



8 Ways to Make Sure 8 *Hormones* Aren't Running Your Life

A webinar hosted by

DIETITIAN CASSIE and special guest
Real Talk. Real Food. Real Life. *Marcie Peters*

Marcie:

Alright, everyone. Thanks for joining us today for this webinar. Cassie and I are really excited to get going and share this information with you. I'm going to tell you a bit about Cassie before we get going. Today we are talking about eight ways to make sure eight hormones aren't ruining your life. This is [Dietitian Cassie](#), as she's known, and she is a celebrity registered licensed dietitian and the founder and CEO of [Healthy Simple Life](#) which is an organization which focuses on helping people identify the root causes of health issues that health care practitioners often overlook.

She and her team of Registered Dietitians provide evidence-based [nutrition coaching](#) in person, online, and over the phone. Through the power of real food they help people find freedom from diets and chronic health conditions so they can live their life to their fullest without counting calories or points ever again. Virtually every media outlet and that includes CBS, FOX News, CNN, Time, Cosmopolitan South, and the Huffington Post have covered Cassie's quest to debunk the lies and spread the truth about the food that we eat. She's also the featured dietitian for the TV program Twin Cities Live. Alright, Cassie, take it away.

Cassie:

Thank you so much, Marcie. One of the most frustrating things for our clients is hormonal imbalance. It's tricky because we can't see, feel, or touch them and they control your life and your weight. I created this presentation specifically because I know that so many of you are struggling with hormonal imbalance whether you know it or not. So you are in the right place if you're struggling with weight loss, you're gaining weight, you have food cravings, mood swings, you're having a tough time falling asleep or waking up in the middle of the night, you have hot flashes or feel stressed out.

In this presentation we're going to talk about eight hormones that could be standing in the way of your weight goals, your energy levels, and causing your cravings and weight gain. I'll give you eight action steps for controlling these hormones and freeing yourself from sleepless nights, compelling cravings, and unpredictable moods.

Marcie:

I want to invite everyone who's on, we've got a bunch of people on, go ahead and enter your name and location into chat so we can start having a little bit of interaction and make this also really fun.

Cassie:

That sounds great and maybe when you enter your name and your location if you could also type why

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you're here. As you're sharing those things I want to read a few of the reasons that were pre-submitted. Some of you got a little survey when you signed up for the webinar and it asked what you wanted to learn. Janet wants to learn about supplements for hormonal balance. We will be covering that. Chris is having trouble with sleep. A few others: learning to kick cravings, foods for hormonal support, why cravings cause weight gain; great question. These are all fantastic. Marcie, are there any others that are coming through right now?

Marcie:

Let's see. I'm not seeing any right now, but yeah, if everyone could go ahead, that's a great idea, Cassie, and enter why you're here. Why you were drawn to this particular webinar besides Cassie being so amazing herself. What's going on for you? Give us some information in chat. Thanks.

Cassie:

Perfect, and we can share some more of those in a moment. I think what I will do is tell you a little bit about why I'm so passionate about nutrition. I'm going to put my before and after pictures on the screen here. I struggled too. This is important. I want everyone to know that I've struggled too and we've all struggled with different things. When I was in school to be a dietitian I was acing all of my classes but behind closed doors I was struggling through tears, sweat, and years of research and learning that the information taught to me in dietitian school wasn't helping me and was actually making me sicker. I discovered the truth.

Our thousands of clients are finally seeing the results that they want based off of our up-to-date, science-based, research-based program and we get to see pure joy through tears in their eyes when they overcome challenges they never knew they could overcome. That's what my dietitians and I do and that's why I'm so passionate. We help failed dieters of the world to stop counting calories and grams of fat while getting their health and weight back on track.

My pictures here show that while I had gained... You know, I gained about twenty pounds when I was in school to be dietitian; that freshman fifteen was about twenty for me and while it's not all about weight... I mean, you might look at the pictures and think, "Well, that's not really that big of a deal," for me it was about how I felt day in and day out. For me, it was that these sugar cravings that I was having were controlling all of my decisions, my thought processes...I couldn't go without thinking about sugar and it was truly controlling my life.

This is while I was in school to be a dietitian and I was doing everything I thought was right. I was exercising—I was teaching exercise classes—sometimes twice a day, I was eating low calorie and low fat and thoughts of food and sugar consumed me. The reason why I actually ended up losing that weight is that was pure inflammation. We're going to talk about inflammation today in this webinar as well so that you understand what that means. What happened is when I started to fuel my body with the right foods, and not only the right foods, but get everything in balance; my hormones, my stress, my sleep. There's so many pieces of the puzzle and it's not just about nutrition and maybe this is the first time you're hearing a dietitian say, "it's not just about the food." Because the truth of the matter is food matters a lot. We used to think that exercise and nutrition were like fifty-fifty, it was half and half, that equation, burn the calories you're taking in. We now know that it's so much more than that.

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That's really what my team of dietitians and I do, is we like to play detective and we help you get to the root cause of your crime scene. I like to think of it as holding up a magnifying glass and looking at the evidence, the symptoms, and try to put the pieces together to build a case so we really narrow down the suspects involved in your personal crime scene. The crime keeping you from reaching your goals and living a healthy, vivacious, and vibrant life.

What we're going to do today is I'm going to bring you behind the scenes with me and share what I've learned in my critical and careful investigations as a dietitian detective and shed light on some hormones that could be the root cause of your frustrations and lack of success, despite your hard efforts because that's really the reality of it. You could be doing everything right with the food that you're eating but if your hormones aren't in balance, it's kind of a lost cause. Let's take a look at the lineup and find out which suspects or suspect are guilty of committing crimes against you.

Marcie:

Cassie, before we do that can I share some of what people are saying in chat?

Cassie:

That sounds fantastic. Yes.

Marcie:

Okay. Great, so Paul in Minnesota is here for nutrition and hormone balance. Welcome, Paul. Sue in Minnesota is wanting to know how to balance hormones naturally as we age. Cheryl from California is here for sleep and weight loss.

Cassie:

Great. Fantastic. There are several more people on the line today so don't be shy. We'd love to hear you. Chime in at anytime if you have any questions.

All righty, so hormones matter. Underneath it all, if your hormones aren't balanced, it's tough for any of the pieces of your puzzle to come together. When your hormones are in harmony you feel amazing, energized, in control of your moods and cravings and ready to conquer the world. When they're out of balance you feel exhausted, out of control and that's when you gain weight. Today we're going to talk about eight hormones that could be preventing you from living life to the fullest and reaching your goals; whether that's infertility, cravings, weight loss, digestion, sleep, headaches, hot flashes, you name it. Like I said, my team of dietitian coaches and I work with thousands of clients and help them to balance out their hormones with these tried and true strategies of our science-based program. I'm excited to share this information with you today.

Let's start here with *glucagon* and *insulin*, your fat-burning and fat-storing hormones, respectively. Glucagon burns fat for energy, so who doesn't want to be best friends with glucagon? I remember the first time I said the word glucagon on TV they asked if it was a Star Wars reference. It's kind of a fun word to say. Glucagon can't work if insulin is around. Insulin is secreted by your pancreas in response to elevated blood sugar levels. They can't coexist. It's insulin or glucagon—you're either storing fat or you're burning fat. The key is we don't want our blood sugar levels to be spiking because that's when your

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pancreas is going to secrete insulin to store fat for energy.

That's what I want you to remember out of these two hormones is that insulin dictates how much fat the body will store and when your insulin levels are high you're going to fight a losing battle with weight loss. This also acts on your brain to increase appetite, specifically an appetite for sugar and refined carbohydrates, which just throws you in a vicious cycle to store fat. This is how our bodies respond to our standard American, low-fat diet full of processed, refined foods. We keep pumping out insulin, which in excess happens to function as a pro-inflammatory substance that causes us to keep storing fat.

You may have heard of insulin resistance because resistance to insulin can build up over time with your body gradually producing more and more insulin in an attempt to get it to work better and then what happens is your cells don't respond anymore. They become desensitized to it's effects. I like to compare this insulin resistance to being in a noisy room. When you walk in it's loud and you can't hear anything but after a while you get used to it. That's what happens in your body. Your pancreas secretes more insulin, and the more that circulates in your body the harder it becomes to lose weight. This can put you on the track for type two diabetes, too.

All right, I'm going to kind of switch back and forth here between the presentation and my video.

All right, so the blood sugar roller coaster. If you know me at all you know that I talk a lot about blood sugar levels...and for good reason. Have you been for a ride on the blood sugar roller coaster?

The deal is most roller coaster rides are fun; your stomach turns in anticipation of the unknown, the gigantic ups and downs. I love roller coaster rides but they usually only last for a few minutes... and you might be riding the blood sugar roller coaster all day long. Do you have frequent cravings? Do you have a slow metabolism? Are you a compulsive eater? Are you always exhausted, fatigued, you have mood swings, irritability, difficulty focusing, trouble losing weight, low energy levels? If you've answered yes to any of those questions, chances are that you're riding the blood sugar roller coaster.

Here's my little visual of the blood sugar roller coaster. The key to not riding that blood sugar roller coaster is what I call "PFC every 3." This is my trademarked way of eating. What it is is the combination of the three macro nutrients: protein, fat, and carbohydrates every three to four hours to keep your blood sugar levels balanced. This is one of the reasons why I hate calories: Hormones are one of those reasons because your body can't be simplified into a math equation because its functions are controlled by your hormones which act as chemical messengers and respond differently to different macro nutrients and other environmental stimuli.

These three macro-nutrients we're looking at, P, F, and C, they all influence hormones in different ways. For example, carbohydrates, like I mentioned, trigger the release of that hormone insulin, whereas fat does not. When insulin is at work (that was that fat storing hormone), the activity of other major hormones is suppressed. "PFC every 3" is the regimen that I recommend for keeping your blood sugar levels balanced because riding that blood sugar roller coaster is what drives those insulin levels up, which regulates your other hormones and sets the stage for inflammation and putting everything else out of balance.

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The great thing about fat and protein is they help slow the digestion of the carbohydrates in your blood stream, and fat keeps us full. What they do is fat and protein, they don't spike your blood sugar levels, they actually help slow the assimilation and absorption of carbohydrates which turn into sugar in your blood stream. It also helps you... When your blood sugar levels are more stable you feel more in control of your moods and your cravings.

Eating PFC every three to four hours is a way to stay ahead of your hunger. The blood sugar roller coaster, I like to think of it like you have a bowl of cereal, waffles, whatever the standard American high carbohydrate breakfast is with maybe orange juice and a piece of toast with margarine. That spikes your blood sugar levels and then what goes up must come down, right? They drop and then your brain is really, really smart and it knows that when your blood sugar levels are low it just needs sugar to raise them.

What do you crave at 10 a.m.? Most people crave sugar. You go to the coffee shop and you get a mocha and a muffin or maybe you have a banana. Back when I was in dietitian school I thought having a banana for a morning snack was a really healthy choice and a banana is a real food, right? It seems like it would be a healthy choice. The problem is it's not balanced. When we're talking about hormones, we're talking about getting everything in balance. What I recommend is maybe having half of that banana with protein (so that could be a hard boiled egg) and some healthy fat (so that could be a couple tablespoons of almond butter, or cashew butter, or you could even have a couple tablespoons of nuts). That way you're getting protein, fat, and carbohydrates and they all work together to keep you balanced.

Eating PFC every three to four hours is something that might take a little bit of getting used to because you're relearning your hunger sensor. A lot of people are not in touch with their hunger sensors anymore after following diets for years. You're basically eating in a way to stay ahead of your hunger instead of eating reactively; working at the computer all day and all the sudden you feel like your starving at lunchtime so you rush out and eat, then you keep doing that and falling into that vicious cycle and that's when you ride that blood sugar roller coaster.

For a lot of people, eating PFC every three to four hours is a great way to get back on track and learn how your body responds to different foods and just get back in touch with your body. For some people, they don't need to do that forever. You might be thinking, "I can go five or six hours without eating" and that's great. What I'm talking about is the general recommendations that we start with with most of our clients. To get them back in balance.

Alright. "PFC every 3." That's how we get our stable blood sugar levels. When our blood sugar levels are stable, our brain chemistry is balanced and our hormones are balanced allowing our bodies to really use food for fuel and that keeps our metabolism revved up, too. That's how it helps with weight loss when you go back to the hormones glucagon and insulin. You want glucagon, that fat-burning hormone, to be working for you all day long and you're going to get that when your blood sugar levels are nice and stable.

You'll notice your cravings disappear, your moods improve, those pounds come off more easily, and you're more alert. A little recap: how we keep those blood sugar levels stable is by eating that protein, and protein can actually increase your metabolism for twenty-five to thirty-five percent for one to three hours after eating it. A lot of people are only eating protein at meals or maybe even just at dinner time.

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Protein plays a huge role in how the body works and if it's working like it should.

Then when it comes to fat, we're really brainwashed in our culture to believe that fat is the enemy and yet fat is so important, as long as it's the right kind. Fat keeps us full and it's essential for every cell in our body, and sixty percent of your brain is made of fat! Think about what it does to your brain when you deprive it of its own building block. If you've eliminated fat from your diet and you start to incorporate it again, it won't take you long to realize how much more energized you feel.

You know, even if you haven't tried to eliminate fat from your diet, a lot of us have done that because unless you're actually being intentional about including fat—you have to kind of be intentional because a lot of the foods out there ever since the 1970's when we started to get brainwashed to believe that fat was the enemy—food manufacturers responded by making low-fat everything. It's really about being intentional.

I recommend starting with a couple tablespoons of healthy fat at every meal or snack. Maybe that's cooking your eggs in butter or coconut oil in the morning, maybe it's adding melted butter to your vegetables, maybe it's having, like I mentioned, a couple tablespoons of nut butter or nuts or seeds at your snack time. Maybe it's adding cheese to your vegetables or maybe it's heavy cream in your coffee. A lot of great options. We're looking for those real healthy fats.

Carbohydrates ... Carbohydrates are not all created equal. When we're talking about carbohydrates, my goal is for you to focus on real food of carbohydrates. You're trying to stay away from the processed, refined carbohydrates and focusing on your vegetables and your fruits. Maybe staying away from bread, pasta, grains, cereal, granola bars, because these turn into a lot of sugar in our bodies and can promote an inflammatory response. If there's one simple thing you could do for better health that you probably didn't need to attend this webinar for, it's to eat more vegetables and more fruits.

I should be careful when I say fruits because everyone's body responds differently to fruits, and with fruit you really do have to make sure you're balancing that out with protein and fat because it can really spike your blood sugar levels. A lot of our clients find that they're better off including more vegetables than fruits. We're going to wrap up PFC balanced eating and we're going to move onto another topic here.

These are just some breakfast examples because I believe that breakfast really is one of the most important meals because it jump starts your metabolism in the morning and it keeps those hormones, glucagon and insulin, nice and balanced. These are just a couple examples. I love smoothies in the morning. They're easy. If anyone has that excuse, "I don't have time for breakfast in the morning," then a smoothie is for you. You can make it really quick and run out the door. For protein I put in a couple scoops of protein powder. Your fat, for example here we've got peanut butter but I love putting in half of an avocado. It's nice and creamy. Then for carbs...in the picture here we use berries which give it that nice purple color. You could use your half a banana here, you could throw spinach in your smoothie; whatever works for you!

My other favorite breakfast is eggs in the morning. Eggs are a fantastic, filling, protein. Cook them in a couple tablespoons of coconut oil and add some spinach, maybe strawberries on the side like you see in the picture, and you are good to go. Here's what a client of ours named Molly says: Molly was really

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feeling desperate. She was ready to do anything to jump start her weight loss after she had hit a plateau after she had a baby. She reminds me of me in the sense that she was exercising regularly, eating what she thought was healthy and balanced, and with no further progress. She was pretty much ready to do anything when she found us. Just after a couple weeks she lost seven pounds and the key for Molly was that she never felt deprived or hungry.

How many of us have been on diets that left us feeling hungry all day long, and no energy levels, and have a tough time sleeping? That's because most diets are actually depriving your body of what they need, and when you deprive your body of what it needs, your metabolism actually slows down to conserve energy. Molly really found out that when she was fueling her body with what it needed, including healthy fat, she felt great and she lost weight naturally without even trying.

Alright. *Cortisol*. You may have heard of cortisol and when we were talking about insulin earlier, it's really important that we talk about cortisol because cortisol can also increase blood sugar levels. That can cause an increase in insulin, that fat storing hormone. Cortisol is your stress hormone. Cortisol regulates your fight or flight response and directly affects fat storage by deciding if we should use or store fat. Cortisol is not necessarily a bad guy, although sometimes we think of it that way.

Cortisol is the reason why when there's a car accident and you hear that someone lifted a car above their spouse who was in the vehicle with them, that's thanks to cortisol. Cortisol is when you're being chased by a grizzly bear, it's why you hear crazy stories where people can actually outrun the grizzly bear. That's thanks to cortisol. We want cortisol. Cortisol is a good thing but it's not good when every single day we're secreting cortisol because our bodies feel like they're under stress.

When we're living these stressful lifestyles and it's chronically elevated this can really have destructive effects on weight, not to mention also immune function, increasing risk of disease. Your cortisol can be off balance due to too much stress. Cortisol does it's normal job of raising blood pressure and blood sugar when you need it. That's your fight or flight response. But if your body thinks it's under stress, emotional and psychological threats every single day and your body every day thinks it's in survival mode then cortisol really works against you. It can slow down your thyroid, which is another hormone we're going to talk about next. It's the master of your metabolism. That can actually cause you to store more fat.

We see with our clients most of us brush stress off like it's no big deal. Unfortunately a lot of us don't realize just how negatively it can impact our health and our weight. It can sabotage all of our hard work and effort we put into being healthy and the results of both acute and chronic stress are detrimental. Stress negatively affects digestion, it depletes our body of nutrients, it reduces immune function, it affects our mood, it alters our ability to think clearly because it interferes with the production of our feel good brain chemicals which are made in our gut and stress sets the stage for inflammation which is the root cause of chronic disease and weight gain. Stress really matters and remember that cortisol is that hormone released in response to stress, which is what drives that insulin response and fat storage.

I don't really care what you do to manage your stress—just chilling out for a few minutes a day is a really good first step for stress management. My stress management strategies are not going to be a lot different than ones you've already heard. Whether it's relaxing just for a few minutes when you get home

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from work, reading a book, snuggling with a dog, meditating, prayer, going to yoga class, whatever it is, you've got to find something that works for you that you can include regularly to manage stress.

I had a client just recently that ... She worked with me for a full year and she made some great changes. She saw amazing changes in her overall energy levels and her lab work. Actually, when she started with me she had some white flaky skin all over her arms and her legs and it was like that for as long as she could remember, and all of that disappeared when she started following PFC balanced eating regimen, and taking our high quality supplements. The problem was she couldn't lose the weight.

She lost five or ten pounds within the first month or two and then she really hit a plateau. She had a very stressful job, she was the nurse manager at a hospital and she worked all the time. She was single and she worked weekends, she worked nights, she said yes to everything. She had a lot of responsibilities. She was checking her email and answer her pager it seemed like around the clock. She realized that and we talked about stress management a bit during her coaching. We just couldn't really figure her weight loss out.

Then about eight months into her coaching with me... We had talked about stress over and over and it kind of felt like a broken record. That was when she finally decided it was time to take a vacation. She actually had all this vacation time that she was about to lose because she worked so much. She decided she was going to use ten days and take a vacation. What happened in this ten days was amazing. She went on vacation and she decided she was going to stick to her PFC balanced eating regimen, take her supplements still, do everything the same. It was really important to her and she felt great doing that so she didn't want to give any of that up.

What happened was she ended up losing ten pounds in those ten days, simply—the only thing she did different was she just totally relaxed. She checked out. She didn't have her phone with her. She was actually camping in a remote area so she wasn't able to answer her pages. She said it was amazing. It's the best that she's ever felt and then after that ten days she continued to lose weight. She ended up losing sixty pounds, and that weight has stayed off. What amazes me about her story is that we worked so hard at so many things, so many areas, and she saw so much progress but the one area we just couldn't get to budge was the weight...and it really came down to stress.

When she came back from that ten days of vacation she was a different person. She met with me and said, "I'm not going back to taking all these responsibilities. That was the best vacation ever, I lost the weight, I felt great. I'm no longer answering emails at midnight. I'm no longer answering pages on the weekend unless I'm on call." Just that total shift of mindset and changing her stress—it had to do with that cortisol level. Really, stress could be the missing piece of your puzzle and most of us brush it off and it's something that we need to think about.

Alrighty. Let's move on to *thyroid*. When we talked about cortisol and stress it's really natural to talk about thyroid and *estrogen*, which we'll talk about too, because these are the three hormones that are most times off balance in women. When cortisol is off it also throws off your estrogen and your thyroid. Your thyroid hormone directly acts on every system in your body. If you're not losing weight, your thyroid might be under-active because your thyroid is the master of your metabolism. Low thyroid function is common.

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In fact, different studies have shown as many as one in every eight females or ten to forty percent of Americans have an under active thyroid. This is really confirmed by the number of clients we see struggling with their thyroid. The problem is most of them don't know they're struggling with it because when they have their thyroid tested, their lab numbers come back normal. By the way, normal ranges are just based on a statistical average which is created using people who go to the doctor—not healthy people. We don't put a lot of weight into conventional reference ranges anyway.

The reason for hypothyroidism, that low thyroid function, it's probably due to an increase of soy in our foods and maybe also decreased sodium recommendations and low-fat diets. Regardless of the cause, if your thyroid isn't functioning up to par, then it makes sense why you have trouble shedding pounds. It makes sense why you have low energy levels because, like I said, it's the master of your metabolism. We work with a lot of clients who find that impaired thyroid function is the offender who's been harassing them. Once they learn to control that bad guy, their energy levels and weight fall back into place.

I have a client who is a doctor and she thought she had her thyroid under control by taking medication. She just couldn't seem to lose weight. What happened is we started to support her thyroid with nutrition and a couple key supplements, and her weight started to drop. She was even actually eventually able to come off of her medication which was really important to her. She's an MD, a doctor, and she was running her own labs and she was taking the medication that she would prescribe to her clients or her patients in the hospital and here she thought she was doing everything right.

She sought out a detective dietitian, and that's when she found me, and she said, "Here's the problem. I can't seem to figure out this weight loss thing and I'm taking the medication to support my thyroid." She said, "I know my thyroid is the master of my metabolism so it looks like I'm supporting it here, so what is going on?" We dig deep and the problem with medications is that they do have side effects and they don't always work even close to as well as real full and natural supplementation can work.

It took a little bit of encouraging her, motivating her to really be open to supplementing, because sometimes doctors are just taught medications and we don't learn a lot about supplements. Just like in school to be a dietitian, I didn't learn about supplements until after school when I really dug into the research and learned how important nutrients, and vitamins, and minerals are. Once this client of mine really opened her mind to food and supplementation, more of the natural, real food approach, she started supporting her thyroid with key nutrients, and that's when she was actually able to come off of her medication completely.

We see this with a lot of clients. They're able to reduce or come off of medications when they actually start giving their body what their body needs. I really encourage you, if some of this resonated with you about thyroid and you're thinking, "Gosh, it just feels like I don't have any energy and my thyroid function might be low," I'd encourage you to really consider nutrition.

There are a few ways to support your thyroid. The first is to *follow an anti-inflammatory diet* and that's what I outlined right away at the beginning. That's eating PFC every 3 so you're not promoting inflammation when you're eating too many carbohydrates by themselves or artificial sweeteners or trans fats. When you're eating real healthy fats, the protein, the carbohydrates, that can really support your thyroid function.

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Impaired thyroid function can cause inflammation and the long story short is what happens is this can take over your body and inhibit the conversion of T4 to T3, which is what you need to have energy and for your thyroid function to be supported. It can really make you less responsive to thyroid hormones. Again, a couple tablespoons of healthy fat, quality protein, nutrient dense carbohydrates; namely veggies, some fruit, at every single meal and snack. It helps to calm inflammation.

Number two I would say would be checking for *food sensitivities, intolerances, or allergies*. It can go both ways here. A thyroid imbalance can cause food sensitivities, and consuming food that your body is sensitive to can contribute to impaired thyroid function because of that inflammatory response that's triggered. If you have a sensitivity, or an allergy, or an intolerance, your body will spend its energy fighting the offending food item. The job of your body is always to keep you alive and survival is always what your body is thinking.

You might be surprised by how many clients eat foods they are sensitive to. It kind of sounds like a no-brainer, right? If you're sensitive to something or allergic to something, you don't put it in your body... but you might be surprised by how many clients come to us and say, "You know, I know that something happens when I eat dairy. I get a stomachache, or I get a headache, or it causes gas or bloating, but gosh, I just can't give up my ice cream or I just can't give up my milk. I consume it every day." When you're doing that every single day, your body is constantly trying to fight that and it doesn't really leave a lot of room to focus on the things that you want it to focus on; whether that is energy, or weight loss, or getting rid of those digestive issues.

I would really encourage you to pay attention to your body and keep out the foods that it's sensitive to. Allergy testing isn't always the best answer because a lot of the tests we have aren't very accurate. I think the best test is eliminating a food for at least three to four weeks, preferably even longer, and then adding it back in; paying attention to what happens to your body. I would recommend working with a health care professional to help guide you through the process of pinpointing food sensitivities.

All right. Another tip for thyroid would be *avoiding gluten*. The link between gluten and thyroid dysfunction exists because the composition of thyroid hormone receptors are really similar to gluten. If your body thinks gluten is a toxin then it can confuse the thyroid for a toxin and that can produce antibodies that cause it to attack itself. If you follow my recommended eating regimen, the PFC that we talked about, it's naturally gluten free so you'll be doing great with that.

Another tip would be *skipping soy*. I've mentioned soy. It's not really a good thing for any reason and it can negatively affect your thyroid because the isoflavones in soy interfere with the production of T3 and T4 which are necessary for a well-functioning thyroid. I've also come to believe that soy can lead to hypothyroidism, based on my experience working with clients with low thyroid function. Regardless, I just don't think it's worth consuming soy.

Using *iodized salt* can be beneficial. The thyroid gland uses iodine to produce thyroid hormones and iodine deficiency is common. It's a common reason for impaired thyroid function and it's important because a lot of doctors are still recommending no more than fifteen milligrams of sodium a day which

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can easily make us iodine deficient since that's a major source. When you eliminate processed food from your eating regimen and eat more PFC balanced, you'll be consuming a lot less salt than in your pre-PFC days, making it even more important to be intentional about this. Sprinkling iodized salt liberally on your food at meals is a great idea.

Last but not least is *supplementing* to support your thyroid. This, I think, is one of the most important, simple things that we can do because you're providing your thyroid with the key nutrients that it needs. I recommend [Thyroid Pro](#), which you see on the left here, and [Thyrosol](#) supplements along with [vitamin D](#) is also really important. Thyroid Pro and Thyrosol feature key nutrients like the iodine that I mentioned along with zinc, L-Tyrosine, and selenium which are important because they promote and support healthy thyroid function by helping with the conversion of T4 to your more active is T3.

We've seen the greatest improvement in our clients thyroid function when they take these together. As far as dosing goes, it's really individualized based on your current thyroid function and if you're on a current medication. Taking these two supplements... anyone can benefit from this. That's the thing with supplements is they're not a medication so they can always support what you're already doing. The vitamin D would also be important because a lot of the contributing factors to a low thyroid function can also reduce the bodies ability to absorb vitamin D, so with someone who's thyroid function is impaired, it can take more of the supplement to get the same effect.

My general recommendation for vitamin D is taking vitamin D3 and doing 10,000 IUs every other day (or 5,000 IUs) a day. Of course it's best to get your level checked and find the right dose so that we can make a better recommendation when we actually know what your level is. As far as what your level should be, a lot of doctors are recommending vitamin D levels within twenty to eighty. Having a level of twenty can lead to a host of health issues so there's really nothing bad with having it higher. We recommend between fifty and eighty ng/mL.

Marcie:

Cassie, can you just tell everyone the best place to go to purchase these supplements? Because these are a great idea and I really recommend them too.

Cassie:

Thank you, Marcie. Yeah, so the thing with supplements is that [not all supplements are created equal](#) because they're not regulated by the FDA, so there's no testing required to verify the effectiveness of a product. I always recommend taking high quality or not taking any at all. Not trying to be a Debbie Downer, it's just a fact of the matter. I know a lot of people have heard about that recent study just this year where recent reports called attention to certain retailers like GNC, Target, Walgreens, Walmart; and they're selling supplements that, when tested, four out of five contain none of the herbs listed on the labels. Instead they actually contained a mix of scary ingredients.

That's why I'm so, so particular about where we get our supplements from. I recommend pharmaceutical grade supplements. What that means is that they actually are third party tested. They really do have in them what they say is in them. The problem is you can't get pharmaceutical grade supplements at the store. You have to go through a licensed health care professional. That's why I created the Real Food Vitamins

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Store. It's www.rfvitamins.com— because we can offer the pharmaceutical grade supplements since we are licensed health care practitioners. Anything you find in that store is what we use and recommend.

I personally use these with our clients and they're very absorbable, they're highly effective, and they're not going to have any of the fillers or the additives that supplements just on the store shelves can have. This is something I think a lot of people are becoming more aware of thanks to that recent study. It's so scary that you could be further from your goals after taking poor quality supplements and I mean, the reason we take supplements is to better our health.

We've seen client after client come in and find out that the supplements that they're taking have artificial sweeteners in them, they have things in them that are actually preventing them from reaching their goals and making them sicker instead of healthier.

So I'm glad you brought that up, Marcie. It's just like with food. You want to be putting high quality food into your body. You also want to be putting high quality supplements into your body that are actually bringing you closer to your goals instead of taking you further from them.

Marcie:

Thanks, Cassie, and I know that you really thoroughly test and make sure that everything that you provide to your clients is top notch. That's www.rfvitamins.com, right?

Cassie:

Yeah. All of the supplements that I'm talking about today are in the Real Food Vitamins Store. (rfvitamins.com)

Marcie:

Great. Thank you.

Cassie:

The next two we're going to move onto is *estrogen* and *testosterone* which we think of as our female and male hormones respectively. Estrogen dominance is common in both men and women, believe it or not. Estrogen is a hormone produced primarily in the ovaries in women and the testes in men. It's not always an enemy. The problems arise when estrogen levels are out of balance. In women we see an increase in the prevalence of breast cancer, endometriosis, and infertility when estrogen levels are too high. Hot flashes are a common symptom of menopause.

I want to make a distinguisher here that common is not the same thing as normal. A lot of people will say, "Well, everyone has hot flashes. It's just something that happens in menopause," and, yes, it might be common but that's not normal. That's a sign of hormonal imbalance. You can balance your hormones. That's the exciting thing! That's why I'm having this webinar here today. Just because something is common like hot flashes doesn't mean it's normal.

It's also possible for men to have excessive estrogen, which leads to an increased risk of prostate cancer, low libido and weight gain. Estrogen and testosterone... Testosterone is often thought of as the

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burly hormone and, again, it's important for both men and women but the ratios of what we consider to be "balanced" are different for each gender. We have to have the right balance for our systems to be working properly. Eating PFC balanced and avoiding soy are great first steps to balancing your hormones just like with your thyroid. For this type of hormonal balance for the best support that's where [SynerVive™](#) and [TestraVive™](#) come into play.

Jan, I know you had asked about supplements for hormonal balance and these are really important ones. Every female can benefit from taking SynerVive™. It's a highly effective estrogen balancing supplement and it promotes hormonal balance by featuring targeted nutrients that support healthy estrogen metabolism and detoxification. That's one of the really exciting things about SynerVive™ is that your hormones fluctuate throughout the month, so, whether you have an excess amount of estrogen or not enough estrogen, it helps to really balance everything out and it works in both ways in that sense.

It can provide significant relief for women with hormone related health issues, PMS, hot flashes, cravings, sugar cravings. A lot of women experience sugar cravings in relation to their hormonal cycle due to the swings that are a natural part of the process. SynerVive™ helps your body metabolize excess estrogen while supporting that hormonal regulation, which can help with cravings, too. My general recommendation for this would be one tablet with each meal everyday, or just taking a couple tablets in the morning and a couple in the evening. You can kind of play around with this based on your symptoms.

With TestraVive™ it's similar. It's the male hormonal balance supplement, and it's our best recommendation for supporting testosterone balance. TestraVive™ can assist with weight gain issues, fertility, enhancing sex drive, reducing the risk of prostate problems and disease. Men of all ages can benefit from taking TestraVive™ on a daily basis. A general recommendation for TestraVive™ is just two tablets a day. Yeah.

Marcie:

Really quickly, is [TestraVive™](#) just for men and [SynerVive™](#) just for women?

Cassie:

Not always. Not necessarily. You know the best thing to do is to get your hormone levels checked and then to [meet with a dietitian coach](#) and we can help you with that. We have had some men that have excess amounts of estrogen that need to take SynerVive™. It does depend, but in general men would take TestraVive™ and women would take SynerVive™, that's a good question.

Marcie:

Okay. Thank you.

Cassie:

Here's what Stephanie says. She's someone, she reminds me of myself and she's a client of ours. She struggled with sugar. I know so many of you struggle with sugar cravings. I know that so many of you have been told it's because you don't have any willpower and that you should just stop eating it. Sometimes you might be able to relate to Stephanie that that just doesn't work.

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She would try over and over to eliminate sugar from her diet. She had horrible withdrawals. She would give in. Same thing with me. Part of my story is I would start fresh. I would start a new detox the next day. I would always end up back where I started and I was so mad at myself. It just felt like there was something wrong with me. With Stephanie, now she can say her sugar addiction is nonexistent and I can say the same thing. The exciting thing is when you fuel your body with what it needs, the process is pretty pain-free and your body starts to respond and perform the way that it should. She's kind of an exciting success story that I wanted to share with you. Marcie, are there any comments that we need to address?

Marcie:

I don't see any comments at this point but I want to invite everyone to go ahead and feel free to post your questions or comments; anything that's coming up, because we will be addressing those.

Cassie:

Yes. We're going to move onto the two other important hormones called *Ghrelin* and *Leptin*. These are two big players in regulating appetite. Some of you, your ears might be perking up. Leptin is your satiety or your, "I'm full" hormone. It's secreted in your fat cells to tell you to put your fork down. After you've had a big PFC-balanced meal, Leptin decreases appetite.

Remember earlier we talked about insulin resistance? Just like you can become resistant to insulin, you can also become Leptin resistant. In this case, you have a lot of fat making a lot of Leptin, but it doesn't work. Your brain isn't listening. It might even think you are starving because as far as it's concerned, you are famished when there's not enough Leptin. This can happen in the presence of a lot of fat or a lot of inflammation.

The other hormone is Ghrelin. It's your hunger hormone and that's triggered by low blood sugar levels secreted in the lining of your stomach when it's empty. What it does is it increases your appetite. When Ghrelin goes up so does your appetite, specifically your appetite for sugar and carbs. The question is, how do we get these in balance? The answer is a pretty simple one. *It's sleep*. The thing is, inadequate sleep is all too common thanks to our busy, busy lifestyles. The average American is getting six hours and fifty minutes of sleep a night, and most of us need seven to nine hours a night.

Sleep is really important.

All the time we see clients who seem to be doing everything right: eating all the right foods at the right times and the right balance but they're sleeping like crap... if at all. Or they're sleeping well but they're only clocking in five or six hours a night; or a huge no-no, that I participated in for too many years, is that they're sacrificing sleep for exercise. Getting up at four in the morning when they're exhausted, staying in that calories in, calories out mindset. This messes up your hormonal balance. Since we know it's not all about burning calories, it's not helpful to trade sleep for clocking in time on the treadmill.

If you don't get enough sleep, you face bigger concerns than just moodiness or fatigue. Sleep controls these hormones which control your appetite and your metabolism. Not to mention, also, the key role that it plays in immunity, which you need working in your favor for staying healthy and for weight loss too. For too little sleep, let's tie in another hormone here. Remember we talked about cortisol? Your body's also more likely to produce cortisol after sleep deprivation. There are subjects in several different studies that had higher levels of

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cortisol later in the day, a time when cortisol should be tapering off to prepare your body for rest.

Like we discussed earlier, heightened cortisol prompts the body to store more fat. Sleep really, really matters. Going back to these two hormones, this Leptin and Ghrelin, a lack of sleep generates increased levels of Ghrelin, the hunger hormone that triggers you to crave and eat more refined carbohydrates. This is a big deal. We've had clients who, I can think of a client in particular, she was doing everything right and we just couldn't figure it out and we hadn't really talked much about sleep. I asked her what the deal was with her sleep and she said, "I might sleep five or six hours a night. I never feel rested." That was it.

We figured out that once we got her sleeping well, first of all, she stopped craving sugar and carbs. That was something that had been bothering her for a long time. She'd significantly reduced her sugar craving with her eating regimen. The problem is when you're not sleeping well enough, your Leptin and Ghrelin are imbalanced, and when your Ghrelin level is high, that tells your body that you're starving so it craves carbs and sugar. So she was still having those carb cravings because these hormones were imbalanced.

Okay. We're almost done here. Thanks everyone for hanging in with me. We're going to finish up here. Marcie, thank you, you already asked about supplement quality so just another reminder, we've got to be in the right balance for our system to be working properly.

Supplements can be really, really beneficial. They can also bring you further from your goals if you're not taking quality. That's why we're so particular where we get our supplements from. You can relax knowing that the products that we have in our [Real Food Vitamin Store](#) are pharmaceutical grade which means they're rigorously tested, they're the highest quality and we're able to offer those for you because we are licensed health care professionals.

[Rfivitamins.com](#) are where you can find those and those are the ones that we have research backing their effectiveness and you can always send our customer support an email if you have questions about anything there.

Here's Arline's story. I love Arline's story. Arline is someone who wasn't really sure about hiring us in the first place. She's really, really smart, really educated, and she just said, "I never really felt like I needed the guidance of a dietitian. She researched a lot on her own, she experimented a lot but her stress and her depression just did such a number on her that she decided that it was time to reach out for help. How often do we think that asking for help is a weakness? Marcie, you and I have talked about this before, that asking for help is such a strength and so many of our clients are over-achievers, successful men and women, business people who... They are smart, they're educated, and they feel like it's a weakness asking for help.

Marcie:

Yes, even people who are in the health industry ... You're very educated and knowledgeable and it still helps to have a coach. We all need coaches no matter where we are in life, so absolutely. I know that you have people come to you, Cassie, who are doctors, and nurses, and in the health care industry, too.

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Cassie:

A lot of our clients are. A lot of our clients are nurses. Believe it or not, I have quite a few clients right now who are dietitians. It might sound surprising, but remember, in dietitian school we weren't taught this research-based information. What I base my practice on today is research and that's not the information we were taught in school. When you think about it, if other dietitians are coming to us for help, no wonder our nation is getting fatter and sicker. We've been given the wrong information. There's no shame in asking for help. That's something that...Marcie, you and I both...We always applaud people when they reach out and invest in their health because there's no shame there.

Marcie:

Yeah. Even if you know this information, knowing it is one thing and doing it is a different thing, so there's the accountability piece to which is also where it's great to get a coach.

Cassie:

Exactly. This was Arline's story, and for her, supplements were a really big thing. That's what really put her over the edge and helped her experience results like getting rid of her sugar cravings, and carb cravings, and reducing her PMS symptoms when she started [SynerVive™](#); her moods improved and she really gives the credit to us and she's so thankful that she asked for help.

These are the eight ways to make sure those eight hormones aren't running your life.

The step number eight, that we hadn't talked about yet, is working with a dietitian coach. Now, Marcie, you and I both know that working with a coach on a regular basis has been shown to lead to successful lifestyle changes. That's because coaches provide accountability, consistency, and ongoing support so that you can get long term results. Do you know how celebrities stay fit? They have a team of people who help them.

Marcie:

Absolutely.

Cassie:

In our program you have someone on your team. One thing I recommend is getting an expert on board with you who can assess your hormone levels. It's always better than guessing. A lot of health coaches, even medical professionals, don't have a lot of experience with hormonal imbalance. I know something some of you said when you signed up for this webinar was there's just not a lot of information about hormonal balance out there. That's why I created our program. That's where my team of dietitian coaches can come into play. We have worked with thousands of clients using our research-based strategies to help them balance their hormones. We can do the same for you, too.

We use a real food approach and a coaching model to really help put together all the pieces of your puzzle. Our program is really unique in that we customize everything just for you and guide you through the process. You don't have to try to figure this out on your own anymore. Our program is different because it's personalized to you. We look at your lifestyle, your schedule, your passions, your goals and we guide you through your journey to your best health and life possible. We really give you a fresh, new outlook, hope, and energy. You learn how to eat so that your body can function the way it was designed

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to: with effortless energy.

Again, our program is based on evidence-based nutrition and using our scientifically backed program. We teach you how real food can transform your mind and body. With us, you have your own dedicated dietitian coach to answer all of your questions and provide you with individualized recommendations. We really get to the root cause of your health concerns with our healing from the inside out approach.

With our coaching program, you get a ninety minute introductory session, you get two one-on-one appointments per month, you get a customized nutrition portfolio that your dietitian coach spends a few hours putting together just for you based on your preferences, your lifestyle, your goals, your health history. You get a personal health assessment, fourteen days of customized meal plans, and you get free access to our PFC club membership program as a client.

Really with our program you get support from every angle which is the real secret to real results. You're not only getting your appointments with your dietitian coach every month, but you have access to our entire team outside of your appointment times too so you can ask questions and get support anytime you need it which gives you the best chance for success. We like to think of ourselves not only as detectives, and also we're your GPS insuring that you're not getting off course with frustrating mistakes. You might have tried different diets and programs in the past and those investments are a lot different than the investment of our program. Our mission is to provide you with the fastest, most effective path to seeing results.

We have ten openings for coaching right now so if you're feeling like this was overwhelming or if I touched on any areas that resonated with you, myself or one of our other qualified dietitian coaches would be honored to work with you. You don't have to keep doing this on your own. I'd ask you to let us help to navigate you so you don't veer off course with different programs that aren't working for you. In coaching sessions, we sit down with you either in our office, or on the phone, or Skype to discuss specific ways to achieve your health goals through accountability and sound guidance.

How do you know if it's right for you? That's easy because you signed up for this webinar, so I know this program is for you. If you're sick and tired of feeling sick and tired, if you're motivated and committed to making changes that need to happen, and if you finally want to get and keep results then this program is for you because it's customized, it's hands on. We don't take on every single client. If your committed and motivated to making changes for your health I really encourage you to [apply for a coaching program](#) and we'll set you up with a kick start call with me to see if you're a good fit, and then develop the best plan to help you reach your goals.

Here's what Jackie says. When she first started working with us she was almost a hundred pounds overweight and unhappy, and she's actually another client of ours who is a physician. She was struggling to make good decisions about food, and she felt kind of shameful because she's a physician. She started thinking about joining OA and then she found us. Within in a month, she says, she lost eight pounds and felt in control. Now she's actually lost over a hundred pounds! She says that she couldn't have done it without a dietitian coach.

If you're ready for a change, and I'm guessing you are ... You know, attending this webinar, that's a big

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first step, then go ahead and fill out [the application](#) and we'll get you on the best track just like we've done with so many clients before you. I want to show you one more person, what Rachel says. She struggled with weight her entire life and she kind of reminds me of how I always thought there was something wrong with me, that I just craved sugar and nobody else did.

She thought that she was just bound to be overweight. It was just genetics. She remembers the low moment. I remember her telling me about this, sitting in the break room at work she had peanut butter, a spoon, and whole grain toast and she was wondering why she wasn't losing weight. That's when she found us and now I think she's lost about forty pounds and what amazed Rachel is that she always felt like she was missing out.

She missed butter and cream and now she gets to eat that with every single meal and, while we encourage an active lifestyle, she's also just amazed at how she doesn't have to burn all the calories she's consuming by hitting the gym all the time. With Rachel, she actually found that when she eliminated gluten and dairy that she ended up losing a little bit too much weight. We actually figured out with her that when she's including the right amount of healthy fat from dairy like butter and cream that she can actually have kind of the figure and the energy that she's going for.

It's fun with our clients. We get to experiment like that. Sometimes our bodies respond so well that we end up losing more weight than we actually wanted to! It's kind of fun to be able to listen to your body and get to do that.

I really hope that this webinar provided value for you and will help you sort through some evidence and that we were able to get the crime solving wheels in your brain turning.

At the same time, I understand that it can take a world class detective to help solve your mystery when there are so many pieces of evidence to put together. My team and I can really help you to identify and arrest that offender once and for all so you can back on track with that life that you deserve. Just head on over to healthysimplelife.com/start and apply to our program to secure one of our ten coaching slots that we have available.

Marcie:

Awesome.

Cassie:

It was really great meeting with you, Marcie.

Marcie:

Thank you for all this valuable information. I know this is going to make a difference in people's lives and that working with you will make an even bigger difference. I really want to encourage everyone to take advantage of this amazing offer and go to healthysimplelife.com/start.

Cassie:

You don't have to wait until January first. I know sometimes we want to have a certain day in mind, we

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want to wait til January first, after the holidays. There is no shame working with a coach. We help you find that balance even through the holiday season. If you're thinking, "I think I'm just going to wait until the holidays are over because..."

Marcie:

No. Don't wait.

Cassie:

Don't do that. Now is an even better time to meet with a coach because we can help you get through the holidays, balanced.

Marcie:

You don't want to come out on the other side of the holidays seven pound heavier, which is what happens to most people. Usually, that weight does not come off, and that's what stockpiles year after year. You want to get that taken care of sooner rather than later. You don't have to feel like you're going to get deprived for the holidays because Cassie is going to make sure that you'll still enjoy them.

Cassie:

There's no reason to wait for a couple more months or another year. There's no reason to keep living like you're living. We know how to help you so let us be your GPS so that you don't have to make anymore mistakes and you don't have to do this alone. It's a lonely feeling trying to do it on your own.

Even I can think back to when I was in dietitian school, I felt lonely. I was hiding behind the scenes and struggling. I didn't know what to do and I was afraid to reach out. It's shameful but it doesn't have to be and it shouldn't be that way. So take that first step, [apply to our program](#), I'll hop on the phone with you and we're going to figure out the best plan so you can get to seeing results as soon as possible.

Marcie:

I love it. That sounds amazing, Cassie. I hope everyone takes advantage of this. Do it now before the rest of your day and evening get away from you, and things get busy!

Cassie:

Thanks so much for joining me today, Marcie. This was a blast.

Marcie:

Thank you. I'm so thankful that we had a bunch of people on the line.

Cassie:

Same here. See you later, Marcie. Thank you.

Marcie:

Bye everyone.

Cassie:

Bye everyone.

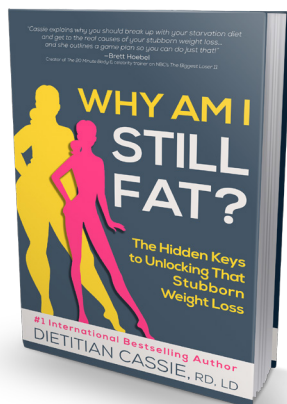


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A webinar hosted by

DIETITIAN CASSIE and special guest
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Get Personal Coaching! One of the fastest ways to reach your goals is through individualized coaching! Let us help get you on the quickest, most effective path to seeing results. [Click here to apply to our program](#) and get your personal dietitian coach along with your customized gameplan now!



Get Top-Notch Supplements! Not all supplements are created equal. That's why I took the initiative and created my own line of supplements that I have complete control over and you can trust! Wave goodbye to shady manufacturers and unethical labels. Verovive™ products are pharmaceutical-grade, which means they are regulated and made from only the finest ingredients. [Get yours here!](#)