



Hormones - Transcription

Hormones Video

Hey Rule Breaker, It's Cassie! I'm ready to be talking about hormones in this video because hormone is a huge question which we're gonna talk about this a lot more in masterclasses, and you'll even learn about them on game plans sessions with your dietitian coach but as women in particular, we are literally in waves and ups and flows with our hormones and so I want to educate you on what's normal and what's not and basically just how hormones can play a huge role in this whole journey. One thing that's been a huge aha for both myself and our clients is hormones. Because when your hormones are in harmony, your metabolism is supported and you feel amazing, you're energized, you're in control in your moods, your cravings fade away and it's actually, you're ready to conquer the world. How awesome would that be?

But on the flip side, when your hormones are out of balance, that's when you feel exhausted, depleted, out of control, your metabolism train tanks, you got all sorts cravings and it just seems impossible to lose weight. In fact, you might even gain weight, so in women especially hormones flash weight so much that they need to be balanced in order to last weight happened and for energy levels and moods remain stable, and as women, it's normal for our hormones to fluctuate but for a long time, I was under the impression that PMS was just something I was being part of a woman. It's just happened for a raised single month and it's just something that you know had happened and the same way with endometriosis or perimenopause and menopausal symptoms. I just kind of figured these things were just part of being a woman and may just happen.

But here's the deal, when you are experiencing any of these symptoms, hot flashes, cramps, moodiness, your irresistible cravings, feeling bloated, abdominal discomfort, painful heavy periods, irregular cycles they maybe common symptoms associated hormonal balance but they are not normal. This actually your balance way of waving a big red flag. So they are actually signs of hormonal imbalance and you don't have to deal with them that's the exciting thing when your hormones are in balance this is used as non existent. All of these symptoms, maybe you've been a struggle with them for years thinking you just have to live that way. You know, a week every single month and all these disappear but here's the thing, when your hormone in proper balance they will go away.

Remember, just because something is common, doesn't mean it's normal. Okay, so you maybe thinking Cassie sounds good, sounds good to be true but why are my hormones are out of whack. Well, a lot of things can cause hormones just to be out a whack, the fact that were



women, we have cycles, if we're under stress, we eat processed food, if we consume soy, if we're not getting enough sleep, taking hormones like birth control pills for example, also when we're exposed to estrogen - like compounds found in plastic and styrofoam and all sorts of things that can interfere core of our hormones that cause hormonal imbalance and this problem just continue to pile up if we're not doing anything to eliminate the negative effects and work together in hormones back in balance. And that something we want to work out all the time. Because there's always trigger causing them to be out of balance. And I want you to know, eating habits are super important, you know I found working with tons of our clients that food can help balance balance your hormones when it comes to keeping estrogen and progesterone all that balance it's just that enough.

So eating PFC like we're talking about is a great way to start supporting your hormones but just to support them more effectively, we wanna make sure you get in key nutrients. And that's why I pretty mention a couple of times we formulated this hormone balancing supplement SynerVive™ and SynerVive Protein™ is the protein powder and they specifically help to balance out hormones in women. They actually have a targeted nutrients in them that supports healthy estrogen, metabolism, and detoxification. There's no synthetic hormones, and that's people are like, "is there any hormones in there?" And no, there's not. Instead, they actually provide your body to natural building blocks to build its own hormonal balance naturally and the thing is they can provide a ton of relief, this hormonal related issues like I said when the hormones are imbalanced, they essentially go away. We have a lot of client testimonials of SynerVive™ and SynerVive Protein™, people who experience sugar cravings like crazy that time of month, that they completely go away and a few experienced anything in relation to your cycle, again it's a red flame when your body learned to metabolize this estrogen and regulates your hormones, it controls your cravings and it control your moods, the bloating and all of that stuff. So I recommend SynerVive™ and SynerVive Protein™ to all women, menstruating or not, pre-menopause, post-menopause, all women need a healthy hormonal balance. So, what do you, as a general recommendation you know for SynerVive™ its a couple of tablets a day, you can take two in the morning and two at night during your period or you can use a couple a day and then with SynerVive Protein™ the great way, if you're using a protein powder anyway, you might as well use one that's supporting your hormonal balance. So this is a great option just a couple of scoops a day and smoothie, you can do two or three smoothies especially during the time you're experiencing this hormonal imbalance symptoms or hormonal related changes just like meeting up to your period so this count as your protein powder. So all you have to do is for your protein shake is add like you know, like avocado or coconut milk add your carbs like a spinach or a banana and a protein powder and your set with a PFC balanced shake.

So, I want you to know with hormones, PFC is a great step in the right direction staying off with that blood rolling sugar coaster but then also adding in some extra support at least you know



during the month when you really noticing those crazy symptoms. And then we talk about hormones in our masterclass, we'll talk about hot flashes a little more too but there's a supplement called Estrovera with a ton of research behind it, we've got it from Real Food Vitamins Store, just one tablet a day to make hot flashes completely go away. The most I've ever had with my client take was two a day to make hot flashes go away. So all of this thing, I want you to know right now there's signs of hormonal imbalance and once when your hormonal balance , that's when all the symptoms go away and that's when weight loss can happen so much easier because if your hormones are in balance then everything else can fall into place. Alright, that's the scoop in hormones. I'll see you in the next video.

Hormones Masterclass

Cassie: We can go ahead and get started. We've got quite a few people live here. We're both live and zoom and on Facebook. So I'm excited to talk about hormones, this is a big one. Are you ready Taylor? Should we get Rockin and Rollin?

Taylor: Let's get started because we've got a lot to a lot of hormones to talk about.

Cassie: you have a lot to cover. And yeah, so we'll just kind of dive in like usual this is going to be a casual conversation. I'm super excited that Taylor's here joining me and I'm excited. I wanted to pop in on this one because hormones is just such a big topic. It's just one of those keys that has been like a huge aha for me and for our clients. Our VIP private coaching clients, our rule Breakers clients. The reality is your hormones can be blocking you from losing weight and it can also be affecting a lot of other stuff too. So normally when we think about hormones, I think as women we especially think about, you know, estrogen and progesterone and we go right there and we are definitely going to go there because those are like, those are huge and a lot of people there's a lot of misconceptions, a lot of people don't understand, a lot of people don't know how to balance them, lot of times doctors will say you're just getting older your hormones are just out of whack. That's just the way it is and that's not the way it is and we know this because we've been dealing with this and working with, you know hundreds of women on balancing their hormones for the last 10 years. So we're going to go there but first we're going to do is kind of just talk briefly about hormones in general and some of the other hormones that you may have already you may have already heard of so, we're just going to cover like all sorts of stuff. So, all right. So let's just I'm going to I'm going to say a couple other things about hormones when Taylor you can add anything else too. One thing I always think about is like when your hormones are in harmony, your metabolism is supported and you feel awesome. Like when your hormones are balanced you feel great, you're like you're in control of your moods, just super focused, your energized, your Cravings kind of start to go away and like really



you feel ready to conquer the world. I like to think about how I feel like superwoman when my hormones are balanced.

And the flip side when your hormones are not balanced, that's when you just feel tired and out of control and your metabolism tanks and you just feel like not balanced. That's also when it seems impossible to lose weight or for a lot of people they gain weight right, Taylor? We see this a lot.

Taylor: Right and I was going to say too if you are a male and you're watching this still tune in because you have hormones too even though some we hear that often with men that they think that hormones don't apply to them but you have testosterone and estrogen and so you definitely tune in listening to this as well.

Cassie: Yeah. I'm glad you brought that up because estrogen is what we often think of as like our female hormone and testosterone as our male hormone and a lot of people don't realize that both sexes actually have both hormones and estrogen dominance is primarily like the problem that we see in men causing weight gain, so we're going to circle back to that a little bit but I'm really glad that you mentioned that Taylor because yeah, there's just always misconceptions about hormones and a lot of people don't really understand how it works and what they are and really your hormones, they're like the thermostat of all your body's functions. So when they go up and they go down they really affect your moods, your skin, your hair, your appetite, your sex drive, your metabolism. And of course your weight and also hormones affect each other too, so we want to make sure they're all in balance and for females especially I think when we think about like our hormones not being in balance, we think about our cycles because our hormones are often. They're always in flux and our bodies are actually designed that way our hormones change depending on where we're at in our cycle and whether we have a cycle or not and things like cravings and bloating and acne breakouts and moodiness and insomnia and you know, uncontrollable eating and things like that uncontrollable emotions. These are all common issues that women face during you know puberty, pregnancy, their menstrual cycle, menopause and that's because of the ebb and the flow of you know female hormones and the female bodies delicate system. So I think with women we notice like hormonal changes probably more than men do like will say that's due to my hormones and men probably are less likely to say that but the reality is that our hormones, you know, our hormone rhythms and balance really affects everything and a lot of people aren't aware that we actually have a lot of control over our hormonal balance. It's not one of those things that like just has to be a certain way oftentimes it brush off the negative side effects of you know, having hormones that are imbalance just assuming it's just something we have to deal with like that's just part of life. I know with like just like as a woman like with my friends over the years, I would just hear them make comments like well, yeah, you know, I really bad cramps and that's just kind of the way it is. We all have to deal



with it and the really cool thing is that you actually have control over it like there's actually a way that we can control it. We can balance our hormones just because having imbalanced hormones all these negative side effects is common doesn't mean it has to be that way and everything works better when you balance your hormones including like including your weight, which I like to like make sure we circle back to because we don't like to make it all about the weight. But definitely if you want to lose weight and you're not able to we've got to have our hormones and balance.

Taylor: Yeah, and one thing I wanted to add is that period right before your cycle. If you're still a cycling female often, we hear clients say over and over, well, I'm just eating, you know, I'm eating dessert this week or right now because it's right before my cycle or you know, once you start your menses, we hear clients say that and taking that power away from your hormones and you still have control over those cravings even during that time. You probably need a little extra support then but it's not a oh, it's my cycle. I'm just destined to eat more chocolate right now, or I'm going to eat dessert this week because my cycle is here.

Cassie: Yeah. I'm really glad that you mentioned that cool. Yeah. I think that's the exciting thing because a lot of women have no idea and it's not that hard. So let's just dive into that instead of just teasing it over and over. I like to tease it though. So what we first talked about probably the ones people know about so we've got insulin and glucagon you want to talk about a little bit about insulin Taylor and then I'll chime in with some stuff too?

Taylor: Yeah, of course, so if you've watched and I'm sure all of you have seen the fast track to Fat Loss videos that Cassie shot that you watched at the very beginning when you join Rule Breakers, and so she talks a lot about the blood sugar roller coaster and Insulin that is that Master hormone that you want to think about that controls a lot of the rest of your hormones. So when your blood sugar goes up insulin has to come out to do its job to bring your blood sugar back down back into regular back to normal and when insulin is doing that insulin, you can think about as you're fat storage hormone. So when insulin's out working doing its job. Your blood sugars are radek like that. And Insulin has to work harder. We are going to be storing more fat.

Cassie: Yeah. So insulin its main job is to store fat. So that's why we want to keep insulin levels, you know down and keep its work load as light as possible because when insulin is working really hard you're packing on pounds and you're gaining weight plus insulin like Taylor said, it's the master hormones what that means is what insulins working all the activities of your other hormones are suppressed. It's like when insulin plays its trump card, you're all your other hormones have to kind of like step out of the way because insulins like this master hormone, so we don't want that to happen because that's how we get all of our hormones out of balance and that's how we gain weight. So insulin, you know, basically just think of it as your fat storing



hormone and it's released in response to sugar in your bloodstream. So that's why Taylor mentioned the blood sugar roller coaster. And by the way, I'm glad that you brought up the Fast Track to Fat Loss. I feel like sometimes when we started the program we watch all the videos at the beginning. Maybe we go on like this video binge and then we like totally never look at them again. And I think like now especially for those of you who join in January, we're kind of like on the back end of our first year and Rule Breakers, so it would be a really good time for you to go revisit the fast track to Fat Loss because there's so much information in there and it's really good and it still applies to you and if you're new and you haven't watched the Fast Track to Fat Loss, make sure you dive in and watch that too because a lot of this a lot of this stuff is important to keep in mind throughout, you know, every year that you're in rule-breakers. It's important to revisit this and keep it in mind but it does go back to that blood sugar balance. I'm glad that you brought that up Taylor because that's really the foundation of everything is making sure that our blood sugar levels are stable and that we're not riding that blood sugar roller coaster. So it's so the more sugar you eat the more your blood sugar levels are going to spike and you know, sugar is not just cake and pop and candy and chips. It's really any carbohydrate and it's not that we don't want to just not eat carbohydrates. You want to remember the goal is to pair them with a protein and a healthy fat or not. Yeah to pair them with that. So I have to have all three PFC that way we can keep our blood sugar levels as balanced as possible.

Taylor: Right? Right. Exactly. And you know, we see a lot of clients come to us and some you might be watching and this might be you with a lot of insulin resistance going on or you might have been diagnosed with type 2 diabetes. So, you know something supplements just really support you in making sure that you keep those your insulin lower and when your insulin is produced by your body is sensitive to that, you know, Glucovive is one that I just wanted to mention here in response to the talking about insulin as a hormone because Glucovive taking that every time you eat. So with your meals, you can even take it with your snacks. So taking one of those up to two of those every time you eat makes your body more sensitive to that insulin when you're eating carbohydrates, so it doesn't have to produce as much insulin. So think about insulin really high when we have to produce a lot we're storing fat. So we want to produce as little as possible and get the results that we need from that insulin bringing your blood sugar back down. So I would definitely recommend if you're not taking Glucovive that's a really good one to bring in and take with your meals so that your body doesn't have to produce as much insulin.

Cassie: That's a really good point because that's not one that we always recommend like right at the beginning but Glucovive, we formulated that supplement really to specifically help to stabilize your blood sugar. So a lot of times when we're, you know, four, five, six months in to Rule Breakers and we're going through, you know, we're trying to focus on Phase 2 at that



point. Remember phase one is like your jumpstart phase where your energy levels go up and your cravings go down your metabolism gets boosted. You start to feel better.

But phase two is where we're really focusing on healing from the inside out and focusing on that weight loss. And if you're kind of stuck Glucovive is something that just, you know, adding one or two of those and when you eat a meal can really help your body with that process because so that's insulin, that's insulin. Well the opposite to insulin and glucagon what kind of leads us into talking about our second hormone here and glucagon, basically you want glucagon to be working because when glucagon is working you're burning fat for energy and you feel energetic and focused and confident and glucagon is released when your blood sugar levels are going up, so it's kind of like glucagon and Insulin they can't coexist. It's one or the other so you really want insulin on the sidelines so glucagon can be your best friend because when glucagon is around you're going to feel more stable and energetic and positive and focus, but also probably best of all for a lot of us is you're going to burn fat for energy.

Taylor: Yeah, yeah, exactly and I like to think about if you are listening to all these hormones and we're going to dive into even more, you know, this is recorded. So like you missing Cassie you can go back and watch the Fast Track to Fat Loss videos. You can watch this again. Well, but one way that I like to remember glucagon is kind of sounds like glucose is gone. So when we're stabilizing those blood sugar's glucagon can come out and burn that fat for energy.

Cassie: I love that. I love that. So let's try like I love how we're keeping. Like we're bringing it to action steps to so action step for you know, keeping Glucagon working and Insulin on the sidelines would be adding in Glucovive. So we put those links here so you can check out Glucovive. It's a quick easy supplement that's super effective. Also, you know keeping carbohydrate intake down and it's easier when you're eating more fat and more protein. So really thinking PFC every single time you eat and try to choose your carbohydrates from fruits and vegetables. I don't always do this may sometimes I'll have rice or other like gluten free grains, but really getting your carbohydrates from vegetables, especially the non-starchies. Like your salad vegetables: cauliflower and spinach and broccoli and vegetables like that is going to be really helpful and keeping keeping insulin down, you know, so keep that in mind. Was there anything else you wanted to say on those or shall we move on to leptin and ghrelin?

Taylor: Yeah. Let's talk about those, let's move on.

Cassie: Okay cool. So these are like, you're you're hungry and full hormones. So leptin is the hormone that tells you to put the fork down. It tells you that you're full and it's really it's stimulated when when you're eating healthy fats. And also when your stress levels are managed and ghrelin, we're going to circle back to that in a second. I know I'm talking kinda fast, but just



give you like the big overview ghrelin is your hunger hormone. It tells you that you're starving. That's when you when you feel like you're starving. It's because ghrelin is up and it increases your appetite. How this can happen after restrictive dieting if you've been following a diet and like literally feel like you're starving? That's because your ghrelin levels are up and that also can explain why one of the reasons why we gain weight after we stop diets is because our body is telling us that we're starving. So like we have to listen to it. It's like we have to eat. It's like when you get those uncontrollable sugar cravings and the vending machine is like literally like not literally but like feels like it calling your name and your like I have to have sugar it's because your brain is really smart and when your blood sugar levels are low, you know, your body's SOS systems kick in and it's like I need sugar. So it's kind of the same thing with ghrelin when our blood sugar levels aren't in control. We get sugar cravings and when, you know, we're not eating enough or bruising our calories a lot are ghrelin levels kick in.

Taylor: Yeah. I wanted to say one thing that I just read recently in response to what you just said about that crash dieting. There was a research study that looked at participants that had crashed dieted and measured their ghrelin and their hunger levels for a year after they reduce caloric intake in a crash diet their ghrelin levels to their hunger hormone was increased.

Cassie:Mmm.

Taylor: So, I think that's so interesting, right? And we talked a lot about how crash dieting and restricting calories it doesn't work and how we need to heal from that and heal our metabolism. And so maybe when you hear us say that you can remember these ghrelin levels and we're healing those if we've ever done some yo-yo dieting before.

Cassie: well, I think part of healing too Taylor's like when we've had a lot of inflammation going on, you know, we mentioned we throw around the word inflammation a lot around here because inflammation just it happens to all of us anybody who's dieted. It has a buildup of inflammation and diets don't heal inflammation, you know ours does that's why we say ours is not a diet because we're actually healing from the inside out. So when you go on a diet, it actually causes inflammation. So all the yo-yo dieting causes all this inflammation and so does eating a lot of sugar and so does being stressed out and so does breathing out toxins and there's all these reasons why inflammation happens. So the goal is to reduce that inflammation because okay real quick and I'm going to come back here. It's kind of like there's fires going on in your body. So that's what happens when there's inflammation in your body and you can't see it. You can't feel it. But your body focuses on healing it's like everyday your body like healing the inflammation. That's because it's goal is to survive so you can heal the inflammation then your body can focus on what you want it to focus on more energy and more confidence, more focus, and weight loss and less cravings. So the thing is and this is how it circles back is leptin, that's



your I'm full hormone. That's the one that's secreted in your fat cells to tell you to put your fork down leptin decreases your appetite. So but the thing is just like you can become so I guess we didn't talk about this but you can become resistant to insulin. That's what happens with diabetes is you're actually resistant to insulin your body's like I don't even care anymore because there's just so much insulin. There's just there's just been so much sugar coming in and that's why eating a lot of sugar can lead to diabetes which is super scary. Another reason why we don't want to have just high sugar diet and all the sugar floating around in our blood stream. So anyway, you can become resistant to insulin. You can also become resistant to leptin is what happens with leptin resistance is that you can have a lot of so your fat cells make leptin to tell you to not eat anymore. Well, you can have a lot of fat making a lot of leptin but it doesn't work your brain isn't listening and if your brain might even think you're starving because if you're not making left and you've got ghrelin, that's your hunger hormone. So this is this is where you see like people that are really, you know obese or overweight but they're so hungry and you're like they have a lot of fat on their body. Like why are they hungry? Well, it's because your brain isn't listening, your brain might even think that it's starving because as far as its concerned you're famished because there's not enough leptin and this happens in the presence of a lot of inflammation and this is why we really focus on healing inflammation right away in this Rule Breakers program. That's why we did that and that's why we have your gut health supplements, you know, the probiotics and Glutacaps and the fish oil. That's why those are so important every single day multiple times a day. Like if you're not taking those you're not healing inflammation, healthy fat helps to heal inflammation too but if you want to get quicker results, which we all do we've got a target that inflammation and make sure we're focusing on taking, you know, those key supplements to kill information little bit of a side track there. I know that's how this was gonna go Taylor never liked the class today and I'm like no, let's just talk because this is where all the good stuff comes out.

Taylor: Yeah. I know it's great. So so action let's kind of wrap left and coming up with an action step for that. So if leptin and ghrelin levels are off, you know, what's an action step we can take?

Cassie: so yeah, so a big one, I mean, obviously a lot of this comes back to the food so, you know, ghrelin and your starving hormone is going to get triggered when you have low blood sugar levels. So just like we were talking about with insulin and glucagon. We want to make sure we have stable blood sugar levels because when ghrelin goes up, so does your appetite and then you crave sugar and carbs and you get back into that vicious cycle so stable blood sugar levels and the way to do that, you know more carbs, but then also an interesting one with these two hormones is lack of sleep puts these two hormones out of whack. So if you don't sleep enough, it actually lowers levels of leptin and increases ghrelin which stimulates your appetite which probably causes you to eat, you know more start to crave more sugar and to eat more high carbohydrate, sugary foods, so that's interesting. It's interesting, if you and I used to



you know, I pay attention to this. Sometimes I notice it if I don't sleep enough, I will crave the worst things like, you know, you crave the mocha and you crave them off and you crave the energy drink you crave the chips because you're right not sleeping enough actually mimics starvation and hunger which also means you can still feel hungry after you eat which also can lead to overeating or maybe just you know, ask yourself think about having have you ever had the munchies when you don't get enough sleep there's a pretty strong correlation there. So sleeping, action stuff, you know sleeping 7 to 9 hours a night most of us need, you know, eight hours of sleep. That's another reason. It's all tight. It all relates to every it's all connected, right?

Taylor: Yes. Yeah, and if you're not getting sound sleep too that's something we commonly see you might be in bed for eight hours. But if you're waking up regularly, you need those eight consecutive hours of sleep so...

Cassie: you can follow up question when you ask a client like so how many hours of sleep are you getting and they're like, oh I got nine hours of sleep. My follow-up question is always how do you feel when you wake up in the morning? And you know, you'd be surprised or maybe you wouldn't be if you're listening to this and you're like I get nine hours. I feel exhausted. So many clients will say I don't feel rested actually feel really tired when I wake up. So I guess with our give an action step for that couple a couple quick ones would be bedtime snack, you know before bed 1/2 or 15 minutes to a half hour before bed just having fat and carbohydrates and really if you're not sleeping very well or even if you have trouble falling asleep too this is good not having protein before bed protein is awesome. And we usually want PFC but protein can actually interfere with your metabolism because it boosts your metabolism. Sorry, protein can interfere with your sleep because it boosts your metabolism so much. It actually can increase your metabolism like up to 35% for two to three hours after you eat it. You don't really want that happening when you're trying to sleep because increasing your metabolism means increasing your energy and it can just cause you to be wired. So just having a bedtime snack of fat and carbohydrates. I love to just do like half of a sweet potato with a couple tablespoons of butter super like nourishing and calming and it helps you sleep same with like even just like a handful of berries and a handful of nuts just a little bit of fat little bit of carb to help keep your blood sugar level stable.

Taylor: Yeah, and I was also going to say we're going to do another Masterclass coming up on sleep. So if that thing that

Cassie: Oh okay, perfect.

Taylor: that you need to work on we'll talk all about sleep hygiene and more recommendation for that too.



Cassie: Well, let's just mention one other action step for sleep, Taylor. What's our favorite supplement for sleep?

Taylor: Oh, yeah magnesium that it's my bed in here.

Cassie: Like I can't go without it. So if you guys haven't tried I mean you probably all have pure magnesium because it's good for so many things like chocolate cravings and as a muscle relaxer and helps with weight loss and energy, if you have it but you haven't tried it before bed, try it before bed. Like this is the one thing I travel with every time I travel I just got back from San Diego and I was taking magnesium every single night because it doesn't make you sleepy so you can take it during the day too, but it helps just like relax you and it usually takes more than just a couple and I usually take like, you know, seven or eight of these tablets which really isn't a lot there's only a hundred milligrams in each tablet. So that's a side note. Try your Pure Magnesium before asleep. Just take it with your bedtime snack and you'll notice that you'll wake up feeling more refreshed. That's how you should feel after a full night's sleep.

Taylor: Yeah, definitely.

Cassie: Okay, we can move on.

Taylor: Let's talk a little bit about cortisol. So and we're and you can tell what kind of lumping to in together so cortisol and melatonin. Those are opposing hormones. So cortisol, that is what you want to think of as your stress hormone. So without cortisol your body cannot handle stress. So with that, we do see we want some cortisol, right? We want some in the morning to get us out of bed. Get us going get us ready for the day. And we want that to taper off as the day goes on. We do not want to be having our cortisol high all day long. Like we're being chased by a tiger all day. That's not what we want. And the reason we don't want that is because cortisol and again that fight or flight response that that produces cortisol that causes our insulin to rise as well.

Cassie, yeah, we talked about that a lot and I love talking about this because I remember when I first learned this I was like what like you can literally gain weight from being stressed out. Like how does that work? And it does it causes your blood sugar levels to rise which causes your pancreas to secrete insulin, which is your fat storage hormone so you can gain weight without eating any differently plus when you're stressed out like let's talk about stress eating right? I mean, we don't have to go into that but most people will eat differently or crave. I mean I crave sugar like a crazy person when I'm stressed out and that's another reason why it's so important to manage your stress levels which you know, we talked about managing stress levels a lot and sometimes it's like, okay really are we talking about this again, but it's so important because you



can I mean not only are you going to stress eat but then you can actually gain weight from being stressed out and if we're trying to lose weight. The last thing we want to do is be stressed out and just cause it's like a double whammy negative effect. And that's just on your weight. I mean stress also is at the core of a lot of diseases and yeah and just not living your best life which we want you to do as well. So that's a huge one a huge one. Like cortisol is is good. Like Taylor was saying if you're being chased by a tiger or you know, you see those people that like are able to like lift a car off of their family member that's because of cortisol. Like thank you cortisol, and we don't want to be living in this, you know fight or flight state all day long. It's supposed to be a survival mechanism. A lot of people are actually living in that, you know that in that stress state all day long and that's a huge reason why they're not able to lose weight.

Taylor; Yeah and circling it back to sleep. You know, if our cortisol is high late in the day. Then we're getting that energy of are not able to have that sound sleep. So cortisol is kind of the opposite of melatonin. Not you know simplistically, so melatonin is what is produced at night to make you tired and help you to fall asleep. So really managing cortisol and stress. I mean, that's it. Not only beneficial for making sure we're burning fat and but also beneficial to get sleep. So you were so you are producing that melatonin at night which makes you tired and makes you have more sound sleep.

Cassie: Yeah. Yeah. I remember this client that I had her name is Elaine and she was a registered nurse. This is when I saw clients in the Twin Cities remember sitting in my office with her and we've been working together for 11 months and she had lost some weight but not at her goal weight and literally the last piece of her puzzle was how stressed out she was. She's a nurse manager here in the Twin Cities and she's just, you know, she's ever pager on in my office and should be answering step out to answer calls and she was just always like stressed out and I'm like, you know Elaine we've got to deal with that stress she went on and she had all these vacation days and she was losing them because she like never took a vacation. So I was like, you gotta do this. Like let's just just do that. One thing she went on a ten-day vacation and it was actually camping. She loves camping. She was camping in a tent like with some friends, but she had her own tent. She likes her own space. She had no cell reception didn't bring her pager. She literally lost 10 pounds in these 10 days and she came back and I remember when she came into my office. She looked like a new woman. She was like glowing she lost the weight and she's like and she emailed me because she was so excited, you know before she came in for her appointment and and she was like, I can't believe that she's like not only that like I lost the weight and was so easy. She's like, I actually thought I'd gained weight on this trip because she's like me we weren't perfect we were drinking and we weren't I wasn't eating PFC a lot of the time and she like literally lost weight. She's like a new told me that would happen. I did not believe that would happen because how could you lose weight just by taking a vacation? Right? But that's what happened and then not only that but like she just felt refreshed and



awesome. And she was just a better, you know nurse manager and a better person after after doing that so that's just like such a classic example in my head because you know, I believed in it, but then like I really believed in it when I saw this happen with her so don't brush it off.

Taylor: Yeah,

Cassie: we talked about stress a lot. We don't have to go into the topic anymore. But I think it is just an important one for us to be thinking about regularly.

Taylor: Yeah. Yeah, I agree. So let's dive into the big ones that everyone probably waiting on since we previewed that at the beginning and talking about...

Cassie: Yeah, sure. So estrogen and progesterone and testosterone like all of the hormones that we when we think of hormones. We probably think about these so we talked about just you know, briefly how estrogen we think about is our female hormone testosterone as our male hormone progesterone, we also think of as like a female hormone and a lot of people don't realize that you know, both sexes have these hormones and estrogen dominance can occur in both men and women and testosterone tends to be converted into estrogen when men and women gain weight and problems arise when estrogen levels are out of balance and this can happen for a lot of reasons it can happen again, when were under stress. It can happen were eating processed foods and we're consuming soy products for not getting enough sleep if we're taking hormones, you know, like the birth control pill which is you know, if you're on it no shame, but just know that you know, it does interfere with your hormones and because it's supposed to have how it works and because of that it can be, you know more difficult to lose weight.

So, you know, we have to we have to try to counter these negative effects because these problems can really continue to pile up when our estrogen levels are too high and it's not just about weight. You know, we see an increase in prevalence of breast cancer in both men and women, you know, when our estrogen levels are really high in fertility, you know low libido and of course weight gain, like all these things can happen when our hormones aren't balanced and then of course women's, you know, specifically can suffer from endometriosis, excessive PMS, you know, perimenopausal, menopausal symptoms when hormones are out of whack of course, so, yeah, let's dive into the balancing these a little bit more.

Taylor: Yeah, and I just want to add that, you know a few other symptoms, you know, we sometimes we try to discount in our mind how much they PMS symptoms are affecting us. When you have mood swings like that, you know that can really affect your quality of life. So this is definitely something did not just say throw your hands up and say, oh I'm a woman is this happens. You know, we definitely want to want to address that so one other thing that we see



often is plastic and styrofoam like heating that in the microwave and then eating from that that can definitely give you some estrogen-like compounds which will affect your estrogen levels.

Cassie: Mmm-hmm. Yeah, and then I think you know unless have anything else on that. I might talk about just kind of what happens if you go to the doctor and talk to your doctor about your hormones what might happen?

Taylor: Yeah.

Cassie: we see this a lot too as you know kind of scenario. You go to the doctor, you want to talk about hormone balance your doctor test your hormone levels some come back low. So maybe he or she gives you a prescription for synthetic hormones to bring those levels back up. So synthetic hormones are fake and they mimic the ones that your body produces and they're you know, they're a couple problems with this.

And the first is called a negative feedback loop. So when you take hormones that look like your body's hormones, but aren't real your body actually produces less. So then it's kind of like this Band-Aid approach and your body, you never actually get to the root cause of like what's causing the hormonal balance in the first place. You're just masking the problem and then additionally you end up suppressing your body's natural hormone production. So hormone resistance. It's kind of like if you're in like this noisy room and you walk in and it's super loud you like can't hear anything but after awhile you get used to it and you start to like be able to have a conversation and hear things and when this happens with your hormone receptors, they start to just tune out the extra hormones that are being injected in your body, you know, and they and your body adjust it. So basically the more hormones that are circulating in your body the harder it is to want to lose weight, but also even just to feel like yourself again, so this is kind of like a common scenario that we see and it's one of those things that you know, you don't always want to go to your doctor for something like this because they'll just kind of give you a prescription to make it better but it actually can make it worse.

Taylor: Yeah, and I would say we see the same thing with birth control too, wouldn't you that there's like a period of time after clients get off birth control where it takes a while to rebalance out those hormones because the same thing is happening. We're ingesting synthetic hormone from outside of our body and that's affecting how we're producing our own hormones.

Cassie: Yeah. Yeah exactly because it's yeah it's effect. It's you know, causing changes in your hormones look like that's how it works. But because of that things get super out of balance and it's not impossible to fix it. Like we've had clients who've been on birth control for 20 years and we definitely help them balance your hormones, but you do have to do something about it. You



can't just wait and hope that that happens especially, you know, if you want to lose weight or especially if you want to get pregnant I had this client and I remember her name her name is Kelsea and she you know, she was seeking answers to why she was putting on weight and she never really mentioned right away that she was trying to get pregnant. She was just you know, focus on a weight loss but what she discovered during our work together when she was doing VIP private coaching was that her infertility was like definitely a result of hormonal imbalance and you know and her nutrition but also like she had been on the birth control pill for a long time. I hadn't done anything to manage that and it was just it was one of those cool scenarios where she never thought meeting with a dietitian was like what was going to end up causing her to her helping her get pregnant and that's what happened. It was like such a joyous, joyful moment because you know, she just couldn't that was just a it came up pretty near the beginning of our sessions just because we were just talking and connecting and that's just something I've been on her heart for a long time that she just wasn't able to fix so I took her on basically a hormone balancing adventure and well, we'll talk about what some of those things were, but she not only you know, her cravings go away and her headaches went away and she lost weight but she had a baby and that's because we actually get to like the root of these things instead of just like giving you you know injections like they might do at the doctor. So why don't we just kind of talk about a few ways to balance hormones because it's not really that hard, that's what's exciting about it and it's pretty simple stuff but it's also super important stuff that I think we can tend to overlook.

Taylor: Yeah. So definitely the first one to chat about would be Synervive, so Synervive we have tablets and protein powder and we often find that clients in the beginning might need both for the whole month who so the tablets and the protein powder. So that is going to be the best way to make sure that you don't have any excess estrogen or estrogen dominance so that and it doesn't have any hormones.

That's the first thing to always say because I know clients asked that a lot are their hormones in Synervive. So it does not give you any and just real quick. Like this is one of those things where I wish there was like more we could do with food for hormone balance. Like people are always like is there a way I can just like eat differently and it's like not really I mean like if there was like that that would be our go-to. I mean the main thing is you want to skip soy because you know, you want to avoid these foods that have estrogenic properties like soy is a big one and that can definitely like negatively affect your hormones and like when we think of so at least I think so I think about man boobs like that can happen from having a lot of soy like soy, you know, his kind of been talked about is that if given a house Halo for so long and it really shouldn't be it's like we want to avoid that want to avoid being stressed out, you know, I could talk about for a while about why stress affects your hormones. We already kind of talked about it. But basically you just want to you want to not be stressed out you want, you know, make sure you're not over



exercising because people that exercise really hardcore a lot can really wreak havoc on their hormones. You don't want to do that. You want to make sure taking a break from exercise, but like other than like not doing those things. There's not like a ton that you can do with your food. I mean, we definitely wanna be eating healthy fats and cholesterol because they can keep inflammation down and that can definitely affect production. If you have too much information, it can affect the production of your hormones because cholesterol and healthy fats are like building blocks for your hormones, especially if anybody here has followed a low-fat diet like we have your hormones can really struggle to be produced and exist. So your liver just has to work a lot harder to produce cholesterol, since you weren't getting it from your food like eating healthy fat eating cholesterol, like those should definitely be things you're focusing on hopefully you are anyway for weight loss, but other than like other than those things there's the best way to balance your hormones is to specifically Target them with key nutrients. That's what's awesome about supplements. Like Taylor's talking about right now. There's no hormones, we get that question because I like is their hormones in Synervive? No, there's not it's literally just nutrients like you could eat food, but you have to be so targeted with all these different foods that you're eating. That's why we just like extract the nutrients put them in a supplement make it easier so you can target it and it's super important like you have to keep these estrogen levels balanced and it's most easily done through key supplementation. It's like one of the simplest things you can do in your hormone balancing adventure like I did with Kelsey and for a lot of people that's really the key to not just unlocking like they're stubborn weight loss, but just feeling like themselves again and making all these symptoms. We talked about earlier making those like just disappear.

Taylor: Yeah, I was going to add one more food that I just thought of getting out milk. If you're drinking milk that can have a big influence on...

Cassie: that's true. It's not just soy like just milk in general for sure.

Taylor: Yeah. Yeah. Sorry. That one just came into my mind and I don't know but yeah,

Cassie: yeah, so Synervive is the one for you know for women and like Taylor mentioned, we've got it in the like the tablets and we've also got it in the powder and a lot of people are like is it just one or the other? I mean I use both. I mean most of our clients who get the best results use both. You don't have to use the protein powder every single day, but you can a lot of people will feel a huge difference when they use it related to their symptoms and then for men we got Testravive that's like the best recommendation for supporting testosterone levels is Testravive. So for men, you know, it's two tablets a day a Testravive, you can do them together apart with or without food. And then Taylor what have you been doing for Synervive? because I know



usually I recommendations are different than what it actually says on the bottle. So we probably talked about that too.

Taylor: So I usually recommend starting with 2 a day and then after about a month or two of that if we need more support bumping up to four a day.

Cassie: Okay. I start right away with 4, it can be good to start conservative and you know, I think for people whose hormones are like super out of balance, I mean, there's nothing wrong with taking 4, we try to be conservative just so we're not taking like a bunch of extra stuff of extra supplements you don't have to but I guess personally I would just I would just start with 4, 2 in the morning and 2 at night just because it's nice to just be able to like target those hormones right away, but there's nothing wrong with starting with a little bit less to and like seeing how you respond to that.

Taylor: Yeah, and I'm just going to say too, for those clients that are postmenopausal so you we hear this a lot, you know, I don't produce a lot of estrogen. So how does this apply to me? It definitely does because our fat cells produce estrogen it is not just our ovaries. So when we have a lot of excess weight that is why we see estrogen dominance because our fat cells start producing more and more estrogen. And again, that's why the estrogen becomes high. So especially as you're working to, you know, Synervive works in a few different ways, it helps us to see weight loss. And then when we are seeing weight loss we want to continue to take it because as that fat as our fat cells are being used for fuel the estrogens released out of that fat cell and we want the Synervive to encapsulate that and excreted from the body. So it helps that our liver to really get that estrogen out of the body as we as we start to lose weight and burn through our fat cells.

Cassie: Yeah. Yeah. Oh good. Yeah. I'm glad you're talking about that. Does anyone just quick we should ask earlier, please anybody have any questions specifically I'm looking, you know in the chat and the Facebook group. I know we're covering a lot here.

So now is a great time if you have specific questions about your hormone levels, or if I talked really fast like usual and I confused you about something let us know because this is especially for the recording to I want to make sure if there's anything we need to make more clear that we do that for you. So go ahead and ask your questions. You can comment on Facebook you can ask them here in Zoom. What else? Yeah, what else should we go into here Taylor?

Taylor: So another one I was thinking about that that really works hand-in-hand with Synervive if you have hot flashes is Estrovera,



Cassie: yes. Yes. Estrovera is like if you have hot flashes, that's just what you do. That's just like the main thing that you have to do. It's like some women don't even need it some women when they take Synervive and notice if they have hot flashes they go away which is great. But if you need a little extra support if you battle hot flashes, you don't want to skip this one. It's hot flashes there by the way, you know, just like the other things we talked about they are a sign of hormonal imbalance which just means you need a little extra support and the great thing about Estrovera, they actually did the research here at the U of M and Minnesota only one tablet was what they needed. So a lot of these supplements you've got to take more than just one is little, you know tablets a day is what clinically shown it was clinically shown to dramatically reduce hot flashes and other menopausal symptoms as well, but that was kind of like a main one. But also I think it was like irritability, mood swings, anxiety, vaginal dryness, things like that. All you need to do is take one a day.

And sometimes we have people take to we usually say things like just how we're kind of talking about what conservative versus not if someone's having really bad hot flashes. I might recommend just start with two, there's nothing bad about taking two but some people just need one. So sometimes we'll say just do one just do one for like a week see how your body responds and if it's not working or working as well as you want it to take two and that's by the way a case with a lot of these supplements. You can take more or less personally, I kind of like to just like target things and kind of like go big that's just also like my personality and who I am and other people like to kind of like go slower and see if there are seeing results and it might take a little bit longer but they're okay with that because they want to just like go at gradually, totally fine. Just different approaches.

Taylor: Yeah, the other few I'm thinking about that work on a little bit of a different level. So again would work with Synervive. So if you're seeing a lot of PMS symptoms in the days prior to your cycle starting...

Cassie: yeah,

Taylor: then Fem Premenstrual is what we have seen work really great for those days that pre menstrual cramps.

Cassie: I thought you were going a different direction with that. So I was going to say I was also going to say the Synervive protein you can add that in extra of it like you can add in like two or three shakes a day, which I know can sound kind of like a lot but really you're just flushing these really good nutrients in your body the days prior to your cycle. So these are like two different approaches. You could try either of them or you could try both. So the found premenstrual good point Taylor, sometimes I forget about that one, but that is such an effective supplement. We



really don't talk about that one as much as we should because it can significantly reduce those symptoms.

Taylor: Yeah. I was thinking about a particular client that we just started her on that last month and her acne just significantly reduced and with that one, we recommend you taking it in the 10 days prior to when you start with three a day and that's a that's a really good dose and the 10 days prior to your cycle. And I mean her acne was just really reduce within just one month of taking that.

Cassie: and that just makes me you know, think to just how crazy is it that like, you know people get acne and then they go on medication or they get like prescribed a specialized face cream that supposed to it's all from the inside out you guys right? So we've got to get our hormones balanced. It's one of the things acne can also be you know, no other side tangent here, but I can also be your body's way of your body's SOS system telling you, you know, I'm sensitive to what you're putting inside of me. And that's just the way that it comes out. So kind of going back to like milk or dairy. That's like the number-one like probably if I were to say to causes for acne, I would say hormonal balance the huge one huge, one and then also dairy sensitivity like and those are things that are very overlooked if you but you know teenage daughter something with acne and bring her to the doctor and I'll just give her a medication or cream and sometimes it'll work a little bit. But again, it's just it's just masking the symptoms when really the symptom is telling you there's something going on inside. It's not going very well and hormones is a huge one if we can get those Balance, I mean adult acne is also a thing a lot of people struggle with and it goes away, it goes away when your hormones are balanced or if you're eating dairy and you're sensitive to it and you take it out goes away.

Taylor: Yeah. Yeah good point and Lauren had a question here. So Lauren asked, with your clients, is there a typical time fSynervive daily and after hearing this, I will increase my daily usage.

Cassie: So that is such a good point questions like that are so hard to learn because it really depends, depends on how many years you were on it depends. How how how much you dieted how much damage there is under your system. How much damage has been done to your hormones? What you've been doing to, you know, balance your hormones if anything and then all the other things? You know, sleep and soy and stress and over-exercise like there's just so many factors. I wish I could just be like most people it takes this amount of time. I've had people will actually had a client too that balance your hormones and she got pregnant like right. I don't know it was probably within only has a few months but it seems like super fast like she got off the pill balance her out got pregnant. Boom. Boom. Boom. We're all like holy cow. This is amazing and I've had other clients that we really like had to focus hard on hormones for months



because they're on birth control for 20 years and like, you know, and they died and they did all these things and at least, you know things that cause damage so I don't know I don't really feel comfortable giving a "usually", you know, if this do you, Taylor, I mean, maybe it maybe you do?

Taylor: I really agree with with you. We see it being all over the map depending on all of those factors really make that's what it depends on with how long it's going to take you.

Cassie: I think the cool thing is you can see though if it's working like sometimes with weight loss. You're like, all right, you know, I've only lost 5 pounds like is this even you know, how do I know how fast this is working? Because you know inflammation and stuff that's on the inside. You can't see it can't feel it that type of thing. But with hormones, I mean don't you think Taylor that because there's so many symptoms that are like super recognizable like, you know, if you have hot flashes or like, you know, if you if you're feeling like you have cramps or like they're very noticeable so you can tell more if they're if your hormones are getting balanced or not. And if they're not you target them harder like increase Synervive, you add in Fem Premenstrual, you add in Synervive protein you if you're doing one shake a week you do want a day if you're doing one a day you two or three a day like there's ways we can increase the support and target hormones more, right?

Taylor: Yeah, and I would say another thing that we could do to increase support would be if you've never gone through a our reset that is really helpful for especially if you've been on birth control before to make sure we get all of that out of the body.

Cassie: Gosh. I almost forgot about that. It's such a good point. There's so many things we can do because basically the the reset, you know, we used to call it our detox and we call the resets. I just love like that just thinking about hitting the reset button but what it is it detoxifies your body. It's flushing out all the toxins and all like a lot of this stuff just piles up and if you've got the system that's just bogged down. I like to use an analogy. So it's kind of like when my computer has a virus and I just honestly usually I just shut it down and restarted and like it works like magic again, like I'll call the tech support and be on the phone for like an hour and a half and they're like, did you try restarting it? I'm like, oh my gosh seriously, but that's like how our reset works.

And you know, it's quicker than just like a button. It's a 10-day thing but it's amazing in 10 days. Like, you know people who go through this reset, they like feel better in their energy levels go up, their cravings go down there. Like how is this working? So well, and it's just because we're like clearing out the bad stuff and that's why sometimes when people do the 10-day reset they don't feel great the first few days there like I'm actually feeling kind of like tired and my energy levels are kind of low. I thought I was going to feel great but then after a few days they start to



feel awesome because your body's just working really hard at getting all this stuff out and then you start to feel great when it's like you just feel lighter, you know, it's like it's and that's how it works. I'm glad you brought that up because especially for people who have been on, you know, birth control or even it just dieted for a long time and you've never really done anything like support your system. That's a really a really great way to do that. And that's why we run that a few times a year. We don't just have you like do it right at the beginning of this program. I thought about that though. I thought about like making every Rule Breaker do the 10-day reset when they start but the reason we didn't is there's just so much to focus on and even just changing your eating habits and your exercise and adding in these supplements and talking about hormones like and sleep and stress like there's a lot already to do. So we do encourage you like join us like once or twice a year in the 10-day reset. It's just a great easy way to boost your metabolism jumpstart things you don't have to do it but it is a way that we see people just get results way quicker when they support their system and that way.

Taylor: Yeah. Yeah and Lauren mentioned I feel much better after taking Synervive the past few months. I was taking birth control for many years and hopeful to get back in balance and have a cycle. I've been off birth control for a few months. The reset was awesome and glad that I did that. Thank you both. Thank you for sharing Lauren. That's awesome that you're sharing what your experience?

Cassie: Yeah. I'm so glad the reset was awesome for you. I'm so glad that you're feeling better after taking Synervive for a few months for sure. But also I do want to comment. So let you said you're hopeful to get back in balance and have a cycle. So that's a huge sign of your hormones being in balance when you get your cycle back, that's when you'll know like yes, like all this hard work has been paying off and you will you will get it back. It's just a matter of like, how long is that going to take? So keep up with, you know, the things that you're doing right now and keep being persistent and consistent and and that'll happen. Thanks. Thanks Lauren. I'm glad you shared that. Sometimes you like this. This stuff can be really personal that same time like we're all dealing with it. So I just really appreciate when you guys are just open about things like this. It's great.

Taylor: Yeah, I would say too, Lauren if you are not, I would chew two things. I would add in with the Synervive. So you're going to increase that I would definitely add in Fem Premenstrual. If you're not on that right now to help get your cycle back. And another thing if you're having any issues with anxiety, panic attacks, that you notice as inflow with your cycle another supplement I would look at for you is Sinatol.

So that contains anacetal and that really helps to regulate mood increase healthy mood function. It is an awesome side effect, is that helps with insulin sensitivity and it really we've



seen that again hand-in-hand with Synervive and Fem Premenstrual. So that would be another thing to work on a different aspect of your hormones that you could add in.

Cassie: sweet. Oh Taylor. I knew this was gonna come up, Debbie asked in Facebook, one any thoughts on PCOS? We've had so many questions about PCOS lately and I'm so glad that you're asking that's Polycystic Ovarian Syndrome and it's probably the most common endocrine disorder in women. I think like five to ten percent of premenopausal women struggle with it. So Taylor I know you're working with a client on this right now, so I'm going to let you comment on this but real quick. I just I looked in my I want to make one more comment about Synervive because I opened up my text messages because one of my friends, I love how I can just talk about all this stuff with my friends. One of my friends really struggled with like PMS symptoms and I got her I got her hooked on Synervive and she only takes I think 2 a day but she ran a half marathon a few weeks ago. So that's why I thought about this and she texted me and she said I got my cycle this morning and there's no way that I could have run this half marathon without the help of taking this supplement. She said not only has survived help with my mood swings, aches and cramps during my cycle. But literally I went to been able to run a half marathon. That's what she sent that in text message to me. So I just think it's just so cool to see how keeping your hormones balanced. Like you said earlier, Taylor like it affects everything like no, it's not just about weight loss. Right? It's like about how we feel and how we live and like, you know, she'd been training for this half marathon for months. It was a huge deal for her and then the morning of you know, like that happens and she was able to push through it because she just took a couple of her Snervive and and you know, she's been focusing on PFC balanced eating other things as well. But what I love about supplements is it's easy. It's simple, you know, it's not a quick fix. You've got to do the work. We've got to focus on stress and sleep and all the other things too and they can just help in the process and it just speeds things up which you know, we all want.

Taylor: yeah,

Cassie: Okay, back to PCOS.

Taylor: Okay, so Debbie so glad you asked this we do. Like I said, we see a lot of clients with with PCOS. So and for anyone else watching is never heard of PCOS. I just want to give just a really quick overview. So that is when the woman at our ovaries are producing too many androgens which are a type of format. So we're producing too much of that and one of the biggest underlying causes of PCOS is insulin resistance. That's almost always the cause.

Cassie: almost always, like a lot of times if you like look it up or you ask a doctor about it, they'll say like the atheology, they're not sure but likely it's insulin resistance. So again, it's kind of like circling back at the end of this masterclass.



Taylor: here like going back to the States, it's pretty much everything party recommended. Really?

Cassie: Yeah. Yeah

Taylor: everything we talked about with with insulin resistance making sure that you're balancing your protein or your carbs with always having a protein and healthy fat also the Senatol that I just recommended to Lauren that is going to be really really helpful to Aid in really making your body sensitive to the insulin that you are already producing. So that has been shown and actually been studied with women with PCOS the Senatol and shown to see some really good benefits. So that would be an extra one that I would add on for you particularly Debbie.

Cassie: and then I know I mean most of you probably already taking vitamin D. Some people don't take it in the summer. I do just because it's such an important one for metabolism and weight loss but like Pure Vitamin D. Everybody should probably be taking that almost every day. But at the specially important with PCOS, I'm trying to remember why sometimes I know these things and I'm trying to there was definitely a study where they treated women with PCOS and gave them high doses and I remember the dosing was 50,000. IUs, two to three times. It was either two or three times a week. I can't remember it was either two or three times a week fifty thousand, but that that helped them decrease symptoms of PCOS because vitamin D deficiency is really common in PCOS. So I mean I would say for most people, you know, you want to be taking at least five to ten. Usually 5,000 IU's is what keeps your levels kind of stable and like maybe slightly go up but especially in the winter. I mean the summer if you're in the sun a little bit you don't have to worry about it quite as much but vitamin D is just an important one to make sure you know, it's an easy one to support an easy one to take and it makes a really big difference in metabolism, weight loss and PCOS too.

Taylor: Yeah. Yeah, and I would say particularly with PCOS, Synervive is of the utmost importance. So if you're not already on that, I would definitely and I would be on that higher dose.

Cassie: Yeah with vitamin D. You definitely want to be on vitamin D3. There's different forms. There's D2 and D3 and D3 is the most absorbable, bioavailable form and you know are pure vitamin D. That's vitamin D3 and I think it has 5,000 IU's. So, you know, you could take 5,000 IU's most days you could just take one of those and you could take two of those maybe a few days a week super inexpensive. It's like 20 bucks for 25 bucks or something and it's easy to take and I think it's a really important one that we should be taking you get a hundred soft gels to in the bottle. So it lasts a long time.



Taylor: Yeah.

Cassie: Okay, awesome. Any questions? We have a minute left here. So any last-minute questions we'll answer. I think we covered a lot Taylor. I think we covered a lot.

Taylor: I think we did. I think we got through all the hormones that we wanted to.

Cassie: If you guys to know if you didn't take notes, you'll get the replay and you can always go back and watch just remember that to like these masterclasses, you know, we have a little bit of strategy in the order that we're presenting these to you but there are certain ones where it's like, you know, we could do either of these this month because they're all important. So, you know, if there's a time throughout Rule Breakers in this process, you're really struggling with Stress Management watch the stress one or thyroid watch the thyroid. Wonder if you can't remember what hormones and there's all these different things to do watch this one like go back and reference them. That's what they're for.

Tamara has an interesting question are so she says I have a crazy question. How do hormones affect body odor? I've not historically had an issue with BO - exercise or hot humid humid days, but I've struggled lately with it. Just day to day.

Hormones are crazy things. They can affect a lot of things. I don't know specifically with body odor. I'm trying to think I feel like I might have had a client who noticed that she had body odor and then it improved when she got her hormones balanced, but I can't think of like a specific it wouldn't surprise me. If as you're balancing your hormones or days when they're more balanced and others it can affect it that way.

Taylor: Yeah. Yeah, I can't say I don't know specifically either but one thing I was going to say was that I have seen with clients when they change food intake that body odor changes and and there I know there is a component of bacteria that produces that odor so, you know, making sure your back your microbiome is balanced that could have a big effect on your body odor and changes there...

Cassie: big word microbiome. Just talking about gut health.

Taylor: Oh, yeah gut health. Just trying to sound smart.

Cassie: How cool is the body like body odor? It kind of sucks, you know sometimes like how cool is that like your body's trying to tell you something. So anytime something is different. You



know, whether it's like yeah, I mean body odor or like there's so many things that can happen. If we just your skin is dry or if you're tired or if sugar cravings or whatever it is like paying attention to that and that's really what this is all about. Like the whole, you know, the bigger picture of this like, yes, we want to lose weight and feel great and you know boost your energy levels and make our cravings go away with the bigger picture is like connecting to your body and so many of us and I've talked about this in one of one of the masterclasses. So I have asserted so disconnected from our bodies and we've just been like going to starve you come trying to lose weight and we just like shut off all of our you know, connection and emotion and feelings and everything like that. We just kind of bury them and a big part of this is getting connected again, and that's why it's so cool, you know Tamara that you're noticing the body odor and that all of us like we're paying attention. So these are good questions to be asking and then we can look at like what did I change like they take a different supplement to exercise harder, did I get enough sleep?

Like what was it and journaling can be something that really helps with that even just like journaling, you know, we don't always recommend like write down everything you eat, but you're doing your food intake for a couple days can be helpful to help you make those connections too, so Lauren said this masterclass was so helpful. Thank you so much for explaining in a way that I could understand. I will re-watch this one for sure. Thanks Lauren. I'm so glad this was helpful. I knew this one would be this is such a big one for all of us. Tamara said, I've been trying to reduce fruit carbs and more veggies. I'll pay attention. Yeah paying attention is really the best thing you can do. I mean that's the thing with a lot of these things too. Is that like you'll probably notice a lot of like the symptoms and stuff can be tied to different things. So sometimes you'll be like, oh, yeah. Well, I thought that you guys said that cravings were because I wasn't using enough glutamine totally and cravings can also happen when we're not getting enough sleep and they can happen when your hormones aren't balanced and that's why we got to look at like everything and that's why you know in my book. I taught, you know, if you guys you guys I'll have my book from the Welcome kit I go through like all these chapters and all these classes are more, you know thorough than just reading a chapter in my book. But remember you've got that for a reference too so if you ever need to kind of look through because we got we got to look at all of the pieces of the puzzle. Right? Like it's like if there's a combination and you need like four numbers in the combination, if you only have like two of them, it's never going to unlock and your body and your metabolism and your weight loss is a lot in that way where we've got to address like all of the key factors and it's a lot it's a lot. It's a lot going on. That's why we also bring up different things like stress like frequently and make sure we're remembering, you know, we're not just talking about hormones here today. It's a big one, but that's why we looped in stress and sleep and cravings and all the other pieces because we got to be looking at the big picture all the time.

Taylor: Yeah, and no question is too crazy Tamara. So thank you.



Cassie: No. No questions, nothing's too crazy. Nothing's off limits here. Tamara said she'll increase Synervive to 4 a day from 2, yeah, and you know some of you might be doing for and you might be like, you know what Taylor said 2, I'm gonna go back to 2, totally fine. Like it's just about paying attention to your body because different bodies have different needs and it also depends on your history and what you've done and how imbalanced hormones are. There's like so many factors. There's not like always just like a one-size-fits-all there's definitely like, you know, the process is the same and the pieces we want to address and the factors are the same but it's going to vary a little bit. So the best thing you can do is like experiment and try some different things for yourself and report back to us. Let us know in the Facebook group, you know in the community group. Let us know how things are working for you or what happened when you increase or decrease because you know, we're all in this together and different Rule Breakers will definitely benefit from like what you're sharing and you'll read something else that a different rule breaker shares. You'll be like, oh my gosh best idea. I'm going to try that. So let's all play off of each other too. yeah.

Taylor: Yeah. I love it. And I know a lot of people have been posting more in the Facebook group and making a really conscious effort. So if you're on here and watching this and you haven't posted I encourage you to go ahead and start posting and interacting.

Cassie: Yeah, make a post this week. Even if you're watching this video later. We're still watching you in the full of this week. We know who's commenting and who's not and there is a direct correlation between those who are most successful and those who aren't those who are engaged who are posting who are liking who are commenting. I know it just sounds like I'm making this up but I'm not you guys like you're more successful when you're can. I because that's cause you're connected that's because you're paying attention and when you share, you know, that that's a huge part of it is like being vulnerable and being open and Lauren and Tamara and Debbie and everybody who commented and asked questions today. So appreciate your participation. I know not everybody can make it live. So if you're watching right now really appreciate that you're here watching go comment. Tell us in the Facebook group that you just watch the masterclass. Tell us what you learned, you know, share your takeaways. Maybe somebody else missed one of them and it can benefit from what you learn to wear. So so glad that you're in Rule Breakers. So happy to be your guides and just really really grateful that you're here.

Taylor: Yeah, see you next week.



Cassie: It's a wrap. See you guys.

Hormone Webinar

Marcie: Alright, everyone. Well, thanks for joining us today for this webinar. Cassie and I are really excited to get going and share this information with you. And I'm going to tell you a bit about Cassie before we get going. So today we're talking about eight ways to make sure eight hormones aren't running your life. And 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 that focuses on helping people identify the root causes of health issues that Healthcare practitioners often overlooked she and her team of registered dietitians provide evidence-based nutrition, coaching in person online and over the phone and through the power of real food they help people find freedom from diets, chronic health conditions, so they can live their life to the fullest without counting calories or points ever again virtually every media outlet and that includes CBS, FOX News, CNN, Time, Cosmopolitan self 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. All right, Cassie take it away.

Cassie: Thank you so much, Marcie, one of the most frustrating things for our clients is hormonal imbalance and it's tricky because we can't see, feel or touch them and they control your life and your weight. So 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.

Oh, I guess I'll show you my face here. So in this presentation, we're going to talk about eight hormones. It could be standing in the way of your weight goals, your energy levels, and causing your cravings and weight gain and I'll give you eight action steps for controlling these hormones and freeing yourself from sleepless nights, compelling cravings, and unpredictable moods. And just so you know, I will have a special offer for those of you who stay with me until the end. So hang with me.

Marcie: and I want to invite everyone who is 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 you're here and 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 and 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 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, but 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. So I think what I will do is tell you a little bit about why I am so passionate about nutrition. I'm going to put my little before and after pictures on the screen here.

I struggled too and this is important. I want everyone to know that you know, I've struggled to and we've all struggled with different things. And 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 me and dietitian school wasn't helping me and was actually making me sicker. I discovered the truth and are 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. So that's what my dietitians and I do and that's why I'm so passionate as you know, we helped bail dieters of the world to stop counting calories and grams of fat while getting their health and weight back on track and you know, my pictures here show that you know while I had only gained about 20 pounds when I was in school to be a dietitian, at freshman 15 with about 20 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, you know for me it was about it was about how I felt day in and day out, you know for me it was that these sugar cravings that I was having we're controlling all of my decisions my thought processes I couldn't go without thinking about sugar and it was truly controlling my life. And this is what I was in school to be a dietitian and I was doing everything I thought was right. I was exercising, teaching classes sometimes twice a day. I was eating low calorie and low-fat and thoughts of food and sugar consumed me and the reason why I actually ended up moving 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. And 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, you know, 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. You know, I used to think that exercise and nutrition were like 50/50 like it was half and half, you know that equation burn the calories are taking in what we now know that it's so much more than that and that's really what my team of dietitians and I do is we like to play a detective and we help you get to the root cause of your crime scene. I'd 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 but vicious and vibrant life. So, you know, what we're going to do today. 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 real cause of your frustrations and lack of success despite your hard efforts because that's really the reality of it is you can be doing everything right with the food that you're eating. But if your hormones are imbalanced it's kind of a lost cause so let's take a look at the lineup and find out which suspects or suspect, you know are guilty of committing crimes against you.

Marcie: and Cassie before we do that. Can I share some of what people are saying in chat?

Cassie: That sounds fantastic. Yes,

Marcie: 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 and then Cheryl in California is here for sleep and weight loss.

Cassie: Great fantastic, and there are several more people in the line today. So don't be shy we'd love to hear your chime in at any time if you have any questions, that's what's fantastic about doing a live webinar is I'm here to answer anything that comes to your mind as you're watching the presentation. So don't hold back you can ask anything that you want today.

Alrighty, so hormones matter underneath that 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 and when they're out of balance you feel exhausted, out of control and that's when you gain weight. So today we're going to talk about eight hormones that could be preventing you from living life to the fullest in reaching your goals, whether that's infertility, cravings, weight loss, digestion, sleep, headaches, hot flashes, you name it. And like I said my team of dietitian coaches and I work with hundreds, thousands of clients and help them to balance out their hormones with these tried and true strategies of our science-based program, and I'm excited to share this



information with you today. So 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 so glucagon can't work if insulin is around and insulin is secreted by your pancreas in response to elevated blood sugar levels. And so they can't coexist. It's insulin and glucagon. You're either storing fat or you're burning fat. So the key is we don't want our blood sugar levels to be spiking because that's when your pancreas is going to secrete insulin to store fat for energy. And so that's what I want you to remember out of these two hormones as an insulin dictate 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 and it's 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.

So this is how our bodies respond to our standard American low-fat diet full of processed refined foods, you know, we keep pumping out insulin which in excess happens to function as a pro inflammatory substance that causes us to keep storing fat and you know, 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 its effects and 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 awhile you get used to it and 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 and it can put you on the track for type 2 diabetes too. All right. I'm going to switch back and forth here between my presentation and my video so I'm not very good at multitasking. But forgive me if there's like a second or two delay every once in a while. 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 churns and anticipation of the unknown that gigantic ups and downs like I love roller coaster rides, but that usually lasts 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 you know, 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 writing the blood sugar roller coaster.

Here's my little visual of the blood sugar roller coaster here.

So yeah, not riding up blood sugar roller coaster is what I call PFC every three. This is my trademarked way of eating and what it is it's the combination of the three macronutrients



protein, fat and carbohydrates every three to four hours to keep your blood sugar levels balanced. So 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 macronutrients and other environmental stimuli. So these three macronutrients were looking at on the screen here PFC 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 and when insulin is at work, that was that fat storing hormone the activity of other

Use your hormones is suppressed. So PFC every three 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. So the great thing about fat and protein is they help slow the digestion of the carbohydrates in your bloodstream and fat keeps us full and so what they do is fat and protein they don't spike your blood sugar levels actually help to slowly of simulation and absorption of carbohydrates and which turned into sugar in your bloodstream and you know what also helps you when your blood sugar levels are more stable you feel you know, more in control of your moods and your cravings. So eating PFC every three to four hours is a way to stay ahead of your hunger. So the blood sugar roller coaster. I like to think of it like, you know, you have a you have a bowl of cereal or waffles or you know, whatever the standard American High carbohydrate breakfast is what maybe orange juice and piece of piece of toast with margarine that spikes your blood sugar levels and then what goes up must come down, right? So 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. So what do you crave at 10 a.m. Most people crave, you know sugar your 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? So it seems like it would be a healthy choice. The problem is it's not balanced. So we're talking about hormones. We're talking about getting everything and balanced. So what I recommend is maybe having half of that banana with protein so it could be a hard boiled egg and some healthy fats. So that could be a couple tablespoons of almond butter or cashew butter or you could even have just a couple tablespoons of nut so that way you're getting protein, fat and carbohydrates and they all work together to keep you balanced and eating PFC every three to four hours is something that takes it might take a little bit of getting used to because your relearning your hunger sensor. A lot of people are not in touch with their hunger sensors anymore after following diets for years. So you're basically eating a way to stay ahead of your hunger instead of you know, eating reactively working at the computer all day and then all of a sudden you feel like you're starving at lunch time, so you rush out and eat and then you know, you keep doing that and kind of falling into that vicious cycle and that's when you ride that blood



sugar roller coaster. So for a lot of people, you know, eating PFC every three to four hours is a great way to kind of get back on track and learn how your body responds to different foods. Just get back in touch with your body. And you know, for some people they don't need to do that forever. They might be able to go you might be thinking and I can go five or six hours without eating and that's great this you know, what I'm talking about is the general recommendations that we start with most of our clients to get them back in balance.

All right, that's PFC every 3.

And that's how we get our stable blood sugar levels. So when our blood sugar levels are stable, our brain chemistry of balance and our hormones are balanced allowing our bodies to really use food for fuel and that keeps your metabolism revved up to and that's how it helps with weight loss. When you kind of 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 and you'll notice your cravings disappear, your moods improve those pounds come off more easily and you're more focused and alert. So kind of real recap how we keep those blood sugar levels stable is by eating that protein and protein can actually increase your metabolism for 25% to 35% for 1 to 3 hours after eating it and a lot of people are only eating protein, you know at meals or maybe even just at dinner time protein plays a huge role in how the body works and if it's working like it should and then when it comes to Fat, you know, we're really brainwashing our culture to believe that fat is the enemy and fat is so important as long as it's the right kind that keeps us full and at the central for every cell in our body and you know, 60% of your brain is made of fat. So think about what it does to your brain when you deprive it of its own building block. So 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 and you know, even if you haven't tried to eliminate fat from your diet a lot of us just you know, we've just done that because it's kind of 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 1970s when we started to get brainwashed to believe that that was the enemy food manufacturers responded by making low-fat everything. So it's really about being intentional. I recommend starting with a couple tablespoons of healthy fat at every meal or snack. So maybe that's cooking your eggs in butter 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 that your snap time. Maybe it's adding cheese to your vegetables. Or maybe it's heavy cream in your coffee. It's a lot of great options were looking for those real healthy fats. N

Now carbohydrates, let's go back to this presentation here carbohydrates are not all created equal. So when we're talking about carbohydrates my goal is for you to focus on real food carbohydrates. So you're you know, trying to stay away from the processed refined



carbohydrates and focusing on you know, your vegetables in your fruits may be staying away from bread, pasta, grains, cereal granola bars because these turn into a lot of sugar in our bodies and can promote inflammatory response. So, you know, if there's one simple thing you can do for Better Health that you probably didn't need to attend this webinar for its to eat more vegetables and more fruits.

And 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 out 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 and fruits. All right. So we're going to wrap up kind of the my PFC bounce eating. I'm going to move on to another topic here.

So 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. So these are just a couple examples. I love smoothies in the morning. They're easy, you know, if anyone has that excuse, I don't have time for breakfast in the morning then a smoothie is for you to make it really quick, you know, run out the door for protein. I put a couple scoops of protein powder, you know your fat on the example here, we've got peanut butter but I love putting half of an avocado. It's nice and creamy and then for carbs, you know in the picture here we use berries, which kind of give it that nice purple color.

You could use your half a banana here. You can throw spinach in your smoothie. Whatever works for you. My other favorite breakfast is eggs in the morning, eggs are fantastic, filling, protein cook them in a couple tablespoons of coconut oil and you know, add some spinach maybe strawberries on the side like you see in the picture and you are good to go.

So here's what a client of ours named Molly says, Molly was really feeling desperate. She was about to choose, she's ready, you know ready to do anything to jumpstart her weight loss after she had hit a plateau after she had a baby and she reminds me of me in the sense that she was exercising regularly, eating what she thought was healthy and balanced, you know with no further progress and she was pretty much ready to do anything when she found us and just after you know, a couple weeks she lost 7 pounds and the key for Molly was that she never felt deprived or hungry and how many of us have been on a diet that left us feeling hungry all day long and no energy levels and you know have a tough time sleeping and 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 So Molly really found out that when she was feeling her body of what it needed including healthy fat. She felt great and she lost weight naturally without even trying.



All right cortisol, you may have heard of cortisol. And you know when we were talking about insulin earlier, it's really important that we talk about cortisol because cortisol can also increase blood sugar levels and that can cause you know an increase in insulin that fat storing hormone. So cortisol is your stress hormone, cortisol regulates your fight or flight response, but indirectly affects fat storage by deciding if we should use or store fat and cortisol is not necessarily a bad guy, even though sometimes we think of it that way, you know cortisol is the reason why when there's a car accident and you hear that someone lifted a car above their spouse 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 know, you hear crazy stories where people can like actually outrun the grizzly bear. That's thanks to cortisol. So we want cortisol, you know 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. So, you know, when we're living these stressful life styles and it's chronically elevated. This can really have destructive effects on weight not to mention also, you know immune function increasing risk of disease. So 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 everyday thinks it's in survival mode than cortisol really works against you it can slow down your thyroid, which is another hormone. We're going to talk about next is the master of your metabolism and that can actually cause you to store more fat. So, you know, we see with our clients most of us brush stress off like it's no big deal and 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, so stress really matters. And remember that cortisol is a hormone released in response to stress, which is what drives that insulin response and fat storage. So, you know, I don't really care what you do to manage your stress. Just chilling out for a few minutes day is a really good first step for Stress Management, you know, whether it's you know, my Stress Management strategies are not going to be a lot different than the ones you've already heard whether it's relaxing just for a few minutes when you get home from work reading a book snuggling with a dog, you know meditating, praying, and going to yoga class, you know, whatever it is you gotta 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 and she had 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 the eating regimen the PFC balanced eating regimen and taking some high quality supplements. I think it was because of the healthy fat that she was eating the problem was she couldn't lose the weight. I mean, she laughs like 5 or 10 pounds within the first month or two and then she really hit a plateau now. She had a very stressful job. She was a nurse manager at a hospital and she worked all the time. She was single and um, you know, she worked weekends. She worked nights. She said yes to everything. She had a lot of responsibilities, you know, she was checking her email and answering her pages it seemed like you know all around the clock and she realized that and we talked about Stress Management quite a bit during her coaching. We just couldn't really figure anything out and then about eight months into her coaching with me. We had talked about stress, you know over and over and it kind of felt like a broken record and she you know, she find me decided it was time to take a vacation. She actually had all this vacation time that she was about to lose because she works so much so she decided she was going to use 10 days and take a vacation. Well, what happened in this 10 days was amazing she went on vacation and she decided she was going to stick to her, you know PFC balanced eating regimen take her supplement still do everything the same. It was really important to her and she felt great doing that. So she didn't want to you know, give any of that up and what happened was she ended up losing 10 pounds in those 10 days simply at the only thing she did different what she said she just totally relaxed she checked out. I mean 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 about the best that she's ever felt and then after that ten days, she continued to lose weight. She ended up losing 60 pounds and that weight has stayed off and you know 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 by a budge was the weight and it really came down to stress, you know, when she came back from that 10 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 and just that total shift of mindset and changing her stress. It had to do with that cortisol level. So really, you know, if stress could be a missing piece of your puzzle and most of us really brush it off and it's something that we need to think about.

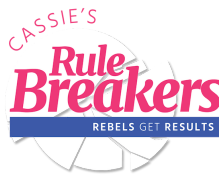
Alrighty, so let's move on to thyroid talk about cortisol and stress. You know, what's really natural to talk about thyroid and estrogen which we'll talk about too because these are the three hormones that are most times off balance and women when cortisol is off it also throws off your estrogen and your thyroid your, thyroid hormones directly acts on every system in your body. So if you're not losing weight, your thyroid might be under active because your thyroids the master of your metabolism and low thyroid function is common. In fact, different studies have shown as many as one in every eight females or ten to forty percent of Americans have an underactive



thyroid and this is confirmed by the number of clients we see struggling with their thyroid problem is most of them don't know they're struggling with it because when they have their fiery tested their lab numbers come back normal and normal ranges are just based on a statistical average, which is created using people who go to the doctor not healthy people so we don't put a lot of weight into conventional reference ranges anyway. Now the reason for hypothyroidism that low thyroid function, it's probably due to an increase of soy in our foods and maybe also decrease sodium recommendations, low-fat diets regardless of the cause if your thyroid isn't functioning up to par then it makes sense why you'd have trouble shedding pounds. It makes sense why you have low energy levels because like I said, it's a master of your metabolism. So we work with a lot of clients who find that impaired thyroid function is the offender who's been harassing them and once they learn to control that bad guy their energy levels and weight fall back into place, you know, I have a client who is a doctor and she thought she had her thyroid under control by taking medication and she just couldn't seem to lose weight. And what happened as we started to support her thyroid with nutrition and a couple key supplements and her weight started to drop

And she was eventually able to come off of the medication which was really incredible to her. You know, she's an MD. I mean she was a doctor and she was running her own labs and she was you know, taking the medication that she would prescribe to her clients or her patients and the hospital and thought she was doing everything right and you know, she sought out a detective or a dietitian. She doesn't she found me and she just said, you know, here's 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 so I know my thyroid is the master of my metabolism. So it looks like I'm supporting and here so what is going on so we dug deep and you know, the problem with medications is that they do have side effects and you know, they don't always work as well. As you know, real food and natural supplementation can work. So it took a little bit of you know, how about motive, you know, kind of encouraging her motivating her to really be open to supplementing because you know that sometimes doctors are just taught medications may 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 so once this client of mine really opened her mind to food and supplementation kind of more of the natural real food approach and she started supporting her thyroid with key nutrients. She was actually able to come off of her medication completely and you know, we see this with a lot of clients are able to reduce or come off of medications when they actually start giving their body what their body needs. So I really encourage you, you know, if you're thinking if some of this resonated with you about thyroid and you're thinking that you know, 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. So here's you know, a couple there are few ways to support your thyroid. The first is to follow an anti-inflammatory diet and that's that's what I outlined right away at the beginning that's eating PFC every three for not promoting inflammation when you're eating, you know, too many carbohydrates by themselves or artificial sweeteners or trans fats when you're eating the healthy fats and protein the carbohydrates that can really support your thyroid function. Thyroid function can cause inflammation and a long story short is what happens is this can take over your body and inhibit the conversion of T4 to T3, which is what which is what you need to have energy and for your thyroid function to be supported make and really make yourself less responsive to thyroid hormones. So again, a couple tablespoons of healthy fat, quality protein nutrient dense carbohydrates, mainly veggies, you know some fruit at every single meal and snack it helps to calm inflammation. And then number two I would say would be checking for food sensitivities and tolerances or allergies because it can it can go both ways here apply roid 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. So, you know if you have a sensitivity or an allergy or intolerance your body will spend its energy fighting in the offending food item and you know, your body is the job your body is always to keep you alive and survival is always what your body is thinking so you might be surprised at how many clients I mean 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 at 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. So I consumed it every day. And when you're doing that every single day, you know, 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 you know, whether that is energy or weight loss or you know, getting rid of those digestive issues. So I would really encourage you to you know, pay attention to your body and keep out the foods that it's sensitive to and you know 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 and I would recommend working with a health care professional to help guide you through the process of pinpointing food sensitivities. Alright, another tip for thyroid be avoiding gluten, you know, the link between gluten and thyroid dysfunction exist, because the composure of thyroid hormone receptors are really similar to gluten if your body thinks gluten as a toxin, then it can confuse the thyroid for a toxin and that can produce antibodies that caused it to attack itself. So, you know, if you follow my recommended eating regimen the PFC that we talked about it's naturally gluten-free. So you'll be doing a great with that. Another tip would be skipping soy I've mentioned you know that soy is not really a good



thing for any reason and it can negatively affect your thyroid because the iso flab ones in soy interfere with the production of T3 and T4 which are necessary for a well-functioning thyroid and you know, I've also come to believe it so I can lead to hypothyroidism based on my experience working with clients with low thyroid function. So 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 recommending, you know, still recommending no more than 1,500 milligrams of sodium a day which can easily make us iodine deficient. That's a major source and especially, you know, 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. So, you know sprinkling iodized salt. Liberally on your food and meals is a great idea.

And last but not least what I've had in a screen here for a couple minutes 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 is the key nutrients that it needs. So I recommend Thyroid Pro which you see on the left here and Thyrosol supplements along with vitamin D is also really important. So 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 form this T3, and 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 any current medication, but taking these two supplements, you know, anyone can benefit from this s the thing with supplements is there not a medication so they can just support what you're already doing and in the vitamin D. What else will be important because a lot of the contributing factors to a low thyroid function can also reduce the body's ability to absorb vitamin D. So in someone who's thyroid function is impaired it can take more of the supplement to get the same effect and my general recommendation for vitamin D is taking vitamin D3 and doing 10,000 IU's every other day or 5,000 IU's a day. But of course, it's best to get your level checked and find the right dose that we can we can make a better recommendation when we actually know what your level is as far as you know what your level should be. A lot of doctors are recommending vitamin D levels within 20 to 80 and 20. We just see at the rate, you know it having a level of 20 can lead to a host of health issues. So there's really, you know, nothing bad with having it higher. So we recommend between 50 and 80 and a grams per milliliter. If you get your vitamin D level checked.

Marcie: And 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: Aww, 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. So, you know, I always recommend taking high quality or not taking any at all, you know, not trying to be a Debbie Downer. It's just the fact of the matter. I know a lot of people have heard about that recent study just this year. We're 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 and instead they actually contained a mix of scary ingredients. So that's why I'm so so particular about where we get our supplements from so I recommend pharmaceutical grade supplements and what that means is that they actually are third-party tested. So they really do have it 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.

So that's why I created the Real Food Vitamin Store. It's www.rfvitamins.com like real food vitamins because we can offer the pharmaceutical grade supplements since we are licensed Healthcare practitioners. So anything you find in that store is what we use. I personally use we use 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 and 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. I mean, the reason we take supplements is to better our health. It's to help us get closer to our goals and we've seen client after client come in and find out that the supplements are taking and have artificial sweeteners and then they have things in them that are actually preventing them from reaching their goals and making them sicker instead of healthier.

So supplements. You know, I'm glad you brought that up Marcie, because 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 so that they're actually bringing you closer to your goals instead of taking you further from them.

Marcie: Thanks, Cassie. I know that you really thoroughly test and make sure that everything that you provide to your clients is top notch. So rfsupplements.com.

Cassie: Yeah, let's see here. I will just put it up on the screen. So everybody can see and all of the supplements that I'm talking about today are in the Real Food Vitamins store.

Marcie: Okay

Cassie: rfvitamins.com



Marcie: great. Thank you.

Cassie: yeah, so the next two are going to move on to is estrogen and testosterone which we think of as our male and our are female and male hormones respectively. So, let's see here. I will pull this up one more time. You know estrogen dominance is common in both men and women believe it or not.

And estrogen is a hormone produced primarily in the ovaries in women and the testes in men and it's not always an enemy the problems arise when estrogen levels are out of balance and you know, in women we see an increase in the prevalence of breast cancer, endometriosis, infertility when estrogen levels are too high hot flashes are a common symptom of menopause and I want to make a you know, distinguisher here that common is not the same thing as normal. So a lot of people will say, well, you know, everyone has hot flashes. It's just something that happens in menopause and yes, you know, it might be common but that's not normal. That's a sign of hormonal imbalance and you can balance your hormones and that's the exciting thing. That's why I'm having this webinar here today. So just because something is common like hot flashes doesn't mean it's normal and it's also possible for men to have excess of estrogen which leads to an increased risk of prostate cancer, low libido, weight gain, so, you know, estrogen and testosterone is often thought of as the Burly hormone. And again, it's important for both men and women but the ratios of what we consider balance are different for each gender. We have to have the right balance for our systems to be working properly. So, you know eating PFC balance and avoiding soy a great first steps to balancing your hormones just like with your thyroid and you know for this type of hormonal balance for the best support that's where Estrofactors and Testralin come into play. I know, you know a few of you, I know you had asked about supplements for hormonal balance, and these are really important ones every female. I really believe every female can benefit from taking a Estrofactors. It's a highly effective estrogen balancing supplement and it promotes hormonal balance by featuring and targeted nutrients that support healthy estrogen metabolism and detoxification. So that's one of the really exciting things about Estrofactors is you know how your hormones fluctuate throughout the month. So whether you have an excess amount of estrogen or not enough estrogen it helps to balance everything out and it works in both ways in that sense. Now, it can provide significant relief for women with hormonal related health issues. You know PMS, hot flashes, Cravings, sugar Cravings lot of women experience sugar cravings and relation to the hormonal cycle due to the swings that are a natural part of the process. So Estrofactors helps your body metabolize excess estrogen while supporting that hormonal regulation, which can help with Cravings to

So my general recommendation for this, you know would be one tablet with each meal every day or just take you know, a couple tablets in the morning and a couple of the evening and you can kind of play around with this based on your symptoms. Now with Testralin, it's similar, it's



just it's the male hormonal balance. So it's our best recommendation for supporting testosterone balance. Testralin can assist with, you know, weight gain issues, fertility, enhancing sex drive, reducing the risk of prostate problems and disease and you know, men of all ages can benefit from taking Testralin on a daily basis and a general recommendation for Testralin is just two tablets a day.

Marcie: So really quickly, is Testralin just for men and Estrofactors is 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 you know, dietitian coach and we can help you with that. We have had some men that have excess amounts of estrogen that need to take Estrofactors. So it does depend but in general, you know, men would take Testralin and women would take Estrofactors. That's a good question.

Marcie: Okay. Thank you.

Cassie: So here is what Stephanie says, you know, she's someone who she reminds me of myself. She's a client of ours and she struggled with sugar and I know so many of you struggle with sugar cravings and I know that so many of you have been told that it's because you don't have any willpower and that you should just stop eating it and sometimes you might be able to relate to Stephanie that that just doesn't work. You know, she would try over and over to eliminate sugar from her diet. She had horrible withdrawals. She would give in same thing with me, you know part of my story is I would start fresh. I would start a new detox the next day and 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. So when it's Stephanie now, she can say her sugar addiction is non-existent and I can say the same thing and the exciting thing is when you feel your body with what it needs the process is pretty pain-free and your body starts to you know, respond and perform the way that it should but she's kind of an exciting success story that I wanted to share with you in here.

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 looks like we have 13 of you here. So I want you 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, and we're going to move on to the other important hormones called ghrelin and leptin. So let's move on to these these are two big players and regulating appetite. So some of you your ears might be perking up leptin is your satiety or your I'm full of hormone and it's secreted in your fat cells to tell you to put your fork down. So after you've had a big PFC



balanced meal, you know leptin decreases appetite and remember earlier we talked about insulin resistance just like you can become resistant to insulin. You can also become leptin resistant. And in this case you have a lot of fat making a lot of leptin, but it doesn't work your brain isn't listening and it might even think you're starving because as far as he's concerned you're famished when there's not enough leptin and this can happen in the presence of a lot of fat or a lot of inflammation. Now, 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 and what it does is it increases your appetite. So when ghrelin goes up, so does your appetite specifically your appetite for sugar and carbs? So the question is, how do we get these in balance? And the answer is a pretty simple one. It's sleep and a thing is inadequate sleep is all too common. Thanks to our busy busy Lifestyles, you know, the average American is getting six hours and 50 minutes of sleep a night and most of us need seven to nine hours a night. So sleep is really important, you know and all the time we see clients who seemed 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 a tall order sleeping well, but they're only clacking and you'll five or six hours a night or a huge No-no that I participated in for too many years that they're sacrificing sleep for exercise getting up at 4:00 in the morning when they're exhausted. You know, it's staying in that calories in calories out mindset and this messes up your hormonal balance. And since we know it's not all about burning calories. It's not helpful to trade sleep for clacking in time on the treadmill, you know, so 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 it plays in immunity, which you need working in your favor for staying healthy and for weight loss too and with too little sleep. Alright, let's try it another hormone. He remember we talked about cortisol your body is also more likely to produce cortisol after sleep deprivation. There are subjects in several different studies had higher levels of cortisol later in the day a time when cortisol should be tapering off to prepare your body for rest. So like we discussed earlier, you know height and cortisol prompts the body to store more fat. So sleep really really matters and 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. So this you know, 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. For some reason. We haven't really talked much about sleep. So I asked her, you know what the deal was with her sleep and she said, you know, I might sleep five or six hours a night. I never feel rested and that was it and we figured out that once we got her sleeping well, first of all, she stopped craving sugar and carbs and you know, that was something that had been bothering her for a long time. She'd significantly reduced her sugar Cravings with her eating regimen, but the problem is when you're not sleeping well enough you're getting you know, your leptin and ghrelin are imbalanced and when you're ghrelin level is high that tells your body that you're starving so it craves carbs and sugar. So she's still having



those those carb cravings because these hormones were imbalanced. I just noticed that I have this flux on my computer because it's really dark outside and that's the app that I have that blocks the blue light. So maybe you'll be able to see me a little bit better when I turn this off here. Okay. Let's we're almost done here. Thanks everyone for hanging in with me. We're gonna finish up here and I do have a special offer for you at the end. So hang in here with me. All right, Marcie. Thank you. You already asked about the supplement quality. So just you know, just another reminder. We've got to be in the right balance for our systems be working properly supplements can be really really beneficial. They can also bring you further from your goals if you're not taking quality, so that's why we're so particular where we get our supplements from and you can relax knowing that the products we have in our Real Food Vitamin Store are pharmaceutical grade, which means they're rigorously tested the highest quality and you know, we're able to offer those for you because we are licensed Healthcare professionals.

So RFvitamins.com is where you can find those and those are the ones that we have research backing their effectiveness and you can always you know, send our customer support an email if you have questions about anything there. Hope I guess they put that on there twice. So here's Arline's story. I love Arline's story. Arline, you know, she's someone who she wasn't really sure, you know 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 you know her stress and her depression just did such a number on her that she decided that it was time to reach out for help and how often do we think that you know asking for help is a weakness when Marcie you and I have talked about this before that asking for help is such a strength and so many of our clients are these overachievers, successful men and women business people who they are smart, they're educated and they feel like it's a weakness to ask for help.

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

Cassie: a lot of our clients are nurses, you know, believe it or not. I have quite a few clients right now who are dietitians and it might sound surprising but remember and dietitian school. We weren't taught this research-based information, but I base my practice on today is research and that's not the information that we were taught in school. And when you think about it, you know, if other dietitians are coming to us for help. Well, no, you know, no wonder everyone that our nation is getting fatter and sicker. We've been given the wrong information. So there's no shame



in asking for help. That's something that you know, Marcie you and I both you know, we always applaud people when they reach out and invest in their health because there's no shame there.

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

Cassie: exactly. So this was Arline's story, you know, and for her supplements were a really big thing and that's really what put her over the edge and helped her experience, you know the results like getting rid of her sugar cravings and carb cravings and reducing her PMS symptoms when she started Estrofactors her moods improved and she really, you know gives the credit to us and she's so thankful that she asked for help.

So I'm going to I'm going to talk about my special offer for those of you who are still on the line with me today. So first, you know, this is kind of a recap if you want. You can screenshot this. You can reference it later. These are the eight ways to make sure those eight hormones aren't running your life. And now, hang on for that special offer might want a screenshot this if you haven't yet. So 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 and that's because coaches provide accountability, consistency, and ongoing support so you can get long-term results, you know, do you know how celebrities stay fit? They have a team of people who helped them.

Marcie: Absolutely

Cassie: and in our program, you know, you have someone on your team. So one thing I would recommend is really getting an expert on board with you who can assess your hormone levels. It's always better than guessing a lot of health coaches and even Medical Professionals don't have a lot of experience but hormonal imbalance. I know some of you said that when you signed up for this webinar was there's just not a lot of information about hormonal balance out there and that's why I created our program. That's where my team of dietitian coaches can come into play. We've worked with thousands of clients using our research-based strategies to help them balance their hormones and we can do the same for you too. We use a real food approach and a coaching model. It's really helped put together all the pieces of your puzzle and 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.



Now, 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, you know, a fresh new outlook hope and energy and you learn how to eat so that your body can function the way it was designed to with effortless energy and again our program is based on evidence-based nutrition and using are scientifically that program we teach you how real food can transform your mind and body, now 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. So what are coaching packages include you get a 90 minute introductory session you get two 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, you know, your lifestyle, your goals, your health history, you get a personal health assessment, 14 days of customized meal plans and you get free access to our PFC club membership program as a client, really, you know, what 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 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. Now we like to think of ourselves not only as detectives but also, you know where your GPS ensuring that you're not getting off course with frustrating mistakes, you know, you might have 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 and we have 10 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, you know myself or one of our other qualified Health dietitian coaches would be honored to work with you. You don't have to keep doing this on your own. I'd really ask you to let us help navigate you so you don't Veer off course with you know these with just 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. Now, you know, 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, you know, 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 keep results and this program is for you because it's customize its hands on, you know, we don't take on every single client. So if you're committed and motivated to making changes for your health, I'd really encourage you to apply for a coaching program. And if we're a good fit for each other will set you up with a Kickstart call with me to develop the best plan to help you reach your goals.



Here's what Jackie says when she first started working with us, you know, she was almost a hundred pounds overweight and unhappy and she's actually another client of ours who's a physician, you know, she was struggling to make good decisions about food, but she felt kind of shameful because she's a physician and you know, she started thinking about joining OA and then she found us and within a month, she says she lost 8 pounds and felt in control.

She's actually lost over a hundred pounds and you know, she says that she couldn't have done it without a coach.

Now here is my offer for you today just for being here with me today are application fee for our Healthy Simple Life Program. It covers the time and care. We put into reviewing each application. We get so many inquiries because our program is so customized. We really take the time before we schedule a call with you to make sure you're a good fit and it's really important to us that you're dedicated and ready to invest in your health and do what it takes to reach your goals. This is kind of also a way for us to see who's committed and reward those who are so I wanted to give you a special offer so you can begin to use what you've learned in this webinar and really get back on track even faster working with a dietitian coach. So my special offer for you on this webinar is that if you apply for our program within the next 24 hours, I'm going to let you take the \$39 you invested in this webinar and put it toward the Healthy Simple Life application. You just need to sign up within 24 hours and just complete our application and tell us a little bit about you. So all you need to do is go to healthysimplelife.com/start and enter the code **NOMOREDIEETING**. And then after you apply will review your application and will contact you within one or two business days and you'll set up a 45-minute Kickstart call with me and you and I will then discuss the program and which coach would be the best fit for you that will support your goals and get you on track to a healthier, simpler life. If you're ready for a change and I'm guessing you are you not attending this webinar. That's a big first step and go ahead and fill out the application and we'll get you on the best track just like we've done for so many clients before you and I want to show you one more one more person what Rachel says, you know, she struggled with weight her entire life and she reminds me of how I always thought there was something wrong with me that I would just, you know, crave sugar and nobody else did well she thought that you know, she was just bound to be overweight. It was just genetics and 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 and that's when she found us.

And you know, she's last now I think she's lost about 40 pounds. And what amazed Rachel was 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 you know, 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 and with Rachel she actually found that when she eliminated gluten and dairy that she ended up losing a little bit too much weight. So we actually figured out with her that when she's including the right amount of healthy fat from very like butter and cream that she can actually have the kind of the figure and the energy that she's going for. So it's kind of fun with our clients we get to experiment like that, you know, sometimes our bodies respond. So well that we end up losing more weight than we actually wanted to that's kind of fun to be able to listen to your body and and get to do that.

So I really hope that this webinar, you know provided value for you and you know will help you sort through some evidence that we were able to get the crime-solving wheels and your brain turning. And 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 so my team and I can really help you to identify and arrest that offender once and for all so you can get back on track with that life that you deserve. So just head on over to healthysimplelife.com/start and just apply to our program within the next 24 hours using your code **NOMOREDIEETING** and actually there's no spaces and no more dieting. It's just like one word. So no more dieting just go to healthysimplelife.com/start to secure one of our 10 coaching slot that we have available. It was crazy to be with you Marcie.

Marcie: Thank you for your 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. So I really want to encourage everyone to take advantage of this amazing offer and go to healthysimplelife.com/start and I put the offer up and it's also in chat. So do that now before you forget because you only have 24 hours

Cassie: you don't have to wait until January 1st. I know you know, sometimes we want to have a certain day in my want to wait till Monday. We want to wait till January 1st after the holidays, you know, there is no shame working with a coach we help you find that balance even through the holiday season. So if you're thinking I think I'm just going to wait till the holidays are over because I don't do that now have 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 pounds heavier, which is what most people happens to. And usually that way it does not come off and that's what stockpiles year after year. So you want to get that taken care of sooner rather than later absolutely and you don't have to feel like you're going to get deprived for the holidays because Cassie's going to make sure that you'll still enjoy them.

Cassie: and that's why I put a time limit on it because I know that if you're here what you are you're ready and you're looking for change and you need help and that's why you invested your



time in this webinar today. So 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. You know, we know how to help you. So let us be your GPS so you don't have to make any more mistakes and you don't have to do this alone. It's a lonely feeling trying to do it on your own. I mean, even I can think back to when I was in dietitian school. I felt lonely. I was hiding behind the scenes and struggling and I didn't know what to do and I was afraid to reach out, you know, it's shameful but it doesn't have to be in it shouldn't be that way, you know, just 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. Well, 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 and then you miss out on the special.

Cassie: Well, 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, and I know that a lot of you are going to be listening to the replay. So if you end up listening to it before 24 hours, then still go use that code NOMOREDIEETING.

All right. See you later, Mercy. Thank you.

Marcie: Bye everyone!

Cassie: Bye everyone.