



# the secret

TO WEIGHTLOSS IN  
YOUR 40's AND BEYOND





## Hello There!

Thank you for downloading this guide and taking the first step towards finding your happy weight in your 40s – and beyond.

If you want to say no to the mid-life spread, this is where you'll find expert tips that get real results.

First, I want to ask you a few questions ... When you look in the mirror, what do you see? Too many facial lines to be laughed at any more, double chin appearing, boobs starting to head South in spite of the best support and, perhaps worst of all, an expanding tyre around the middle that doesn't seem to shift, no matter what you do? Did you ever do a double take as you walked past a mirror to realise that woman was actually you?

It's almost as if your fat cells take on superpowers while you sleep, adding inches in the space of just a few hours. And all those tricks you had up your sleeve in your 20s and 30s for quickly shaving off half a stone before the summer holidays just don't work anymore, despite your dedication and willpower.

You might even be at an age where your children are heading into their teenage years and an empty nest is just a whisker away. And then what? Is this it? Is this as good as it is going to get?

The 'midlife' years can be a challenge for all sorts of different reasons and, yes, weight loss is harder. I want you to know that it's not your fault. And I'm not saying that to be nice, because we just met. Really. It's your hormones.

How I wish I could tell you there was a magic pill and, just by taking it, you'd automatically revert back to the woman you were 20 years ago ... Sadly, it's not quite that straightforward. The rules are different when it comes to weight loss once you're over 40, that's for sure. It's a path you need to navigate carefully to find your own magic formula. But losing weight, regaining your energy, getting back to your best is possible with the right advice, and some support along the way.

That's what you're here for, isn't it? Then let's get started.

All my best

# THE WHEEL OF WEIGHTLOSS

There's more to losing weight – and always has been – than just eating the right things. What you eat is just one part. An important part, nonetheless, but still just one part.

Think of winning at weight loss in your 40s as being like a pie slice, a bit like the kind you get in the board game Trivial Pursuit™. There are other pieces of pie that are equally important in getting you to your goal. There are other elements that are important and can help or hinder weight loss. Aside from diet, the seven remaining pieces of pie are thyroid hormones, the stress hormone cortisol, the fat storage hormone insulin, oestrogen, sleep, digestion and exercise.



The contents of this e-book are for information only and are intended to assist readers in identifying symptoms they may be experiencing. It is not intended to be a substitute for taking proper medical advice and should not be relied upon in this way. Always consult a qualified doctor or health practitioner if you are concerned about any symptoms you are experiencing.

# WHERE ARE YOU OUT OF BALANCE?

You may not have given your hormones a second's thought before but, given the rollercoaster you are on right now, it's worth having some understanding of what's going on chemically inside you and the impact it's having.

## OESTROGEN

Progesterone levels fall rapidly as you ovulate less as regularly and, although oestrogen is decreasing, too, it's falling at a slower rate, meaning you can end up being oestrogen dominant (that's too much oestrogen in proportion to progesterone).

## THYROID

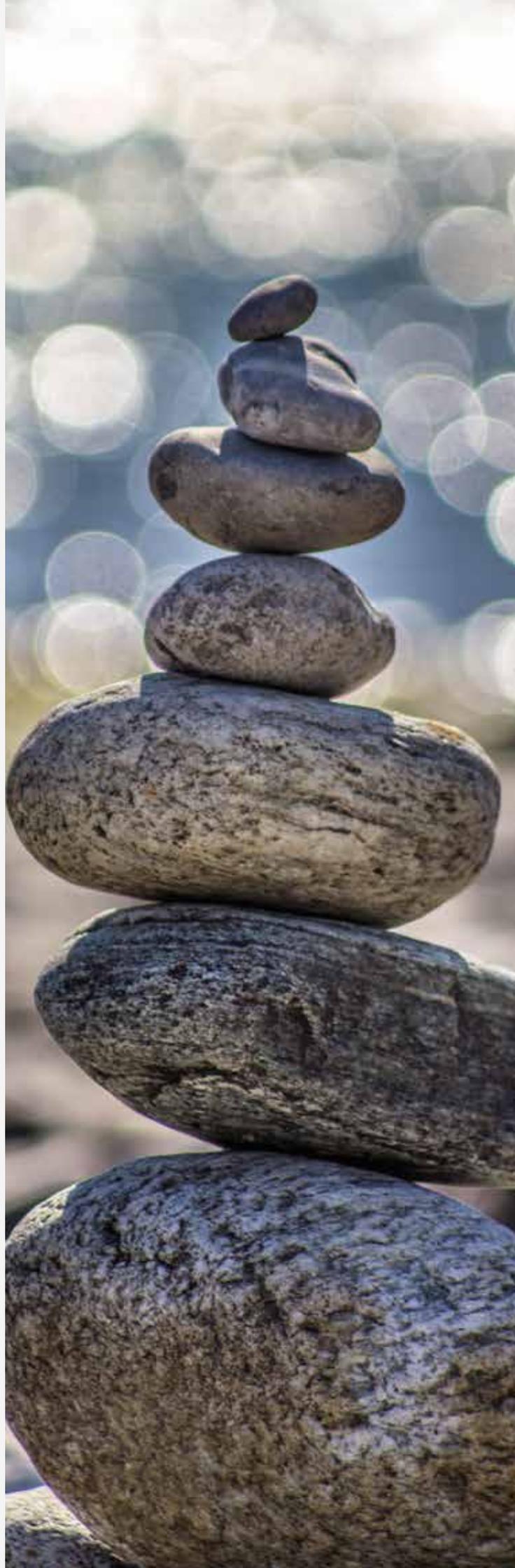
The thyroid is your internal motor and it comes under increased pressure in your 40s. Imagine a record playing at a reduced speed ... That's what happens when your thyroid is struggling to keep up. Low levels of thyroid hormones can bring mood changes, weight increases, constipation and a sluggish feeling.

Your hormones work together synergistically. When one or more is out of kilter, there is an effect on the others, too. This is especially true where the thyroid and adrenal glands are concerned.

## CORTISOL

The stress hormone cortisol, made by the adrenal glands, can also increase (particularly if you're used to spinning too many plates), making sleep more difficult and leading to weight gain.

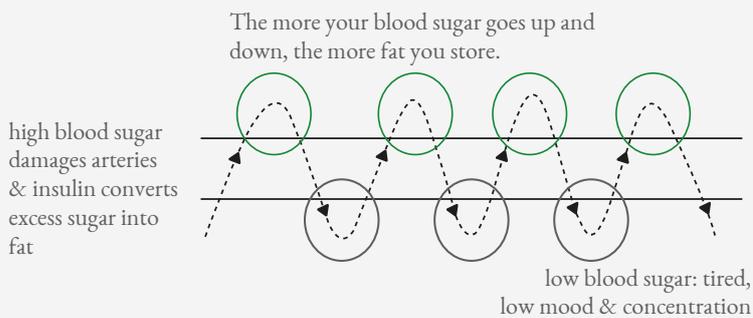
Rather comically, we have not evolved a great deal since caveman times, when the big stressor was the sabre-toothed tiger and we had to keep the energy round the middle, so it could be easily accessed when we needed to run away from that tiger.



# WHERE ARE YOU OUT OF BALANCE?

## INSULIN

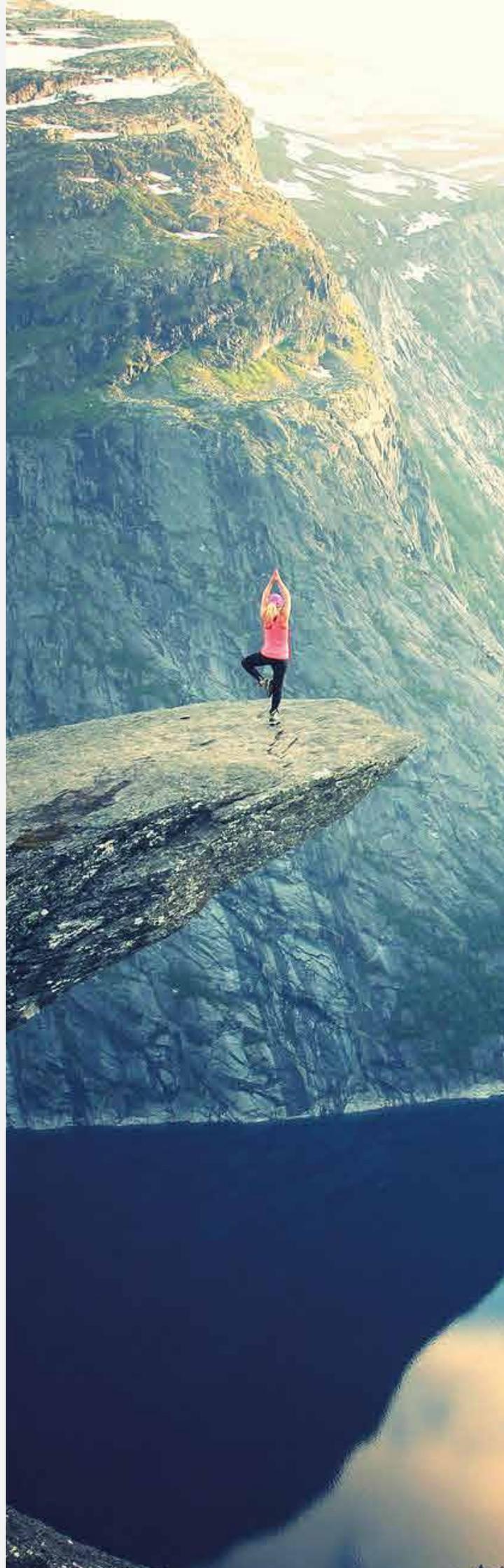
is the hormone linked to diabetes, but it is also the fat storage hormone. As a doubly whammy, it additionally blocks fat burning. It's made by the body in response to the carbohydrates you eat. The more refined the carbs, the more insulin is produced and the more fat is stored. But, as we age, the cells in our bodies can become less sensitive to insulin, so the pancreas needs to pump out more and more to get the same job done.



## DIGESTION

If your digestive system is not working quite as it should, this can leave you feeling – and looking – bloated. There's a lot of research into the microbiome (your gut environment) right now, and there are proven links between the balance of bacteria in the gut and being overweight.

Anyone with an imbalance of good to bad bacteria in their large intestine will also find themselves absorbing up to 15% more calories from their food. Cruel, I know. So if you're the kind of person who has suffered off and on with tummy troubles, it's worth talking to a nutrition professional to get things checked out. Symptoms worth investigating include gas, bloating, acid reflux, constipation (not going to the loo at least once a day) or diarrhoea (or alternating), feelings of nausea.





## EXTRA BONUS SYMPTOMS

All this, and you might even be managing the symptoms of perimenopause (the run-up to the big event), menopause and beyond. These include delights such as night sweats, erratic menstrual cycles, insomnia, bloating, cravings, headaches/migraines, overwhelm, irritability, mood swings, anxiety/depression, brain fog, poor memory, loss of sex drive, vaginal dryness, ageing skin (and hair), joint pain and fatigue. Yay!



## GET SOME ANSWERS

If ever there was a time to get your hands on facts to shed light on the situation, this is it. Your GP might be able to run a few tests that will tell you whether or not you are going through the menopause.

But what next?

In clinic, I am used to working with the best private laboratories to provide my clients with tests that show us which hormones are out of whack – so that we can come up with a bespoke nutrition and supplement programme to tackle it. I'm often told by clients these aren't as expensive as they thought they would be.

Email me or book a free call to discuss whether testing (and specifically which tests) might be right for you.

Once women hit their 40s, they typically gain an average of 1lb a year so you could easily be a stone heavier by the time you reach 55.



## WATCH WHAT YOU EAT

One of the tragedies of this time in your life is the realisation that you really cannot get away with eating the same foods you used to. Your body has changed, and you need to learn to eat for this new way of being.

This means it's more important than ever to switch from whatever kind of diet you're on now to a low GL (glycaemic load) diet that balances your blood sugar levels. This means you will be eating foods that do not trigger as much insulin secretion in response to what you eat.

I appreciate that might sound a bit scientific and possibly a bit scary, but eating this kind of diet really is enjoyable and filled with foods you'd probably heard you couldn't eat, like good fats, avocados and eggs! A blood sugar balancing diet like this focuses on *real* food: meat, fish, eggs, tofu, lentils, beans and chickpeas, lots of veg, some fruit, nuts, seeds, and wholegrains.

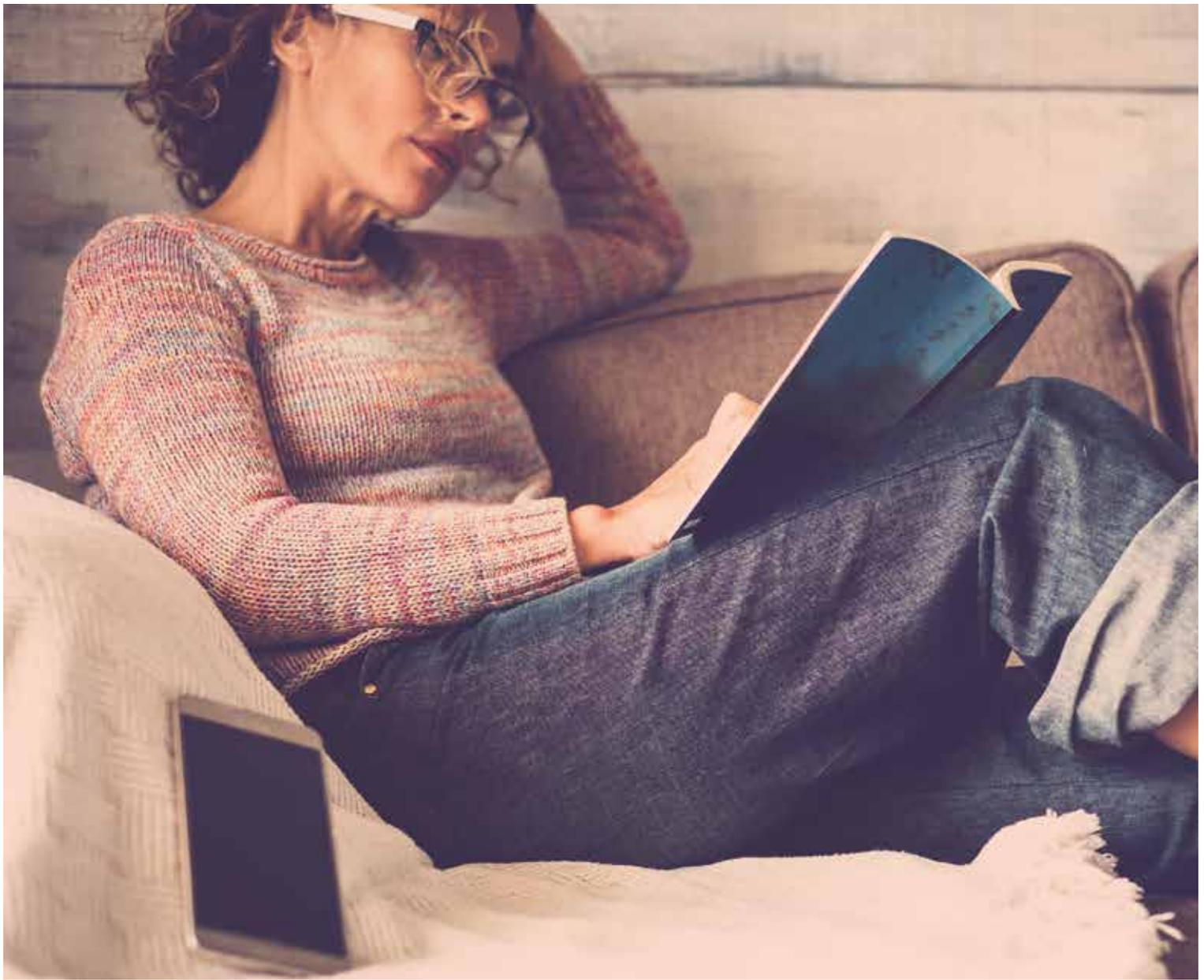
You won't feel hungry – promise – but, if this is a long way from where you are now, I'd love to help you move to this way of eating. Work with me and it will feel easy rather than an uphill struggle or – worse still – devoid of all those little props you have used to get yourself through these trying times.



## EAT FUNCTIONAL FOODS

These are foods that actually do stuff in the body. On one level, the food you eat can help balance your blood sugar and energy levels. On another it keeps you feeling satiated and it also nourishes you.

The trick is to use the very subtle, yet magical powers of food to help support your body in times of need. At this time of your life, that means phytoestrogens. Phytoestrogens are plant-based chemicals (the good kind), which are structurally similar to oestrogen and exert a weak oestrogenic effect. They include soy beans, lentils, beans, chickpeas, tofu, barley, rye, oats, alfalfa, apples, pears, carrots, fennel, onion, garlic, sunflower seeds, flaxseeds, and liquorice root.



## REST & RELAX

Stress can make you fat and feel both tired and miserable as well as using up stores of important vitamins. This is why a stress action plan is a must.

Self care in your 40s and 50s is no longer a ‘nice thing to do’, it is essential for managing symptoms of the transition to menopause and also – she says dramatically – staying alive.

This will also help with anxiety, which I see a lot in clinic with women of your age. It’s really common to feel anxious or worried now about things that never used to bother you, from minor things to the big stuff like ‘who the hell am I now?’

If you have not been good (and most women aren’t) at putting your needs first and doing nice things for yourself, start now.

Write down 5 activities you really enjoy doing – even if it’s been a while since you did any of them! Examples might include painting your nails, doing a jigsaw, reading a book, taking a bath surrounded by candles ...

# SLEEP TIGHT

Sleep and weight are intimately related. If you are not getting enough sleep on a regular basis, you are setting yourself up to be hungrier, eat more, weigh more, and have a harder time losing weight. Scientists now know that, if you are consistently surviving on too little sleep (that's less than seven and a half hours of good sleep a night), you're not going to be functioning at your best, focusing properly or thinking creatively. To add insult to injury, you are also sabotaging any attempts to take control of healthy eating and your weight.

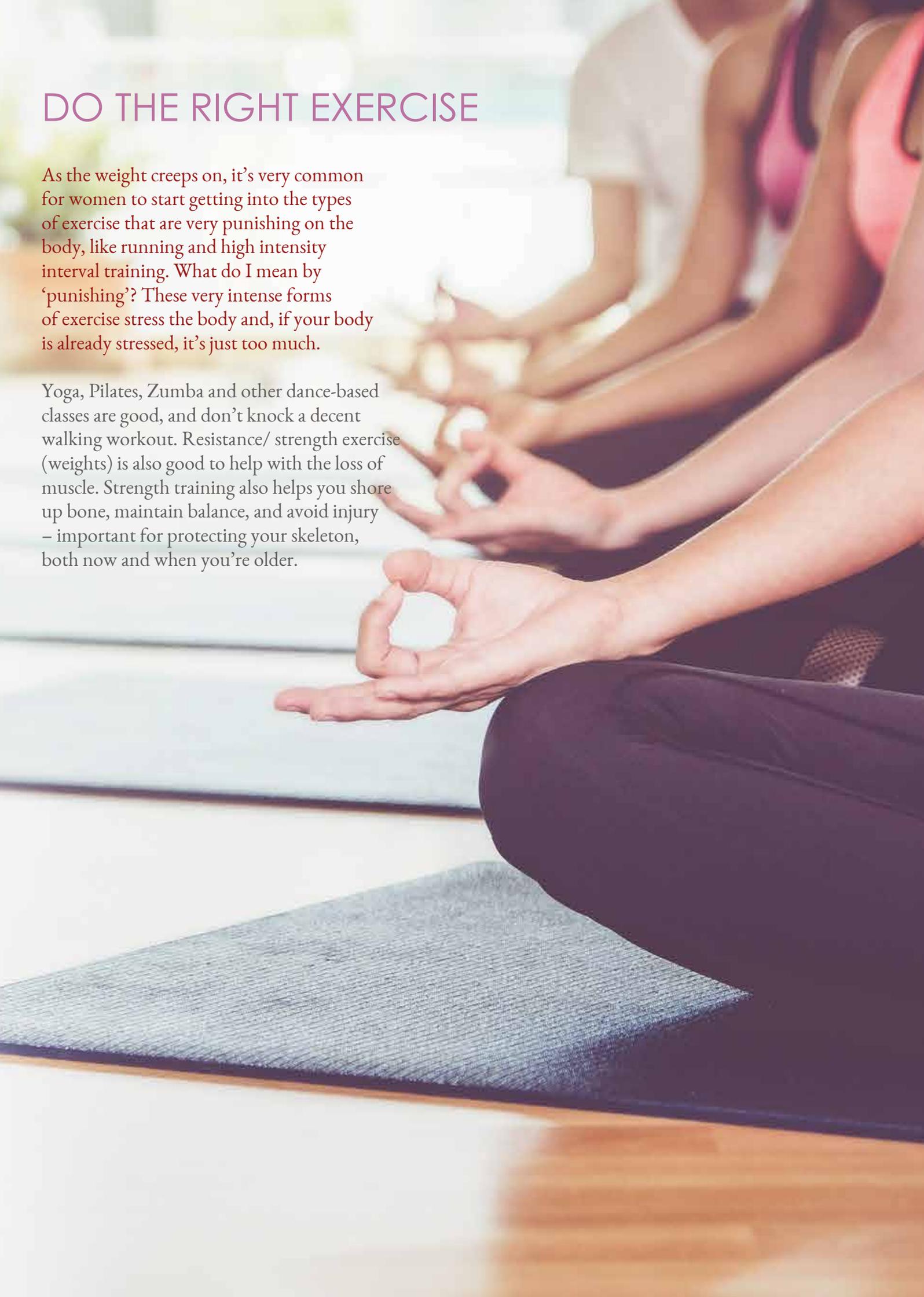
Sleep deprivation causes hormone imbalance, and I'm not talking PMT, but the hormones that directly affect your feelings of hunger. Ghrelin (the hunger hormone – makes you feel more hungry) and leptin (the satiety hormone that tells you when you've had enough) are majorly disrupted when you are not sleeping enough.

Lack of sleep also messes with your levels of stress hormones and your body's sensitivity to insulin, both of which contribute to weight gain.

So, after a night of bad sleep, if you feel ravenous, it's not all in your head, but rather in your hormones. And it's the carb-heavy, starchy foods that are going to be calling your name, not the lovely healthy ones.



# DO THE RIGHT EXERCISE



As the weight creeps on, it's very common for women to start getting into the types of exercise that are very punishing on the body, like running and high intensity interval training. What do I mean by 'punishing'? These very intense forms of exercise stress the body and, if your body is already stressed, it's just too much.

Yoga, Pilates, Zumba and other dance-based classes are good, and don't knock a decent walking workout. Resistance/ strength exercise (weights) is also good to help with the loss of muscle. Strength training also helps you shore up bone, maintain balance, and avoid injury – important for protecting your skeleton, both now and when you're older.

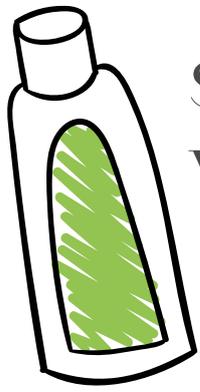


## DITCH TOXINS

Your body care products – anything from shampoo and conditioner to body wash, body lotion and other moisturisers – contain chemicals, like parabens, sodium lauryl/laureth sulphate, ureas and the like.

These are synthetic forms of oestrogen that are known endocrine disrupting chemicals (code for: they muck up your hormones). These chemicals are molecularly similar to oestrogen and your body finds it very tricky to distinguish between the fake oestrogen and the real oestrogen. Unlike the friendly phytoestrogens mentioned above, these nasty ‘xenoestrogens’ (foreign oestrogens) have a much stronger effect than our own body’s oestrogen.

At this time in your life, you really don’t want to be overloading your body. These toxins place an additional stress on the body, can damage the cells in your body that produce insulin, disrupting its action (and not in a good way), can impair thyroid hormones and place extra burden on the detoxification system.

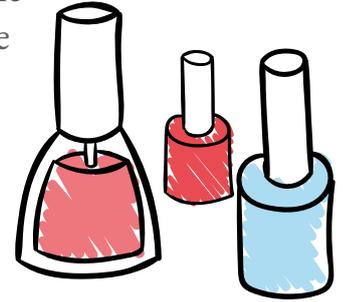


# soap & body wash

Octamethyl - cyclotetrasiloxane  
Ethanolamines  
Triclosan

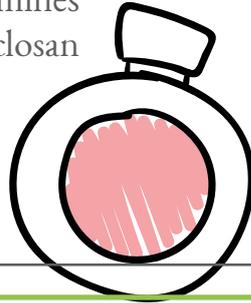
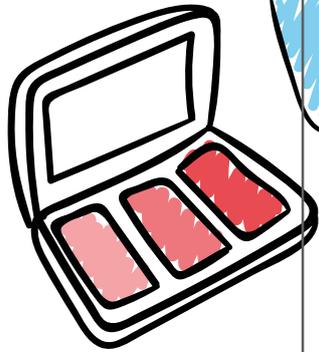
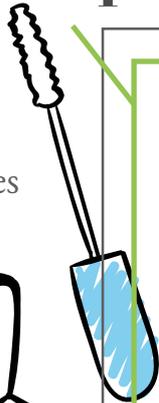
# nail polish

Diethyl phthalate  
Hydroquinone  
Formaldehyde



# make up

Galaxolide  
Tonalide  
Parabens  
Ethanolamines



## reduce toxins

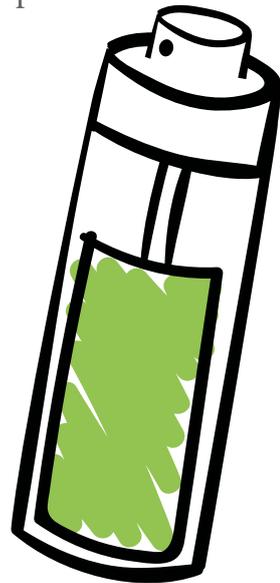
FROM YOUR PERSONAL CARE PRODUCTS

Some products you use to pamper yourself may contain synthetic oestrogens, and these contribute to the toxic load in the body. How? The skin is the biggest organ in the body and any thing we put on our body – from shower gels to moisturisers – is absorbed.

This can lead to too much oestrogen in the body, which is linked to certain types of cancers and female hormone problems. Here's my guide to what to avoid in common personal care products.

# hair spray

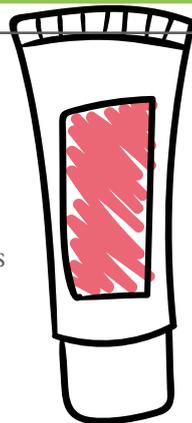
Diethyl phthalate  
Hydroquinone



## be aware of...

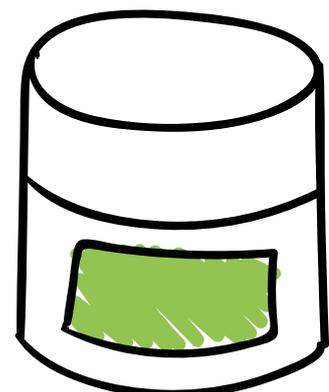
Petrochemicals are derived from crude oil. Petroleum-based ingredients such as petrolatum, mineral oil, and paraffin (derived from nonrenewable sources) form a barrier when applied to the skin that does not allow it to breathe and can clog pores. Sulfates, such as sodium lauryl and sodium laureth, are harsh detergents that give cleansers, soaps, and shampoos their latherability.

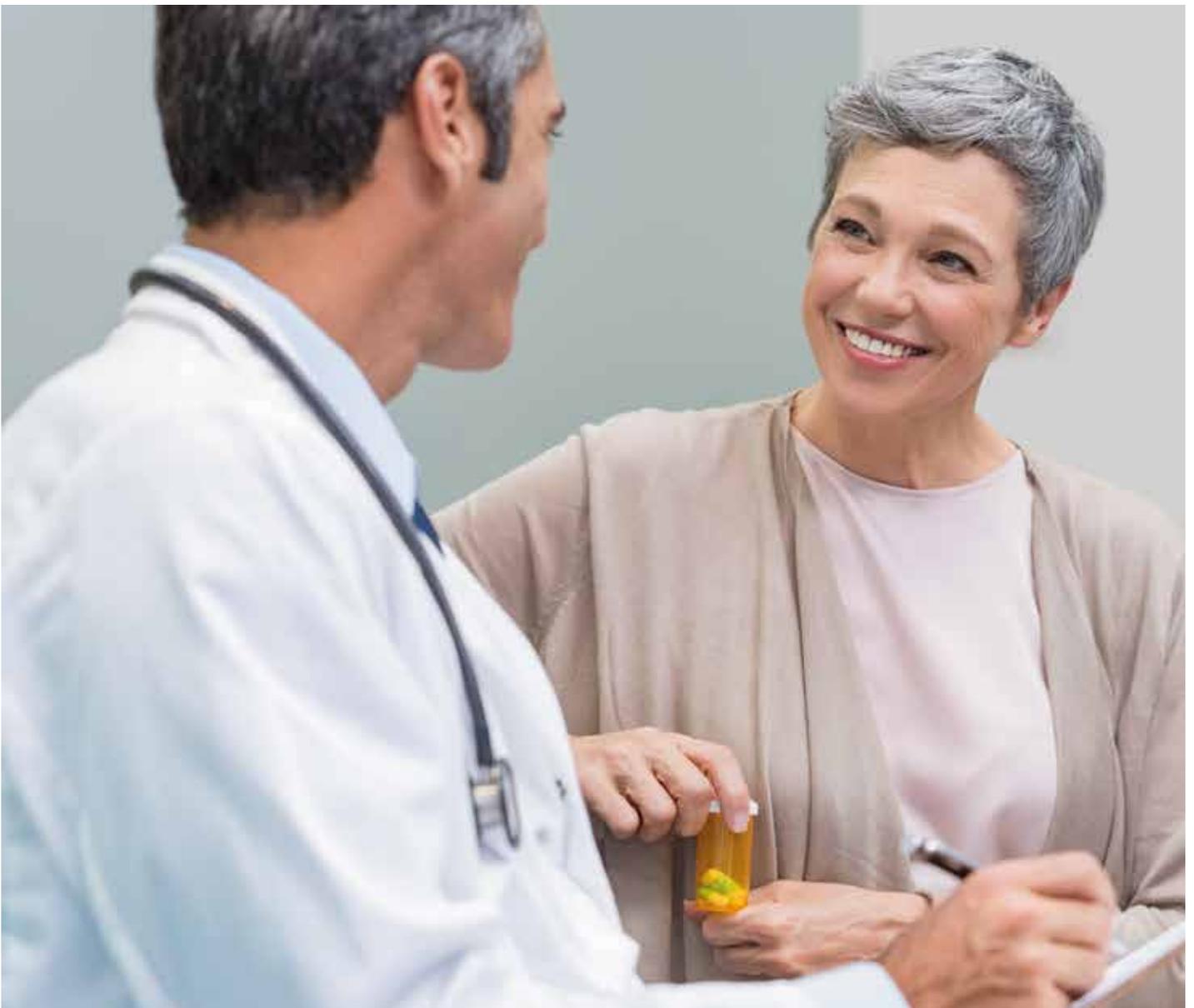
Often derived from petroleum, sulfates can also come from coconut and other vegetable oils that can be contaminated with pesticides. Sulfates can cause eye irritation and skin rashes.



# body creams & moisturisers

Parabens  
Butylated hydroxytoluene  
Formaldehyde  
Benzophenone  
Ethylhexyl methoxycinnamate  
Octinoxate  
Ethanolamines





## GET EXPERT HELP

I know how hard it can be to see the weight pile on and feel powerless to do anything about it. Apart from your friends (except the skinny ones – what do they know?), no one understands what it's like to feel overweight and unattractive, or to see the reflection of some frumpy old lady when you still feel young and vibrant on the inside.

Most of the weight loss solutions you have likely tried are based, possibly, on flawed science but also likely not designed for women of your age. What you need is my signature programme where we'll work together to tackle all aspects of what I've been talking about through this guide. The programme combines both diet and lifestyle elements, so we can work on your confidence as well as that expanding waistline. The food plan was designed for women of your age by women of your age. This is perfect for you if you experience any of the issues I set out at the beginning, and now is exactly the right time for a brand new you: new diet, new attitude and new healthy lifestyle habits.



I warmly invite you to book a free 30 minute call to discuss how making small changes to your diet and lifestyle can help you to be on your way to a healthier, stronger and more resilient you.



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