

LOSE THE FAT & FLAB OF MENOPAUSE

PERIMENOPAUSE

HELP!

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Sustainable Fitness For Women Over Forty

SUSTAINABLE FITNESS FOR WOMEN OVER FORTY

If you are a woman over forty who is trying to get in shape but are not getting the expected results for your efforts, have incurred some type of injury, or are in pain, and is discouraged and ready to give up, then I would like to show you how increasing your strength by 20% to 50% in 20 minutes can assist you in eliminating the three main hurdles busy women over forty face when trying to get in shape which are:

- Workout Choice
- Working Out Like A Male
- No time

Did you know that a new government study estimates that nearly 80 percent of adult Americans do not get the recommended amounts of exercise each week, potentially setting themselves up for years of health problems. Another study found that 1 in 10 deaths worldwide are caused by lack of exercise, (5.3 million deaths) and that lack of physical activity is more predominant among women. Research suggests that 50% of persons starting an exercise program will drop out within the first 6 months.

Regardless of all evidence pointing toward benefits of exercise for general physical, mental health and the fatal consequences of lack thereof, so the question one might ask is, what makes it so difficult for women in general to engage in a sustainable fitness regimen?

This report will give the answers you are looking for. The three main hurdles that keep busy women over forty from being in shape and staying in shape, are: Workout Choice, No Time and Working-Out Like A Male.

1. WORKOUT CHOICE

The general belief is that cardio promotes weight loss, yoga creates long, lean sculpted bodies or that a local personal trainer will give you the discipline and tools to achieve the body of your dreams.

While these statements may hold some truth to them, the notion that all exercise provides maximum opportunity for women's fitness is a myth. Women, who are sincere in their attempt to get fit, will get discouraged and self-defeated when

they are not achieving anticipated results. A little education will go along way when choosing a fitness modality that will give you more for your buck, so to speak. Here is a summary of myths and misconceptions.



1 Losing weight with cardio: Aerobic activities facilitate burning calories for only the duration of the chosen activity, it also produces a large amount of cortisol in the body (stress hormone) that suppresses the immune system. This can produce weight gain and inflammation. It is hard on the joints. A better and more efficient way to go is to change the composition of your body by replacing fat cells into muscle cells through

Strength Training. This will further boost your metabolism by enabling you to burn calories up to 72 hours after your training. Strength Training is just as beneficial for heart health as cardio and is known to release massive amounts of mood boosting neurochemicals faster than any other modality.

2. Cross training compounds results and saves time: Beware, these types of trainings are entirely unsustainable, extremely hard on the body and have an average

injury rate of 75%. Unless you are a pro athlete training for specific reasons, don't go there!

3. Achieve a long, lean sculpted body with yoga: Contrary to popular belief, yoga is not a muscle building / sculpting activity. The body is composed of 2 distinctive types of muscle fibers that have specific and individual purposes: Slow-twitch and fast-twitch fibers. Fast-twitch fibers build and sculpt the body, while slow-twitch fibers promote endurance. Working both muscle fiber types is essential to build and sculpt a strong, lean body. Yoga mainly uses slow-twitch muscle fibers, and isometric contractions that promote endurance, not muscle building.

Whatever your exercise of choice, you must incorporate strength training. Failure to do so may result in joint instability caused by overstretching and a loss of those precious fast-twitch muscle fibers. If a long lean sculpted body you are after, strength training is your activity of choice. Add stretching or yoga on off days.

4. Swimming: does offer general health benefits no doubt. However, you could develop an unbalanced body and acquire strong arms and shoulders, while your torso area and legs are not getting defined. Olympic swimmers swim thousands of laps weekly and complement their training with weights. You could also begin to appear pudgier, because body stores fat in order to keep itself warm in the water. Also some studies show that swimming in cold water stimulates the appetite and creates a desire to eat more, resulting in an increase caloric intake, thus weight gain.

5. Walking: can also be a valuable stress relief activity and offer health benefits for the body, mind and spirit. You won't get fit though, or prevent saggy arms and dimpled



thighs. While walking could help in toning your legs somewhat, it does not sculpt or have the capacity to rebuild the lean muscle mass you've inevitably already lost if you are not strength training or weight lifting with an inadequate system. Many women think that they will acquire bulky muscles by lifting, so they resort to a strength training system comprised of light weight / high reps, which does not build lean muscle mass. It won't strengthen your spine either (which supports your body's posture) and you will continue to actually *lose* overall tone and muscle mass.

STRENGTH TRAINING: NEW KID ON THE BLOCK

Actually, strength training is not so new. Ancient Egyptian and Greek societies used weight training to gain strength and measure power. Weight lifting can also be traced to India in the 11th century, where people lifted stone dumbbells to help overcome the challenges of daily life.

Strength training in general has gained much popularity in recent years as researches show superior general health benefits to the sport, and more specifically for women, because it has the uncanny



ability to rebuild bone mass density and regulate hormonal imbalances and slow down the aging process.

Some of the scientifically proven benefits of strength training include:

- Boosts metabolism
- Regulates hormonal imbalances
- Builds bone density mass (prevents or reverse osteoporosis)
- Reduces risk of diabetes, heart disease, arthritis
- Improves cholesterol, blood pressure, glucose metabolism and insulin sensitivity

2. WORKING OUT LIKE A MALE

The Women's Brain:

Women have a larger passage between the left and right brain, which allows them to think and feel simultaneously, unlike men, (unless he is left handed). A man is more focused at accomplishing one task at



a time and cannot think and feel all at once. This changes over time because the natural aging process combined with a person's lifestyle and socio – economic situation. As the aging process naturally happens and business and family pressures occurs, a woman becomes more intellectual and begins to produce more progesterone, as opposed to men who produce more testosterone in their earlier years. The passage between left and right brain becomes so flooded with intellectual data, that, at some point, she cannot cross the bridge at will anymore, into her feeling side, which allows for the quieting of the mind.

WARNING: Staying intellectually active 24 hours a day, for a woman, eventually causes too much stress, which weakens her immune system. At first, this goes unnoticed because she might be financially and professionally strong and established, too busy pursuing fame and financial security, or she might simply have too many responsibilities. However, this is the point where her body begins to fall apart, as her immune system cannot hold the stress put upon it any longer. There is also the possibility of medical diseases setting into her body without notice, including the activation of cancerous cells.

Performance vs. Process Of Performance

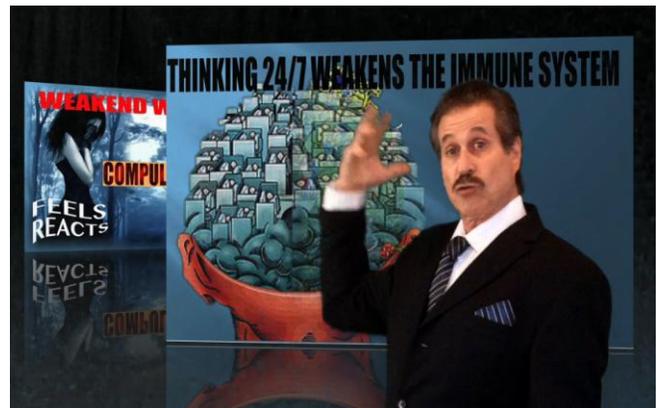
Performance (male energy / left brain) is what the fitness industry in general is about and what personal trainers teach women to do: to try to do more than they can comfortably do by going for the pain, potentially leading to injuries. Performance oriented exercise is what

women do when they work out on their own, with their significant others or with their personal trainer. Those exercises and routines and machines taught to us by “trainers” may be doing more harm than good and that doing the same thing over and over again will only give us the same unsatisfying results physically and emotionally!

By carrying over their masculine side of the intellectual work mode to play time, women remain in their intellectual mind. You’ve been sincere and you’ve been working hard, but what you’re doing is directly against your Feminine Nature! What a woman needs is just the opposite, as she is already predominantly using her male energy at work, she needs to be able to reconnect with her body from a female point in her workouts. A woman needs to feel good to do good. She needs to be in her body, where her chakras are centered and securely grounded. Then she will feel comfortable, safe and empowered, and she will know what to do and be in control of her destiny.

Increasing one’s strength by 20% to 50% in 20 minutes changes brain chemistry; it almost instantaneously quiets the mind by grounding the physical body, which allows her to safely cross over the bridge between her intellectual brain and the magical inner environment of her body, getting out of her head (thinking) and getting back into her body (feeling), resulting in an higher level of creativity and awareness.

Dr. Fitness USA



This is achieved through specifically formulated strength training exercises, where she can process her emotions quietly and safely, while developing an incredibly attractive body, independently of anyone, including a personal trainer! Ladies! By setting better standards for yourself, you will become irresistible and witness your significant other's behavior change to the new empowered you and enjoy a more fulfilling loving relationship. Your loved one won't want to be away from you!

As a recap:

The Body Design Formula rewires your brain patterns by applying scientifically proven principles that will potentially enable you to become stable, hold a positive mind set and fulfill your goals in life, while bringing your body to its optimum capacity. And you won't need to workout everyday.

The strength will stay with you!

Thanks to The Body Design Formula, you will get empowered to take control of your body and your life and eliminate everything that is holding you back and keeping you from living your best life every day.

NO TIME:

The ultimate blind spot

The information covered in this segment is crucial but difficult to understand, especially for women entrepreneurs who have many responsibilities, deadlines and have to juggle family and business obligations. Because a woman is estrogen based, ignoring her feelings can be hazardous to her health.



We are emotional beings; self-awareness is developed by our emotions. Women, who process their thoughts and feelings intellectually without rest, create a high level of stress proven to be harmful to their immune system. The “NO TIME” syndrome is making them sick and aging prematurely.

NO TIME is the big illusion, the ultimate blind spot. Taking care of your body is not selfish. There is nothing glorifying about sacrificing your own health for others, and your job and ability to sustain yourself financially will mean nothing without a healthy body to enjoy it. This is a key aspect of behavioral health, for the self-development of one’s own responsibility. You have to be responsible for your own health before you can be responsible for others, such as your family, your parents, your children, your associate or your students. There is a whole realm of responsibility, but if you can’t take responsibility for yourself, then how can you take responsibility for others? For those who continuously put their job as a priority, the consequences can be fatal. We are all independently responsible for our own health to bring into balance collectively and individually body, mind and spirit.

“Those who do not find time for exercise will have to find time for illness?” -

Earl of Derby

I REPEAT: NO TIME IS THE ULTIMATE BLIND SPOT

A recent article in the “for your health” section of the Costco magazine stated: “A study published in the Proceedings of the National academy of Sciences of the United States of America showed that telomeres – part of the chromosome that protects genetic data – in cells of chronically stressed women had the equivalent of an additional decade of aging.” What about that for wasting time! To make things perfectly clear, the keys to sustainable fitness for women over forty as outlined in this report, go much beyond the topic of problems encountered by women heading towards menopause. It really addresses three chore issues all women face, and are

primary keys to optimum women's health. Having said that, here are specific things you need to know about what is happening to your body and your metabolism after forty.

PERIMENOPAUSE

Perimenopause, also known as menopausal transition, is the period of a woman's life when the ovaries begin to produce less estrogen and occurs before menopause. It can start as early as 30 years old, but more frequently around 40. Some of the symptoms of perimenopause include

- Irregular menstrual cycle
- Weight gain
- Fatigue
- Hot flashes
- Night sweats
- Mood swings / depression
- Vaginal dryness
- Painful sexual intercourse

MENOPAUSE

Menopause refers to the time at which a woman stops having menstrual periods for 12 consecutive months. The average age of menopause is 51 years, although this can vary widely. Every woman will experience menopause differently and its duration also fluctuates. Along with the symptoms mentioned above, menopausal symptoms also can include

- Urinary incontinence
- Bone loss (osteoporosis)

- Heart disease (increased risk)
- Thinning of the skin
- Brain fog
- Memory loss

Not all women will experience the same degree of discomfort during menopause and perimenopause. Every body agrees on the fact that regular exercise; healthy life habits such as diet, sleep, drinking water and stress management can drastically reduce the painful symptoms of menopause. Good health and illnesses both happen from cumulative behaviors. In other words **the sooner you start adopting a healthy lifestyle, the easier you will transition into senior stages**, likewise, consistently engaging in unhealthy behaviors will result in aging prematurely and getting ill, including more pronounced and difficult menopause.

Weight loss after 40

When you are younger, you can usually lose weight by adopting a lower calorie diet, however as you age, this alone will not work. While there is no mystery that producing a caloric deficit is necessary to lose weight, after 40 there are other circumstances to keep in consideration. After 40, estrogen production level decreases as well as levels of lean muscle mass, which makes it harder to burn fat and lower metabolic rate. Also, when you have more estrogen your body is able to metabolize carbs better, but you are also more capable of handling cortisol (stress hormone). Decrease of estrogen makes you more sensitive to stress, insulin and carbs, which creates belly fat. This is why during perimenopause and menopause, you need to lower foods that pikes insulin such as simple carbs and find any which way you can to manage stress.

Dieting, skipping meals, lack of sleep, stress and inflammation also makes you leptin resistant. Leptin is a protein produced by fatty tissue, its role is to regulate the energy balance of the body, the amount of calories we eat and expand and how much fat we store on our bodies. When you are leptin resistant, you want to eat more because your brain thinks it needs to eat more not to starve to death, by the same token, your body will store fat as a self-preservation mechanism. When you eat the right foods that don't spike your insulin, your blood sugar remains low, this allows your body to burn fat for fuel and doing so keeps you from feeling tired, hungry and craving foods every few hours.

I know that trying to figure it all out on your own can be very confusing, and this why we put together a program specific to women's health and more specifically for women over forty it can be very confusing. Following the guidelines in our *"Lose the Fat & Flab of Menopause"* will stabilize your body's natural functions and enable you to lose weight permanently, achieve optimum health and recapture the feminine figure you dream of having.

"Feminine Body Design," can help you to increase your strength and stamina, regain fifteen years of your youth, fight diseases such as endometriosis, osteoporosis, diabetes and heart disease, and overcome the challenges of perimenopause and menopause by teaching to take ownership of your body.

What people are saying about No1 Best Seller Feminine Body Design, empowering fitness for pain free life:

“Long overdue in the self-development community” Edward Rapka

“As an entrepreneurial woman in her mid-50's, I am keenly aware that my "someday" has been on the horizon for decades when it comes to getting "in shape." I am inspired to take control of my power and become active in my own personal well-being. In particular, the connection between postural alignment, nerve functionality, hormones and lean muscle mass to emotional health has me motivated to learn more and take action.” Karen Vandenberg, South Bay, CA



“I have seen more results in 2 weeks than in years of Pilates, Yoga and Rolfing. If you want transformation, this will do it, no doubt about that!” Brooklyn, 47 years old



“Give it a chance like I did, you'll be happy and you'll get the body that you want!” Eugenia 47 years old



“Women especially prepare ahead of time with Dr. Fitness USA’s program, to avoid the issues we deal with after forty I am 57 and I’ve never felt as clear and as good, even in my thirties!” Dr. Tan, 57 years

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