Fatigue and Thyroid Issues Change Needs
- "Too much" volume or intensity is unique to the individual
- "Fat burning" exercise in one individual will cause fat storage in another
- STRESS-induced \_\_\_\_\_ is a common denominator in hormone imbalance
- The Body Never Lies: Test, change, Retest

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## THANK YOU!

### Connect!

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