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**Hormone Balancing  
Exercise:  
Beyond 50  
Feeling 30  
Debra Atkinson**

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**Flipping 50**

- Since 2013
- Applied 30 years experience
- 150K engaged women in peri, menopause, and post-menopause globally
- 2000 community/programs at any one time
- Consultant for brands serving this market
- Methodology & formula
- Influencer for brands serving this market



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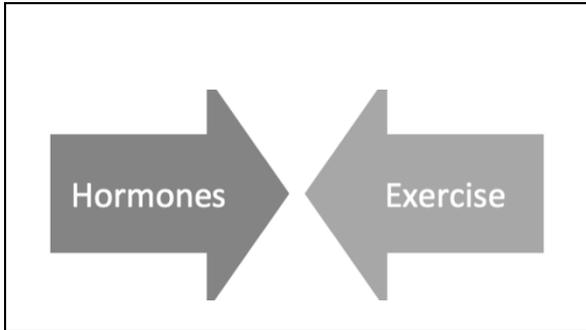
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- Flipping 50's 5-Step After 50 Fitness Formula**
- 1. Assess** so you know what you're dealing with and you can categorize
    - a. Ask the right questions
    - b. Include a questionnaire in your intake
  - 2. Match** to hormone imbalances
    - a. The body never lies
    - b. Lab tests if available are not necessary to start
  - 3. Prioritize**
    - a. Define which to work on first
    - b. Avoid overwhelm
  - 4. Modify** exercise prescription for hormone balance
    - a. Type modifications
    - b. Time of day modifications
    - c. Duration modifications
  - 5. Refer** for additional testing & work with allied health team (scope: stay in your lane)
    - a. Self-directed vs. insurance
    - b. Functional integrated vs. Western medicine

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Only...

**39% of all exercise and sports  
medicine research features  
females.**

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**Flipping 50's 5-Step After 50 Fitness Formula**

1. **Assess** so you know what you're dealing with and you can categorize
  - a. Ask the right questions
  - b. Include a questionnaire in your intake
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**Step 1:  
ASSESS**

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**1. ASSESS Signs & Symptoms**

• Tired all the time	• Unexplained weight loss
• Sleep disturbances & Insomnia	• Hair loss
• Mood swings	• Skin issues – acne, aging, sagging
• Energy crashes	• Muscle loss
• Brain fog & memory loss	• Cellulite
• Digestive issues – gas, bloating, acid reflux	• Hot flashes
• Elimination issues – constipation, diarrhea, IBS	• Night sweats
• Weight gain	• Low libido
	• Incontinence
	• Weight loss resistance

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**Step 2:  
Match to  
Hormone Imbalance**

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**Adrenals: Low vs. High**

- |                                   |                            |
|-----------------------------------|----------------------------|
| • Severe fatigue                  | • Wired and tired          |
| • Memory loss                     | • Trouble sleeping         |
| • Frequent sickness               | • Wide awake 12 or 2       |
| • Lack of motivation              | • No energy in the morning |
| • Low libido                      | • Belly fat                |
| • Crashes – unstable sugar levels | • Hair loss                |
|                                   | • Anxiety                  |
|                                   | • Scattered                |

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**Thyroid: Low vs. High**

- |                             |                      |
|-----------------------------|----------------------|
| • Fatigue                   | • Anxiety            |
| • Weight gain               | • Panic attacks      |
| • Cold hands                | • Heart palpitations |
| • Depression and or anxiety | • Night sweats       |
| • Memory loss               | • Feeling hot        |
| • Dry skin                  | • Insomnia           |
| • Breaking nails            | • Weight loss        |

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### Insulin: Low vs. High

- Shakiness
- Anxiety
- Sweating
- Hunger
- Irritability
- Weight gain
- Hungry after a meal
- Tired after a meal
- Craving sweets and carbs
- Frequent urination
- Type II diabetes

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### Cortisol: Low vs. High

- Fatigue
- Unintentional weight loss
- Decreased appetite
- Salt craving
- Low blood sugar
- Morning low energy
- Caffeine reliance (begins not to work)
- Insomnia
- Belly fat
- Over or under eating – emotional eating
- Digestive issues
- Tendency toward Metabolic Syndrome (BP, BS, cortisol)

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### Estrogen: Low vs. High

- Fatigue
- Hot flashes
- Hair loss
- Incontinence
- Muscle loss
- Sagging skin
- Osteoporosis
- Fibroids
- Swollen breasts
- Hip fat
- Weight gain
- Water retention

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### Testosterone: Low vs. High

- Muscle loss
- Weakness
- Loss of confidence
- Low libido
- Fatigue
- Waist fat
- Weight gain
- Belly fat
- Facial hair
- Acne

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### Progesterone: Low vs. High

- Insomnia
- Night waking
- Anxiety
- Weight gain
- No periods
- Mood swings
- Drowsiness
- Sleepiness
- Feeling sluggish

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### Step 3. Prioritize

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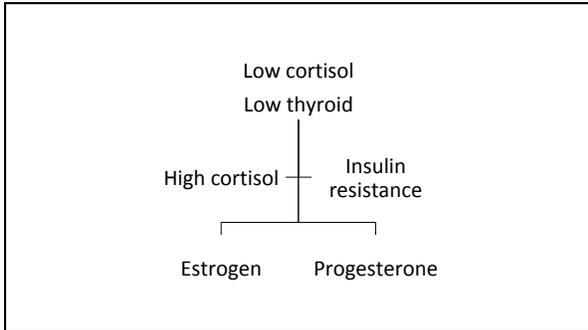
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**Women in midlife are more susceptible to the negative effects of stress.**

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**Step 4:  
Modify Exercise Prescription**

traditional/conventional hormone balancing adrenal fatigue

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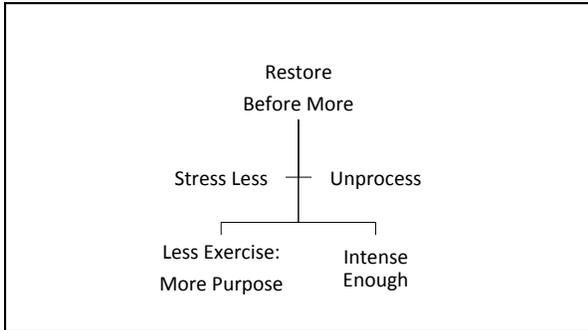
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**Step 5. Reassess, Suggest, & Refer As Needed**

Awareness of Tests:  
Micronutrient Testing  
Food Sensitivity self test and or labs  
Hormone testing  
Sex  
Fat  
Inflammation  
Fecal Testing

Follow up with choices with or without HRT, natural options: food, exercise, lifestyle, herbs, alternative therapies

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**Scope:**

You don't diagnose or treat.  
Use a coach- approach.  
Present information.  
*Were you aware...*  
*What do you think...*  
*I can help you with a list of questions...*

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### WHY YOU?

You spend predictably more time with a client than anyone else on his/her health team.

The nature of physical proximity & vulnerability creates an intimate relationship in which clients share more.

You can be instrumental in offering hope, insight, next steps.

You can help clients understand the difference between normal, average, and optimal.

Beyond changing the exercise prescription you can be an integral part of suggesting what's next to clients.

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### Connect:

- [debra@flippingfifty.com](mailto:debra@flippingfifty.com)
- [Flippingfifty.com/specialist](http://Flippingfifty.com/specialist)
- [Fitnessmarketingmastery.com](http://Fitnessmarketingmastery.com)
- [@flipping50tv](https://www.instagram.com/flipping50tv)



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Your feedback is important to us. Please don't forget to **Rate this Session** in our mobile app.



Download our mobile app in the App Store or Google Play please if you have feedback. Search for "Flipping 50" in your App Store!

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