

THE FACE BEHIND THE BRAND: ABOUT ME

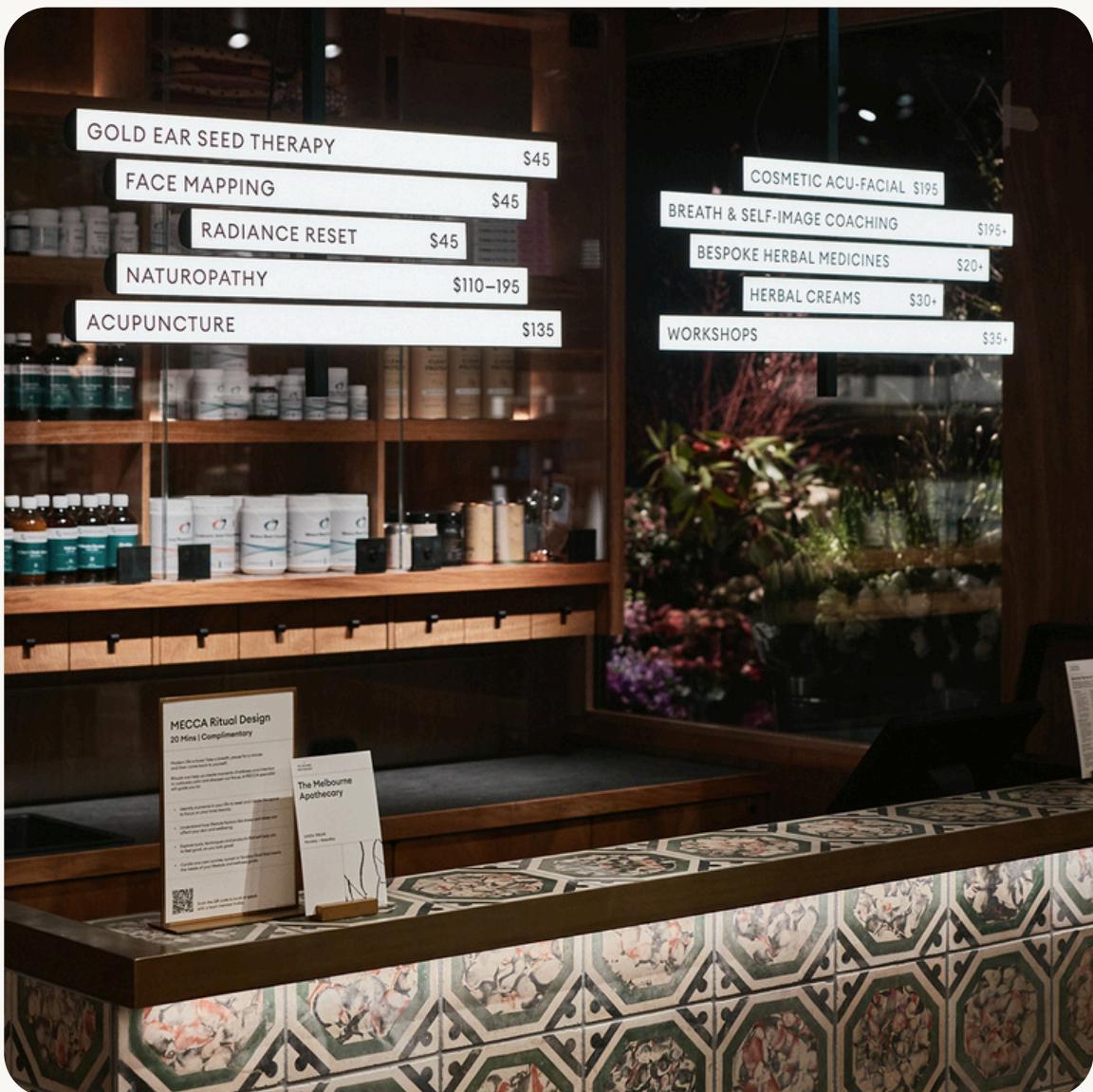
Clinical Naturopath (BHSc)

Location: Melbourne, Australia



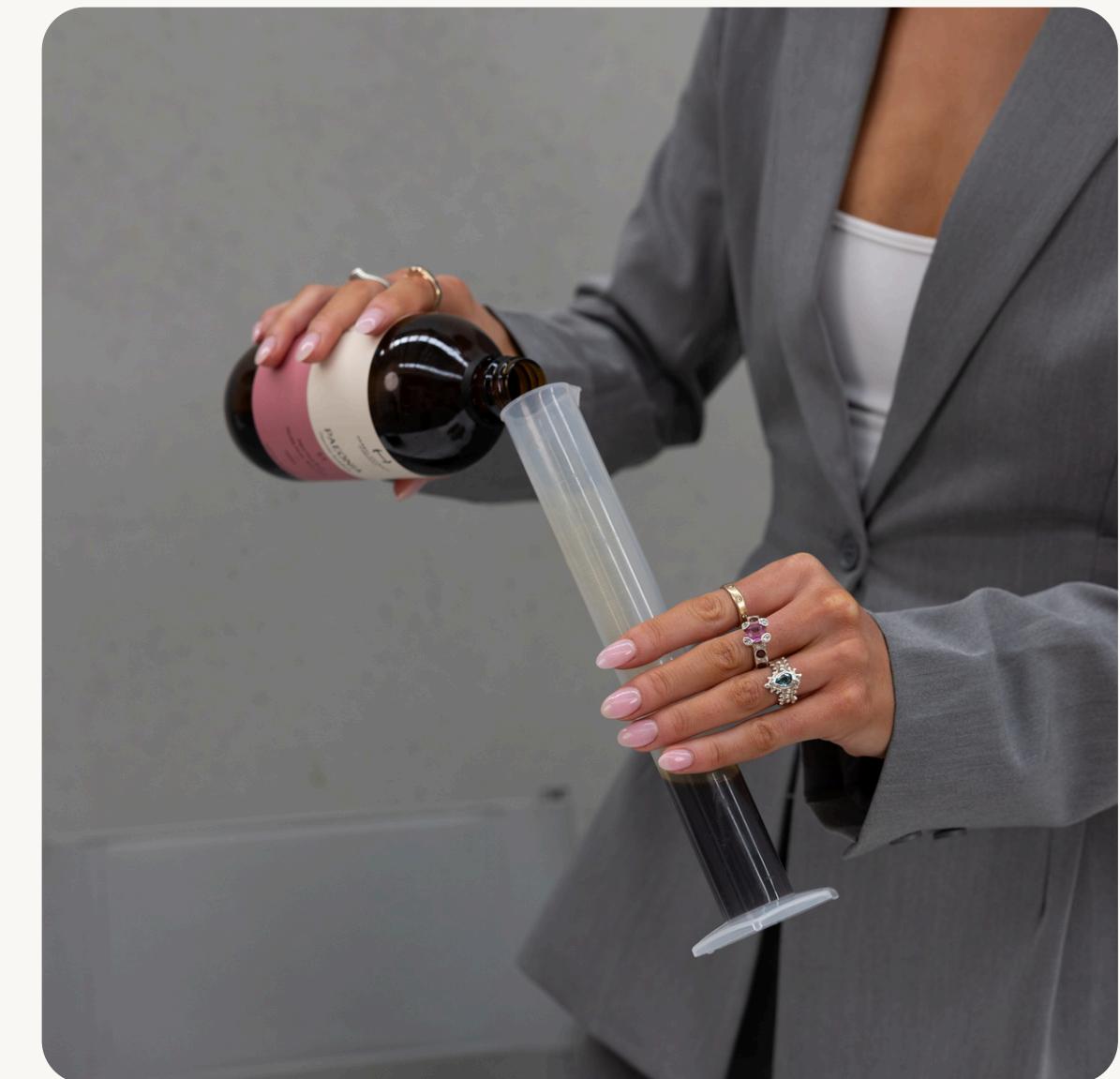
Clinic: Mecca Beauty x

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



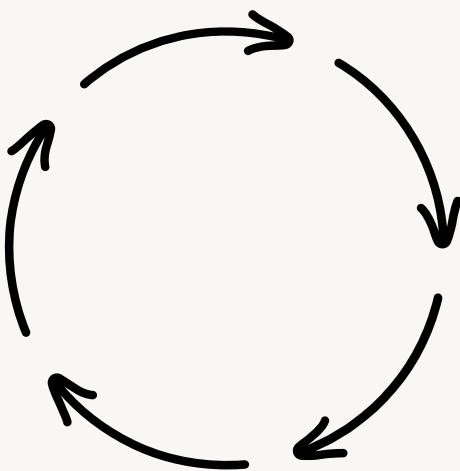
THE HORMONAL ADVANTAGE

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 BUSINESS

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.

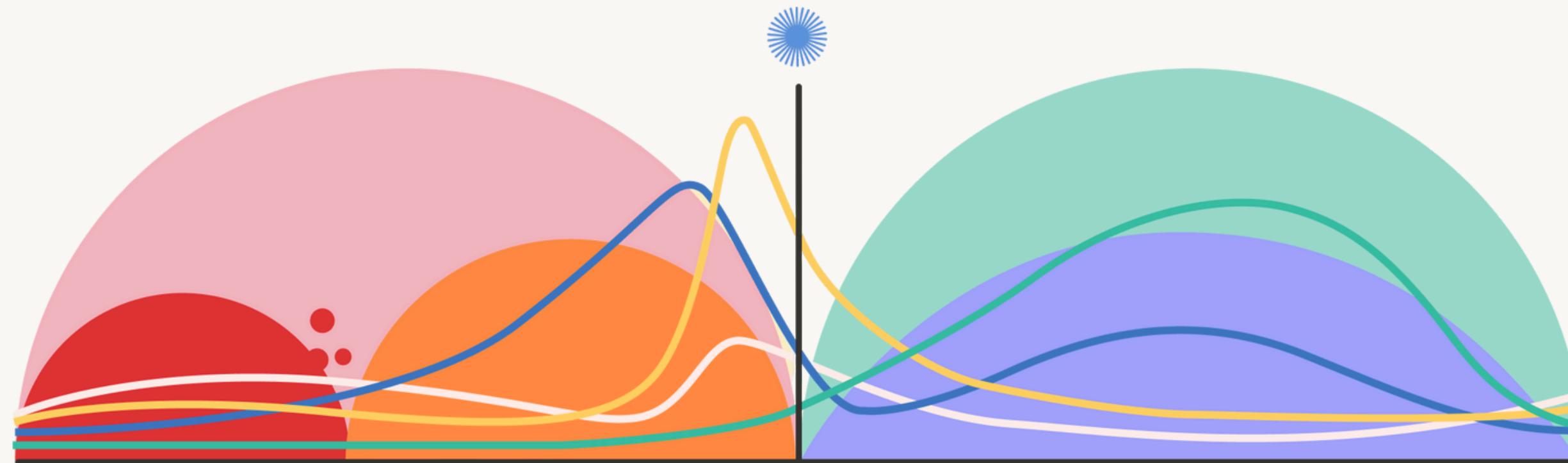
THE FRAMEWORK

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



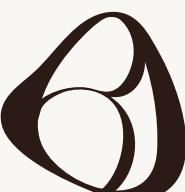
1. FOLLICULAR PHASE

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

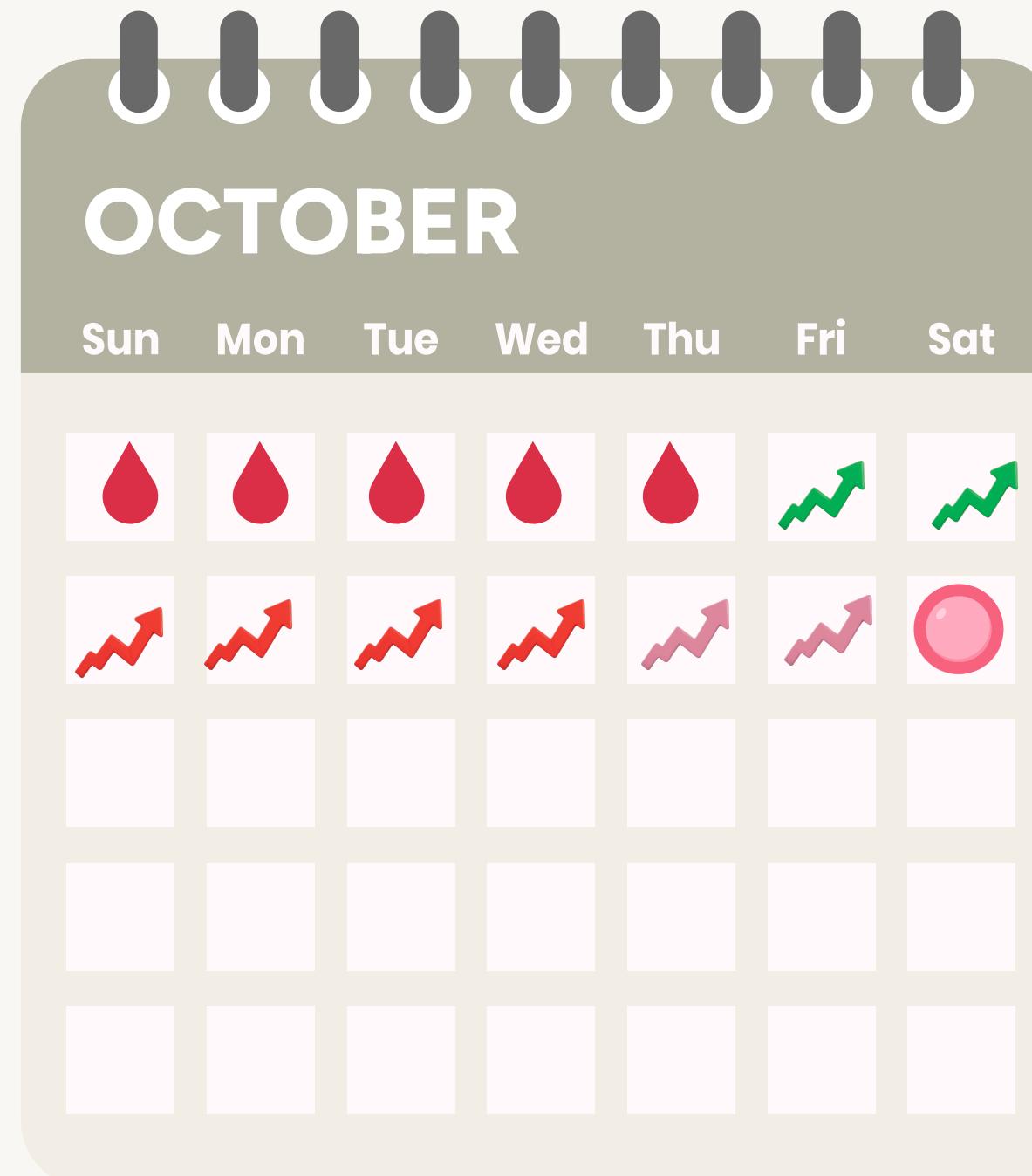
Why: Stimulates growth of multiple ovarian follicles, where one is selected to mature for ovulation- *like choosing the star player for the project.*

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

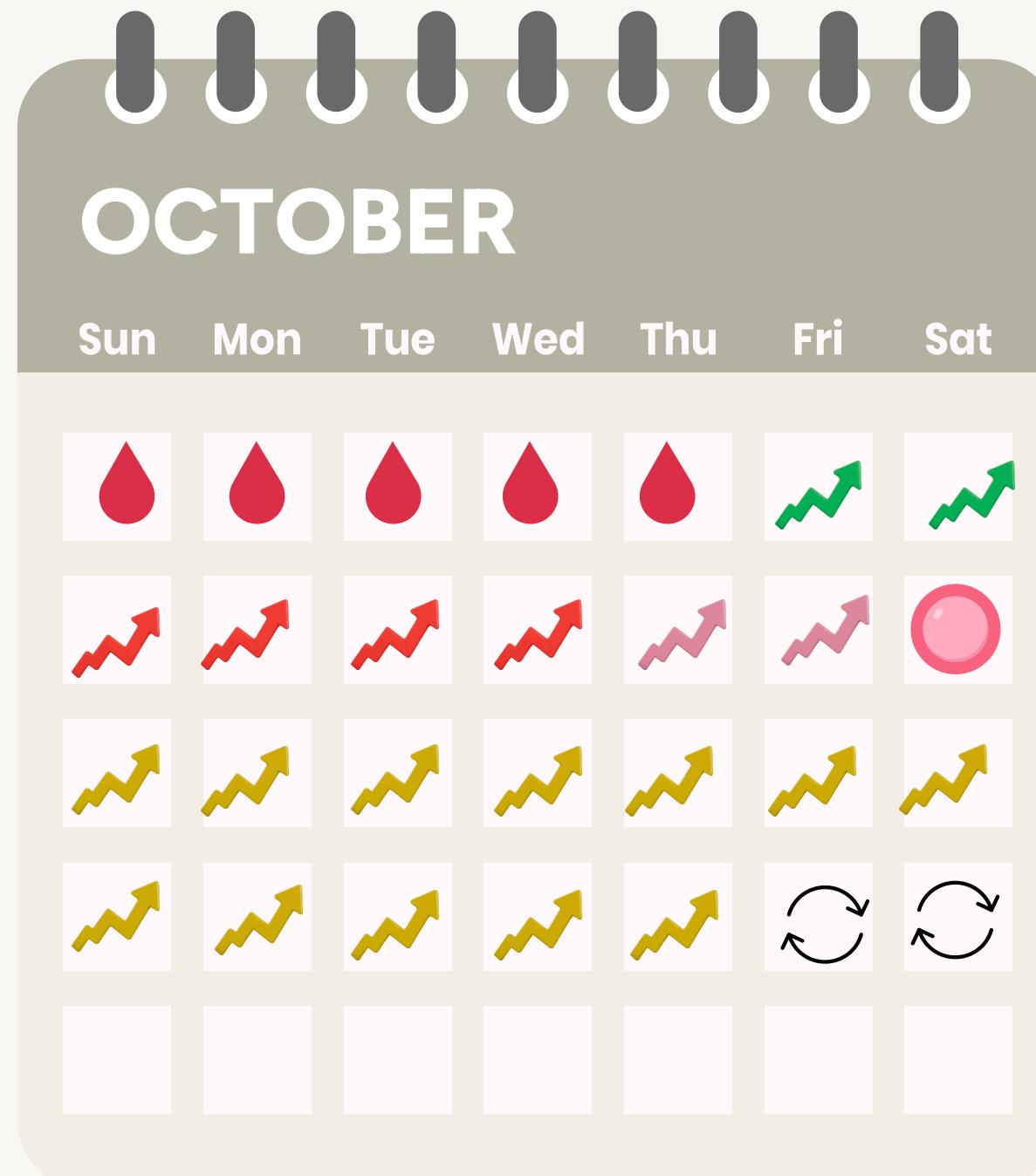
Why: Marks the cycle's peak moment, ensuring the egg is available for fertilisation- *like launching the project after all prep work.*

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?



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.

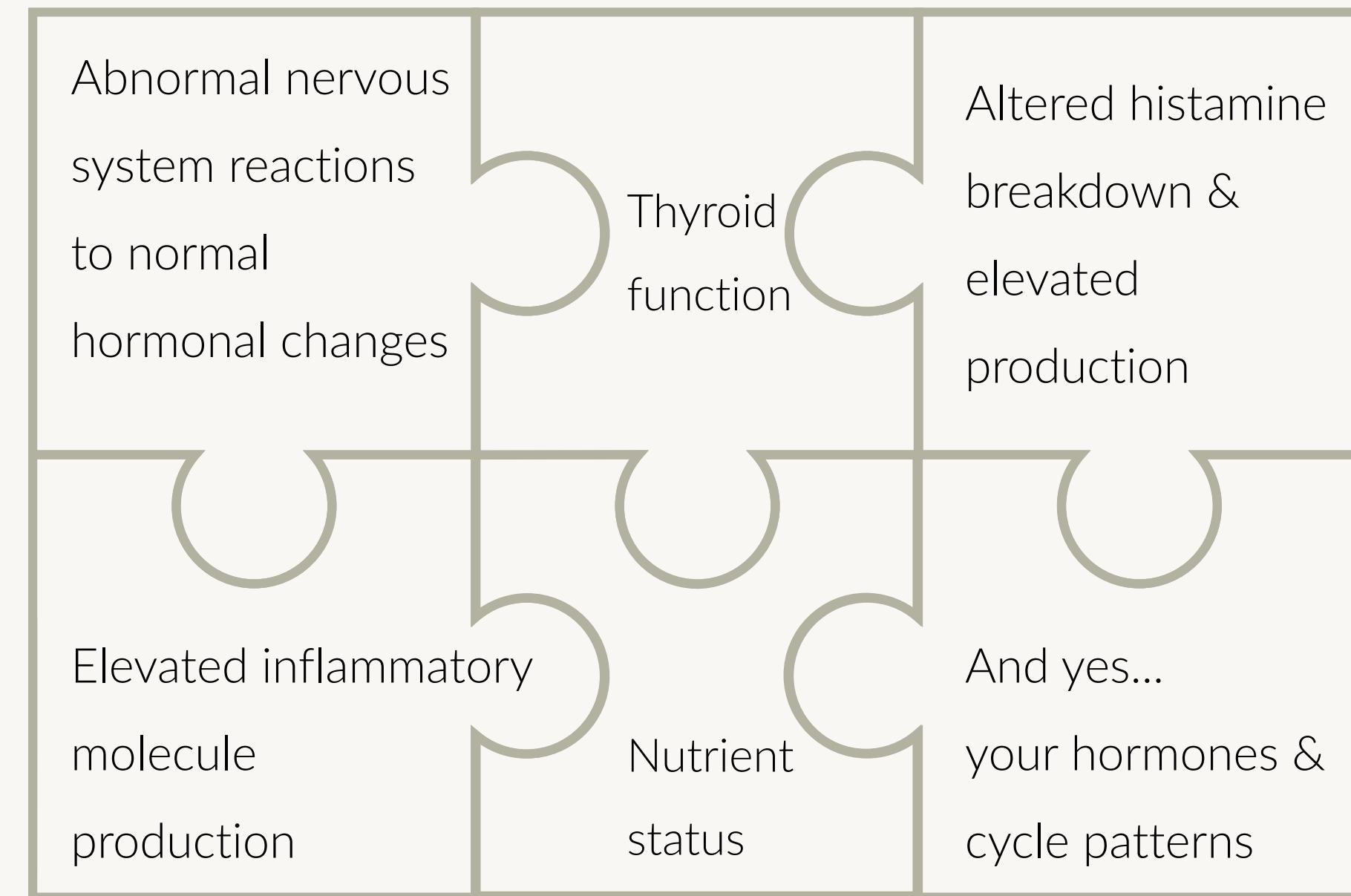
Increasing your ability to unlock sustained performance, motivation, cognitive function and mood during these cyclic hormonal shifts.



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**

WHEN YOU UNDERSTAND YOUR BODY, YOU UNLOCK YOUR FULL POTENTIAL



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.



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.

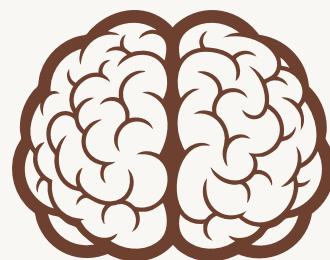


Regulating to Rise: From Burnout to Balance

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



HYPOTHALAMIC



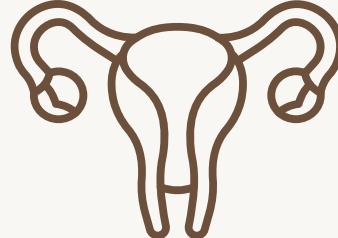
REGULATING TO RISE

HYPOTHALAMIC-PITUITARY-OVARIAN (HPO) AXIS

PITUITARY



OVARIES



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

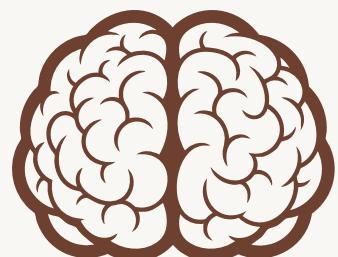
AKA the *DIRECT connection between your stress, burnout, hormonal imbalances and cycle disturbances.*

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



REGULATING TO RISE

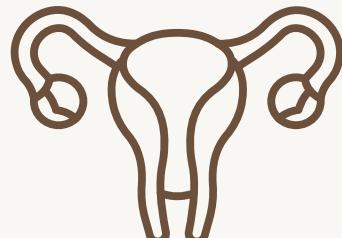
HYPOTHALAMIC



PITUITARY



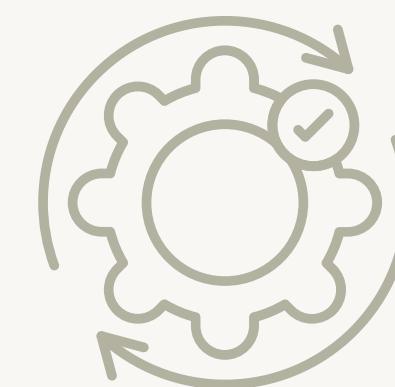
OVARIES



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

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**.

HYPOTHALAMIC-PITUITARY-OVARIAN (HPO) AXIS



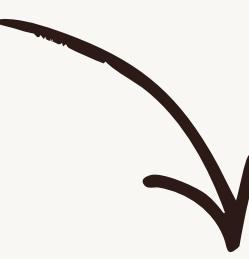
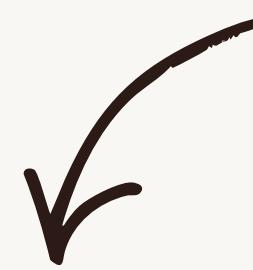
This is why chronic stress, burnout, poor diet, overtraining, or emotional overload can cause **menstrual irregularities**.

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 **Hypothalamic-Pituitary-Adrenal** 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.

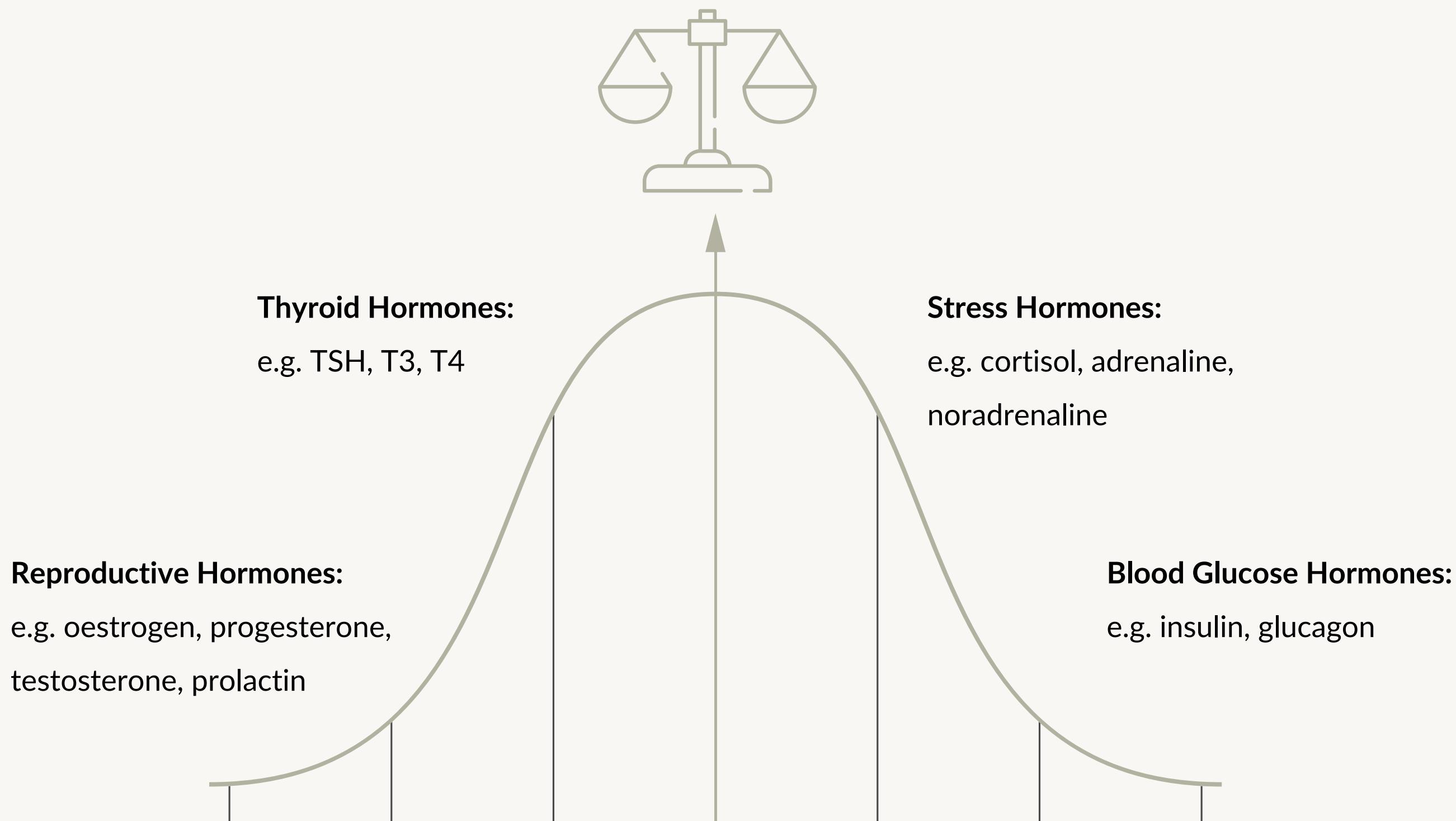
The Performance Edge

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



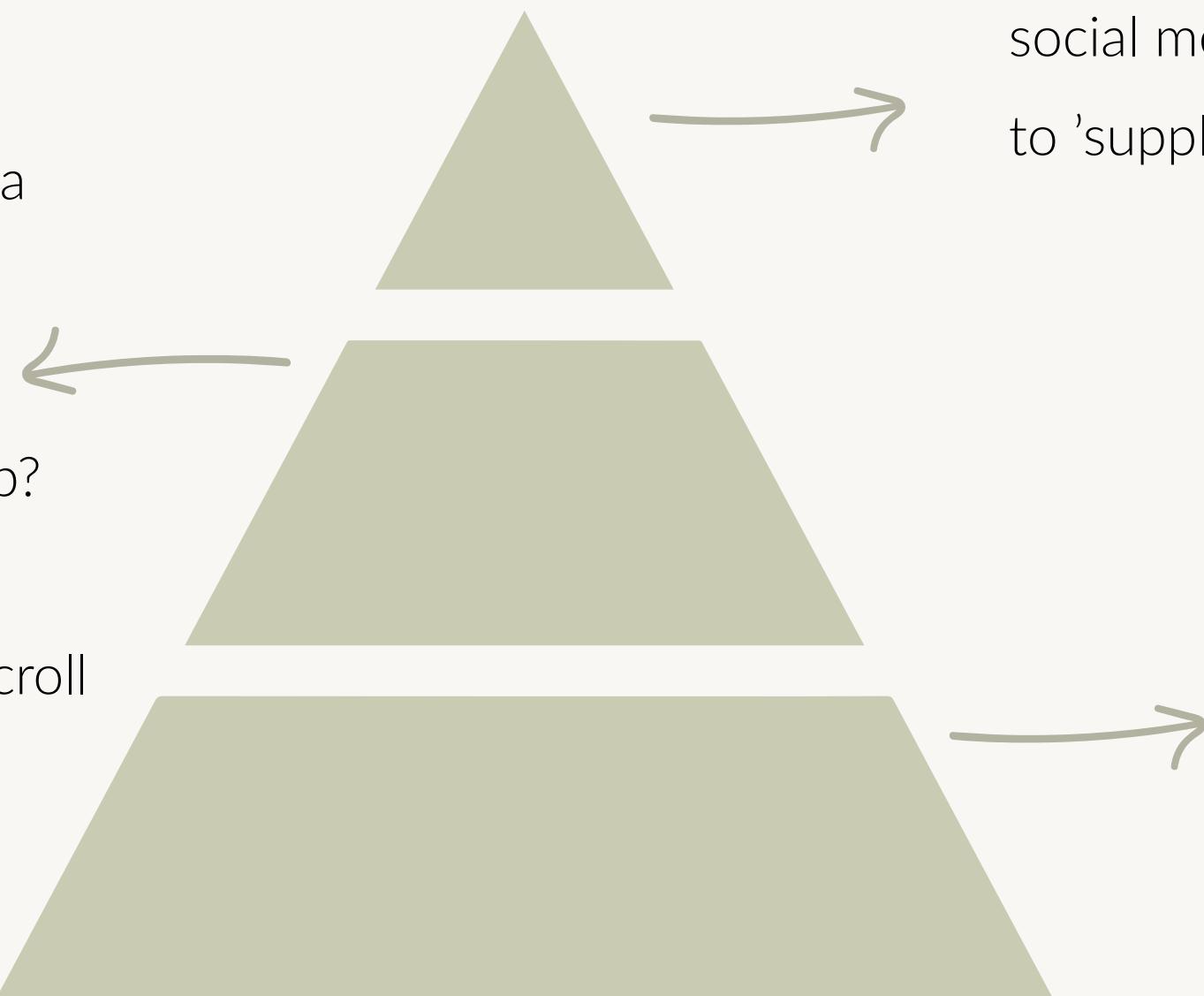
BEYOND MINDSET: THE BIOLOGY FOR SUCCESS

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



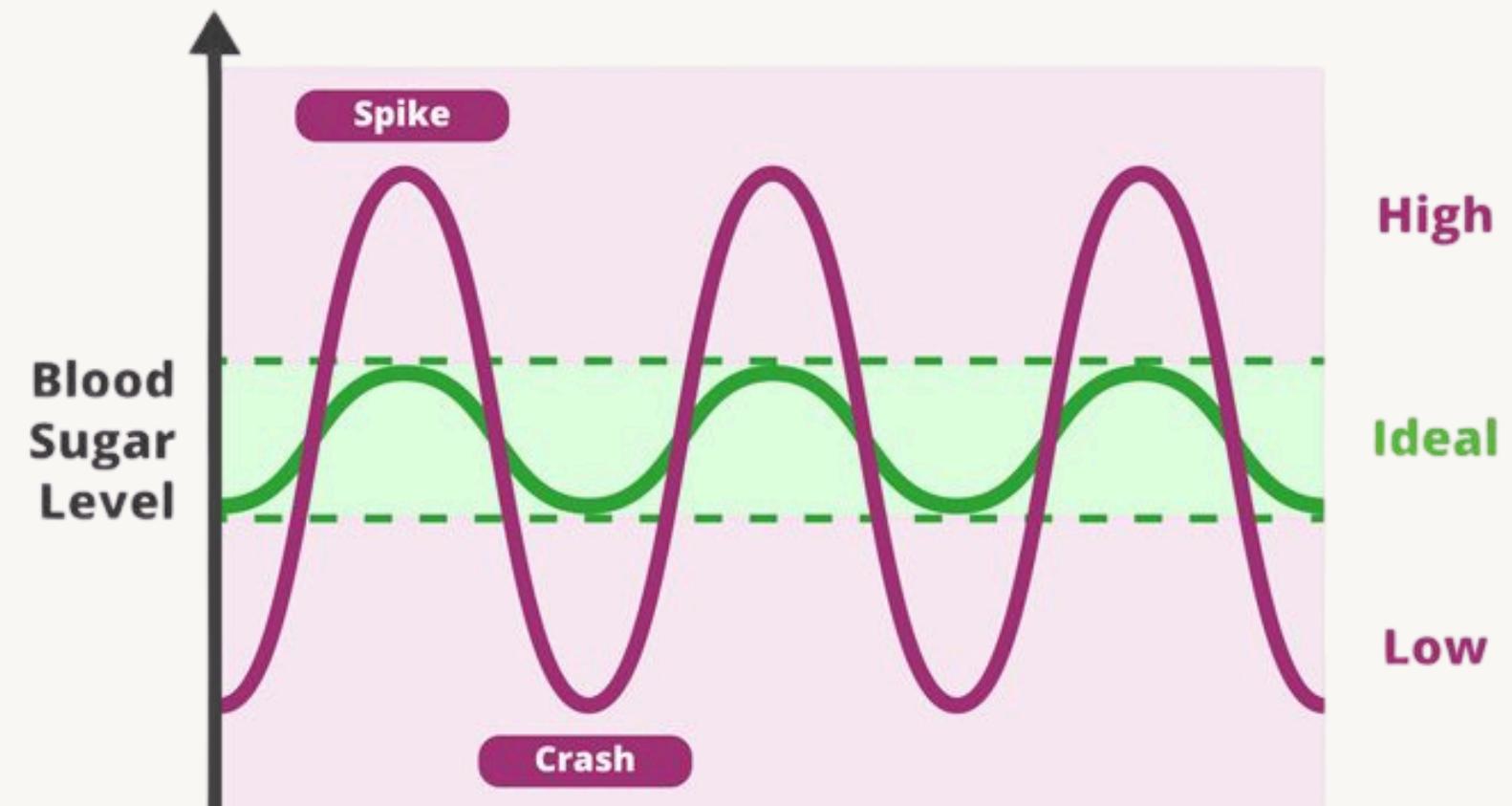
BEYOND MINDSET: THE BIOLOGY FOR SUCCESS

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.



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



Paige.

A Paige Turned by Annabelle

BECAUSE FEELING YOUR BEST IS PART OF THE STRATEGY.

Guest Expert Lesson
@BELLEVITA.CO