

the VOICE



Volume 14, Issue 3

CANNP would not be what are, what we have become without the support and involvement of our proud Members. We count on you as much as you count on us.

We found out through the recent survey (reviewed on page 4) that we are doing quite well. Most importantly, what we suspected all along is true — the Members that get involved and take advantage of what we have to offer are not only the most successful, they are happier in their professional life.

Many times we build new initiatives or expand existing ones based on what we would have liked as practitioners in your shoes. We also pay attention to the information we get from Members as to what you would like to see. We take those requests seriously, and consider each one individually. Sometimes, incorporating your wonderful ideas is possible, other times they don't make it past the input of the Board, but know we are listening.

As said, sometimes we ask for your assistance — 1,000 Reasons Why or writing letters or completing a survey — and we so appreciate you taking part in these initiatives. Your input in these ventures carries much more umph than if we were to go it alone. This is why we are always saying that numbers matter — the more we have behind us, the greater the impact we can have.

We understand we are working on your behalf but we also know that whatever “headway” we are able to make, we are aiding the entire industry, including those outside of our professional association. We are okay with that because we want to support our Members and that means making advancements in the industry.

Every time we get a written confirmation that another insurer will cover our services, we know we open doors for others outside of the CANNP to step through. But that is the name of the game if we are to help our Members.

Every time we lobby the government, we know there are others who may wish to claim success, but we are ok with that as long as it assists our Membership.

Every time we advance with a new initiative, we know someone is on our tail and constructing their own version of our great idea. We like to be the pioneers, the one who thought of these ideas first, as long as our Members are able to see value.

Next time we ask for your help, know that we appreciated you stepping up. We want you to take advantage! Let's work on building the best most effective and influential community that our industry can possibly imagine!

Another CANNP Milestone

We have been around in excess of 15 years and this Spring we set another milestone.



Thanks to all of our Members who understand that it is with numbers that we are able to make waves.

Many thanks to those of you who joined and those of you who keep coming back. A stronger voice leads to more opportunity.

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Insurance News

In our last issue we proudly announced a new E & O insurance option that may be better suited to some of you than the insurance you currently have on board.

In this issue we are happy to say that we have a new Extended Health, Life and Dental option for you – what we love about this one is that there are no extras to plow through so there is no confusion. It is super simple, well priced, excellent support, no health questions, and guaranteed issue with no pre-existing exclusions. There is an option for a sole applicant or you and partner or include your whole family.

The reason we added this one is that it is easy to understand and easy to apply.

Please remember that CANNP is not in the insurance game and in order to secure insurance of any kind mentioned on our site, you must deal directly with the representative of the chosen company.

When clients are making a claim for their own extended health, make certain that they understand that they can only attempt to claim for your nutritional consulting hours.

Power Hour Know-How

We do our best to make sure that those who have held a spot for a Power Hour have the link a few days before the event. If, on the day before, you have not received it, we ask that you let us know as soon as possible. We would like to rectify the situation well before the following day.

Please do not share the Zoom link with others since Power Hours are a Member benefit. We have, from time to time, had waiting room attendees who were not valid.

We do attempt to record the Power Hours, with permission of the presenter, but sometimes technology is not our friend. We cannot count on a recorded session.

Power Hours

As one of our most popular offerings, Power Hours, have become quite appreciated.

In April Marla Samuel shared her expertise on Iron Deficiency. She discussed different forms of anemia, when to recommend supplements and when not to; she reviewed different cases of iron variations, and looked into blood chemistry and lab results.

Karlien Bester, author of the Antinutrient book explored some principles from her publication — where to find antinutrients, how they affect our health and what to do about them. We opened this particular Power Hour to students as well as professional Members.

In June we welcomed back Marla Samuel to explore the world of chronic stress. The effect on hormones, gut, brain, endocrine system, neurotransmitters, immune system, limbic system++ and how we as Nutritionists can support clients with nourishing foods, supplements, herbs, body movements, vagal toning, and programs that address the mind-body relationships.

Free Tickets

Thanks to all our fast responders who were quick on the draw and were able to secure free access to the wares of the CHNC2024 conference entitled Nourish Our Future.

We were able to secure a ticket in Calgary and in Toronto as well as 4 copies of the complete speaker recording package.

It is important to read your weekly CANNP eblast for all the goodies!

What a Powerful Line Up

July 9, 11 am - 6 Steps to Start Your Nutrition Business & Sign Your First Paying Clients with guest Stephanie Long

August - Free graphic Critique - have your logo or brochure looked at for constructive feedback

September 16, 11 am- Sleep is one of Dr. Cyr's favourite topics

October 16, noon - Mentoring Round Table is back! This is the opportunity for you to get your questions answered — you will be able to send them in advance

November 12, 11 am- Building Effective Websites with Sabra Way

December - Free graphic Critique - have your logo or brochure looked at for constructive feedback

January 13, 10:30 am - GI Testing - gut microbiome is so important but so very complex. This company translates scientific evidence to tools that are accessible and actionable.

Challenge/Accountability

We offered Challenge and Accountability again in May and June. We open this program up to a very limited number of Members and it is our hope that those who secure a spot do so with good intent to really take advantage of this unique and valuable offering. Those that attended this time found real value and we hope to do it again in the fall. Taking Mentoring to a whole new level!

Special shout out to Eiman who never fails to show up and contribute from her wealth of knowledge. We thank you!

Please Note

CANNP is pleased to bring you many discounts and opportunities; we encourage you to use your best judgement and discrimination when choosing to participate. We do not endorse programs; we simply make them available to you as a benefit of membership. We appreciate the generosity of all our supporters.

The content of this newsletter is for the purpose of sharing information only. Readers are encouraged to investigate all ideas, products and/or services before committing to them. CANNP will not be held responsible for any adverse consequences resulting from the use of any information in this newsletter.

Registered Title

The title is meant to identify those with exceptional expertise — 3 or more years plus other well defined qualifications. To become/remain a Registered Nutritional Therapist, a Member must also be a NNCP in good standing to be eligible for the continued use of the title. The title comes with a one-time fee.

As a NNCP, you are governed by the standards set out in your particular province. It is your responsibility to determine what you can and cannot do. For example, Members in certain provinces are not allowed to use “Registered” in their title, so purchasing the use of the Registered Nutritional Therapist title would not be wise. Check the *Legal Guide for Canadian Holistic Nutritionist* to verify specific provincial information.

Every Reason Counts

Do you recall our asking for your assistance in 1,000 Reasons Why? We are gathering authentic reasons why people use your services, and then using this information to entice insurance companies and government — a vast amount of data, that cannot be ignored.

We continue to gather this data and ask that your clients “Take Action.” Please direct them to click on that link on cannp.ca and complete a very short survey — name, email, province and one simple reason — why.

Please Provide Specifics

Please ensure that when doing so, you provide your complete name and if possible, include your NNCP number.

When completing information that includes your address, please ensure that you include apartment or unit numbers so that we can minimize returned mail. Keeping these costs to a minimum helps us all out.

Some people go by their business name in some instances and personal name for others. Some people use their spouses account to pay and associate it with their personal name. And on it goes. It takes a lot of time to sort these things out at our end. We want to get it right every time. We appreciate your help!

Free Monthly Giveaways

Who doesn't want something for free, especially if it's super useful!

A quality product that you can share with your client does more than give them valuable information — it keeps your name around when you can't be. It makes a great marketing tool to remind them of you when they are not in immediate need of your services.

April we offered a new Adult Colouring Series to share with clients. Developing a relationship that is not simply related to food but shows that you care about their overall health is a valuable way to stay in touch. This giveaway offered clients a way to read about the meditative qualities of colouring and was of relevant spring related illustrations.

May brought the Trouble with Vegetables. This was another to share with clients and offered a quick rebuttal to some of the common reasons clients might have for not upping their veggie intake. As a practitioner this was a great “leave behind” to help eliminate all the excuses!

In keeping with the Power Hour all about Chronic Stress, June brought a giveaway with ideas on how to effectively manage the day-to-day stress. Armed with the science behind the effects of stress on the body, this giveaway offered some practical approaches to combat the inevitable onslaught.

All giveaways are announced in the weekly eblasts. Please watch for them there and simply request to have yours sent to you. Each one is only offered for the specified month, though some will reappear from time to time.

Update Website Information

We updated three specific areas of the website that might be of interest to you:

Research Library - we added some new resources that have come to our attention. If you come across others that you think should be included please let us know.

Power Hours - we attempt to record most of our Power Hours — sometimes technology is our friend — and those that we have on hand are now on the website for you to catch up on.

The Voice - we now have all the back issues on the website. These issues have a vast amount of good and timeless information for our Members.

Q & A - we now have an extensive and orderly FAQ portion readily available under the Learn More link along the top of the site. Most of your questions are answered there.

2024 CANNP Survey Results

We asked for it and we learned a lot! Thank you to all who responded.

Who Answered

As expected most respondents were Members, in private practice. Over 50% had been in business for more than 10 years.

Many were motivated to join the CANNP due to the value for price, credibility and connection, and of course, insurance. We will always remind you that insurance coverage for clients is not guaranteed but we continue to help with the process.

Strengths

For those who were in the know, they identify our strengths as having lots of resources, good communication, a strong voice and excellent support. Many stated that they were new and, along with others who had not taken advantage, could not comment.

Over 90% said that we were responsive and that they felt adequately informed. Weekly eblasts seem to be working.

Challenges

80% had no challenges with their engagement with us — though one mentioned that missing the title change in Alberta was notable despite the fact that that undertaking was well under way prior to the formal formation of CANNP. Others were disappointed in the mentoring pairing program — as are we. It is a volunteer action so when we realized that the wait time was growing, we came up with other mentoring opportunities (12-part on line series, Challenge and Accountability and the Mentoring Round Table.)

Popular Initiatives

Power Hours, *The Voice* and the free giveaways are among the most popular offerings. We were pleased to hear this since a great deal of effort goes into these items. We got some interesting Power Hour ideas which we will be pursuing.

The favourite parts of *The Voice* are

Science Catching Up, Listen and Learn articles and Business Buzz — this made Paul very happy! We were surprised that *www* (Wild, Wacky and Wonderful) was not noted — it is such fun to create.

The Voice

Regarding the few comments about *The Voice* layout, we thought you should know that it's design is to distinguish it from the weekly "quick hits" of information. With a little more "meat," it acts something between an eblast and a magazine.

What to Improve

In the "what can we improve" question we got a lot of "keep up the good work" sort of answers which was especially heartening. Despite 90% saying they are pleased with responsiveness, some thought this a place for improvement and since it is one of the hallmarks of CANNP we will continue to monitor closely. We do look at emails several times a day, though phone messages may be more delayed. Those who did not receive a response from us, we suspect either CANNP was thought to be spam or the sender had us confused with another association.

Progress with the insurance challenge continues.

Again, many admitted to being unable to answer due to non-involvement.

The Website

There were some comments about the website. As way of explanation, the site appears to be complex for a few reasons:

1. It is tied directly to the database of Members which comes with limitations.
2. We have a ton of information to share. Remember, we are not just selling a product or service, we are doing so much more — with more information and details than we could possibly relay one-on-one. The intent then, is to be more than a quick hit of information with a request to contact us in order to close the deal. The site is a place to hang out and gather some insight.

3. It is designed so we can update it ourselves — we do this almost weekly.

4. The site is laid out in a logical manner. Upfront are the items meant for the general public while all the details for you are in the Members only section.

Log into Members Only

Once logged in you will find:

- a) Insurance – coverage for services, liability insurance and extended health/dental/life.
- b) Business Tools – information on the free giveaways, Power Hours, Challenge and Accountability and more. Also find subscription information many with special rates (Meal Garden, Practice Better, That Clean Life etc.)
- c) Research Tools – information about Examine.com and the research library as well as access to Power Hour recordings, the Legal Guide and *The Voice*.
- d) For Your Use – lots of options on how to assist with the insurance challenge. Other items to add credibility such as a video on how to choose a holistic nutritionist, who we are and what makes us different, an elevator speech and words to use as part of your description. Plus there is a logo and brochure/flyer for you to use temporarily while you build your own. Also this is where to find discounts on supplements and products.
- e) *The Voice* - back issues with loads of helpful and timeless information.

What we know for sure, and has been proven again, is that our happiest and most successful Members are those who do take advantage of what we have to offer.

Conclusion

All in all — it seems that we are doing a good job. Regardless, we are happy to entertain ideas that come from our membership so don't hesitate to reach out. Thanks again to all who participated!

Paul Fink, BA, MBA, CPA (former), is a graduate from the University of Michigan and worked as a CPA at Peat, Marwick, Mitchell (now KPMG) in Detroit, Michigan, before moving to Toronto and becoming a leader in Commercial Real Estate Brokerage.

Paul shares his extensive experience in business and his expertise in financial matters with the CANNP board.

Increase Client Load

The way to build your business is to get clients through the door. Sounds simple — but behind the scenes it is a lot more complex.

The two most productive ways to bring clients through your door is to:

1. Bring back existing clients — the easiest way because these are the folks who already know you, what you do and have had success using your service.
2. Bring in potential clients — a little more tricky for all businesses but particularly for anyone in which personal contact is key.

Bring Back Existing Clients

1. First and foremost, fulfill your obligation to the client — every single time, no matter how busy you are. If you said you would get an answer; if you said you would forward an article; if you said you would send a protocol or a supplement — do it! And do it in a timely manner. Nothing will sever your relationship more detrimentally than an unfulfilled promise. Be clear in making your offer as to timing and/or the extent of your commitment so that it will not blow back on you.
2. I have said it before and I will say it again — follow up! Once that person leaves your office you are “out of sight, out of mind.” Leave their file handy or open on your desktop until you have followed up with them. Depending on the extent of their issue and whether they have booked another appointment or not will help to dictate the timing of your follow up. Review the file digging for something relevant to follow up about. This could be something regarding their specific protocol, a personal situation that was discussed or a new finding you have come across. It is important to build the relationship, and checking in on progress is a key, necessary step.
3. It is better for the relationship to try to use the phone from time to time to remain in contact. It tends to be more personal, to show more of an effort and more interest. Rarely would anyone in the allopathic call to follow up so that alone will make you stand out.
4. Lastly, consider sending your existing clients, most of whom will fit within your chosen target market, a relevant article or new finding. It will be a concrete indication that you are thinking of them. It is a good on-going habit to keep your eyes open for and collect information to share with your specified group of interest.

Bring in Potential Clients

1. Develop a list of who these people might be — a task which should be on-going even if your practice is thriving. There are many ways to build this targeted list including: asking for referrals; revisiting the names of those who have inquired but have not converted; volunteering as a speaker or tend a booth and collect email addresses; offering something on your website in exchange for an email address; asking your friends and family if they know of anyone who might benefit from your services; and reaching out to practitioners in complimentary modalities.
2. Connect with an introductory package. Include who you are and what you do and perhaps, how you sourced them (with permission.) Include something in the package or as an attachment that might be striking — an professional article written about you perhaps or a review of a relevant book or simply what makes a holistic approach one worth considering.
3. Develop a plan to keep your name in front of them should they decide they are in need of a service. Send them some thing for free and on a regular but not annoying basis. Either a free CANNP giveaway or something you find that may be relevant, always with your name and contact info front and centre. This is how you start to build that relationship with the individual, while not being so frequent that you are at risk of being “unsubscribed.”.

Putting yourself out there — talking to people, having your name available — is the only way to get people through your door and that, is the path to building a successful business. Build the relationship; build the rapport.

2656 patients with established CVD were studied over several years. Data was compiled on their dietary intake using a 160 item food frequency questionnaire. The conclusion in the *European Journal of Clinical Nutrition*, stated that, "Compliance with dietary guidelines was suboptimal in patients with established CVD. High compliance was associated with a clinically significant reduction in stroke risk in patients with established CVD, emphasizing the importance of dietary counseling."

<https://www.nature.com/articles/s41430-024-01443-7>

Individuals who consume more ultra-processed foods like soft drinks, chips and cookies may have a higher risk of having memory/thinking issues and stroke than those who eat fewer of these choices. A study recently published in the online issue of *Neurology* noted that they only indicated an association. Over 30,000 people were looked at for 11 years. They completed questionnaires about what they ate and drank. Using a formulation, researchers determined how much ultra-processed foods was being consumed. In the cognitive group, those who developed issues consumed 25.8% of their diet in ultra-processed foods, compared to 24.6% for those who did not have issues. After making adjustments that would affect the risk for dementia, researchers found that a 10% increase in the amount of ultra-processed foods was associated with a 16% higher risk of cognitive decline. They also found eating less processed foods was linked to a 12% lower risk of cognitive impairment. A similar finding was noted in the stroke group. After adjusting, ultra-processed foods were linked to an 8% increase in risk of stroke while greater intake of less processed foods was linked to a 9% decreased risk of stroke. For those participants identified as black, the risk increased to 15%.

<https://scitechdaily.com/snack-attack-how-chips-and-soda-impact-brain-health-and-stroke-risk/>

There has been a lot of conflicting information about eggs. A fellow at Duke Clinical Research Institute conducted a small study of 140 people, all of whom had or were with a high risk of CVD. All ate 12 or more eggs a week. The study states, "While this is a neutral study, we did not observe adverse effects on biomarkers of CVD health and there were signals of potential benefits of eating fortified eggs that warrant further investigation..." There is reason to think it is not the eggs but what is accompanying the eggs that is worrisome. The study was funded by Eggland's Best and was small in size, relying on self-reporting.

<https://scitechdaily.com/new-research-suggests-that-eggs-might-not-actually-be-bad-for-your-heart/>

Researchers from Hokkaido University have identified lipids in four types of herbal teas suggesting that these compounds may have potential health benefits. The lipids in teas is a category that has not yet been explored. A total of 341 molecular species from 5 major classes of lipids were identified. Herbal teas are enjoyed worldwide and known for potential biological impact including antioxidant properties. Published in the journal *Food Chemistry*, "Our initial study paves the way for further exploration of the role of lipids in herbal teas and their broad implications for human health and nutrition." They now want to expand our research to characterize the lipids in more than 40 types of herbal tea in the near future.

<https://www.sciencedirect.com/science/article/abs/pii/S0308814624005909?via%3Dihub>

www. Wild, Wacky, Wonderful

<https://cloudbiker.net/explore>

Do you remember the site StumbleUpon? It was great. It was a site of random discovery making it perfect for when you are in wait mode or are bored. Cloudbiker works on the same principle. Discoveries are pulled from more than 7500 sites, in about 19 categories. You pick the categories that interest you and as you engage, new content appears within those set parameters. It is a really wonderful way to learn in a innovative and interesting mode.

<https://www.youtube.com/user/grosscienceshow>

Talk about wacky!
This is a Youtube channel and the person who runs it speaks all about bizarre, scientific wonders. Stories include focus on the slimy, smelly, creepy world. You can explore items like clothes made of slime. Or why your pee can change the world. Or the mysterious world of earwax. Though the subject matter is indeed gross, you can really learn a fair bit from these little videos. Your kids might love this one!

<https://myfridgefood.com>

Myfridgefood is super wonderful. It is ideal for those times when you are standing at the fridge door humming and haaing about how to bring the contents together into a palatable meal. You simply input the items that are in your fridge or more appropriately the foods you want to use in your meal, and the program will pop out recipes for your use. Be sure to click on "click here for all ingredients" if you want to include pantry items.

Common CANNP Questions Answered

Here is a sampling of the new Q & A which you can find on the cannp.ca site under the top heading "Learn More."

Mentoring

I've just graduated and don't know where to start in setting up my practice.

As a professional member with CANNP, you have access to many business tools and support material. CANNP is a great place to start in setting up your practice.

What if I have not Mentored this year?

Though mentoring used to be a requirement for renewal, it is now optional. While we do love volunteers to help out as mentors, you do not have to volunteer in order to renew. If you are interested in sharing your knowledge however, just let us know!

Can I get a mentor?

Upon request, we will add you to a wait list but since mentoring is on a volunteer basis, this list is lengthy. So we offer several other options: 1. A 12-part Mentoring series can be accessed and worked on independently. 2. Challenge and Accountability sessions provide an opportunity for attendees to be paired peer-to-peer to tackle business improvement challenges. We meet as a group twice a month during this time period, to discuss best practices. 3. Six of our most successful Mentors gather to answer your questions in a Mentoring Power Hour, several times a year.

Benefit Questions

How do I log into the Members only area?

When you register with us you will be provided a username and password, either via email or in the information which comes with your Welcome package by mail. If you need assistance, please reach out to us.

How do I find all the benefits open to me?

As a Member everything you need will be available in one menu once you log into the Members only area under Members.

How will I know about a new offering?

All new offerings are announced in the weekly eblasts and can be accessed in the Members only area of cannp.ca.

How will I know when the Power Hours are?

Power Hours are also promoted in the CANNP weekly eblasts.

When will I get a link for the Power Hour?

The link will come several times, about a week or several days before the Power Hour date. If you have registered and not received the link by the day before, please contact us.

What is Power Hour etiquette?

We would love it if you can join in 5 minutes early so that we can be sure everyone is admitted before commencing. Also adding your name to the chat will help to ensure we have accurate attendance and can refund monies as appropriate. Finally, please mute yourselves and if at all possible, don't be a black box during the final portion when we hope to elicit discussion and questions.

When can I expect my Power Hour refund?

Once the Power Hour is completed, your refund will be out to you within a few days.

How can I get a free giveaway?

Click on the eblast link and make the request. You should receive the giveaway within hours.

What sorts of research avenues are available to me?

At no additional cost, professional members have access to a Research Library that highlights websites, journals, stats and apps found to be helpful to nutritionists and complementary practitioners. Much of the focus we provide centers on business development such as our newsletter articles, with back issues available to Members, and Power Hours podcasts. As well we have secured favourable rates for several research avenues.

Recognition/Regulation

What is your position on pursuing recognition?

Since public desire pushes all mainstream recognition, our focus is on ensuring the public knows what a NNCP can accomplish. Establishing our own brand as natural nutritionists is paramount to protecting our right to practice and much of our work is to support that effort. The idea is that Western medicine, insurance companies and government legislation will follow suit based on the success of our established practices. The key is to make our practitioners successful in their own right.

What is your position on pursuing regulation?

We are regularly in touch with government officials throughout the year. At this time, there is nothing on the books about the pursuit of regulation. Practitioners need to understand that regulation is meant for the protection of the public, not the practitioner, and since we do not cause harm to the public regulation is unlikely. Some feel that it offers an air of credibility, however we suggest that you check in with a naturopath or chiropractor to get an idea of how regulation has affected their practice.

About CANNP

What makes the CANNP different?

The CANNP is presently the only member-driven, professional Association specifically for Canadian Nutritional Counsellors, with a focus on building successful careers in the field and providing exciting, innovative initiatives. We are paving the way and engaging like no other nutrition related association has before!

What is CANNP working on?

We have campaigns underway to establish holistic nutrition as an accepted and respected profession in Canada. Through enticing insurance coverage for clients and registering trademarks to protect our distinctiveness, we are always fostering ways of moving forward.

In Support of NHPPA

Though CANNP does some advocacy and government lobbying, we don't want to "reinvent the wheel." The well-known and very active advocacy arm for the entire industry is the NHPPA. They are an extremely valuable resource and are very involved in the government arena.

Regarding Bill C368, they are the folks who provide us with the most updated information. We invite you to frequent their website at nhppa.org for the most recent developments. Also consider submitting your email to get the latest news.

NHPPA has our collective back!

Clearing Up Confusion

CANNP acts as a standards body for the profession so that insurance companies and government can be sure that our members, those carrying the NNCP or the RNT designation, have a minimum level of education in the field and they adhere to standards of practice, a code of ethics, upgrading and are subject to disciplinary procedures should the need arise.

When an organization claims "certified" it only means that you are certified by that organization — nothing more. As an unregulated industry, such a certification is not required nor is it something that we have noted as necessary.

For Your Reading Pleasure *Special Thanks to Kate Notwell for her contribution*

Fast Like A Girl by Mindy Pelz

This book is a comprehensive guide tailored specifically for women to navigate the world of intermittent fasting. Pelz, an expert in holistic health, addresses the unique hormonal and physiological needs of women, providing a science-based approach to fasting that considers these differences. The book explores various fasting protocols and their benefits, emphasizing how they can improve energy levels, mental clarity, and overall health. Pelz highlights the importance of aligning fasting practices with a woman's menstrual cycle, offering detailed plans and strategies for each phase to optimize results and maintain hormonal balance. She debunks common myths about fasting and women's health, empowering readers with knowledge and practical tips. Additionally, Pelz shares personal anecdotes and success stories from her clients, making the book relatable and motivational. "Fast Like A Girl" is not just about weight loss but about embracing a holistic approach to wellness, encouraging women to listen to their bodies and make informed choices about their health.

I'm So Effing Tired by Amy Shah, MD

This book addresses the pervasive issue of chronic fatigue, offering a holistic plan to reclaim energy and vitality. Shah, a double board-certified physician, combines her expertise in integrative medicine with personal experience to explore the underlying causes of exhaustion, such as poor diet, stress, and inadequate sleep. The book introduces Shah's three-part program: managing circadian rhythms, optimizing nutrition, and implementing intermittent fasting. She provides actionable strategies, including meal plans and lifestyle adjustments, to reset the body's energy systems. Shah emphasizes the importance of listening to one's body and making sustainable changes for long-term health. Through practical advice and scientific insights, "I'm So Effing Tired" empowers readers to break free from fatigue and achieve a more energized, balanced life.

"The Hormone Cure" by Sara Gottfried, MD

This book offers a detailed look at how hormonal imbalances affect women's health and provides a comprehensive plan to restore balance naturally. Drawing on her expertise as a gynecologist and functional medicine practitioner, Gottfried addresses common hormonal issues such as fatigue, weight gain, stress, and mood swings. She explains how lifestyle factors, diet, and stress can disrupt hormone levels, leading to various health problems. The book presents a personalized approach to hormone health, advocating for the use of natural remedies, nutritional adjustments, and lifestyle changes before resorting to pharmaceuticals. Gottfried introduces her signature "Gottfried Protocol," which includes targeted strategies for rebalancing hormones through specific supplements, herbs, and dietary modifications. She emphasizes the importance of understanding one's unique hormonal profile and provides practical tools for self-assessment and action plans tailored to individual needs. "The Hormone Cure" empowers women to take control of their health by offering a holistic, science-backed approach to achieving hormonal harmony and overall well-being. Through her clear guidance and practical advice, Gottfried helps women reclaim their vitality and enhance their quality of life.