



## Hormone - Email Autoresponder Campaign - 19 in Sequence #1

Dear <firstname>

Are you tired of feeling the way you do? Do you want to take charge of your health and wellness? Do you want to be your ideal body composition? Do you want to feel fabulous inside and out? Do you want fabulous relationships? Would you like to feel more connected, feel peace in your heart and feel truly alive?

Then you need to know about hormones!

So why me? Why am I the one to help you on your journey?

I was born in a small town with autistic traits to a family with a lot of chronic illness issues. I didn't speak until I was almost four years old. I was skinny as a child and never really had much trouble managing my weight. College came and I put on five, maybe ten extra pounds sitting around and eating... and studying all the time. Time went by. I experienced terrible menstrual cycles, heavy and irregular. Pain doubled me over and I spent many nights in the bathroom crying and rocking from the pain. Birth control pills were prescribed and only made me feel worse. Years went on.

Infertility plagued my life as I gained a little more weight. Then, I had some abnormal pap smears and a miscarriage which was devastating. Finally, after thirteen years, I got pregnant, unexpectedly. This time I carried the baby full term. Although, I was quite sick with a bout of pneumonia, I felt the pregnancy was pretty unremarkable. I had gained sixty-five more pounds and was miserable. I was still wearing my maternity clothes for months after the baby was born. Breast feeding helped drop some of the weight, but I was always hungry.

The periods resumed and were heavier than ever. I had a right side pain that sent me to the doctor for an ultrasound. The ultrasound showed I had several fibroid tumors and a mass on the right ovary. The gynecologist suspected cancer and a hysterectomy was scheduled and then completed.

After my hysterectomy, I didn't suffer from periods, but the one ovary that had been left could barely keep up. Hot flashes began and stress in my life only magnified a weak ovary and my thyroid started to fail. I was gaining more weight. Almost eight pounds!

I am a doctor and I really had no clue how my own body really worked or how to fix it. Sure, I took biology and physiology, but no one ever told me what I really needed to know about hormones and the impact they have on the human body.

One day a patient came to my clinic, dressed professionally and quite eloquent with her words.

What she had to share with me changed my life.

I'll share that part of my journey with you tomorrow.

<firstname> you scored a <> on your quiz. The results are clear. You are suffering and it is not necessary. There is hope that you can feel better. If you did not have a chance to watch the full webinar I reveal the [route to restoring your health and hormonal balance](#). It will change everything.

To your health and balance,

Dr. Tammy

(P.S. If you would like to learn more about Project Wellness you can visit us at [www.projectwellnessNWA.com](http://www.projectwellnessNWA.com) there is a lot of good information, innovative ways to help, and many testimonials.)

#2

Dear <firstname>

(Is it possible to have the quiz results drop in here?)

By now you've had a chance to think about your results from the quiz but aren't exactly sure how to deal with it. I'm going to tell you much more so that you'll understand what you can do to feel better every day.

But before I do that, I want to continue telling you about the patient who brought to my attention, the most effective information I had ever come across about healing the symptoms I was feeling. It's important to understand how and why I learned this information.

She had come into my clinic and asked, "Do you prescribe bioidentical hormones?"

"Bio what?" I asked.

"You know," she paused "natural hormone therapy... like Suzanne Somers uses".

I had no idea what she was talking about, so I looked at her more intently, leaned in, and said, "Tell me more."

She proceeded to tell me about natural hormone therapy and all the benefits of it. I was astounded. My jaw dropped as she talked about a world out there that was completely foreign to me. I thought hormone replacement therapy was very bad. I thought it was only to be used for the woman who was soaking in sweat constantly or feeling homicidal/suicidal.

I had received so much faulty information in medical school from pharmaceutical companies. They continue to feed us faulty information. Until that point, I believed a woman didn't need progesterone if she didn't have a uterus. I was taught there was only one way to take hormone replacement therapy and only a couple of different options or doses.

I told my patient I knew nothing about what she was talking about, and I promised her I would find out. I try to keep an open mind about alternative therapies although many physicians don't because there is already so much to learn and know. Why add more? These physicians ask, "If there is no evidence-based research behind it (or at least that's what big pharmaceutical companies would have us believe), isn't it better to prescribe a pill?" Some doctors cattle forty or more patients through their halls a day. That doesn't leave much time to look into alternative therapies. *I feel very differently about this and for this reason I vowed to look into "bioidentical hormone therapy".*

I googled Suzanne and soon had unlocked a door to a world I never knew existed. That was eight years ago. So, what was the outcome?

I started on bioidentical hormone therapy (and I prescribed it for that patient, too). I lost over sixty pounds and escaped night sweats and hot flashes! My mood was stable for once and I was sleeping again. I put testosterone in the prescription and actually got a libido back that might have saved my marriage. I felt better than I had felt since those nasty periods started when I was a teenager.

I learned that my hysterectomy was probably not necessary. The abnormal pap, fibroids, and endometriosis found at the time of my surgery were all a product of my massive hormone imbalances. I learned my heavy periods were from the excess estrogen I was storing, when I unknowingly put on an extra 10 lbs in college. From this and more, I have learned patients do not have to suffer and have unnecessary procedures, surgeries and rely on big pharmaceutical companies' answers to these issues.

So my journey began. I thank that woman every day for intriguing me with something new. I didn't know it that day, but I had embarked on a journey. Looking back, this time was the beginning of "Project Wellness", my clinic - which I want to tell you all about. There's only so much information we can absorb in a day, right?

To your health and balance,

Dr. Tammy

P.S. If you would like to learn more about Project Wellness right away, you can visit us at [www.projectwellnessNWA.com](http://www.projectwellnessNWA.com). You'll see why how I have been able to help so many people transform their bodies, minds and spirits.

#3

Dear <firstname>

Almost every woman who has walked into my clinic had been suffering months and sometimes years more than necessary. The truth is, there are few reasons for chronic pain, discomfort and suffering, as so many of these things can be successfully treated and eradicated.

Your score results were a strong indication that you have been experiencing more than your share of unnecessary discomfort. Don't you want to feel better right now?

Like I mentioned in my last email, once I learned and explored bioidentical hormone therapy, I knew I was onto something big that would help men and women balance the variety of hormone-related symptoms.

I started using it right away and over the past eight years, I have seen patients lose hundreds of pounds. They transformed before my very eyes. Marriages have been healed from the ravages of hormonally imbalanced women AND men. I have been given a gift to be able to help people through this journey. I have sought out every aspect of metabolic realignment I could and this is the simplest presentation I have come up with.

The principles are really quite simple, although the nuances can be tricky. You will need a physician on your side willing to go the distance and pay attention to the details.

Why YOU? Consider this...

When there is a sudden change in cabin pressure during an airline flight and the oxygen mask drops down, what are you supposed to do???

You put the mask on yourself, FIRST! Why? Because if you don't take care of yourself first, you can't take care of or help anyone else. If you lose consciousness you can't put the mask on your child or dependent loved one.

You have to put yourself first.

This may go against everything you think or believe, but if you are not healthy you lose your effectiveness with your children, your spouse, your work and even yourself.

Understanding hormones is about taking care of yourself so that you can take control and make a difference in the lives of everyone around you.

When you make positive changes in your life, your children will learn from your healthy choices.

Start today by choosing to be healthy and take control of your life.

ARE YOU READY?

So many of us invest years of our lives learning how to be "something" - a doctor, artist, teacher, nurse, business executive, electrician, or whatever...

But almost no time is spent learning how to be your best self!

How much time do you actually spend developing your inner being or searching out how to be fabulous? Feeling fabulous is essential for success, productivity, creativity, innovation, relationship success, health and almost everything else in life! We usually wait for a life crisis or tragedy to force us into looking at what is really important. But is this really the best approach for change and growth?

The best approach is a proactive approach that can hardwire our brains with focus, awareness, repetition and celebration.

Isn't it time to be a fabulous celebration of your changed life! Not to mention sharing it with others on a similar journey! Practicing daily exercises can change the way your brain is wired.

Your symptoms are most likely connected to your steroid hormone levels, which is another thing I want to share with you. Have you had yours checked? I'll tell you more about it during our next connection.

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Dr. Tammy

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Also, if you did not have a chance to watch the full webinar I reveal the [route to restoring your health and hormonal balance](#). It will change everything.

#4

Dear <firstname>

Here's an important bit of information that most women (and men) never stop to consider - how sex hormones change over the course of our lives and how that makes us feel.

Once you learn about sex hormones, also called the steroid hormones, you'll start to understand. I think with newfound knowledge, you will be stunned at how quickly your body can make the transition into hormonal health, which can mean the difference between feeling great or sub-par.

So often, I have patients tell me they had their steroid hormone levels checked and they were told they were "fine".

My first response is, "If you are fine, then why are you having symptoms?" My next question is what reference range were they using? An estrogen level in a little girl is much different than an adult female. An adult menstruating female has different hormone levels than a postmenopausal lady, right? So many times women tell me their doctor said they were in menopause so "of course their hormone levels are low"; like it's normal. But, I assure you it isn't. If you want to feel like you are in your twenties or thirties, you can't have the hormone levels of a sixty or seventy-year-old female.

What is normal really? If you have ever seen a range of averages plotted out on a bell curve you know that you can be on the low end or the high end and still be part of the curve. But if you are having symptoms on one extreme end of the bell curve or the other then are you really normal? Maybe your body operates at a higher level maximally but this will not be reflected on an averages curve.

We know that levels that are normal in your youth may not be levels that are present after organs like your ovaries fail. So it may be normal to have less sex steroid hormone after menopause, according to the numbers game, but does that mean that you will feel the same as you did when the levels were higher? Probably not.

You are smarter than that. You are proactive and we are all looking for the fountain of youth. Well, it may not be magical or overnight, but we can restore balance and feel better.

When we think about youthful hormones, the steroid or sex hormones are first and foremost. Why? Because when you are at the time in your life when you peak sexually, it is the time you feel the best.

Generally, the steroid hormones come from the reproductive organs. In females these are the ovaries; and in males these are the testes. The body has an amazing ability to secure back up plans and the back up production of these hormones is from the adrenal glands. These little organs sit on top of your kidneys and produce stress hormones and hormones of your fluid and electrolyte balance. It is because of the adrenals production of sex/steroid hormones that you have any sex hormones after menopause.

The steroid hormones are grouped into five main categories by the receptors that they bind to. These are glucocorticoids, mineralocorticoids, androgens (testosterone), estrogens, and progestagens.

From a simplistic point of view, each of these hormones produces certain effects. Some of them you can see, like hair growth or a menstrual cycle. Some you can't see, like internal balance mechanisms.

Oftentimes, I tell women in my practice, I know what they need based on the symptoms they are having, which provides much more information than a blood test.

Now you know how steroid hormones wreak havoc with your body's system when they are out of whack. How do your sex hormones stack up? According to the symptoms you registered on your quiz, you could be feeling much better. I hope you are starting to see how every symptom can be eliminated with a little knowledge and the correct treatment.

Understanding exactly what hormones do will help you understand why balancing them is so crucial. I'm going to explain all of that in my next installment, so it will make even more sense.

To your health and balance,

Dr. Tammy

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#5 BRYAN - THIS IS ONE OF THE LONGER EMAILS

Dear <firstname>

You probably don't know or understand why you even need to know about hormones. Read on and you'll soon see how important they are to your daily well-being...

So what are hormones?

The word hormone comes from the Greek word *hormān* meaning to “urge on” or “impulse.”

Hormones are more than just estrogen. When most people think about hormones they think of estrogen and immediately fear comes to mind. Pharmaceutical companies have manipulated estrogen and made it unsafe, convinced doctors they have the only option, and created mistrust of “hormones”. Amazingly, on a daily basis patients tell me their doctor put them on estrogen after having a hysterectomy and told them they didn’t need progesterone because they didn’t have a uterus anymore. Let me explain why this is amazing to me.

Progesterone has so many more uses than just preventing lining buildup in the uterus. It’s like saying that you don’t need shoes because you’re not wearing any socks, but as we all know shoes have more functions than just covering up your socks. When patients tell me they are scared of hormones, I take a lot of time to undo the damage that big pharmaceutical companies have done. Their unnatural manipulation of the basic hormone structure given to women in unhealthy doses and distribution forms is not good.

We all have hormones. Some of my emphysema patients tell me they don’t want to go on oxygen because they are afraid they will get addicted to it.

HELLO? We are ALL addicted to oxygen as we cannot live without it! Some people need a little purer form or an increased concentration of it to help the heart and lungs work more efficiently.

Pharmaceutical companies know hormones cannot be patented. God invented them. He has the ultimate patent. By the way, you can’t patent oxygen either. For marketing purposes and sales, they figured out if they changed the structure, they could patent the new compound, and sell it for a lot of money. Problem is the new compound is just different enough to cause problems. The amount is “one size fits all” and the route through the gastrointestinal tract and liver filtering creates inflammatory proteins causing all sorts of problems from joint aches to blood clots and, worse yet, cancer.



Remember, all hormones work in concert to balance each other. One is not more important than another. One may be more abundant at certain parts of the circadian rhythms, but they are always in balance. Did you know you are a walking, talking, shopping bunch of hormones? Hormones control everything we are and do!

*Estrogen* – Makes us “girly”; induces puberty in females and facilitates the menstrual cycle in preparation for fertilization. Less known functions include libido, breast health and enhancing female traits and characteristics.

*Progesterone* - Helps maintain menstrual cycle. It is more than just a hormone of uterine balance, however, because it helps with mood balance, sleep, and appetite or weight gain just to name a few of its purposes.

*FSH* - Causes menstrual cycle to START. This is a great marker as a blood test if you question whether or not you are in menopause. As the ovaries start to decompensate FSH increases in the feedback loop. If your periods are irregular this will help clarify menopause.

*LH* - Triggers ovulation and creates corpus luteum. In guys, it triggers production of testosterone.

*Insulin* - Comes from the pancreas and regulates sugar or carbohydrates in the blood stream. It does this by removing sugar from the blood stream, lowering the blood sugar level and stores the glucose in various cells (usually fat). Therefore, when this hormone is elevated for long periods of time it stops working effectively and you are likely to gain weight.

*Glucagon* - Is produced in the pancreas and functions to raise very low blood sugar. Glucagon is also used in diagnostic testing of the stomach and other digestive organs.

*Testosterone* - Makes guys look like “guys.” It enhances and builds muscle (anabolic). It also maintains bone density, regulates hair growth, and maintains healthy libido or sexual interest. In males, it is primarily secreted from the testes, and YES females have testosterone too! It comes from the ovaries and sometimes from the adrenal glands. Males make about ten times as much as females, although females are more sensitive to its effects.

*Thyroxin* - Usually abbreviated as T4. Thyroxin is a pro-hormone meaning that it is inactive and must be converted to triiodothyronine (T3 ) or the active, more potent, form. It does this conversion in the target tissues and works to regulate just about every physiological process in the body including but not limited to growth, development, metabolism, body temperature and heart rate. It also helps as a lipid modifying agent affecting weight gain and loss.

*TSH* - Is released from the pituitary gland in the brain and stimulates production of thyroid hormones. It is a very sensitive blood indicator for thyroid function.

*Aldosterone* - Comes from the adrenal gland and regulates sodium and potassium in the kidney. It increases blood pressure by retaining sodium. It may have further indications for hearing loss and ringing in the ears.

*Anti-diuretic Hormone* - Regulates water retention and blood pressure.

*Ghrelin* - produced mainly by the lining in the stomach and cells in the pancreas and stimulates hunger. It is considered the counterpart of the hormone leptin. Highly regulated by adequate sleep.

*Leptin* - (Greek *leptos* meaning thin)- which is made in fat cells and induces satiation when present at higher levels. Leptin plays a key role in regulating energy intake and energy expenditure, including appetite and metabolism.

*Melatonin* - “hormone of darkness” released from the pineal gland in the brain when the level of light is decreased and helps induce sleep. Closely balanced with leptin and ghrelin.

And these are just a few! I think you are getting the idea that hormones control way more than you ever thought, which is why it is essential to treat them as a priority if you want to look and feel your best every, single day.

Until next time when I explain how the hormones all work together. I realize this is a lot of information. But once I give you the complete story, it will make sense and give you the tools that will help you feel much better. You will be happy you hung in here!

To your health and balance,

Dr. Tammy

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#6

Dear <firstname>

The body is a beautiful and efficient machine. In fact, just like in Chinese philosophy's Yin and Yang, it is constantly trying to stay in balance on its own. The hormones are intimately connected and in constant communication with each other to help that happen.

I believe that the universe itself is bound by balance and counterbalance. Yin and Yang encompass the all-in-one belief that the earth and the universe are all one system. There is no superiority. Only balance. Each yields to the other without question. It takes a human mind to mess up the balance. Harmony is the balance of the system and any deviation can drastically disturb it.

We live in a society where more is better. When we accept balance, we know this cannot be true. In every decision, there are pros and cons. This is the balance that the universe maintains over us. When we accept this concept the body becomes an orchestra with a conductor. It is then we can understand how balance becomes the key issue.

The concept of the universe and the moon (or lunar cycles... no coincidence that the moon takes approximately 28 days to orbit the earth and this about the time of a "normal" menstrual cycle) ties us to something even bigger than ourselves. In fact, the same root word Latin is mensus (to measure and menstrual) meaning month and echoes the moon's importance to measurements of time.

Also, of interesting note, every 223 months (also called a Saros cycle) the sun, moon, and moon's nodes align in the same relative angles to each other. This happens about every nine years. Then every 56 years the elliptical position of the north node of the moon moves and the sun's relative position will shift resulting in alternating solar/lunar eclipses.

Is it coincidental that every nine years humans experience monumental changes? A nine-year-old child starts the hormonal changes that trigger puberty. An eighteen-year-old human starts the cycle of starting to establish societal roles. Thirty-six-year-old humans in our society are at the peak of child rearing and at forty-five, many humans are experiencing their "mid-life crisis". Then in our fifties, we start the cycle of menopause (yes, men do too) and then in our sixties, we start to experience significant age related disease increases and become eligible for Medicare.

So, if we deny the Yin-Yang theory and fail to realize the balance of the universe, we may make many mistakes in our metabolic balance. Technologic advances have led us to many ways we can counterbalance these lunar cycles. Pharmaceuticals now make that interfere with our hormonal balances and many ingest them on a daily basis.

Let me now describe a few patterns within the human body that clearly show the Yin-Yang balance.

Let's start with hormones. What comes to mind? Okay, probably estrogen. Well, if the Yin is estrogen then the Yang would be progesterone. Progesterone's role in balancing estrogen is well established and the feedback loop with one another is classic hormone science.

What about insulin? If insulin is Yin, then its Yang would be glucagon which has opposite effects but maintains the same goal of glucose metabolism and storage in body. While insulin lowers blood sugar, glucagon works to raise it.

What about the thyroid? Thyroid hormone balance (both active and inactive form) is achieved through feedback with TSH (thyroid stimulating hormone) from the brain.

Leptin and ghrelin are Yin-Yang hormones of hunger and satiety (fullness) and closely regulated by sleep.

Some hormones even have two names, like growth hormone balance. The Yang to growth hormone is the hormone somatostatin and it is also called GHIH or growth hormone-inhibiting hormone. It also has the name somatotropin release-inhibiting factor. That name alone establishes its Yin-Yang nature. Its unique properties are in its ability to regulate growth and also functions to regulate (feedback for inhibiting and releasing) many other hormones to stay in balance.

Some hormones are balanced also by the substrate or materials available within a closed system. For example, calcium concentration availability feeds back with a hormone called parathyroid hormone to keep calcium concentration balanced in the blood stream, but parathyroid hormone also has a Yang called calcitonin a hormone that lowers calcium levels in the blood.

Confused? Don't be. It's all about the importance of balance. I'm going to take you through the biggest balancing act in the human body, between the blood stream content and the usage of materials in the tissues! You'll understand the different mechanisms, how they work and how to gain improvement and control over how you feel.

You deserve to feel amazing every, single day of your life!

To your health and balance,

Dr. Tammy

P.S. If you would like to learn more about Project Wellness right away, you can visit us at [www.projectwellnessNWA.com](http://www.projectwellnessNWA.com). Check it out and see why I'm so confident that our program will make an enormous difference in your life.

#7

Dear <firstname>

Some of this information can seem a little dry until you realize the amazing things that are going on in your body every second, every minute, every hour of every day!

The biggest balancing act in the human body is the balance between the blood stream content and storage or usage of materials in the tissues. This balance is orchestrated starting with the HPA or hypothalamus/pituitary/adrenal axis. The HPA axis is no different and drives everything you do. Every thought. Every action. Hormones are all driven very intricately by a feedback loop intertwined with one another and delicately balancing the whole body.

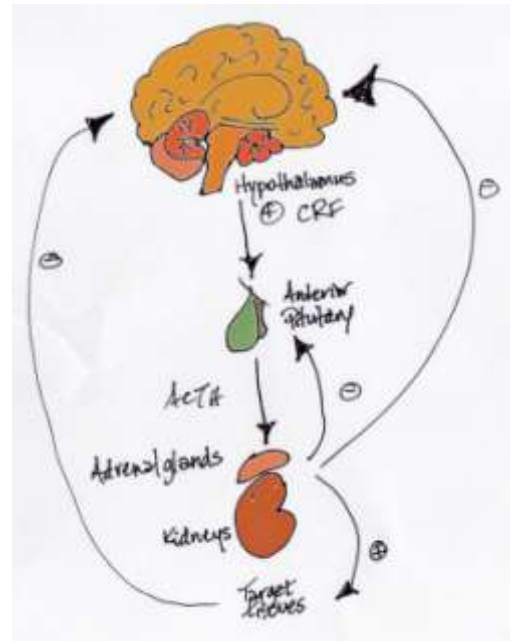
The conductor, in this case, is “stress” and is responsible for deciding the players and the hormone's roles with each other.

Cell communication is an important key and hormones do that. There are two major classes of hormones: PPA (protein, peptides, amino acids) and steroid hormones. PPAs bind to receptors on cells and alter their behavior by sometimes opening channels into the cell and sometimes closing them or going straight to the nucleus (powerhouse of the cell) to turn genes off and on.

Steroid hormones go into cells and exert their power there, while PPAs work from the surface to trigger a cascade of events.

Did you know you actually need your cholesterol? All steroid hormones come from the cholesterol molecule. Since steroid hormones are made from cholesterol (or fat molecules), it can easily slip into cell membranes that are fat soluble. To keep them from just plopping into any cell they usually catch a ride on “carrier proteins”, like “hormone taxis”.

Steroid hormones are further grouped into five categories depending on what receptors they bind to. These are: glucocorticoids (sugar), mineralocorticoids (electrolyte balance), androgens (think testosterone), estrogens, and progesterones. Vitamin D is a close cousin to a steroid hormone.



These are important basics because it explains why the feedback loops are so important and balance is essential, but enough with science terms.

What are designer “bioidentical hormones?”

They are the hormones that are identical to the human body’s hormones. When the word ‘designer’ is brought in for discussion, we are talking about the fact that one size does not fit all. The doses are tailored to our individual needs. People need different clothes sizes; our human hormones can vary quite a bit. Even environments affect our hormones through different levels of stress.

The questionnaire I have my patients fill out is quite lengthy, but it helps me to understand them better and how to dose their hormone replacement adequately.

To help you assess the severity of your hormone imbalance even further than the quiz you have already taken, address the following list of symptoms and issues. It may help you monitor and keep track of your hormone balance. Check the box if you are having symptoms and then circle the level: Mild, Moderate, or Severe.

- (Mild, Mod, Severe) PMS (premenstrual syndrome) issues, such as cramps, nausea, breast tenderness, headaches, and/or irritability 1-2 weeks before my period
- (Mild, Mod, Severe) Difficulty falling asleep or staying asleep
- (Mild, Mod, Severe) Fatigue or loss of energy especially in the afternoon
- (Mild, Mod, Severe) Frequent bouts of irritability and depression
- (Mild, Mod, Severe) Frequent anxious feelings, anxiety attacks, or heart palpitations
- (Mild, Mod, Severe) Achy or stiff joints, especially in the morning
- (Mild, Mod, Severe) Gaining weight, especially around the middle
- (Mild, Mod, Severe) Losing weight is more difficult than in the past
- (Mild, Mod, Severe) Pain with intercourse
- (Mild, Mod, Severe) Inability to have orgasm, decreased sensitivity, or decreased sex drive
- (Mild, Mod, Severe) Vaginal dryness
- (Mild, Mod, Severe) Crave sweets, carbohydrates or alcohol.
- (Mild, Mod, Severe) Hair or skin that is dry, fragile, or thinning
- (Mild, Mod, Severe) Losing height, diagnosed with osteoporosis, past broken or fractured bones
- (Mild, Mod, Severe) Recurrent yeast or urinary tract infections.
- (Mild, Mod, Severe) Irregular menstrual periods.
- (Mild, Mod, Severe) Hot flashes or night sweats.
- (Mild, Mod, Severe) Missing the outer third of your eyebrows
- (Mild, Mod, Severe) Frequent headaches or migraines
- (Mild, Mod, Severe) Fluid retention (rings fit tight or shoe size increased)
- (Mild, Mod, Severe) History of cysts on ovaries
- (Mild, Mod, Severe) Male distribution hair growth (facial hair, male pattern balding)
- (Mild, Mod, Severe) Problems with acne or rosacea
- (Mild, Mod, Severe) Heart racing or irregular heartbeats felt

- (Mild, Mod, Severe) Hot or cold intolerance
- (Mild, Mod, Severe) Constipation or diarrhea
- (Mild, Mod, Severe) Frequent bouts of abdominal bloating or gas
- (Mild, Mod, Severe) Skin rash or new onset allergies

And, please, don't wait. If you're having severe symptoms now, print out this checklist, answer the questions and **email your responses**. We can get started by customizing a program to immediately ease the symptoms that bother you the most.

To your health and balance,

Dr. Tammy

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#8

Dear <firstname>

Did you realize that bioidentical hormones are manufactured in the lab to have the same molecular structure as the hormones made by your own body? By contrast, synthetic hormones are intentionally different. Drug companies can't patent a bioidentical structure, so they invent synthetic hormones that are patentable.

It's so unbelievable to me that bioidentical hormones have been around for years, although most doctors have never heard of them. Big pharmaceutical companies that have expensive patented synthetic hormones would like to make sure they never do.

The biggest problem is that one size does not fit all when it comes to hormone therapy and most of the traditional synthetic hormone therapies are only that. One or two, maybe three different doses. By contrast, the bioidentical or designer hormones are dosed specifically to a patient's blood or saliva hormone levels but mostly by symptoms or concerns.

It's important to have your doctor order lab tests (saliva or blood) to establish baselines, rule out serious disease/tumors, and to assess success of absorption into the system from time to time. Not every person needs hormone therapy.

It is often possible to rebalance hormones without the use of hormonal supplementation by using nutritional supplements, gentle endocrine support, and dietary and lifestyle changes.

Even with this foundation, make sure you're not in the minority of women that need to add prescription-strength hormone supplements to get complete relief, at least through a transition period. We recommend bioidentical hormones, preferably in a compounded form personalized to your needs by an experienced practitioner.

There is no substance we introduce into our bodies that is not without potential side effects. Even water can be dangerous when you drink too much. There has been a lot of press around the negative statements from the WHI (Women's Health Initiative) studies on the effectiveness and health risks of HRT, but it is important to remember that these studies were based on synthetic/equine-based hormones that were taken by mouth.

I personally feel the benefits of bioidentical natural hormone therapy are more than just symptom relief. I rarely run into a woman who is not symptomatic from some sort of hormonal imbalance symptoms; regardless, I feel the benefits of preventing osteoporosis and keeping the mind, skin and blood vessels youthful is of utmost importance.

With all the controversy around hormones and breast cancer, the question comes up, "What about bioidentical hormones if a person has had breast cancer?"

The pendulum has swung so far that very few doctors will prescribe any type of HRT, synthetic or bioidentical, for women who have had breast cancer or even a family history of breast cancer.

I recommend you read Dr. John Lee's book, *"What Your Doctor May Not Tell You About Breast Cancer"*. He also has several other great books that I consider to be my "bibles" of hormone education study.

If you have had breast cancer or have concerns about your family history of breast cancer, be sure to pick up a copy. Also, feel free to contact me for personalized recommendations as to how to put yourself in the safe zone and feel some immediate relief knowing you're taking care of any hormone imbalance that may affect your breast health.

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#9

Dear <firstname>

Estrogen often gets a “bad rap” because of the synthetic versions. As you now know, not all estrogens are alike. The difference in delivery systems has everything to do with the results.

Oral hormones, with a focus on estrogen, are metabolized by the liver. This is known as first pass metabolism. When this happens a normal process occurs that creates “inflammatory proteins”. These proteins can cause many different types of inflammation in the body. Of most concern are the blood vessels with a risk of a heart attack or a stroke.

When a route through the skin is chosen, such as in the use of creams and gels, the liver is bypassed and the estrogen goes straight to the tissues that need it.

This is why we choose creams and gels over oral estrogen.

Thankfully, there are good alternatives to synthetic HRT. Dr. John Lee, author of "What Your Doctor May Not Tell You About Menopause", a pioneer of bioidentical hormone therapy stated that there are three rules to hormone replacement therapy.

The first rule is to use hormones only if you “need” them (based on lab values or symptoms).

The second rule is to use bioidentical hormones and never synthetic.

The third rule is to only use hormone replacement in dosages that create hormone balance.

Many women don’t even require hormone therapy. Sometimes symptoms can be controlled by a program of core nutritional and endocrine support.

Many women who switch over from oral synthetic estrogen to natural forms of estrogen and progesterone undergo a transition period. It is as if the body’s hormone receptors have been primed by the synthetic molecules and have trouble recognizing other forms, even a woman’s own. Sometimes, the transition can take four to six weeks.

I often start slowly reducing the synthetic dose (not quitting cold turkey from the oral form) as I start with a low dose of bioidentical estrogen and titrate up slowly as the synthetic is getting out of the system. If you stop too abruptly, you may experience extreme hot flashes or other symptoms may flare due to the change in the hormone receptor status.

There are a number of nutritional supplements available that can be extremely helpful in this process. A medical-grade multivitamin combined with calcium, magnesium and essential fatty acid (fish oil) is critical in diminishing the number and severity of symptoms that occur while one is stopping HRT and afterward.

Regular exercise can make a huge difference in terms of the number and intensity of postmenopausal or perimenopausal symptoms.

The use of black cohosh as well as soy (80–100 mg of isoflavones a day) may also help abate the symptoms of hot flashes. Be sure to avoid genetically modified soy; choose products labeled “Non-GMO.” Soy has also been shown to be helpful in reducing the risk of heart disease; some studies have demonstrated improved bone density; and most recently, studies have shown its ability to decrease the response of insulin in the body, which is particularly important for those who are insulin resistant or diabetic.

Of concern for me is the fact that Wyeth, the manufacturer of Premarin and Prempro, petitioned the FDA in 2005 to restrict the availability of compounded "bioidentical " hormones.

I am grateful several, well-known celebrities have done a lot towards increasing awareness of bioidentical hormones. In 2009, Oprah Winfrey said menopause caught her "off guard" and that taking bioidentical hormones made a big improvement in how she felt. Oprah, when in her mid-fifties, wrote in *O, The Oprah Magazine* that "I felt out-of-kilter and had issues for two years I suspected were hormonal."

Oprah has done a lot to encourage women to "take charge of their health" and "start the conversation" about menopause and bioidentical hormones.

And we are here to help women everywhere to "Take Charge!" Many women were brought up to expect to feel less than amazing because of being a woman. We are telling you with absolute certainty that this is a myth. When we next connect, I'm going to explain more about bioidentical hormones and why they are so powerful and useful.

To your health and balance,

Dr. Tammy

P.S. If you would like to learn more about Project Wellness right away, you can visit us at [www.projectwellnessNWA.com](http://www.projectwellnessNWA.com). Check it out and see why I'm so confident that our program will make an enormous difference in your life.

#10

Dear <firstname>

There are a few things you should know about bioidentical hormones. One of them is that they are usually compounded. This means that they are formulated based on the precise specifications of the doctor who prescribed them rather than in premeasured doses.

There are many medications that are compounded; bioidentical hormones are just one of the many. Some people say that there is an issue with compounded prescriptions and that they are not FDA approved. However, it is the only way a patient is going to get the proper composition for their body.

The FDA doesn't approve any compounded products, for any condition, because those products can't be standardized. And, therein lays the beauty in the art of compounding.

One size does not fill all when it comes to hormone therapy. I prescribe the lowest and most exact dose formula on symptoms to control those symptoms most effectively. Compounding can also be useful for patients who are allergic to an additive FDA-approved product. Because compounded products don't go through the FDA approval process, they don't bear the same warnings as other hormone therapy.

Just because the process is not approved does not mean the actual ingredients are not approved. They absolutely are. It is important that since compounding is a precise science that patients look for accredited compounding pharmacies listed on the web site of the Pharmaceutical Compounding Accreditation Board (PCAB). Since these accredited pharmacies can be hard to find, due to the stringent rules, patients should ask compounding pharmacies what types of quality assurance procedures are in place. Also you will need to ask for information on side effects and warnings because these may not be included when prescriptions are compounded.

It is not completely necessary you use compounded hormones. There are FDA-approved "bioidentical " drugs available. The biggest reason for using compounding is the customization of doses. Another reason to use compounding would be if someone has allergies to ingredients, or intolerances to doses, in commercially available products.

There is no reason to think bioidentical compounded products would have a different safety profile than the FDA-approved ones. You must be careful as some compounding pharmacies have gotten warning letters from the FDA for false and misleading claims about safety and other benefits.

Compounding pharmacies can formulate products into many forms including tablets, capsules, creams, gels, lozenges, suppositories and more. Compounding pharmacies create products from one or more active ingredients. The United States Pharmacopeia (USP) is the recognized

national formulary and offers guidance for compounding. Ingredients, according to the USP, must meet quality standards; such as: pharmaceutical grade, reagent grade or even food grade. The active ingredients and inactive ingredients are specified by a licensed health care physician with a prescription.

The healthcare practitioner specifies ingredients and doses intended to meet the individual needs of their patients. For example these pharmacies can combine multiple bioidentical hormones of various strengths into one compounded medication. The prescriber will also specify the type of formulation to use. Flavoring can be added to formulations to make them more palatable, if desired.

The greatest success comes from an individualized approach. When warranted, we prescribe a precise dosage of bioidentical estrogen, testosterone or DHEA that is made up at a compounding pharmacy to alleviate individual symptoms and target specific issues to the individual. Each patient is then monitored carefully through regular follow-up. Treatment and adjustments should be based on symptoms and quality of life issues more than blood hormone levels. Lab tests (saliva or blood) are best to use to establish baselines, rule out serious disease/tumors, and to assess success of absorption into the system.

I get asked many times “How long will I need to be on Hormone therapy?”

The answer to this depends on how long you have symptoms or the body has issues consistent with hormone deficiencies. For some this is a few months, for others many years.

I believe when your body is in balance your adrenal glands can make all the same hormones that your ovaries can, so adrenal health is very important if a you want to get off any type of supplemental hormone therapy.

Getting started is the first step. Knowing exactly where your body falls on the various scales will allow the treatments to be specific to your needs. My mission is to help you understand and find the perfect balance in the shortest period of time by using the most natural combinations.

You might also be wondering something I get asked a lot. That is, "Will I have periods after menopause from using hormones?" I'll give you answers to that question when we next connect.

To your health and balance,

Dr. Tammy

P.S. If you would like to learn more about Project Wellness right away, you can visit us at [www.projectwellnessNWA.com](http://www.projectwellnessNWA.com). Check it out and see why I'm so confident that our program will make an enormous difference in your life.

#11

Dear <firstname>

So many women ask about having periods after menopause when taking bioidentical hormones, so I thought you might also wonder. Thankfully, it is not necessary for a postmenopausal woman to have periods if using bioidentical hormones properly. When postmenopausal women use small doses of bioidentical hormones, they rarely, if ever, have periods. Nor do they have the risky endometrial buildup in the uterus which is what makes it important to have periods.

Estrogen stimulates the buildup of uterine tissue, but there's no need to take that much estrogen to feel healthy and balanced. Since fat cells create estrogen, women who are heavy may not even need to use supplemental estrogen.

Dr. Lee's recommendation was always to use the lowest dose possible of any hormone supplementation. Usually this was 15 to 30 mg of progesterone daily, and the lowest dose of estrogen that would either clear up estrogen deficiency symptoms or show normal levels on a saliva hormone level test. This improves health and well-being, but doesn't put a postmenopausal woman back into the same hormonal milieu I had when I was menstruating every month.

When you take progesterone in a pill form, most of it goes directly to the liver, where up to 80 percent of it may be dumped, but not before creating a variety of byproducts (metabolites). Thus, it's necessary to take 100 mg of progesterone in pill form to get 20 mg into your cells. If your liver happens to be working less efficiently on a given day, and excretes less of the progesterone, it's easy to experience overdose side effects; such as, sleepiness and bloating. These side effects often have women running for more estrogen to wake themselves up again. What they really need to do is use progesterone cream, which is a much more efficient delivery method. If you put 20 mg on your skin, virtually all of that will be in your bloodstream within a matter of minutes.

Saliva Testing? What's that all about?

Saliva testing has become the most specific way to assess the hormone levels in your tissues. Blood tests show only fluctuating levels from minute-to-minute. A full assessment of multiple hormones can be tested. It is easy to do. Although some insurance carriers do not pay for it; these tests can be more affordable than blood tests in many cases.

Saliva testing is a convenient, inexpensive, and above all, accurate means of testing steroid hormones. Scientific studies have shown a strong correlation between steroid hormone levels in saliva and the amount of hormone in the blood that is active or "bio-available." Saliva is an ideal diagnostic medium to measure the bio-available levels of steroid hormones active in the

tissue. It is this fraction of total hormone that is free to enter the target tissues in the brain, uterus, skin, and breasts.

Saliva testing can be done anywhere, anytime, unlike testing that relies on blood drawn in the doctor's office, which makes it harder to obtain samples at specific times (such as in the early morning) or multiple times during the day. In addition, hormones in saliva are exceptionally stable and can be stored at room temperature for up to a week without affecting the accuracy of the result. This offers maximum flexibility in sample collection and shipment. Several of the steroid hormones can be tested in the saliva including, estradiol, estrone, estriol, progesterone, testosterone, DHEA-S, and cortisol.

When a woman experiences prolonged stress, pregnenolone (that comes from the precursor cholesterol), a hormone essential for both coping with stress and producing female hormones, is diverted from the normal hormone pathway. As a result, the production of female hormones is compromised. This condition can cause a multitude of symptoms including irritability, mood swings, headaches, sleeplessness, and weight gain.

Each person is different and the hormonal chemical make-up and balance are unique. The doctor must take into account all the different complexities of an individual's hormone make-up and balance and work with what the person has in their environment to maximize the hormonal balance.

The hormonal health of any woman depends upon the delicate dance of progesterone and estrogen, which is what I want to tell you more about next time. It is really an eye-opener when you understand the reality versus what some doctors might have you believe. Just like the difference in results from saliva versus blood tests, many doctors may not clearly embrace bioidentical and other natural remedies for hormonal health.

To your health and balance,

Dr. Tammy

P.S. If you would like to learn more about Project Wellness right away, you can visit us at [www.projectwellnessNWA.com](http://www.projectwellnessNWA.com). Check it out and see why I'm so confident that our program will make an enormous difference in your life.



#12 Bryan - this is pretty long also. Let me know if you want me to edit more.

Dear <firstname>

It's important to understand how both estrogen and progesterone have different roles at different times during the menstrual cycle. Estrogen is meant to be the predominant hormone in the first half and progesterone the predominant one in the second half. However, for most women in the industrialized world this is not the case.

There are many causes of hormone imbalance, but at the base of the problem is something called "estrogen dominance" - which means there is too much estrogen and not enough progesterone present in the body. There are many symptoms that result from having low progesterone levels.

What follows is a look at some of the common ways in which medicine and industry have tampered with the natural balance of our hormones. Women have used products blindly at the cost of our hormonal balance, overall health, and longevity. Some of these may be obvious to you, while some may come as a surprise. Either way the hormonal imbalances contribute to the rise in cancers, especially breast and ovarian cancers, heart disease, depression, PMS and more.

The common causes of hormonal imbalance and estrogen dominance:

- Artificial hormone replacement therapy (The Pill and Prempro)
- Environmental poisons
- Non organic and estrogen-pumped animal products
- Stress
- Cosmetics (chemicals in them that mimic estrogen in the body)

Progestins and progestogens (artificial progesterone) are highly toxic to the body, resulting in some of these known side effects:

- miscarriages
- migraines
- heart disease
- high blood pressure
- cancer
- depression

and, of course ... lowering the true biologic levels of progesterone. These are some of the common ways that medicine has tampered with the natural balance of hormones.

Here are some the ways that industry has tampered with the same delicate hormonal balance.

Chemicals such as pesticides mimic the hormone estrogen. Fifty-one chemicals have now been identified as hormone disruptors. Approximately 2 billion tons of pesticides are used annually the world over. In undeveloped countries, the use of pesticides is still largely unchecked and ... guess what? That is where we get a lot of our food supplies.

It's plain to see why this is wreaking havoc on our bodies. Other chemicals that cause the same challenges are DDT, dioxin and PCB's (polychlorinated biphenyls.) Dioxin is the by-product of the manufacture of chemicals using chlorine and includes:

- disinfectants
- dry cleaning fluids
- pesticides
- drugs
- plastics – polystyrene and cling wrap in particular

PCB's are used in:

- lubricants
- plastics
- paints
- varnish
- inks

Commonly called petrochemicals, they contain high levels of xeno-estrogens. Xeno-estrogens basically mean they mimic estrogen in your body. They fill up all the estrogen receptor sites in your body; even the good estrogen can't get through to perform its role properly. This results in hormone imbalance. This is why many people have moved over to household cleaning products that don't contain these chemicals and are environment friendly.

Non-organic animals that are slaughtered for our food chain are fed estrogenic steroids to fatten them up. These estrogens go straight into our blood stream causing a further rise in estrogen levels. Another study linked the increase of our current disease rates to eating a diet high in the fat and meat from these estrogen-fed animals. Again, it is this fact that has led many people to switch to an organic diet.

Cosmetics may come as a surprise to you, but many cosmetics are made with petrochemicals, yes like you put in your car. It's not surprising then to realize that these 'moisturizers' are actually drying out your skin - actually causing more wrinkles!

Even more importantly, they are further putting your hormones out of balance. Just to list a few of these ingredients: aqueous cream, petroleum jelly, mineral oil, liquid paraffin, talc powders, parabens, and other estrogenic antioxidants.

As if all of the above were not enough, stress also plays a big part in reducing our levels of progesterone which results in... too much estrogen.

Here's how that happens: Progesterone is the "mother of all hormones." It is the precursor and essential raw material out of which the body created ALL THE OTHER HORMONES. As the precursor to all the other hormones in the body, the adrenal glands and adrenal hormones are no exception. If you encounter a mildly stressful situation your body draws on its progesterone to produce the hormones (adrenal corticosteroids) to counteract it.

These are the hormones that protect against stress. BUT, if your body is in a constant or permanent state of stress it can't provide enough progesterone to be converted into anti-stress hormones! The result is adrenal exhaustion and no left over progesterone for other normal body functions.

You can change your life! You can restore balance. You can combat aging and ill health effects starting today. Find someone knowledgeable about hormones, who will listen to you and your situation and find the right solution that fits only you. As an alternative, I invite you to take a minute to learn more about [Project Wellness](#), my clinic that can help you get on track to feeling amazing.

To your health and balance,

Dr. Tammy

P.S. Check it out and see why I'm so confident that our program will make an enormous difference in your life.

#13

Dear <firstname>

Testosterone is another key hormone that plays a huge role in developing chronic conditions when it is not regulated. In fact, many men have problems with decreasing testosterone so it is crucial to become informed as to how this hormone, when imbalanced, can do a lot of damage.

Mainstream medicine's ignorance regarding the need to maintain testosterone in the higher ranges is a significant cause of premature disability and death in aging men. Most people are in a state of denial about declining hormone levels. A 30 to 40-year-old man is often shocked when his blood test results uncover strikingly low testosterone levels. I see it in my practice all the time, especially, if they are overweight.

HDL is the "good cholesterol" and protects against atherosclerosis and heart disease. Testosterone plays a critical role in helping HDL to remove the built-up bad cholesterol away from the arterial wall.

Testosterone is required for optimal transport of excess cholesterol from our tissues and blood vessels to our liver for processing and disposal. In the testosterone-deficient state, reverse cholesterol transport is compromised, and excess cholesterol cannot be removed from the arterial wall.

One of the biggest barriers for testosterone supplementation is the fear of prostate cancer.

However, this need not be a fear because hundreds of clinical trials have shown that low testosterone is more of a risk factor than high testosterone levels and men with low testosterone levels have an increased percentage of prostate cancer-positive biopsies.

It has been shown that as free testosterone levels decline in aging men, their PSA levels sharply increase. Even though it is clear that testosterone does not cause prostate cancer, I still advise avoidance of testosterone until the disease is cured in a male with active untreated diagnosed prostate cancer.

Another problem with hormonal imbalance is that excess abdominal fat is a major culprit in many men with high estradiol levels. Excess body fat, particularly in the abdominal region is a major factor in imbalanced estrogen metabolism. Abdominal obesity increases aromatase activity, which increases estradiol, which in excess causes more abdominal fat. A negative feedback loop is established and health suffers as a result. Reducing abdominal fat will mitigate excessive estradiol levels. Zinc is very helpful in the process of reversing this loop. Wheat germ is an excellent, high-potency vegetarian source of zinc.

Zinc also functions as an aromatase inhibitor in many men. Although red meats are a primary source of zinc, non-meat sources such as wheat germ or roasted pumpkin and squash seeds

compare quite favorably with the levels found in animal protein sources. For estradiol balance, zinc can be supplemented at 80 mg per day. DIM (di-indolmethane) is derived from the phytochemical IC3 (Indole-3-Carbinol). DIM works by converting estradiol into a less potent, and less harmful, form of estrogen called estriol. Although both DIM and IC3 can be found in nutrient supplement forms, IC3 is also found naturally in cruciferous vegetables such as cabbage, broccoli and kale. In supplement form, DIM is more easily absorbed into the body.

In males, the main biologically active estrogen is estradiol. The primary source of estradiol in men is from the conversion (aromatization) of testosterone. As men age, the production of androgens from the adrenals and gonads is decreased. The aromatization of testosterone to estradiol is often maintained, but due to a variety of factors, more testosterone is aromatized in fatty tissues, causing a further imbalance of the ratio of testosterone to estrogen, i.e. too much estradiol and not enough testosterone. The result is a deficiency of beneficial testosterone and an excess amount of estradiol.

As men age, the amount of testosterone produced in the testes diminishes greatly. Yet estradiol levels remain persistently high. The reason for this is increasing aromatase activity along with age-associated fat mass, especially in the belly.

Estradiol levels correlate significantly to body fat mass and more specifically to subcutaneous abdominal fat. The epidemic of abdominal obesity observed in aging men is associated with a constellation of degenerative disorders, including heart disease, diabetes, and cancer.

Subcutaneous abdominal fat acts as a secretory gland, often producing and emitting excessive levels of estradiol into an aging man's blood. One's waist circumference is a highly accurate prognostic measurement of future disease risk. Excess estradiol secretion is at least one of the deadly mechanisms associated with the difficult-to-resolve problem of having too much abdominal fat.

Symptoms of excess estrogen in aging men are much the same as those with a testosterone deficiency as well. So if you (or your partner) has been experiencing symptoms such as: the development of breasts, having too much abdominal weight, feeling tired, suffering loss of muscle mass or having emotional disturbances, it is wise and recommended to get your hormones checked.

A saliva test and questionnaire are all you might need to get started. It's well worth the small effort to protect a lifetime of health, right? Take a few minutes out of your busy day and visit us at [www.projectwellnessNWA.com](http://www.projectwellnessNWA.com). You'll see why I'm so confident that our program will make an enormous difference in your life.

To your health and balance,

Dr. Tammy

#14

Dear <firstname>

Bone health is not something many people think about until it is too late. Bone health becomes an enormous part of whether the aging process is smooth-sailing or a predictor of injuries and conditions just waiting to happen.

The good news is that bone health can be improved without having to take the pharmaceuticals that we see on so many television commercials. It can be accomplished naturally and effectively.

Both men and women need estrogen to maintain bone density, cognitive function, and even to maintain the inner lining of the arterial wall (the endothelium). Both men and women with declining hormone levels are at increased risk of osteoporosis, a condition that means your bones are weak, and you're more likely to break a bone. Since there are no symptoms, you might not know your bones are getting weaker until you break a bone. A broken bone can cause disability, pain, or loss of independence.

With the decline of the female hormone estrogen at menopause, usually around age 50, bone breakdown markedly increases. For several years, women lose bone density two to four times faster than they did before menopause. The rate usually slows down again, but some women may continue to lose bone rapidly. By age 65, some women have lost half their skeletal mass.

The FDA has approved several kinds of devices that use various methods to estimate bone density. A newer technique for evaluating bone strength is ultrasound and the FDA has approved several instruments for this purpose. The devices for ultrasound measurement are cheaper and easier to use. This makes them available in more locations and allows evaluation for osteoporosis in many more subjects.

Calcium and vitamin D supplements are an integral part of all treatments for osteoporosis. Healthy diet and exercise are important not only for treatment, but also for prevention. A lifelong habit of weight-bearing exercise, such as walking or biking, also helps build and maintain strong bone. The greatest benefit for older people is that physical fitness reduces the risk of fracture. Better balance, muscle strength, and agility make falls less likely.

People who don't consume dairy foods can meet their calcium needs with foods that are fortified with calcium, such as orange juice, or with calcium supplements. Other good sources of calcium are dark-green leafy vegetables like kale and turnip greens, tofu (if made with calcium), canned fish (eaten with bones), and fortified cereal products. Women over the age of 50 should have at least 1200 mg/ day and women from 19-50 should have about 1000 mg.

Deciding to take or to continue taking natural hormones can be a daunting decision. Is it safe? Does the benefit outweigh the risk? How do you know?

You now know how each of the primary hormones plays a role in how you feel on a daily basis and what might be causing any health issues. We're going to talk about some of the realities of hormone health which will answer these questions, when we next connect.

To your health and balance,

Dr. Tammy

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#15

Dear <firstname>

What are hormones and why are they so important? Hormones are biochemical compounds produced by various organs or glands of the body.

Hormones are essential to life function. Without hormones, we really cannot survive. They control most aspects of all of our bodily processes. Without hormones, a woman cannot get pregnant. Without hormones, a man cannot get a woman pregnant. Without hormones, a child cannot grow. Without hormones, we cannot sleep. Without hormones, we cannot properly fight infection or the effects of stress. The list goes on.

Think of our body system's functioning like a system of checks and balances. Various hormones control the cascade of functions that occur. Most hormones have an agonist/antagonist type of relationship with another hormone. For instance, estrogen and progesterone are both steroid hormones that are dependent on each other.

Cortisol and DHEA are adrenal hormones that have such a relationship. Balance is the key to proper hormone function and therefore, bodily function. When hormones become imbalanced, trouble follows. The "system of checks and balances" of our endocrine system will normally respond in an opposite direction. If one hormone improperly rises, another hormone will usually fall. Imbalance is the result.

### The Devastating Effects of Hormone Imbalance

Hormone imbalance is a true epidemic in our country. The average American female and male over 35 years of age suffers from some form of hormonal imbalance. With the poor diet, stressful lifestyles and declining popularity of physical exercise, more and more younger men and women are developing hormonal imbalances. The effects of such imbalances increases as we age and become more devastating and harder to treat the longer they go on and the worse they become. Because most of the symptoms come on gradually, it is difficult to figure out initially, until the problems become more pronounced and the hormones become even more imbalanced.

Often times it is the simplest of signs that indicate hormone imbalance, but these signs are blamed on other factors. Some of the initial symptoms include:

Chronic Fatigue

Poor sleep

Craving for salt or sugar

Decreased sex drive



Unhandled stress  
Increased recovery time  
Dizzy from not eating  
Depression  
Lack of enjoyment  
Weight gain/loss  
Anxiety  
Digestive disorders  
Dry and thin skin  
Hair loss  
Unexplained headaches  
Immune deficiencies  
Inability to concentrate  
Infections  
Liver disorders  
Chronic pain  
Inflammation  
Blood pressure problems  
Low body temperature  
Hot flashes  
Night sweats  
Mood swings  
Poor memory  
PMS  
Sleep disorders  
Slow metabolism

Various clinical conditions are the direct result of hormone imbalance that, in most cases, can be completely preventable. Such conditions include:

Chronic viral infections (EBV, Herpes, etc.)  
Yeast overgrowth  
Allergies  
Chronic fatigue syndrome  
Migraines  
Autoimmune disease  
Cancer  
Cardiovascular disease  
Insomnia  
Hypoglycemia  
Type II diabetes

Osteoporosis  
ADD/ADHD  
Irritable bowel disease  
Celiac disease  
And more

### The Importance of Testing

When hormone imbalance is suspected, it is vitally important to properly test your hormone levels. Many doctors and patients dive into “treatment” with synthetic (man-made, unnatural) hormone therapy or bioidentical (natural) hormone therapy. This is like playing “Russian roulette” with your health and body function.

Proper testing allows for proper treatment and proper results from treatment. It becomes a simple game when you know the players and the rules. Testing allows this to happen. With a reliable and viable test sample, a full picture of the patient’s health can be obtained and allow us to fully evaluate the present status and outline an adequate treatment protocol.

Quite simply, hormones affect body function. Hormone imbalances affect body functions in a detrimental way. The more hormones and systems involved and the longer the time that the imbalances have been present, the more symptoms will devastate your life.

If you're wondering how the heck things got this bad, you are in good company. Millions of Americans are finding that they have been going down the wrong road to health that is often being controlled by the pharmaceutical industry.

In my next email, I'm going to talk about some of the ways your body got this way and how you can turn it around. You will be happy to know that it is not your fault. Stay tuned.

To your health and balance,

Dr. Tammy

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#16

Dear <firstname>

Here is my answer to a question that many patients ask: "How did I get like this?"

Well, let me start by saying that it is not your fault that your body has been reacting less than optimally. You may have made some decisions that led to these issues but probably made those decisions unaware of what you were doing to your body.

Day after day the average American participates in an all-out onslaught on their own health. Overwork, physical and mental overstrain, sleep deprivation, noise pollution, late hours, surgery, medications, injuries, inflammation, pain, toxicity, ingestion of chemicals, poor diet filled with packaged and processed non-nutritive foods, electromagnetic fields, poor digestion, blood sugar issues, environmental xeno-hormones, allergies, and the list goes on and on. We did not even talk about emotional stressors. Oh, we just did.

All of these insults to our systems lead to endocrine disruption and hormone imbalances. When we chronically don't take proper care of our systems, they begin to malfunction. Your body may require more of one hormone in a certain instance. When that hormone increases over a period of time, others will begin to decrease leading to imbalance. Allow this strain of the system to go on long enough and you have a full scale war going on inside of you, and you are the benefactor of all the suffering.

### Female Hormones

Female hormone imbalance is rampant in our country. It affects nearly all women at one time or another in their lives. Indirectly, it affects us all! It is reported that 60% of American women suffer from PMS. It is apparent that major interference with female hormone balance is occurring on a daily basis. A major cause of these changes is estrogen dominance. Estrogen dominance occurs when the estrogen level increases, or when the progesterone levels decreases. Balance between these two hormones is essential for proper function of the female hormone system and the body.

Research has shown that many women will have months where they do not ovulate. When the woman does not ovulate, the corpus luteum does not form, therefore no progesterone is produced. If such a situation occurs again, a progesterone deficiency will develop resulting in estrogen dominant state and all of the issues that ensue with estrogen dominance.

One reason for a women not ovulating is the chronic stress response and adrenal fatigue. When adrenal function becomes compromised, hormone imbalances result. Several problems can develop, one of which is abnormal cycles, hormone patterns, long or short periods, and no ovulation.

Estrogen most often takes the blame for various symptoms related to female hormone imbalances. As stated earlier, proper testing is the only way to truly determine the status of the female hormones and the imbalances themselves.

### Male Hormones

Because so much attention is paid to menopause and female hormone issues, men often slide under the radar when it comes to hormone issues. However, men are just as susceptible to adrenal problems, thyroid issues and hormone imbalances. It is commonplace to see men in our office with low testosterone levels.

Symptoms involved with low testosterone levels are often low sex drive, impaired sexual function, aches and pains, incontinence, thin skin, loss of muscle tone, wrinkled skin, hot flashes, depression, lack of drive, confidence and motivation. Treatment with testosterone can help, but we see using natural supplements that stimulate proper production and conversion to testosterone provides better results, without any side effects. We are often able to discontinue the supplements over time as the body can be re-trained to produce the testosterone necessary to function right.

Men can also have issues with excess estrogen, which leads to weight gain, excess breast tissue, and other symptoms of high estrogen levels. Maintaining healthy androgen (masculine hormones) levels can aid in a strong cardiovascular system, brain function, strong bones, good sex drive, muscle building, younger looking skin, and fights depression.

In my next email, I'm going to let you in on a few reasons doctors and patients are now so afraid of estrogen. You'll be surprised at the events that led up to this point.

To your health and balance,

Dr. Tammy

P.S. If you would like to learn more about Project Wellness right away, you can visit us at [www.projectwellnessNWA.com](http://www.projectwellnessNWA.com). Check it out and see why I'm so confident that our program will make an enormous difference in your life.

#17

Dear <firstname>

The way the medical industry operates is not always in the best interest of our health. They mean well, but big business has a way of putting artificial measurements in the way of the pure mission. Plus, it is always evolving - so if your doctor does not stay on the leading edge of education or newfound information, you could be getting yesterday's treatment or that which was over-marketed by the pharmaceutical companies.

Look at the progression of how estrogen has become the scary hormone it seems to be in today's medical community:

- Until 2002, mainstream physicians routinely prescribed conventional SYNTHETIC hormone replacement therapy (HRT) in order to alleviate menopausal symptoms such as hot flashes, mood swings, decreased sexual desire, vaginal dryness, and difficulty sleeping, as well as to prevent heart disease and osteoporosis.
- In 2002, however, the results of a landmark study, the Women's Health Initiative (WHI), identified dangers associated with conventional hormone replacement therapy in women.
- More than 160,000 women participated in this observational study. Conventional HRT side effects included a 26% increased risk of breast cancer, 29% increased risk of heart attack, 41% increase in risk for strokes, and a doubling in risk for blood clots relative to the untreated group.
- Moreover, women receiving conjugated equine (horse-derived) estrogen experienced a six-fold increased risk for uterine cancer.
- Reasons for this include synthetic hormone, route of delivery and unopposed balance from faulty thinking (ie. no uterus, no progesterone needed)
- Beginning in perimenopause and continuing throughout menopause, the production of progesterone tends to decline more rapidly than that of estrogen. If the progesterone to estrogen ratio is unbalanced, favoring excess estrogen, a woman may become susceptible to an increased risk of fibrocystic breast disease and other health problems.
- Factors contributing to estrogen dominance include: Exposure to estrogen-mimicking chemicals found in herbicides, pesticides, petrochemicals (e.g., BPA, bisphenol A) and PCB's (polychlorinated biphenyl's) used in some cosmetics, glue, plastic, and other modern materials.
- Concern about cancer is an important reason why more aging women do not restore their hormones to youthful levels. Hormones like estrogen and testosterone affect cell growth and proliferation. Does that mean aging women should simply accept hormone deficiency as a part of "normal" aging?

If estrogen caused breast cancer, then we would expect to see very high rates in young women of childbearing age, with a dramatic decline after menopause. This has not been observed.

In fact when you are 25-years-old your risk of breast cancer is 1 in almost 20,000. By the time you are 85-years-old your risk goes up to 1 in 9!

So you can see for yourself, there is nothing scary about estrogen. It has been misunderstood because of synthetic versions, lack of hormone testing and wrongly attributed to cancer and other diseases.

But if you look at the increase in the chances of getting cancer and other conditions as our hormones decline during aging, it underscores the need for making our hormone health a priority. Realistically, it is an area we can do something about naturally and without worry.

I hope you'll join me when we discuss more of the dangers of how our hormones decrease as we age. It's never too early to make changes and avoid the risks!

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#18

Dear <firstname>

Hormones that are off-kilter, is not an overnight occurrence. In fact, most of the patients I see have been suffering and fighting this imbalance for years. By the time a woman enters menopause, she may have already experienced two decades of hormonal imbalance. During the postmenopausal period, when sex hormone levels decrease significantly, aging women are at increased risk of the following diseases: heart disease, osteoporosis, Alzheimer's, dementia, among others.

But there is no reason to risk your health and become victim to any of the following, possible terminal, conditions!

**Heart disease.** Heart disease is the leading killer of American women. The risk for postmenopausal women is equal to that seen in men. Menopause can cause elevations in blood pressure, low-density lipoprotein (LDL) cholesterol, total cholesterol, triglycerides, as well as homocysteine levels, C-reactive protein, and interleukin-6 (an inflammatory cytokine), which are all associated with estrogen deficiency. At the same time, high-density lipoprotein (HDL) cholesterol levels drop significantly. Estrogenic activities are vital for maintaining the integrity of the vascular endothelium, where atherosclerotic changes begin. Finally, lack of estrogen replacement in the postmenopausal state may predispose women to forms of cardiac muscle disease that are only now beginning to be understood.

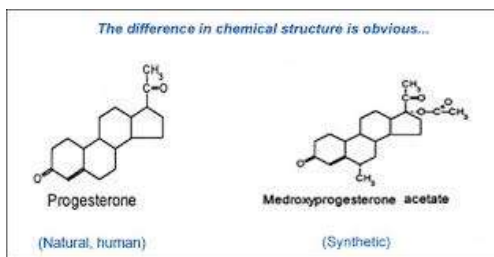
**Osteoporosis.** Hormone deficiencies (beginning as early as age 30) are clearly associated with bone loss and osteoporosis. By the time women reach age 50, they are at a significantly increased risk of an osteoporotic bone fracture. Estrogen deficiency results in increased production of pro-inflammatory cytokines, which cause increased bone breakdown and inflammation. Combined estrogen and androgen (i.e. natural or synthetic) therapy has been shown to increase BMD more than estrogen therapy alone.

**Alzheimer's and dementia.** Hormone loss is associated with neuronal degeneration and increased risk of dementia, Alzheimer's disease, and Parkinson's disease. Estrogen stimulates degradation of beta-amyloid protein (noted to accumulate in the brain of Alzheimer's disease patients) by up-regulating production of protective proteins. Deficiencies in pregnenolone and DHEA, which are both neuroprotective hormones, are also linked to reduced memory and brain cell death associated with Alzheimer's disease. These two hormones play an important role in regulating neurotransmitter systems that are involved in learning, stress, depression, addiction, and many other vital functions.

**Progesterone.** In a healthy young woman, progesterone serves as a counterweight to estrogen during the menstrual cycle. Estrogen levels rise during the first half of the cycle and progesterone levels rise in the middle.

Progesterone's job is two-fold: 1) to prepare the uterus for implantation with a healthy fertilized egg, and 2) to support the early stage of pregnancy. If no implantation occurs, progesterone levels drop until another cycle begins. Studies have shown that progesterone has anti-proliferative effects on breast cancer and leukemia cells. Breast cancer is 5.4 times more common in pre-menopausal women with low progesterone levels than with favorable levels (Cowan 1981). Data suggest that while bioidentical (i.e., natural) progesterone does not increase risk of breast cancer, synthetic progestins used in conventional HRT do.

Natural progesterone has also demonstrated neuroprotective properties. One study called for more attention to progesterone as a “potent neurotrophic agent that may play an important role in reducing or preventing motor, cognitive, and sensory impairments (in both men and women)” .



The difference in structure can promote a pregnancy (pro-gestation) and keep a woman who has had difficulty carrying a pregnancy to term, versus synthetic which will cause a miscarriage (DEATH) to a fetus!

Sometimes it is disheartening to me to see how crucial information can get so diluted by the pharmaceutical industry and the media! Many unnecessary illnesses and deaths happen without anyone understanding the real possible causes.

There are enough case studies to know that synthetic hormones are not the answer to developing and maintaining great health. I'm a great believer in bioidentical hormones as they have proven to be effective without side effects.

I'd like to tell you exactly what you need to know about bioidentical hormones in my next email. You will understand the reasons I promote their use and why they are the only option, as far as I am concerned.

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Dr. Tammy

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#19

Dear <firstname>

Do you want to know exactly why I am convinced that bioidentical hormones are the only real option for creating balance in your body? My supporting evidence is, of course, the high level of success I have had with my own patients.

But as important, there is much documentation that punctuates the ill-effects of hormones that are not bioidentical. Take a look at these facts:

- Non-bioidentical hormones are chemically different than natural hormones produced within the body. The use of non-bioidentical estrogen and synthetic progestin in the WHI trial was associated with an increased risk of breast cancer, heart attack, venous blood clot and stroke.
- Non-bioidentical, oral conventional hormone replacement therapy is associated with an increased risk of uterine cancer.
- Bioidentical hormones have the same molecular structure as the hormones produced naturally within the body. The body does not distinguish between supplemental bioidentical hormones and the hormones produced within the body. As a result, bioidentical hormones are properly utilized, and are able to be naturally metabolized and excreted from the body.
- Current literature suggests that bioidentical progesterone is associated with a decreased risk of breast cancer.
- A scientific literature review suggests that bioidentical progesterone may be superior to progestins in treating menopausal symptoms. Estriol (see below) is also highly effective in the treatment of menopausal symptoms.
- Research on bioidentical progesterone has shown beneficial effects (e.g., decreasing the risk of blood clots, protecting against atherosclerosis, and maintaining healthy HDL levels) on cardiovascular health.

Other important hormones you should know about.

The ovaries make lots of other hormones beside estrogen and progesterone. It's so important with bioidentical hormones to test levels and supplement low functional levels.

DHEA. DHEA is a natural steroidal hormone secreted by the adrenal gland, gonads, and brain. Although women usually have less DHEA than men, both sexes lose DHEA over time, suggesting an age-related decline. Peak levels are typically reached when women are in their 30s, after which they begin to lose approximately 2% per year. Decreased levels of DHEA are associated with cancer, diabetes, lupus, psychiatric illness, insomnia, pain, and disability. DHEA has been

shown to improve mood, neurological function, immune function, energy, feelings of well-being, and the maintenance of muscle and bone mass

**Testosterone.** Like DHEA, testosterone levels in women gradually decrease with age. Loss of testosterone affects libido, bone and muscle mass, vasomotor symptoms, cardiovascular health, mood, and well-being. Testosterone in conjunction with estrogen has been shown to improve quality of life, vigor, mood, concentration, bone mineralization, libido, and sexual satisfaction.

**Pregnenolone.** As is the case with other hormones, a significant reduction of pregnenolone begins when women reach their early 30s. Pregnenolone deficiencies have been associated with diminished brain function and dementia..

#### Nutrients to Complement Bioidentical HRT

**Vitamin D.** Vitamin D confers significant protective effects against breast cancer. In a study, women with higher vitamin D levels had a nearly 70% reduction in their risk of breast cancer compared to women with the lowest levels. Vitamin D helps prevent mutated cells from becoming malignant and even induces cancer cell death (apoptosis). Human studies show that doses of 1100 IU vitamin D daily plus calcium result in a 60% risk reduction for developing any cancer, compared with placebo.

#### Nutrients to Support Hormonal Balance and Healthy Hormonal Metabolism

Vitamin D3: 5000 – 8000 IU daily

Omega-3 fatty acids (from fish): 2000 – 6000 mg daily

Calcium D-glucarate: 200 – 600 mg daily

DHEA: 25 – 50 mg daily (depending on blood test results)

Pregnenolone: 50 – 100 mg daily (depending on blood test results)

Progesterone cream: Per label directions

Resveratrol, Turmeric and Glutathione can help block the production of damaging quinones

**DIM – diindolylmethane-A** phytonutrient and plant indole found in cruciferous vegetables including broccoli, brussels sprouts, cabbage, cauliflower and kale, with potential antiandrogenic and antineoplastic activities. As a dimer of indole-3-carbinol, diindolylmethane (DIM) promotes beneficial estrogen metabolism in both sexes by reducing the levels of 16-hydroxy estrogen metabolites and increasing the formation of 2-hydroxy estrogen metabolites, resulting in increased antioxidant activity.

So now you know most of the tools I use as a practitioner who specializes in helping both men and women feel better and avoid major conditions and illnesses. Did you ever realize how easily you could be in control of your health?

Once we determine exactly which hormones are in excess and which are low or depleted, we can create a plan with a holistic approach. That means we will look at making the entire body feel great, not simply address one of its parts.

My mission in life is to demystify all of this and lead the way to great health. It's our birthright and I encourage you to claim it. If you're not already seeing a hormone specialist or someone who knows the differences we've been talking about, please take a minute to check out Project Wellness! I'd love to hear from you!

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