



# THE FACE BEHIND THE BRAND: ABOUT ME

Clinical Naturopath (BHSc)

**Location:** Melbourne, Australia

**Clinic:** Mecca Beauty x  
The Melbourne Apothecary

**What do I do?**  
Naturopathy Overview





## THE GOAL

To help women understand the powerful link between their **hormones**, **stress** response, and business **performance**- showing how regulating and understanding your body can **transform** your energy, focus, and success.

This isn't just another *wellness talk*- it's a **science-backed** session to give you the **biological advantage** to thrive personally and professionally.

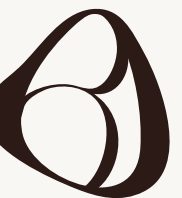


THE HORMONAL ADVANTAGE

REGULAITING TO RISE: FROM BURNOUT TO BALANCE

THE PERFORMANCE EDGE

BEYOND MINDSET: THE BIOLOGY FOR SUCCESS



# The Hormonal Advantage

BECAUSE KNOWLEDGE ISN'T JUST POWER- IT'S OUR BIOLOGICAL ADVANTAGE



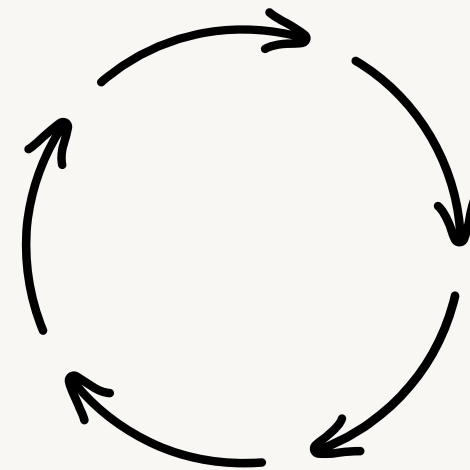
## THE HORMONAL ADVANTAGE

### THE HORMONAL RHYTHM

Female biology is built to operate in **predictable monthly patterns** - however for most women, there is nothing predictable about the **hormonal chaos** that follows their menstrual cycle.

### WHY BIOLOGY MATTERS IN BUISNESS

Aligning your business with your biology- you can **work smarter and not harder** to achieve sustained peak performance- developing your personal *toolkit* for optimal hormonal and nervous system regulation.



### KNOWLEDGE IS POWDER

When you **understand** your **body** and **cyclic rhythm**- you unlock the hormonal advantage-essentially how to **optimise** energy, focus, mood, motivation and creativity while *waving goodbye* to the never-ending cycle of burnout.

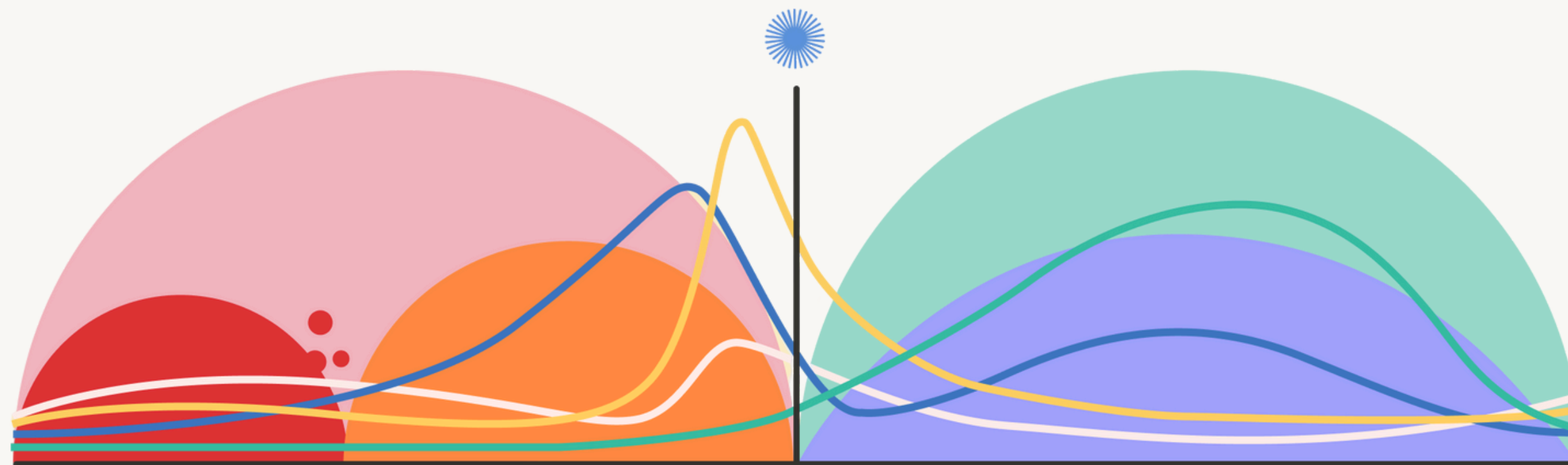
### THE FRAMEWORK

Understand your biology as your business partner.  
Identify dysregulation and imbalance.  
Develop strategies for sustainable success.

WHEN YOU UNDERSTAND YOUR BODY, YOU UNLOCK YOUR FULL POTENTIAL



## THE MENSTRUAL CYCLE- LETS BREAK IT DOWN



### 1. FOLLICULAR PHASE

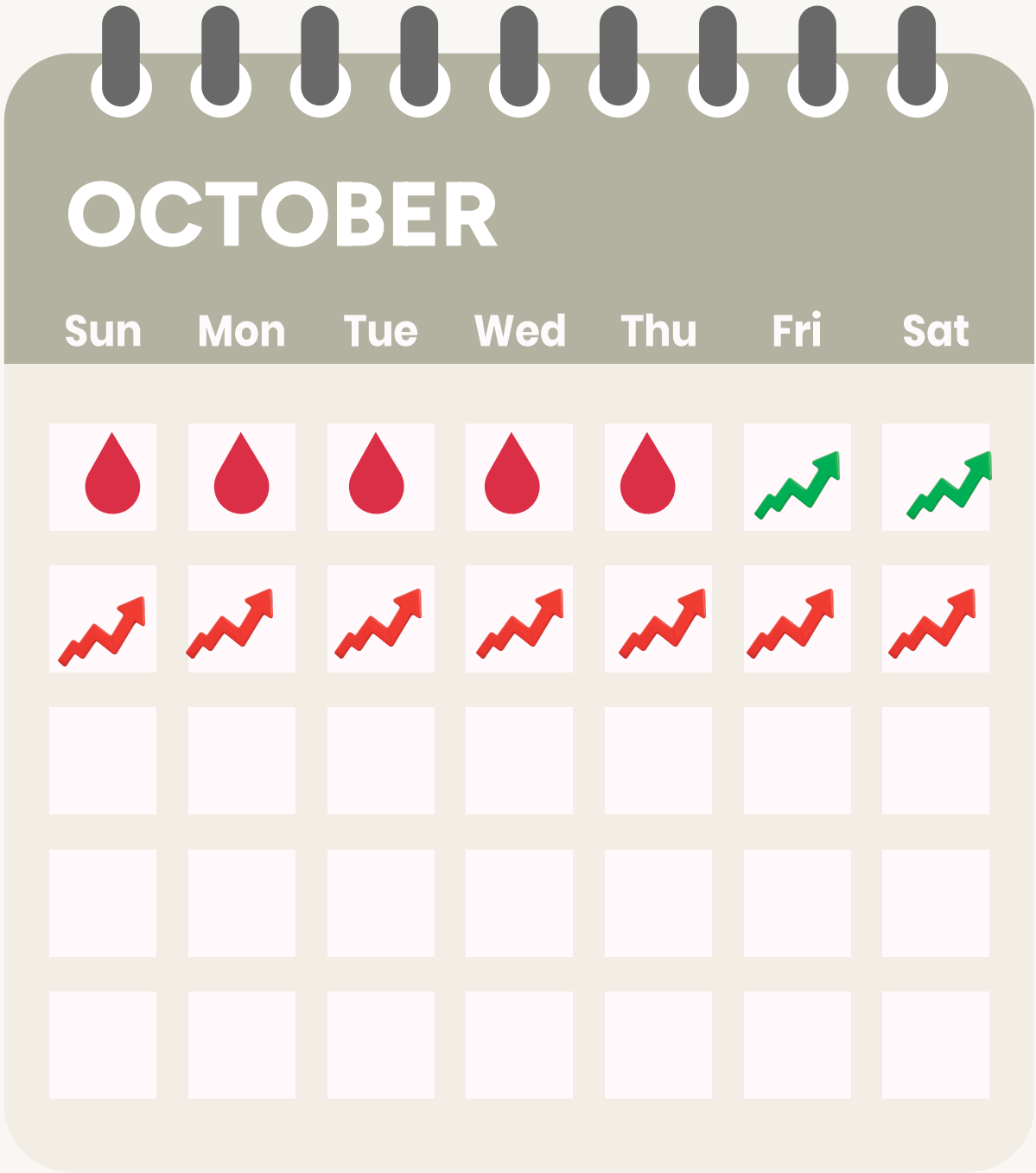
*The Growth & Launch Phase*

### 2. LUTEAL PHASE

*The Preparation & Review Phase*

YOUR HORMONES ARE THE *PROJECT MANAGERS* FOR THESE PHASES





# 1.FOLLICULAR PHASE

*The Growth & Launch Phase*

## OESTROGEN RISES (~DAY 1-14)

**What:** Oestrogen gradually increases

**Why:** Signals the ovaries to grow and mature follicles and stimulates the uterine lining to rebuild- *like turning on the engines for a new project.*

**Feeling:** High energy & alertness.

## FOLLICLE-STIMULATING HORMONE ACTION (~DAY 1-7)

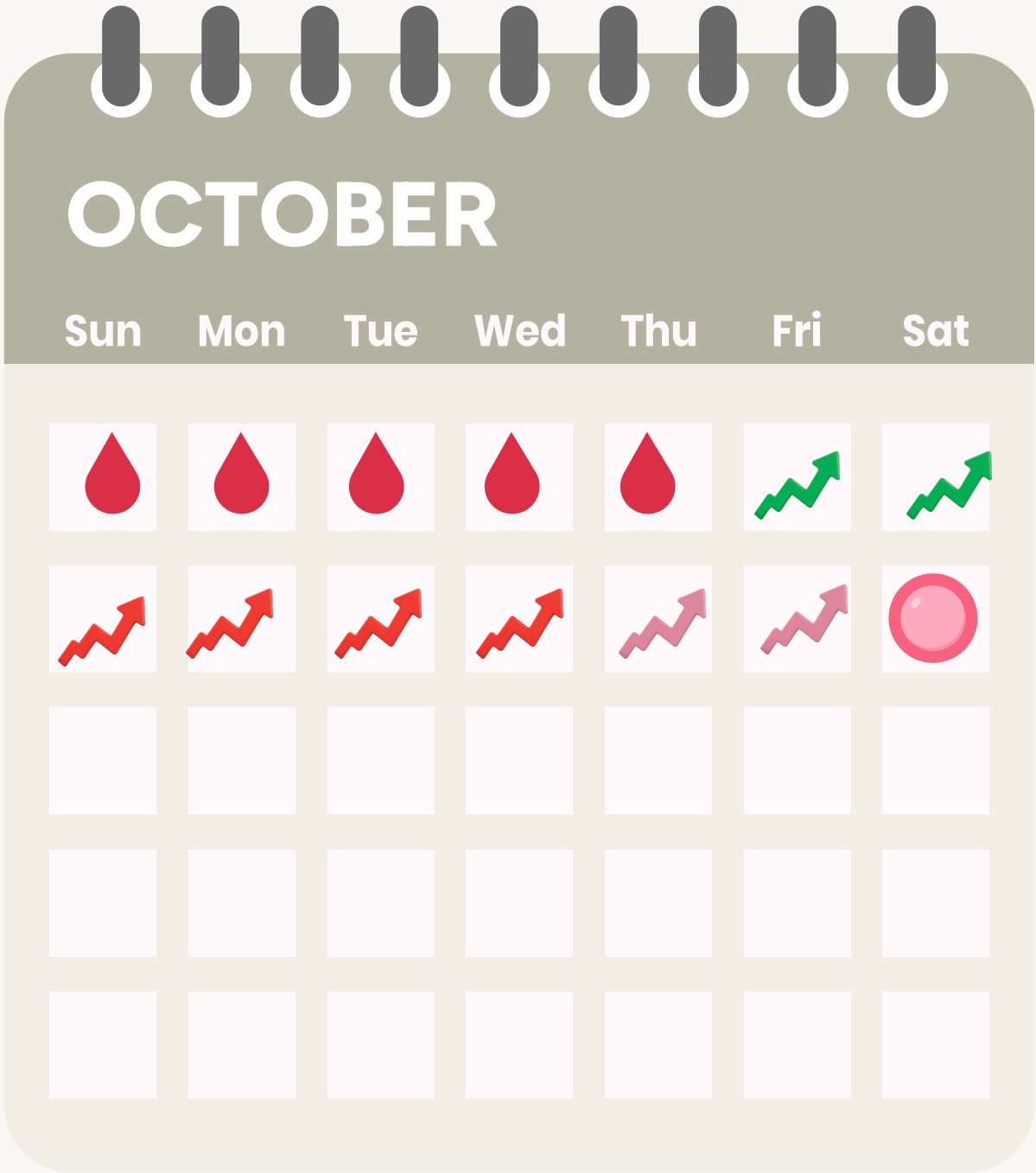
**What:** FSH rises early in the phase

**Why:** Stimulates growth of multiple ovarian follicles, where one is selected to mature for ovulation- *like choosing the star player for the project.*

**Feeling:** Enhanced focus & cognitive sharpness







# 1.FOLLICULAR PHASE

*The Growth & Launch Phase*

## TESTOSTERONE PEAKS BEFORE OVULATION (DAY ~12-14)

**What:** Testosterone spikes briefly just before ovulation.

**Why:** Supports follicle maturation and cellular activity- *the body's final prep boost.*

**Feeling:** Increased drive & motivation

## OVULATION TRIGGERED BY LUTEINISING HORMONE (DAY ~14)

**What:** A surge in LH causes the mature egg to be released

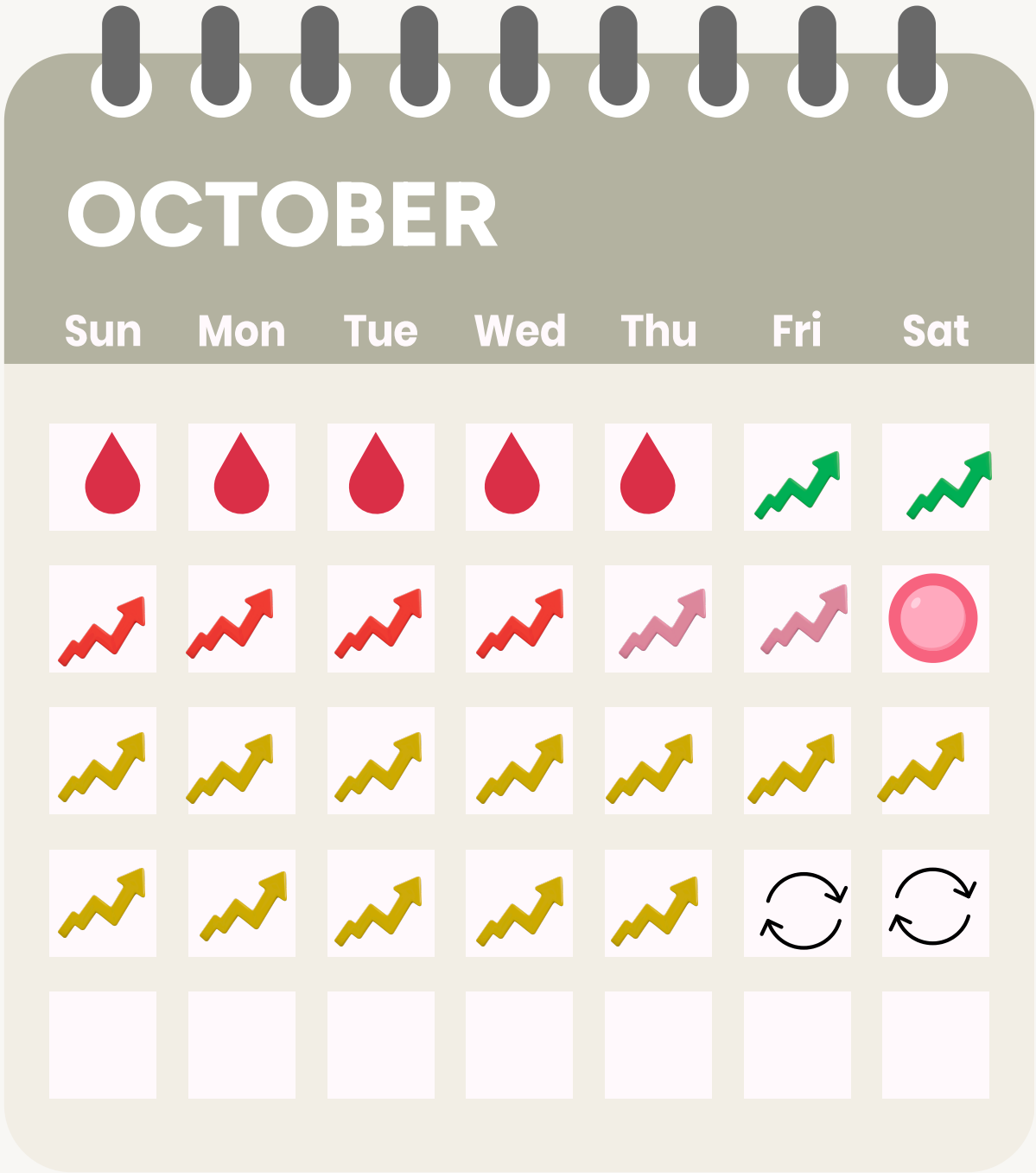
**Why:** Marks the cycle's peak moment, ensuring the egg is available for fertilisation- *like launching the project after all prep work.*

**Feeling:** Peak energy & clarity



## 2. LUTEAL PHASE

*The Preparation & Review Phase*



### PROGESTERONE DOMINATES (~DAY 15-28)

**What:** Progesterone rises sharply post-ovulation

**Why:** Prepares and maintains the uterine lining for potential implantation

**Feeling:** Calm, more grounded, slight fatigue

### CYCLE RESET (~DAY 16-28)

**What:** Progesterone and oestrogen drop with no implantation

**Why:** Triggers menstruation and prepares the next cycle.

**Feeling:** Reduced energy, mood swings, bloating, breakouts



## THE HORMONAL ADVANTAGE

### THE PMS CHAOS

Anything sound familiar...

- ☒ Navigating extreme mood swings?
- ☒ Feeling 6 months pregnant from bloating?
- ☒ Uncontrollable food cravings & breakouts?
- ☒ Stuck in bed from cramping?
- ☒ Feeling exhausted and drained?



*But what if this isn't your hormones attacking you?*

WHEN YOU UNDERSTAND YOUR BODY, YOU UNLOCK YOUR FULL POTENTIAL



## THE HORMONAL ADVANTAGE

### THE PMS CHAOS

*Yes, hormonal shifts contribute to the pre-menstrual survival mode- however- this is not the only contributing factor.*



Many other dysregulated processes contribute to the PMS chaos- pinpointing these factors is key to symptom management and optimal self-regulation during this time.

Increasing your ability to unlock sustained performance, motivation, cognitive function and mood during these cyclic hormonal shifts.

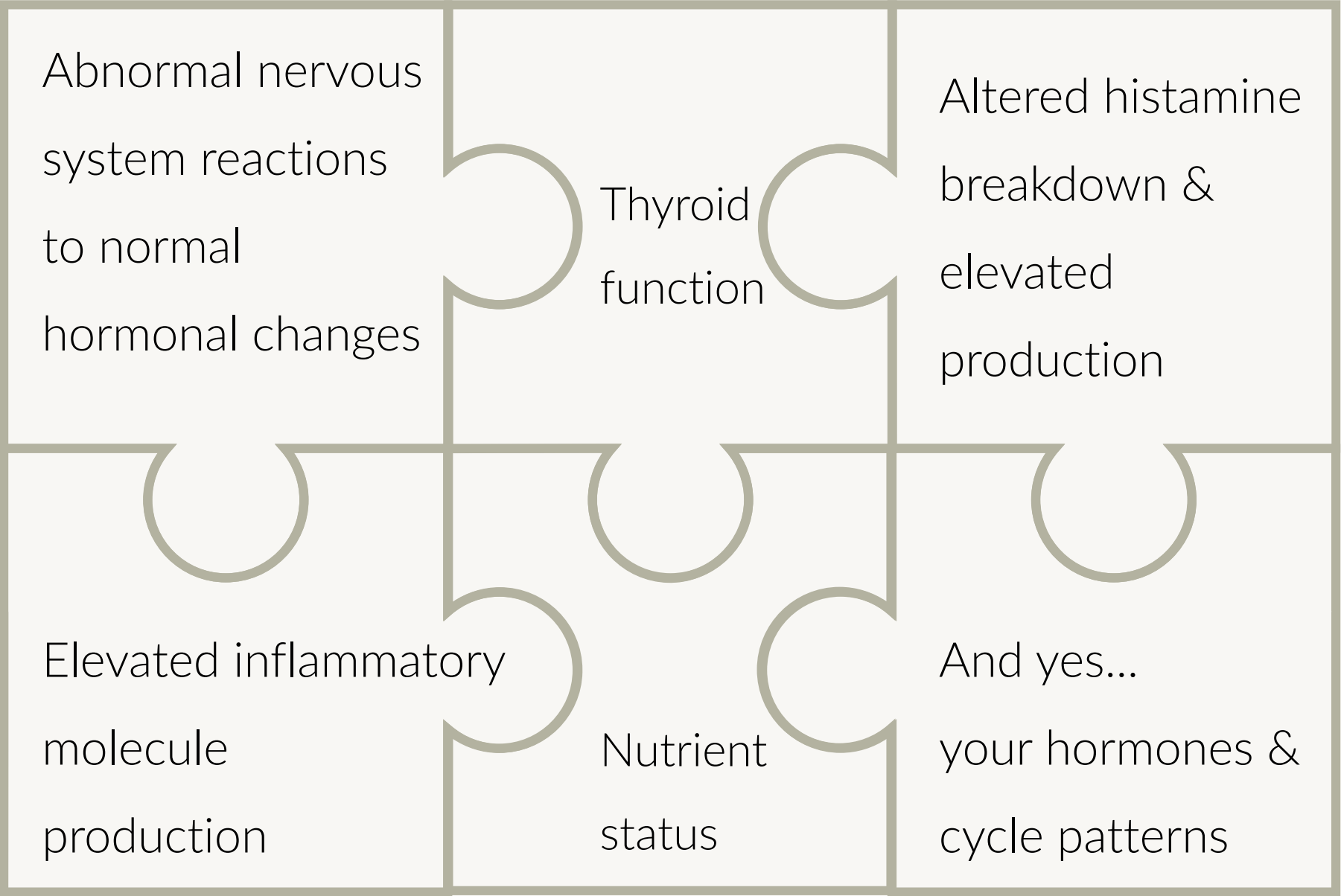


**WHEN YOU UNDERSTAND YOUR BODY, YOU UNLOCK YOUR FULL POTENTIAL**



THE HORMONAL ADVANTAGE

THE PMS CHAOS



From a *naturopath perspective*, here we look at



Think of your body as a **puzzle**- each piece is a new **understanding** of how you **function** & how you can support optimal **regulation**

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## THE HORMONAL ADVANTAGE

### DEBUNKING HORMONAL MYTHS

When these hormonal **fluctuations** and bodily **processes** are **dysregulated**, the female experience is commonly **dismissed** as “**normal**” during this time.

Extreme mood swings, uncontrollable breakouts & bloating, cycle irregularities, pain, cravings and exhaustion should **not be considered normal**- do not settle for functioning sub-optimally for *one week every month* because you have been told otherwise.



**Your Cycle Is a Monthly  
Report Card for  
Overall Health**

A healthy menstrual cycle is a **vital sign**- not a monthly inconvenience- offering consistent insight into your physical, mental and hormonal wellbeing.

Your cycle is speaking to you- work with your body, not against it.

WHEN YOU UNDERSTAND YOUR BODY, YOU UNLOCK YOUR FULL POTENTIAL



# Regulating to Rise: From Burnout to Balance

THE ROLE OF YOUR NERVOUS SYSTEM AS A SILENT DRIVER BEHIND HORMONAL CHAOS



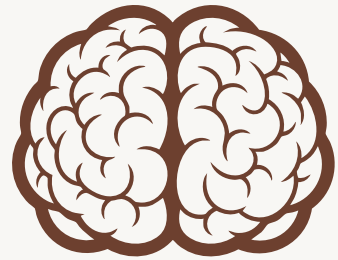
## REGULATING TO RISE

### HYPOTHALAMIC-PITUITARY-OVARIAN (HPO) AXIS

The HPO axis- the “hypothalamic-pituitary-ovarian axis”- is essentially the **conversation** between your **brain**, your **nervous system**, your **menstrual cycle**, and your **hormones**.

*AKA the DIRECT connection between your stress, burnout, hormonal imbalances and cycle disturbances.*

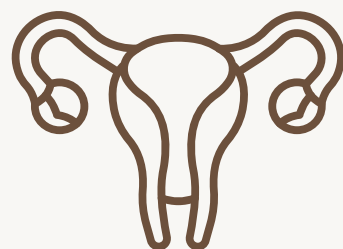
HYPOTHALAMIC



PITUITARY



OVARIES



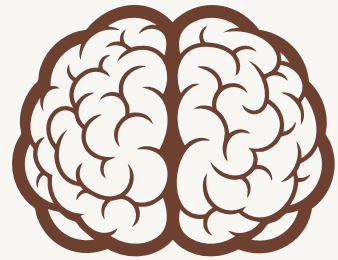
WHEN YOU STOP PUSHING AND START REGULATING, YOU CAN CREATE SUCCESS THAT DOESN'T COST YOUR HEALTH



## REGULATING TO RISE

## HYPOTHALAMIC-PITUITARY-OVARIAN (HPO) AXIS

## HYPOTHALAMIC



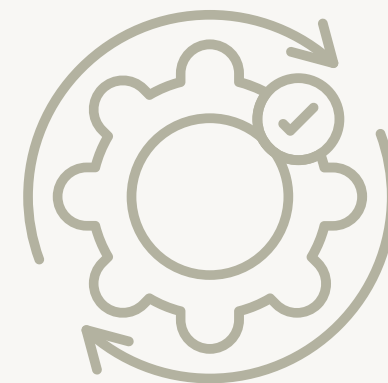
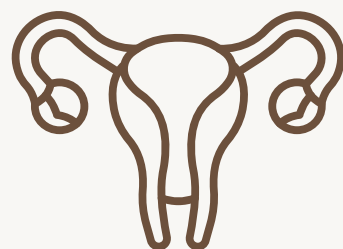
This axis is the **control centre** that tells your body when to ovulate, produce hormones, and maintain a regular period.

## PITUITARY



When you understand the HPO axis, you understand **why** menstrual health is inseparable from nervous system regulation. Poor stress management is one of the most powerful **hormone disruptors**.

## OVARIES



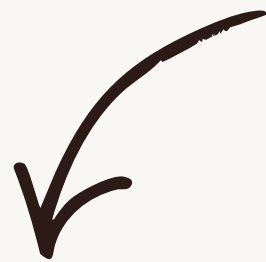
This is why chronic stress, burnout, poor diet, overtraining, or emotional overload can cause **menstrual irregularities**.

When your body senses stress, the hypothalamus- the brain's master regulator- **dysregulates** reproductive hormones in order to prioritise **survival**. The result: disrupted ovulation, altered cycle length, PMS changes, and sometimes a completely missing cycle.



## WHAT ACTUALLY HAPPENS IN OUR BODY WHEN WE ARE STRESSED

- Stress activates the **H**ypothalamic-**P**ituitary-**A**drenal axis → cortisol + adrenaline surge
- Body shifts into **survival mode**
- **Non- essential** processes e.g. digestion, immunity, and reproduction are disrupted
- Chronic stress **dysregulates** hormonal function and elevates inflammation



### BURNOUT NOT AS A SIGN OF 'SUCCESS'

- Burnout = nervous system **exhaustion**
- Dysregulated stress hormones, energy crashes, low mood, increase inflammation, reduced cognitive function, slower recovery, cycle changes
- It's **not** strength, discipline, ambition or productive- it is your body signalling **biological overwhelm** and pulling the **emergency break**



### HORMONAL MYTHS DEBUNKED

- Cortisol isn't "bad" - it is **essential** for energy, waking up, metabolism, stress resilience, inflammation regulation, immune function and blood sugar maintenance.
- The issue is **chronic elevation** due to unrelenting **activation** of the stress response- dysregulating these communication and hormonal pathways.





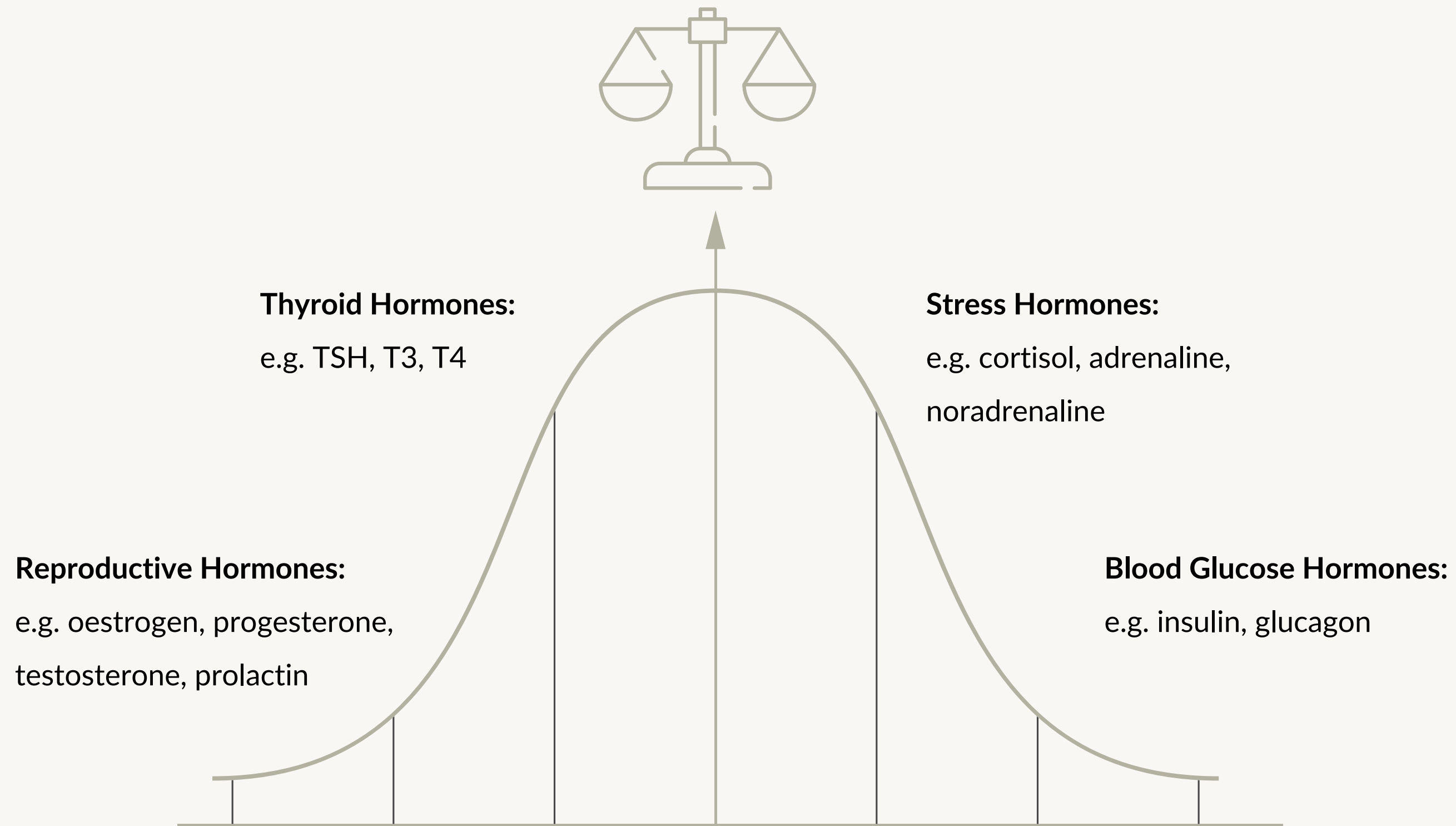
# The Performance Edge

WHY UNDERSTANDING YOUR BODY IS KEY TO SUCCESS AND LONGEVITY IN BUSINESS



## THE PERFORMANCE EDGE

### HORMONES: BEYOND MENSTRUATION



*WHEN YOU UNDERSTAND YOUR BODY, YOU UNLOCK YOUR FULL POTENTIAL*



THE PERFORMANCE EDGE

HORMONES: BEYOND MENSTRUATION

Your hormonal ‘network’ work together to coordinate bodily processes essential to sustaining peak performance and longevity in business.

**Your body is your most important business partner.**

**Understanding your body is the ultimate business advantage.**



WHEN YOU LEAD WITH KNOWLEDGE, PERFORMANCE STOPS PEAKING AND STARTS LASTING



# Beyond Mindset: The Biology for Success

FOUNDATIONAL STRATEGIES TO REGULATE AND FUEL PEAK PERFORMANCE



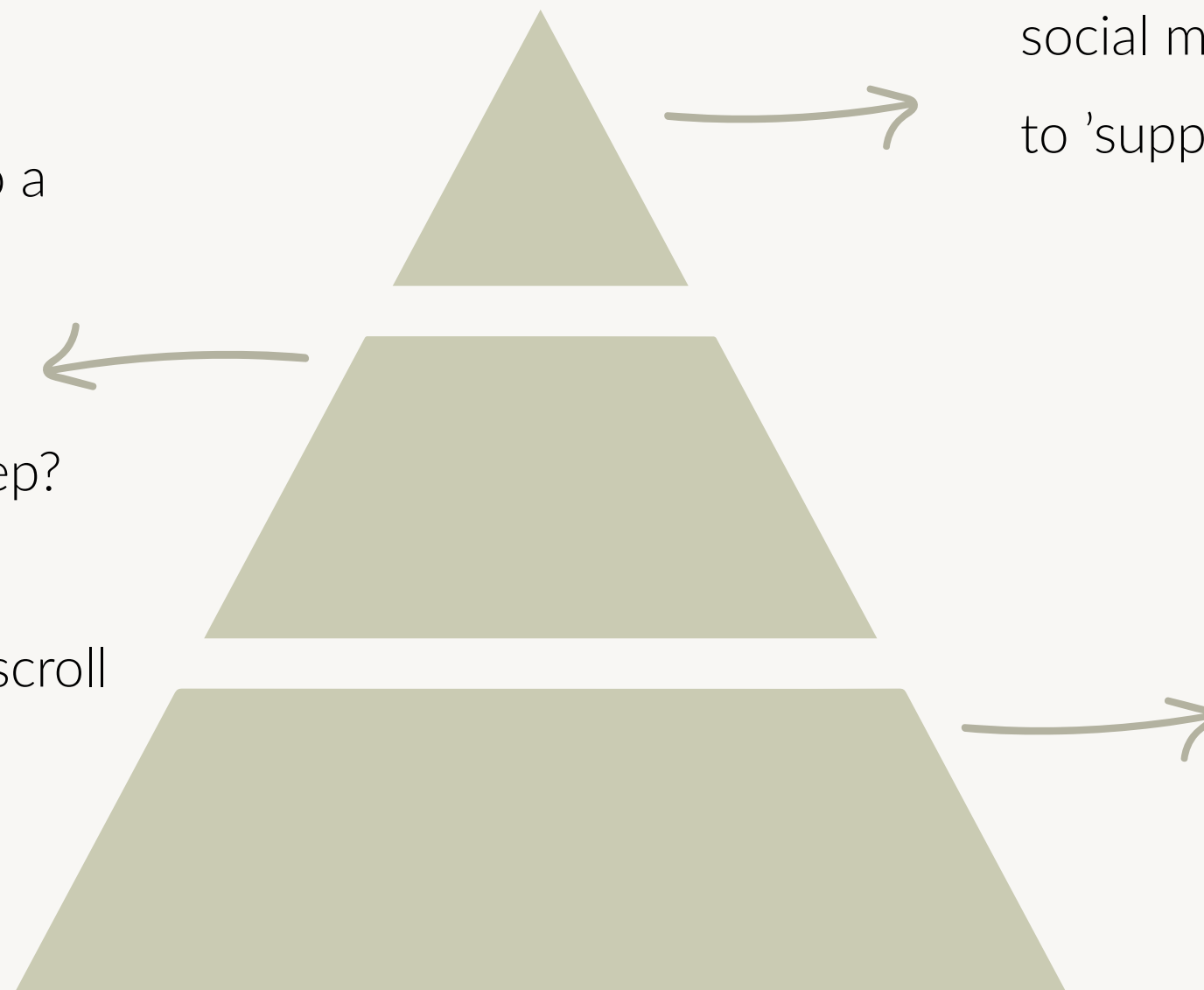
## BEYOND MINDSET: THE BIOLOGY FOR SUCCESS

### FROM STRESS TO STRATEGY

*Taking it back to the basics*

Sleep hygiene is a **NON-NEGOTIABLE** to a balanced nervous system

- How long does it take you to fall asleep?
- Are you waking up during the night?
- Are you eating close to bed or doom scroll on your phone?
- Do you ruminate in bed?
- Do you wake up feeling refreshed?



Find a routine that benefits **YOUR** life- avoid the social media comparison, overwhelm, and pressure to 'supplement shop' to good health.

The **FOUNDATIONS** of a regulated nervous system

- Blood sugar regulation
- Regular exercise
- Breathing techniques & mindfulness
- Time to fill your own cup
- Address the root cause of health concerns & nutrient deficiencies

WHEN YOU LEAD WITH CONSISTENCY, GROWTH SHIFTS FROM BEING A GOAL TO A BASELINE





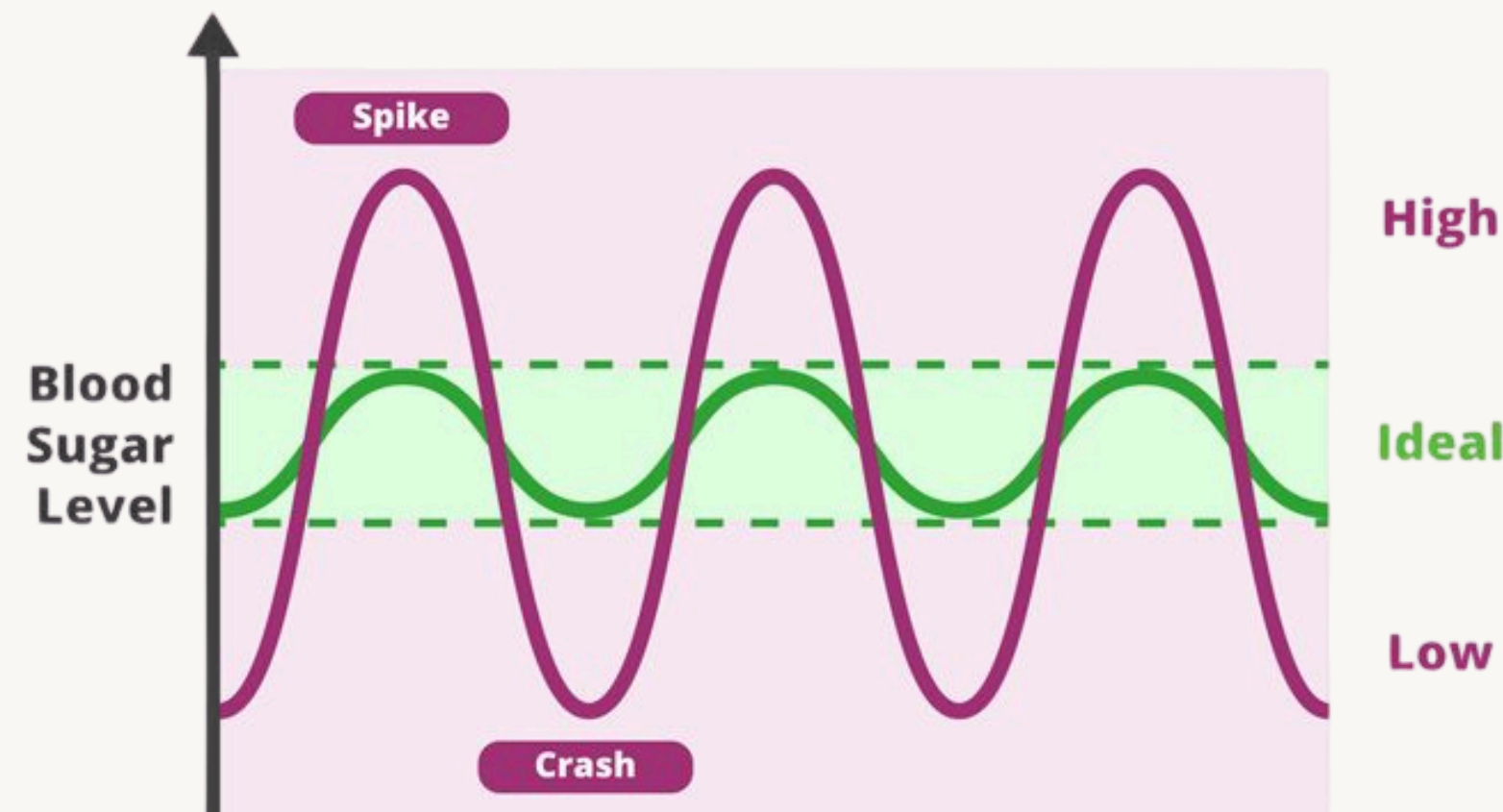
## BEYOND MINDSET: THE BIOLOGY FOR SUCCESS

### FUELING YOUR FOCUS

Keeping blood glucose steady is like keeping your **internal power supply** switched on.

When levels stay **balanced**, your brain gets the fuel it needs to stay sharp, focused, and creative- reduced energy dips and brain fog.

**The result?** Increased energy, elevated decision-making, productivity and sustained performance that keeps you operating at your best.



1. Prioritise 3x **protein-rich meals** (25-30g) to regulate digestion, keep you satisfied, and support steady blood-sugar levels throughout the day.

2. No **caffeine before eating** (sorry!)- having it on an empty stomach triggers a stress responses that elevate glucose and cortisol.

3. Have **½ your plate full of veggies** to reduce glucose spikes, improve gut function and sustained energy.



## BEYOND MINDSET: THE BIOLOGY FOR SUCCESS

### YOUR HORMONES AS YOUR BUSINESS PARTNER

#### ROLE OF PROTEIN

Protein supplies the essential **building blocks** your body uses to create and balance hormones, helping stabilise mood, energy and cognitive performance. It also supports steady **blood-glucose levels**, reducing energy crashes that can interrupt focus and productivity throughout your cycle and day.

**GOAL-** 25-30 grams per meal or 1 gram per 1 kg of body weight.

#### ROLE OF OMEGA 3 FATTY ACIDS

Omega-3s reduce **inflammation** and support the **production** of key **hormones** involved in mood, cognition and menstrual-cycle regulation. They also enhance **brain function**, helping you stay focused and maintain emotional steadiness, particularly during hormonal shifts.

**GOAL-** 3-4 servings of fatty fish per week e.g. salmon, mackerel, sardines.

#### ROLE OF CYCLE TRACKING

Cycle tracking deepens your **understanding** of your own body, helping you recognise what's normal for you and spot **early signs** when something feels off. It also gives you clear **data-patterns**, symptoms and timelines that you can bring to a health professional for more accurate support.

**GOAL-** Download a cycle tracking app and use consistently each month.

WHEN YOU LEAD WITH CONSISTENCY, GROWTH SHIFTS FROM BEING A GOAL TO A BASELINE



## THE SUMMARY

To have the knowledge of the powerful link between your **hormones**, **stress** response, and business **performance**- you unlock the ability to understand and regulate your body.

Giving you a science-backed biological advantage to **transform** your energy, focus, mood, and success- thriving both personally and professionally.

Don't **settle** for sub-optimal functioning and wondering whether your cycle irregularities or PMS chaos is 'normal' - work with a health professional to uncover the **root cause** behind your symptoms.

Reach out to me on instagram **@bellevita.co** with any questions!

Annabelle x

