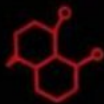


YOUR FITNESS BRAND

FITNESS

PRESENTS

# FUEL YOUR FIRE



THE NATURAL HORMONE OPTIMIZATION  
GUIDE FOR MEN AND WOMEN

OVER 40



RESTORE  
ENERGY



REBUILD  
STRENGTH



RECLAIM  
THE DRIVE

STRONGER. LEANER. CONSISTENT.

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# CONVERSATION NOBODY IS HAVING



The truth about what changes after 40 — and what you can do about it.

Something changed after 40. Not gradually, not subtly — but meaningfully. Your energy isn't what it was. Recovery takes longer. Building muscle is harder. Fat accumulates in places it never used to. Motivation fluctuates. Sleep is less satisfying. Libido isn't what it was. You push harder, eat cleaner, and the results don't match the effort.

**You're not imagining it. Your hormones have shifted.**

## WHAT CHANGES AFTER 40?



### LOWER ENERGY

You feel tired even with enough sleep.



### SLOWER RECOVERY

Workouts leave you sore longer.



### HARDER TO BUILD MUSCLE

Progress stalls despite training consistently.



### MORE BODY FAT

Especially around the midsection, no matter what you do.



### MOTIVATION DIPS

Focus, drive, and ambition fluctuate.



### POORER SLEEP

You wake up more and sleep less deeply.



### LOWER LIBIDO

Interest and performance decline.

Most people attribute this to “getting older” and accept it as inevitable. But these changes are not random acts of aging — they are predictable consequences of specific hormonal shifts that begin in your 40s and accelerate through your 50s.



### THE GOOD NEWS?

They are significantly modifiable.

Through targeted nutrition, training, sleep, and lifestyle strategies, you can optimize your key hormones, restore your performance, and feel like yourself again — or **better than ever**.

## WHY THIS MATTERS

- ✓ Hormones control how your body builds muscle, burns fat, recovers, sleeps, thinks, and feels.
- ✓ Small hormonal changes create big quality-of-life and performance effects.
- ✓ You don't need extreme measures — you need a smart, natural, and sustainable plan.
- ✓ Knowledge gives you power. Action gives you results.



### AN IMPORTANT NOTE ON THIS GUIDE

This guide covers natural, lifestyle-based hormone optimization. It is not medical advice and does not cover or recommend specific pharmaceutical hormone therapies, though it does discuss when clinical evaluation may be warranted. Always work with a qualified physician for any suspected hormone disorder or before beginning pharmaceutical therapy.

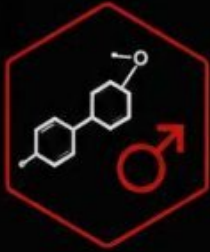
This guide will show you exactly how to take control.

**You don't have to accept decline. You can choose optimization.**

# YOUR HORMONAL BLUEPRINT AFTER 40

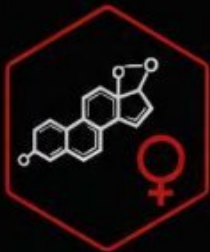
## — THE KEY PLAYERS AND WHAT THEY DO —

Understanding these hormones removes the mystery from what's happening in your body and makes the solutions obvious rather than arbitrary.



### 1. TESTOSTERONE: THE PERFORMANCE HORMONE

- Produced primarily in the testes in men and the ovaries/adrenal glands in women.
- Drives muscle protein synthesis, bone density, libido, motivation, cognitive clarity, and fat metabolism.
- **MEN:** peaks in the late teens to mid-20s and declines about 1–2% per year after 30; by 45 many men are 25–30% below peak; by 55 the gap can be 40–50%.
- **WOMEN:** also crucial for libido, bone density, muscle maintenance, and energy; very low levels often show up as fatigue, low motivation, reduced muscle gain, and lower libido.



### 2. ESTROGEN: THE CELLULAR REGULATOR

- In women it regulates bone density, cardiovascular health, skin integrity, mood stability, insulin sensitivity, sleep quality, and fat distribution.
- When estrogen declines in perimenopause and menopause, multiple systems are affected at once.
- **IN MEN:** small amounts are essential for bone density, cardiovascular health, and cognitive function.
- Problems arise when testosterone converts to estrogen at elevated rates; high body fat, alcohol, and certain chemical exposures increase aromatase activity and can worsen the testosterone-to-estrogen ratio.



### 3. GROWTH HORMONE: THE BODY COMPOSITION MASTER

- Drives fat metabolism, muscle repair, collagen synthesis, bone density, immune function, and cellular repair.
- Declines about 15% per decade after age 25.
- Much of the decline is linked to poor sleep, excess body fat, sedentary behavior, and chronic stress.
- GH is highly responsive to lifestyle intervention.

#### NATURAL GROWTH HORMONE DECLINE



Declines ~15% per decade after age 25.



### BOTTOM LINE

Hormones explain much of what changes after 40. When you understand the key players, you can train, eat, recover, and live in a way that works with your biology instead of against it.



# THYROID, CORTISOL, AND INSULIN

— THE METABOLIC GOVERNOR, THE DOUBLE-EDGED HORMONE, AND THE STORAGE HORMONE —



THE METABOLIC GOVERNOR

## 4. THYROID HORMONES: THE METABOLIC GOVERNOR

- The thyroid produces T4 (inactive) and T3 (active).
- These regulate metabolic rate, body temperature, energy production, heart rate, cognitive function, and muscle protein turnover.
- Even slightly suboptimal thyroid function can cause persistent fatigue, weight gain, cold intolerance, brain fog, and reduced exercise tolerance.
- Subclinical hypothyroidism affects an estimated 5–10% of adults over 40, with women significantly more affected than men.



METABOLIC RATE



BODY TEMPERATURE



COGNITIVE FUNCTION



ENERGY PRODUCTION



THE DOUBLE-EDGED HORMONE

## 5. CORTISOL: THE DOUBLE-EDGED HORMONE

### HELPFUL SHORT-TERM

- ✓ Mobilizes energy (glucose)
- ✓ Reduces inflammation acutely
- ✓ Drives wakefulness and focus

VS.

### HARMFUL CHRONIC

- ✗ Sustained life stress, sleep deprivation, over-training, poor blood sugar control
- ✗ Suppresses testosterone
- ✗ Inhibits growth hormone
- ✗ Disrupts thyroid function
- ✗ Promotes visceral fat storage



High chronic cortisol =  
**lower recovery,**  
**lower hormones,**  
**more belly fat.**



CORTISOL MANAGEMENT IS A DIRECT PERFORMANCE AND BODY-COMPOSITION STRATEGY.



THE ANABOLIC / STORAGE HORMONE

## 6. INSULIN: THE ANABOLIC / STORAGE HORMONE

- Insulin drives nutrients into cells, including muscle cells post-workout.
- But chronically elevated insulin from poor carbohydrate timing, excess refined food intake, and insulin resistance suppresses fat burning, promotes fat storage, down-regulates testosterone in both sexes, and contributes to metabolic dysfunction associated with type 2 diabetes.
- Insulin optimization is a central pillar of hormone health after 40.

### BENEFICIAL POST-WORKOUT INSULIN ACTION



Insulin rises appropriately post-workout



Nutrients driven into muscle cells



Muscle repair, glycogen replenishment, performance gains

### CHRONICALLY ELEVATED INSULIN / FAT-STORAGE STATE



Insulin elevated chronically



Nutrients stored as body fat



Fat storage, hormone suppression, metabolic dysfunction



**BOTTOM LINE:** Thyroid, cortisol, and insulin shape your energy, metabolism, body composition, and hormone balance after 40. Optimize them, and everything works better.

# NATURAL TESTOSTERONE OPTIMIZATION

## — FOR MEN: REBUILDING THE FOUNDATION —

Testosterone decline after 40 is real — but not inevitable. Lifestyle accounts for much of the variance. Men who train, sleep, stay lean, and manage stress often show testosterone levels 30–50% higher than sedentary, overweight, stressed, sleep-deprived men of the same age.



### TRAINING FOR TESTOSTERONE

- **HEAVY COMPOUND LIFTING (4–6 REP RANGES AT 80–90% 1RM)** produces the largest acute testosterone spike. Use examples: squats, deadlifts, bench press, rows, overhead press.
- **MULTI-JOINT EXERCISES BEAT ISOLATION:** full-body compound movements recruit more muscle and generate larger hormonal responses.
- **SHORT, INTENSE SESSIONS BEAT LONG MODERATE ONES:** testosterone peaks at 45–75 minutes, then declines; training beyond 75 minutes shifts balance toward cortisol.
- **PROGRESSIVE OVERLOAD IS ESSENTIAL:** consistently increase training load over time.
- **LONG-DURATION STEADY CARDIO SUPPRESSES TESTOSTERONE:** avoid more than 60 minutes of sustained moderate-to-high intensity cardio regularly.

### THE TESTOSTERONE TRAINING TEMPLATE (MEN)

WORKOUT	EXERCISE FOCUS	SETS/REPS	TESTOSTERONE PRIORITY
DAY 1	Squat + Upper Pull (Pull-Up/Row)	4 sets of 4–6 reps	Maximum — heavy compound
DAY 2	Hinge + Upper Push (Press)	4 sets of 5–7 reps	Maximum — heavy compound
DAY 3	Active recovery / Conditioning	Short bursts, 20–30 min	Moderate — HIIT protocol
DAY 4	Full Body Compound Circuit	3 sets of 8–10 reps	Moderate — volume focus
DAY 5	Weak point training + Core	3–4 sets	Lower — accessory work



**BPF RULE: LIFT HEAVY, STAY LEAN, RECOVER HARD,  
AND TESTOSTERONE RESPONDS.**

# TESTOSTERONE NUTRITION + WOMEN'S HORMONE BALANCE

## NUTRITION FOR TESTOSTERONE PRODUCTION

Testosterone is synthesized from cholesterol. Without the right nutrients, your body can't build, maintain, or optimize testosterone — especially after 40. Avoiding dietary fat or key micronutrients can directly contribute to lower T levels, reduced performance, and slower recovery.



NUTRIENT	TARGET	BEST SOURCES	WHY ESSENTIAL
Dietary Fat	35–45% of calories	Egg yolks, red meat, olive oil, avocado, nuts	Testosterone synthesis substrate
Zinc	25–45mg/day	Oysters, beef, pumpkin seeds, lamb	Required enzyme for T synthesis
Vitamin D3	3000–5000 IU/day	Sunlight, fatty fish, supplementation	Acts as prohormone; direct T support
Magnesium	400–500mg/day	Nuts, seeds, dark leafy greens, supplement	Free testosterone release
Boron	3–10mg/day	Raisins, prunes, apricots, supplement	Reduces SHBG, increases free T
DIM	200–400mg/day	Cruciferous veg or supplement	Supports healthy estrogen metabolism

## FOR WOMEN: HORMONE BALANCE THROUGH THE TRANSITION



Hormone optimization for women over 40 is more complex because estrogen, progesterone, and testosterone may shift simultaneously. The goal is not to chase youthful numbers — it's to support your body through the transition with strength, energy, and resilience.

## THE PERIMENOPAUSAL TIMELINE

	<b>EARLY PERIMENOPAUSE</b> Early 40s	Estrogen fluctuating, progesterone declining	Irregular periods, mood changes, sleep disruption
	<b>LATE PERIMENOPAUSE</b> Late 40s	Both E and P declining, T declining	Hot flashes, weight changes, brain fog, fatigue
	<b>MENOPAUSE TRANSITION</b> Average 51	All three significantly reduced	Full symptom range, significant metabolic shift
	<b>POST-MENOPAUSE</b> Mid-50s+	New lower stable baseline	Bone, cardiovascular, metabolic adaptations needed



**BPF RULE: SUPPORT TESTOSTERONE WITH REAL FOOD, AND SUPPORT WOMEN'S HORMONE TRANSITION WITH TRAINING, NUTRITION, AND RECOVERY — NOT GUESSWORK.**

## FOR **WOMEN'S** HORMONE BALANCE

Smart training. Strategic nutrition. Steady hormones. Stronger body. Better life.



Hormone balance isn't just about "fixing" symptoms — it's about building a body that's resilient, strong, and adaptable through every stage. Training and nutrition are your most powerful tools.

### THE GOALS



#### MAINTAIN MUSCLE

Muscle is your metabolic engine and hormone regulator.



#### PROTECT BONE DENSITY

Estrogen decline increases bone loss risk — training slows and reverses it.



#### MANAGE SYMPTOMS

Reduce hot flashes, mood swings, and fatigue naturally.



#### SUPPORT HEALTHY BODY COMPOSITION

Build lean muscle, reduce visceral fat, improve insulin sensitivity.



#### ENHANCE MOOD AND ENERGY

Movement and nutrition stabilize neurotransmitters and hormones.

### TRAINING STRATEGIES THAT WORK



#### LIFT HEAVY, LIFT SMART

Focus on compound movements 2–4x per week. Muscle is the best insurance policy for midlife.



#### PROGRESSIVE OVERLOAD

Gradually increase weight, reps, or sets. Your body adapts to the challenge you give it.



#### ADD INTENSITY (NOT ENDLESS CARDIO)

Short HIIT sessions or strong finishers boost fitness and hormone health without overtaxing.



#### RECOVERY IS TRAINING

Sleep, deload weeks, and stress management are non-negotiable for hormonal balance.



#### MOVE DAILY

8–10k steps, mobility work, and light activity support circulation, lymph flow, and mood.

### NUTRITION STRATEGIES THAT SUPPORT BALANCE



#### PRIORITIZE PROTEIN

Aim for 1.0–1.2g per lb of ideal body weight daily to support muscle, satiety, and hormone production.



#### EAT HEALTHY FATS

Omega-3s, olive oil, avocado, nuts, and seeds support estrogen metabolism and reduce inflammation.



#### FOCUS ON FIBER-RICH FOODS

Vegetables, berries, legumes, and whole grains support detoxification and blood sugar balance.



#### KEEP BLOOD SUGAR STEADY

Balance carbs with protein and fat. Avoid spikes and crashes that worsen mood and cravings.



#### STAY HYDRATED

Dehydration worsens fatigue, brain fog, and hormone regulation.

### KEY NUTRIENTS FOR WOMEN OVER 40



#### MAGNESIUM

Supports sleep, mood, muscle relaxation, and estrogen balance.



#### VITAMIN D3

Critical for bone health, immunity, mood, and hormone function.



#### OMEGA-3s

Reduce inflammation, support brain health, and improve mood stability.



#### CALCIUM + K2

Work together to build strong bones and support heart health.



#### B VITAMINS

Support energy, stress response, and hormone production.



#### ZINC

Essential for immune function, thyroid health, and recovery.



#### PHYTOESTROGENS

Found in flaxseeds, soy, and legumes — may help ease hot flashes.



#### ANTIOXIDANTS

Protect cells from oxidative stress and support healthy aging.

**TIP:** Food first. Supplements second. Test, don't guess.

### ADDRESSING COMMON WOMEN'S CONCERNS



#### Hot Flashes

Strength training, magnesium, omega-3s, and stress reduction can all help.



#### Mood Swings & Irritability

Stabilize blood sugar, prioritize sleep, and ensure adequate protein and healthy fats.



#### Weight Gain Around Midsection

Lift heavy, manage stress, prioritize protein, and limit added sugars and alcohol.



#### Low Libido

Strength training, stress reduction, zinc, omega-3s, and adequate sleep often improve desire.



#### Poor Sleep

Consistent bedtime, magnesium, lower evening caffeine, and strength training earlier in the day.

**YOU DON'T HAVE TO ACCEPT DECLINE. YOU CAN CHOOSE STRENGTH, VITALITY, AND CONFIDENCE — AT ANY AGE.**

# NATURAL GROWTH HORMONE OPTIMIZATION

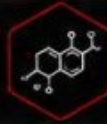
## — THE GH-LIFESTYLE CONNECTION —

Growth hormone decline after 40 is often assumed to be irreversible, but much of GH output is driven by lifestyle-modifiable triggers: deep sleep, intense exercise, fasting, and low blood sugar.



## TOP 5 NATURAL GH BOOSTERS

5



### AMINO ACID SUPPORT

Arginine and ornithine before bed or training can support GH release. L-glutamine (2g) before sleep has shown GH-supporting effects. GABA (3g before sleep) has shown strong GH increases in some trials.

4



### BODY FAT REDUCTION

Visceral body fat is strongly associated with reduced GH response. Reducing body fat improves GH output, and improved GH helps further fat reduction.

3



### INTERMITTENT FASTING

GH rises during fasting to preserve lean tissue. A 16:8 fasting protocol can increase daily GH output by about 20–40%. A 24-hour fast can elevate GH dramatically above baseline.

2



### HIGH-INTENSITY EXERCISE

Heavy resistance training and sprint intervals produce the largest acute GH spikes. GH peaks 15–30 minutes after training and remains elevated for 90–120 minutes post-workout.

1



### DEEP SLEEP

70–80% of daily GH is released during slow-wave sleep. Every intervention that improves deep sleep directly improves GH output. Highest-leverage GH optimization available.

## GH-SUPPRESSING BEHAVIORS TO ELIMINATE



### HIGH SUGAR INTAKE

Insulin suppresses GH for 2–4 hours after high-sugar meals.



### ALCOHOL BEFORE BED

Suppresses GH during the primary sleep release window.



### POOR SLEEP QUALITY

Fragmented sleep disrupts slow-wave sleep where GH is released.



### CHRONIC CARDIO

Long-duration moderate cardio increases cortisol and worsens the GH-cortisol ratio.



### CONSTANT EATING

Frequent small meals keep insulin elevated and suppress GH chronically.



**BPF RULE: PROTECT DEEP SLEEP, TRAIN HARD, EAT WITH PURPOSE — AND GH RESPONDS.**

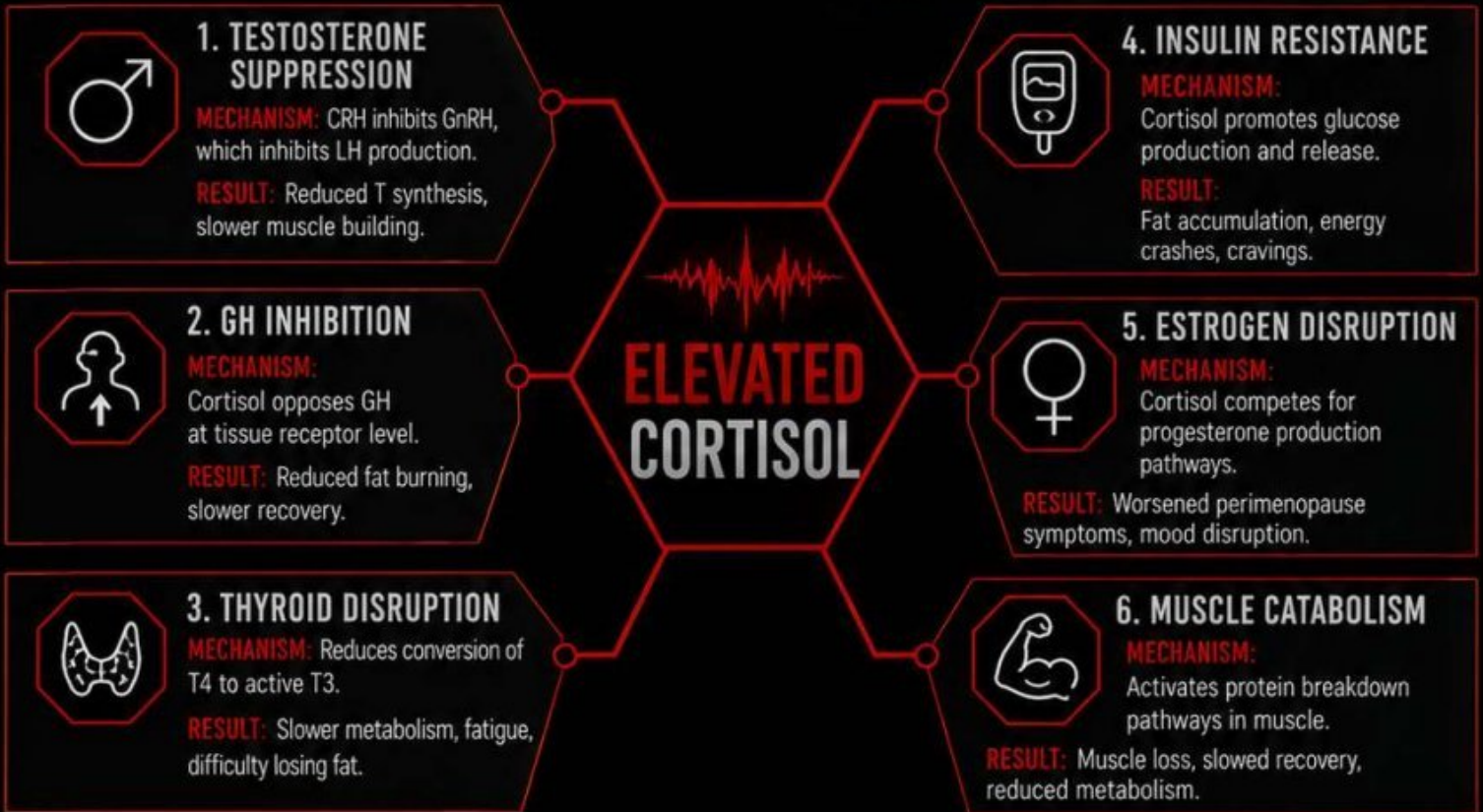
# CORTISOL MANAGEMENT FOR HORMONE OPTIMIZATION

## — WHY CORTISOL IS THE MASTER SABOTEUR —

Cortisol does not operate in isolation. When it stays elevated for too long, it disrupts multiple hormones and biological systems. The result? Lower testosterone, inhibited growth hormone, impaired thyroid function, worse insulin resistance, estrogen imbalance in women, and accelerated muscle loss. Controlling cortisol is the fastest way to protect your hormones and unlock better performance, body composition, and mood.



BPF



**! NO HORMONE OPTIMIZATION STRATEGY SUCCEEDS IN A HIGH-CORTISOL ENVIRONMENT.**

**BPF RULE:** IF STRESS STAYS HIGH, HORMONES STAY LOW. CONTROL CORTISOL FIRST, AND THE REST OF THE SYSTEM RESPONDS BETTER.





# CORTISOL OPTIMIZATION PROTOCOL

## BIOLOGICAL AND BEHAVIORAL STRATEGIES TO LOWER CHRONIC CORTISOL

Lowering chronic cortisol requires both biology support and behavior change. Supplements can help, but the biggest results come from changing the signals your body receives every day: light, movement, recovery, boundaries, and meaningful relaxation.



### 1. BIOLOGICAL STRATEGIES

 <p><b>1. PHOSPHATIDYLSERINE</b> (400–800 mg/day)</p> <ul style="list-style-type: none"> <li>• Best-studied natural cortisol modulator</li> <li>• May reduce exercise-induced cortisol by 20–30%</li> <li>• Particularly effective for athletes over 40</li> </ul>	 <p><b>2. ASHWAGANDHA KSM-66</b> (300–600 mg, twice daily)</p> <ul style="list-style-type: none"> <li>• Multiple RCTs show 14–28% reductions in serum cortisol over 8 weeks</li> <li>• Also supports testosterone and body composition</li> </ul>	 <p><b>3. RHODIOLA ROSEA</b> (200–400 mg/day)</p> <ul style="list-style-type: none"> <li>• Standardized to 3% rosavins</li> <li>• Reduces acute stress response</li> <li>• Improves exercise capacity and fatigue resistance</li> </ul>	 <p><b>4. ADEQUATE CARBOHYDRATE INTAKE</b></p> <ul style="list-style-type: none"> <li>• Very low-carb diets can increase cortisol</li> <li>• Strategic carbohydrate inclusion supports people with chronically high stress</li> </ul>
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### 2. BEHAVIORAL STRATEGIES

 <p><b>1. NATURE EXPOSURE</b></p> <ul style="list-style-type: none"> <li>• 20 minutes in natural settings can reduce cortisol by 15–20%</li> <li>• A daily outdoor walk also improves circadian rhythm and recovery</li> </ul>	 <p><b>2. SOCIAL CONNECTION</b></p> <ul style="list-style-type: none"> <li>• Meaningful in-person connection reduces cortisol</li> <li>• Oxytocin has direct anti-cortisol effects</li> </ul>
 <p><b>3. PURPOSEFUL RELAXATION</b></p> <ul style="list-style-type: none"> <li>• Passive TV watching does not reduce cortisol effectively</li> <li>• Meditation, reading, breathing, journaling, and creative hobbies do</li> </ul>	 <p><b>4. BOUNDARY MANAGEMENT</b></p> <ul style="list-style-type: none"> <li>• Chronic overcommitment is a major cortisol driver</li> <li>• Saying no to non-essential demands is a real health intervention</li> </ul>

**DAILY CORTISOL RESET**

- ✓ Morning outdoor light walk
- ✓ 1 real relaxation practice daily
- ✓ Balanced meals with adequate carbs
- ✓ Strength training without overtraining
- ✓ Limit alcohol and late-night stimulation
- ✓ Protect sleep and recovery time

**BOTTOM LINE**  
You cannot supplement your way out of a chronically stressful lifestyle. Control the stress inputs, support the biology, and your hormones respond better.









**BPF RULE: CALM THE SYSTEM, AND PERFORMANCE, BODY COMPOSITION, AND HORMONE BALANCE IMPROVE TOGETHER.**

# THYROID OPTIMIZATION THROUGH LIFESTYLE

## SUPPORTING YOUR METABOLIC GOVERNOR

The thyroid is extraordinarily sensitive to lifestyle factors. Before assuming thyroid dysfunction requires medication, it is worth methodically addressing the lifestyle factors known to suppress thyroid function — many of which become more prevalent after 40.



 <b>THYROID SUPPRESSORS TO ADDRESS FIRST</b>		
FACTOR	MECHANISM	HOW TO ADDRESS
 <b>A. Chronic stress / cortisol</b>	Reduces T4-to-T3 conversion enzyme activity	Cortisol management protocol above
 <b>B. Iodine deficiency</b>	Iodine is required for T3/T4 synthesis	Seaweed, iodized salt, seafood, or supplementation
 <b>C. Selenium deficiency</b>	Selenium is required for T4-to-T3 conversion	Brazil nuts (2-3/day), seafood, supplement if needed
 <b>D. Chronic caloric restriction</b>	Downregulates metabolic rate via T3 reduction	Avoid sustained deficits below 1400 kcal (women) / 1700 kcal (men)
 <b>E. Estrogen dominance</b>	High estrogen increases TBG, binding more T4	Address estrogen balance via DIM, lifestyle
 <b>F. Fluoride exposure</b>	Competes with iodine for thyroid uptake	Filtered water, reduce fluoride-containing products
 <b>G. Gluten sensitivity</b>	Molecular mimicry can trigger thyroid antibodies	Consider gluten elimination trial if symptoms persist


### **WHEN TO SEEK CLINICAL EVALUATION**

A complete thyroid panel, not just TSH, may be warranted if 3 or more symptoms persist despite good lifestyle habits.

- Persistent fatigue despite adequate sleep
- Inability to lose fat despite caloric deficit and training
- Feeling cold when others are comfortable
- Hair thinning, especially outer eyebrows
- Constipation
- Brain fog
- Low resting heart rate
- Dry skin
- Depression unresponsive to lifestyle interventions

### **KEY TESTS TO REQUEST**

- ✓ TSH (if above 2.5, discuss with physician)
- ✓ Free T3 (active thyroid hormone)
- ✓ Free T4 (thyroid precursor)
- ✓ Reverse T3 (can block active T3 receptors)
- ✓ TPO and thyroglobulin antibodies (can indicate autoimmune thyroid disease)










**BPF RULE:** Fix the lifestyle suppressors first. When thyroid function improves, energy, metabolism, and fat loss all work better.

# HORMONE OPTIMIZATION MASTER PLAN






The 8 Pillars to Balance Your Hormones, Transform Your Body, and Elevate Your Life

<p><b>1 NUTRITION</b> FUEL HORMONE HEALTH</p>  <ul style="list-style-type: none"> <li>• Prioritize whole, unprocessed foods</li> <li>• Balance protein, healthy fats, and fiber</li> <li>• Stabilize blood sugar</li> <li>• Eat for your goals and your hormones</li> </ul>	<p><b>2 TRAINING</b> BUILD STRENGTH, BALANCE, RESILIENCE</p>  <ul style="list-style-type: none"> <li>• Strength train 3-4x per week</li> <li>• Include zone 2 cardio</li> <li>• Avoid overtraining</li> <li>• Move daily – NEAT matters</li> <li>• Support muscle and bone health</li> </ul>	<p><b>3 SLEEP &amp; CIRCADIAN RHYTHM</b> RESTORE &amp; REPAIR</p>  <ul style="list-style-type: none"> <li>• 7-9 hours of quality sleep nightly</li> <li>• Consistent sleep/wake times</li> <li>• Natural light in the morning</li> <li>• Limit blue light at night</li> <li>• Optimize deep sleep</li> </ul>	<p><b>4 STRESS MANAGEMENT</b> LOWER CORTISOL, RAISE RESILIENCE</p>  <ul style="list-style-type: none"> <li>• Daily stress reduction practice</li> <li>• Breathwork, meditation, prayer, or journaling</li> <li>• Time in nature</li> <li>• Set boundaries and protect your energy</li> </ul>
<p><b>5 BODY COMPOSITION</b> LEAN, STRONG, FUNCTIONAL</p>  <ul style="list-style-type: none"> <li>• Reduce excess body fat</li> <li>• Build and maintain muscle</li> <li>• Focus on long-term consistency</li> <li>• Support metabolism and hormonal signaling</li> </ul>	<p><b>6 DETOX &amp; ENVIRONMENT</b> REDUCE TOXIC LOAD</p>  <ul style="list-style-type: none"> <li>• Filter water, eat clean</li> <li>• Minimize endocrine disruptors (BPA, phthalates, parabens)</li> <li>• Prioritize gut health</li> <li>• Support liver detox pathways</li> </ul>	<p><b>7 KEY NUTRIENTS</b> FOUNDATION FOR BALANCE</p>  <ul style="list-style-type: none"> <li>• Magnesium, Zinc, Vitamin D3, B Vitamins, Omega-3s</li> <li>• Iodine, Selenium, Iron (as needed)</li> <li>• Adaptogens (Ashwagandha, Rhodiola, etc.)</li> <li>• Individualize to your needs</li> </ul>	<p><b>8 MINDSET &amp; PURPOSE</b> ALIGNMENT IS MEDICINE</p>  <ul style="list-style-type: none"> <li>• Clarify your why</li> <li>• Build habits that support your future</li> <li>• Stay consistent, not perfect</li> <li>• Gratitude, connection and joy matter</li> </ul>

<p><b>THYROID OPTIMIZATION</b></p>  <ul style="list-style-type: none"> <li>• Support with adequate iodine, selenium, zinc, and iron</li> <li>• Manage stress and improve sleep</li> <li>• Reduce inflammation</li> <li>• Support gut health</li> <li>• Get natural light and move daily</li> </ul>	 <p><b>HORMONE BALANCE</b> ENERGY • MOOD • METABOLISM LIBIDO • FOCUS • LONGEVITY</p>	<p><b>CORTISOL OPTIMIZATION</b></p>  <ul style="list-style-type: none"> <li>• Balance stress and recovery</li> <li>• Prioritize sleep and relaxation</li> <li>• Use adaptogens</li> <li>• Stable blood sugar and balanced meals</li> <li>• Set boundaries and simplify life</li> </ul>
<p><b>INSULIN OPTIMIZATION</b></p>  <ul style="list-style-type: none"> <li>• Stabilize blood sugar</li> <li>• Eat high-fiber, protein-rich meals</li> <li>• Limit refined carbs and sugar</li> <li>• Exercise consistently</li> <li>• Maintain a healthy body composition</li> </ul>		<p><b>TESTOSTERONE OPTIMIZATION (MEN)</b></p>  <ul style="list-style-type: none"> <li>• Strength training and HIIT</li> <li>• Healthy fats and adequate calories</li> <li>• Zinc, Vitamin D, Magnesium</li> <li>• Optimize sleep and reduce stress</li> <li>• Maintain healthy body fat</li> </ul>
<p><b>GROWTH HORMONE OPTIMIZATION</b></p>  <ul style="list-style-type: none"> <li>• Maximize deep sleep</li> <li>• High-intensity training</li> <li>• Fasted training (as appropriate)</li> <li>• Adequate protein and key amino acids</li> <li>• Reduce body fat</li> <li>• Manage stress</li> </ul>		<p><b>HORMONE BALANCE (WOMEN)</b></p>  <ul style="list-style-type: none"> <li>• Support all phases of your cycle</li> <li>• Balance blood sugar and stress</li> <li>• Healthy fats and fiber</li> <li>• Key nutrients: Mg, B6, Zinc, Omega-3s</li> <li>• Listen to your body and cycle-sync</li> </ul>

<p><b>DAILY HORMONE OPTIMIZATION CHECKLIST</b></p> <ul style="list-style-type: none"> <li>✓ Hydrate (half your body weight in oz)</li> <li>✓ Eat whole, nutrient-dense foods</li> <li>✓ Move your body</li> <li>✓ Get natural light</li> <li>✓ Manage stress</li> <li>✓ Connect with others</li> <li>✓ Avoid toxins</li> <li>✓ Prioritize sleep</li> <li>✓ Take your supplements</li> <li>✓ Practice gratitude</li> </ul>	<p><b>HORMONE DISRUPTORS – LIMIT OR AVOID</b></p> <ul style="list-style-type: none"> <li>✗ Excess sugar and refined carbs</li> <li>✗ Seed oils and processed foods</li> <li>✗ Alcohol in excess</li> <li>✗ Chronic stress</li> <li>✗ Poor sleep</li> <li>✗ Endocrine disruptors (plastics, BPA, parabens)</li> <li>✗ Sedentary lifestyle</li> <li>✗ Overtraining</li> <li>✗ Negativity and toxic relationships</li> </ul>
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**YOUR HORMONE OPTIMIZATION ROADMAP**

<p><b>PHASE 1 FOUNDATION</b> Weeks 1-4</p>  <ul style="list-style-type: none"> <li>• Clean up nutrition</li> <li>• Improve sleep</li> <li>• Manage stress</li> <li>• Begin moving consistently</li> <li>• Build daily habits</li> </ul>	<p><b>PHASE 2 BALANCE</b> Weeks 5-8</p>  <ul style="list-style-type: none"> <li>• Dial in training</li> <li>• Optimize body composition</li> <li>• Support key hormones</li> <li>• Add targeted supplements</li> <li>• Track progress</li> </ul>	<p><b>PHASE 3 OPTIMIZE</b> Weeks 9-16</p>  <ul style="list-style-type: none"> <li>• Fine-tune nutrition</li> <li>• Increase training intensity</li> <li>• Address specific imbalances</li> <li>• Improve recovery</li> <li>• Reassess and adjust</li> </ul>	<p><b>PHASE 4 ELEVATE</b> Weeks 17+</p>  <ul style="list-style-type: none"> <li>• Sustain healthy habits</li> <li>• Continue optimizing</li> <li>• Focus on performance and longevity</li> <li>• Live with purpose</li> </ul>	<p><b>LIFETIME MASTERY</b></p>  <ul style="list-style-type: none"> <li>• Hormone health is a lifestyle</li> <li>• Keep learning</li> <li>• Stay consistent</li> <li>• Inspire others</li> </ul>
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**HORMONE OPTIMIZATION ISN'T A QUICK FIX – IT'S A LIFESTYLE. YOU CAN'T OUT-SUPPLEMENT A POOR LIFESTYLE.**

# HORMONE SYMPTOM TRACKER



Track these weekly to monitor your hormone optimization progress. Many of these improve before bloodwork changes, making them valuable early-response indicators.

Symptom/Marker	Week 1 Baseline	Week 4	Week 8	Week 12
1. Morning energy (1-10)				
2. Libido/drive (1-10)				
3. Workout performance (1-10)				
4. Recovery speed (1-10)				
5. Mental clarity (1-10)				
6. Mood stability (1-10)				
7. Sleep quality (1-10)				
8. Body fat (waist circumference)				
9. Strength (benchmark lift)				



## HOW TO USE THIS TRACKER

- Score the same day each week
- Use honest 1-10 ratings
- Track waist and a benchmark lift consistently
- Focus on trends, not one-off fluctuations



## WHAT IMPROVEMENT LOOKS LIKE

- Higher morning energy
- Better libido / drive
- Stronger workouts
- Faster recovery
- Clearer thinking
- More stable mood
- Better sleep
- Smaller waist measurement
- Stronger benchmark lifts



## WHEN TO SEEK CLINICAL EVALUATION

Consistent upward trends across these markers indicate your hormone optimization is working. A plateau in multiple markers after 8-12 weeks of diligent lifestyle optimization warrants clinical evaluation.



**BPF RULE: TRACK THE SIGNALS. TRENDS TELL THE TRUTH. BETTER HORMONES SHOW UP IN ENERGY, RECOVERY, MOOD, SLEEP, AND STRENGTH.**

# HORMONE OPTIMIZATION FOR THE LONG TERM



Sustainable habits. Balanced hormones. A better life for years to come.

Hormone health isn't about quick fixes—it's about building a lifestyle that supports your body, mind, and future. Small daily choices create powerful, lasting change.

## THE PILLARS OF LONG-TERM HORMONE OPTIMIZATION



### NUTRITION

Eat whole, nutrient-dense foods that support energy, metabolism, and hormone production.



### TRAINING

Build strength, improve body composition, and support insulin sensitivity.



### SLEEP

Prioritize deep, restorative sleep to regulate cortisol, growth hormone, and recovery.



### STRESS MANAGEMENT

Lower stress, calm your mind, and support emotional balance.



### LIFESTYLE FOUNDATIONS

Daily habits that support detox, digestion, and overall well-being.



### MINDSET & RELATIONSHIPS

Strong relationships and a positive mindset are key to hormonal balance and longevity.

## DAILY HABITS THAT MAKE A DIFFERENCE



### EAT WITH PURPOSE

Focus on protein, healthy fats, fiber, and micronutrients.



### HYDRATE CONSISTENTLY

Water supports metabolism, detoxification, and energy.



### MOVE YOUR BODY

Walk daily, lift weights, and stay active in ways you enjoy.



### GET NATURAL LIGHT

Morning sunlight regulates circadian rhythm and hormones.



### MANAGE STRESS

Practice breathwork, meditation, or journaling.



### SLEEP 7-9 HOURS

Keep a consistent sleep schedule and wind down.



### SUPPORT GUT HEALTH

Eat fiber-rich foods and probiotics for better digestion.



### LIMIT TOXIN EXPOSURE

Avoid endocrine disruptors in plastics, skincare, and food.

## HORMONE-SUPPORTIVE NUTRIENTS



### PROTEIN

Builds hormones and supports metabolism.



### HEALTHY FATS

Support hormone production and brain function.



### MAGNESIUM

Calms stress and supports sleep and energy.



### VITAMIN D3

Supports testosterone, immunity, and mood.



### ZINC

Essential for testosterone, thyroid, and immune function.



### OMEGA-3s

Reduce inflammation and support hormone balance.



### B VITAMINS

Support energy, metabolism, and hormone synthesis.



### FIBER

Helps regulate estrogen and supports gut health.



### VITAMIN C

Supports cortisol balance and immunity.



### IODINE & SELENIUM

Support thyroid function and hormone production.

## HORMONE HEALTH THROUGH EVERY LIFE STAGE



### MEN

Support testosterone naturally through training, sleep, stress management, and nutrient-dense nutrition.



### WOMEN

Support all phases of your cycle, menopause, and hormonal shifts with lifestyle, movement, and proper nutrition.



### 30s-40s

Focus on maintaining muscle, managing stress, and supporting metabolic and hormone efficiency.



### 40s-50s+

Prioritize recovery, mobility, strength, and nutrient absorption for long-term vitality.



### MENTAL & EMOTIONAL HEALTH

Balance isn't just physical—nurture your mental and emotional well-being daily.

## AVOID WHAT DISRUPTS HORMONES

- ✗ Chronic stress and poor sleep
- ✗ Excess sugar and refined carbs
- ✗ Processed foods and seed oils
- ✗ Endocrine disruptors (plastics, BPA, parabens, phthalates)
- ✗ Excess alcohol and smoking
- ✗ Overtraining and not recovering
- ✗ Negative self-talk and poor mindset

## TRACK, REFLECT, ADJUST



Track your energy, sleep, mood,



Review what's working and what



Make adjustments and keep reviewing

## THE LONG-TERM MINDSET

- ✔ Be patient. Real change takes time.
- ✔ Focus on progress, not perfection.
- ✔ Build habits, not restrictions.
- ✔ Stay consistent, even when motivation fades.

