

April 13, 2015



**RBS
T SLIM!**

63 easy, healthy
recipes

ERGY NOW!

women have *too much*
nmon mineral in their
making them tired—
s fast and free!

**WANT HER
GHLIGHTS"**



al-life makeovers +
e tips from salon pros

URAL CURES

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**SUCCESS
IS WITHIN
REACH**

CB/MM/RS/AC/JLC

First

for women



**DO YOU PUT TOO
MUCH PRESSURE
ON YOU?**

4 ways to dial down
the demands and
feel happy all day

**DROP
20 LBS IN
21 DAYS**

Harvard-trained
Sara Gottfried, M.D.

"THIS FIXES YOUR BROKEN METABOLISM"

72-hour detoxes
that reset hormone
receptors to melt
fat fast & forever

- ✓ thyroid
- ✓ estrogen
- ✓ cortisol
- ✓ insulin
- ✓ leptin

Do *this* for 21 days to slim & burn for 10 years

For decades experts have fingered hormone imbalance as the culprit in weight gain. But new research reveals it's our "dirty" hormone receptors that are really to blame. Harvard-trained Sara Gottfried, M.D., has a plan that will leave your receptors squeaky clean for years—and get you super slim

Picture your 6-year-old nephew sticking a little piece of his chewing gum into the lock of your front door. When you try inserting your key, the blob of sticky yuck won't let the key slide completely into the slot. You jiggle and wiggle it, but the key simply will not turn and you're locked out.

Now imagine that inserting a key into that gunked-up lock was essential to sending "I'm full" signals to your brain, revving your thyroid and balancing your blood sugar. According to Sara Gottfried, M.D., a Harvard- and MIT-trained weight-loss specialist, gunked-up "locks" are at the root of won't-budge belly fat for 99 percent of women. The problem lies in the hormone receptors—the structures on cells that receive and respond to messages from hormones. "Think of the hormone as the key and the receptor as the lock," she explains. "Going back 10 or 20 years, we used to think weight gain and aging were all about hormone levels. But now we know there's more of an issue with the hormone receptor. If the receptor is not operating properly, then it's like you've got gum in the lock."

Take insulin for example: This hormone prods the insulin receptor to unlock its door and release glucose into muscle cells



THEN: 151 lbs

Dr. Gottfried dropped 20 pounds on her own plan and got bangs to celebrate!

for energy. But when the receptor is clogged, the door can't open, glucose can't get into cells and your blood-sugar levels climb too high—which leads to fat storage, cravings and low energy. In an effort to open the door and correct the problem, the body produces more and more insulin, trying to force a key into the lock.

This pulls us deeper into a weight-gain trap: Hormones work in symphony. So when one hormone falls out of balance because of damaged receptor sites, other hormones pick up the slack, making an effort to boost energy and ward off weight gain—until they are eventually pulled out of balance as well. Over time, explains Dr. Gottfried, "You are creating a vicious cycle of more insulin, more leptin, more estrogen."

While most research has focused on insulin receptors, new studies show damaged receptors are seen in many weight-regulating hormones (including leptin, estrogen and cortisol). And problems with hormone receptors are becoming increasingly common. To blame: body-wide inflammation brought on by stress, processed foods and exposure to environmental toxins. Pro-inflammatory proteins gradually build up and cause tissue damage to the receptors, resulting in gummy blockages.

Dr. Gottfried was surprised to see just how quickly the problem can be remedied. "Research [into both insulin and estrogen] shows that you can totally hit the reset button on your receptors—you can refresh them

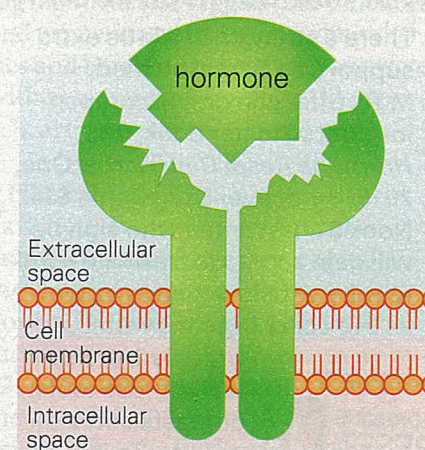
and make them all new and sparkly again—within 72 hours."

Once the "gunk" is cleared out of hormone receptors, a cascade of health perks sets in. "When you start to fix one hormone, all your hormones move in the right direction," says Dr. Gottfried, who used her new understanding to create a 21-day program that "cleans out" the hormone receptors most essential to helping women look and feel great. Her plan consists of seven 3-day detoxes, each specifically designed to ease body-wide inflammation while recalibrating hormones.

"This fixes your broken metabolism," asserts Dr. Gottfried. "You're not ravenously hungry anymore, you're not storing fat into your belly every day and watching it grow bigger and bigger. Instead, you're burning those fat stores. And then as a result, you feel more energy." The plan is so powerful that Dr. Gottfried's patients report lower stress levels and deeper sleep after following the plan. And these women lose an average of 15 pounds in 21 days—with some women FIRST spoke to losing up to 20 pounds in 3 short weeks!

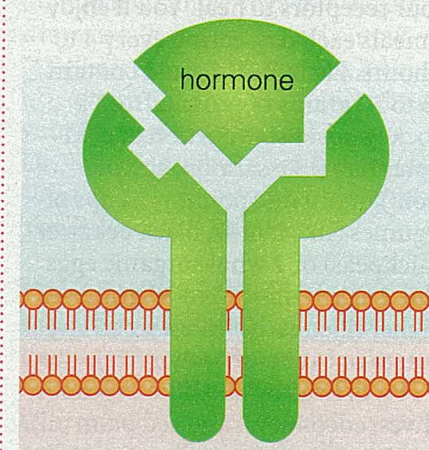
HOW "DIRTY" HORMONE RECEPTORS LEAD TO ONGOING WEIGHT GAIN

Inflamed receptor site



Excess hormones and toxins can inflame receptor sites over time. The result: Cells fail to get the signal to perform necessary metabolic and fat-burning duties.

Clean receptor site



Avoiding specific hormone triggers for 72 hours can clean decades of inflammatory "gunk" from receptors so cells function optimally and fat melts away.

Turn to lose 15 pounds in 21 days

Start slimming today

Three days is all it takes! Wielding new science showing that gunked-up hormone receptors are making women fat, foggy and fatigued, Sarah Gottfried, M.D., developed a plan to help women clean out and heal their receptors to balance their hormones fast. She marvels, "It's stunning that we can change something so fundamental as the hormone and the receptor within just 3 days."

Each of Dr. Gottfried's mini detoxes reboots one type of hormone receptor so cells can begin to receive messages from that weight-regulating hormone. And while you may not be experiencing the negative symptoms associated with each and every one of the gunked-up receptors, odds are they could all use a good cleaning. That's why Dr. Gottfried doesn't recommend picking and choosing between the mini detoxes. If you complete the full 21-day plan, she promises, you'll rejuvenate all your hormone receptors, allowing you to slim down quickly and permanently.

The base of Dr. Gottfried's 21-day plan features foods that dial down body-wide inflammation to allow your receptors to heal. You'll enjoy 3 meals each day, eating every 4 to 6 hours. Each meal should contain 25 to 30 grams of protein from a hockey puck-size portion of cold-water fish (like salmon, cod or trout) or organic poultry; 2 cups of legumes (like lentils, black beans or chickpeas) or 2 whole organic eggs plus 2 egg whites; 25 to 30 grams of higher fiber carbs (like a small sweet potato or ¾ cup of brown rice); 1 to 2 Tbs. of healthy fats (like avocados, olives, coconut oil and red palm oil); and 2 to 3 cups of produce (including turnips, carrots, squash, asparagus and especially leafy greens).

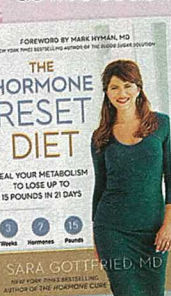
In addition, you'll aim to drink nine 8 oz. glasses of water or herbal tea each day. If it's more convenient

for you, you can also replace one or two meals each day with a shake made with plant-based protein powder (like Purely Inspired Plant-Based Protein Powder, \$26 for 21 servings, Walgreens.com).

Then during each 3-day cycle, Dr. Gottfried encourages you to either limit or increase your intake of foods and nutrients that have been shown to repair that specific hormone receptor. First up: estrogen and insulin receptors. "Estrogen is crucial—so many women have gummed up estrogen receptors and don't know it. It often goes undiagnosed," explains Dr. Gottfried. "And insulin may be the most important dictator of why you're storing fat." She notes that getting these major players cleaned up early on makes it even easier to reset your other slimming hormone receptors. And since you're constantly tweaking the food formula to maximize results, you'll never suffer from diet boredom—and your weight loss will never stall.

For can-do inspiration...

There's strength in a little extra support, so Sara Gottfried, M.D., offers an online companion course to her book, *The Hormone Reset Diet* (HarperOne, 2015; Hardcover \$28, Kindle \$15, Nook \$17). Women who sign up will gain access to a private community of fellow dieters as well as live coaching calls with Dr.



Gottfried, online weight-loss tools, contests and discounts. To join in, sign up by visiting HormoneReset.com/FIRST. The next session begins on May 4.



DAYS 1-3

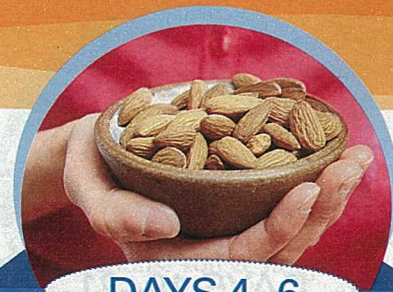
Estrogen reset

Estrogen-like compounds in food, plastics and environmental toxins can elevate levels of this female hormone in the body. "And when you raise estrogen levels, that damages the receptors," says Dr. Gottfried. In this state, high levels of estrogen prompt the body to retain water, promote fat storage in the hips and thighs and trigger frequent migraines. Your healing to-do's:

► **START THE DAY WITH GREEN TEA.** Swapping in this brew for your morning joe floods the body with polyphenols that enhance its ability to metabolize excess estrogen—an effect that researchers at the National Institutes of Health found can lower estrogen levels by 26 percent over 2 months. Dr. Gottfried notes that implementing this swap now will make it easier to eliminate caffeine when you begin the cortisol cleanse on day 10.

► **SPRINKLE ON SEEDS.** Add 1 Tbs. of chia seeds or 2 Tbs. of ground flaxseeds to a smoothie or salad daily. The fiber in these gems sweeps excess estrogen from the body, so there's not so much of the hormone trying to force its way into estrogen receptors. "Fiber is the unsung hero of weight loss," says Dr. Gottfried. "If you don't eat enough fiber, you keep circulating the estrogen over and over—just beating your poor estrogen receptors."

► **CUT OUT NIGHTCAPS.** "Alcohol is one of the biggest disruptors to estrogen," asserts Dr. Gottfried. She recommends forgoing wine, beer and hard liquor throughout the 21-day detox. "I think it's essential to be off alcohol for 3 weeks to really get the best effect on your body."



DAYS 4-6

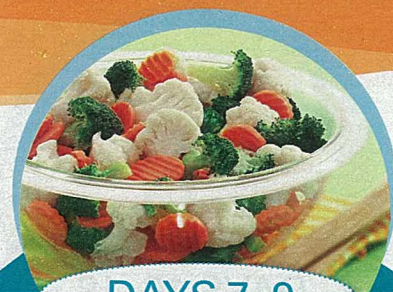
Insulin reset

"Desensitized insulin receptors are the most common hormonal reason I see in my medical practice for slow metabolism and weight gain in women," says Dr. Gottfried. Signs include craving sweets, feeling shaky between meals, frequent urination and skin darkening under your arms. Your healing to-do's:

► **SWEETEN WITH STEVIA.** Sugar and artificial sweeteners cause receptor-gunking inflammation and trigger insulin spikes that promote fat storage, so it's key to eliminate both. Dr. Gottfried recommends reading food labels before you consume anything: "If sugar is one of the first six ingredients, avoid it," she says. Instead, use stevia to sweeten tea, baked goods and smoothies.

► **FAVOR A 3-SQUARE APPROACH.** "I don't recommend snacks unless absolutely necessary," says Dr. Gottfried. Every time you eat, it triggers an insulin spike that bombards insulin receptors. If the urge to munch strikes between meals, Dr. Gottfried suggests drinking an 8 oz. glass of water, then setting a timer for 20 minutes. If you're still hungry in 20 minutes, eat 10 almonds. The protein-rich snack will boost satiety without causing an insulin spike.

► **ADD SOME SPICE.** Sprinkle ½ tsp. of cinnamon into your smoothie, onto banana slices or into a bowl of breakfast porridge. According to USDA researchers, unique plant compounds in this spice activate damaged insulin receptors, increasing the body's ability to absorb and use blood sugar by more than twentyfold.



DAYS 7-9

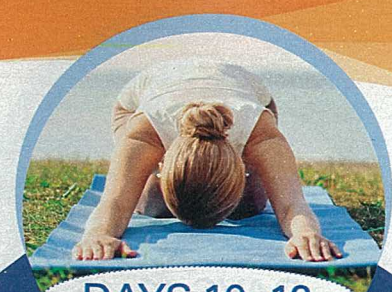
Leptin reset

"Many of my patients have gummed up leptin receptors," says Dr. Gottfried. "Leptin is the satiety hormone, so when you have gum in your leptin receptors, you never feel sated." In addition to constant hunger, women who need this reset may have no desire for breakfast but tend to binge after 5 p.m. Your healing to-do's:

► **WAKE UP WITH PROTEIN.** "Eat protein within 30 minutes of awakening," advises Dr. Gottfried, who recommends enjoying a smoothie with a scoop of plant-protein powder. A study published in *The American Journal of Clinical Nutrition* shows that a high-protein breakfast helps leptin receptors become less clogged, ensuring that satiety signals reach the brain.

► **LOAD UP ON THESE VEGGIES.** "When you overeat fructose, your leptin levels rise excessively," says Dr. Gottfried. That's why she advises avoiding high-fructose veggies (like tomatoes and peppers) and fruits (including cherries and berries). Instead, fill your plate with non-starchy vegetables (like spinach, artichokes, broccoli and peas).

► **FILL UP ON FISH.** "Omega-3s have been shown to be a powerful anti-inflammatory—they ungunk the lock," says Dr. Gottfried. A daily dose of the healthy fat is proven to increase leptin receptor sensitivity by 22 percent. To get the perks, supplement with 2,000 mg of omega-3 fatty acids daily (like Barlean's Organic Oils Fresh Catch Fish Oil, \$21 for a 125-day supply, VitaminShope.com) or enjoy cold-water fish (like salmon and sardines) 2 to 3 times a week for the remainder of the 21 days.



DAYS 10-12

Cortisol reset

"I have found that feeling chronically stressed is one of the greatest obstacles to weight loss. Yet most of my patients feel chronically stressed," says Dr. Gottfried. Women who need this reset may experience difficulty sleeping, emotional exhaustion and dry, flaky skin. Your healing to-do's:

► **CUT THE CAFFEINE.** That includes coffee and green tea, says Dr. Gottfried. "As a recovering caffeine addict, I know your first instinct might be to plead for mercy, but I have become a believer in resetting cortisol receptors with the complete removal of caffeine." The reason: The stimulant spurs the production of cortisol, increasing the barrage on already-damaged receptors. Favor herbal tea or hot water with lemon juice for a warming morning sip instead.

► **UNWIND WITH DOWNWARD DOG.** Spending just 5 to 10 minutes doing a few simple yoga moves can dramatically lower cortisol output. "I believe that yoga is the best form of exercise for stress relief and getting your cortisol to a sweet spot," says Dr. Gottfried, who offers a series of short stress-relieving yoga videos at YouTube.com/DrGottfried.

► **GET 8 HOURS OF ZZZS.** University of Chicago scientists found that even one night of sleep deprivation can raise cortisol levels by 45 percent. Sufficient shut-eye will normalize cortisol levels, allowing the receptors to heal. "For great sleep," says Dr. Gottfried, "I advise eating dinner 3 to 4 hours before bedtime and turning off your television and laptop 1 hour before bedtime."

Turn for more resets



DAYS 13–15

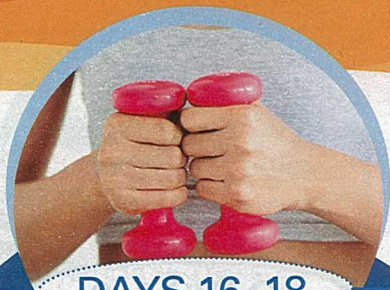
Thyroid reset

When the thyroid gland is working optimally, you burn fat and have energy to spare. When it's not, you may start to experience fatigue, joint pain, increased hair loss and weak, cracking nails. "If you've had symptoms for a while, this reset could be just what you need to jump-start a whole new way of eating that supports, instead of breaks down, your health." Your healing to-do's:

► **Eliminate gluten.** "Gluten—the protein in many grains—looks a lot like thyroid hormone, so eating a lot of gluten tends to cause degradation of your thyroid signaling," explains Dr. Gottfried. When that happens, thyroid receptors can't talk with the thyroid hormone. Instead of bread, Dr. Gottfried suggests coconut wraps (like Sunfood Superfoods Raw Coconut Wraps, \$12 for 7, [iHerb.com](#)). And try roasted seaweed snacks (like Annie Chun's Seaweed Snacks, \$2, at your local health-food store) for a salty, crunchy fix.

► **Cook with coconut oil.** Medium-chain fatty acids in this oil improve thyroid hormone's ability to convert food into fuel—an effect that revs metabolism by 56 percent. Use it instead of butter or olive oil in stir-fry dishes and baked goods.

► **Supplement with D.** Researchers at UCLA report that a deficiency of this vitamin can lead to symptoms of an underactive thyroid. But, notes Dr. Gottfried, "This vitamin boosts thyroid function." That's why she suggests adding 2,000 IU of vitamin D, like Nature's Way Vitamin D₃ 2,000 IU (\$6 for 120 softgels, [Vitacost.com](#)) daily.



DAYS 16–18

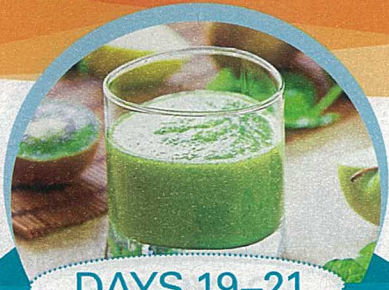
HGH reset

Production of metabolism-revving human growth hormone (HGH) falls by 14 percent each decade after our 40th birthday, leading to symptoms like muscle loss, depression and high blood pressure. What's worse, unnatural sources of HGH in foods crowd out the body's natural HGH and overwhelm HGH receptors, making it harder for waning HGH to be used for fat burning. Your healing to-do's:

► **Swap out milk.** Nearly one-third of dairy cows are injected with synthetic HGH to increase their milk output—and ingesting that milk raises your levels of the fake hormone. Remove all dairy (including cheese and yogurt); choose almond or coconut milk and coconut yogurt instead.

► **Try mini bursts.** "I use exercise to target human growth hormone," says Dr. Gottfried. Her approach: Warm up for 5 minutes, then alternate between speed walking for 1 minute and moderate walking for 2 minutes. Continue for 25 minutes total. The brief spurts of high-intensity movement rev HGH production by 530 percent. That's a plus because it allows the body to create and use its own natural HGH to fight fat.

► **Up your melatonin.** Increasing intake of this sleep hormone 30 minutes before bed can help you sleep more soundly. That's key because the body produces the most HGH during sleep. In fact, researchers in Italy found that 5 mg of melatonin nightly upped the body's levels of HGH by 157 percent. Try Olympian Labs Melatonin Fast Dissolve 5 mg (\$10 for 60 tablets, [OlympianLabs.com](#)).



DAYS 19–21

The final reset

By this point in the program, you've reset your receptors and rebalanced your hormones. But toxins—from food, the atmosphere and cleaning and beauty products—still pose a problem. The reason: Even as we are taking steps to de-gunk our receptors, incoming toxins go to work adding a new layer of gunk. Plus, as we lose weight, our fat cells release trapped toxins, creating a flood of inflammatory compounds that can undo some of our hard work. "As you start to reset your receptors, the blood levels of toxins may go up before they come down," explains Dr. Gottfried. That's why her program ends with a toxin-reducing cycle. Your healing to-do's:

► **Go for shakes.** During this mini detox, you'll replace two of your meals with dairy-free, protein-rich shakes. To deepen the detoxification, make one a green smoothie by adding 1 tsp. of chlorella. The powder has compounds that improve the body's ability to remove toxins released by fat cells. Experts recommend broken cell wall chlorella, like Green Foods Organic Chlorella Powder (\$14 for 2.1 oz., [iHerb.com](#)).

► **Hydrate smartly.** "Drink plenty of water," advises Dr. Gottfried, noting that hydration flushes toxins. For extra detox power, she suggests adding 1 tsp. of apple cider vinegar to a glass of water a day. Its organic acids bind to toxins and speed their elimination.

► **Enjoy a detox bath.** Dr. Gottfried recommends a nightly soak in a hot tub with a generous cup of Epsom salts. Absorbent compounds in the salt draw out excess fluids and toxins, causing the body to release inches of "false fat."

weight-loss discovery

nutrition

Keep off lost pounds for life

Congratulations! You've stopped the hormone overload long enough to heal the inflammation gunking up your hormone receptors. As you transition into your normal routine, Dr. Gottfried advises slowly adding the foods you've eliminated back into your diet. "Your receptors are all clean and fresh and shiny, so they're super sensitive," she explains. Your best bet: Aim to fill your plate with 80 percent vegetables and 20 percent protein, which will help you stay on track so you don't get hungry for the foods that cause weight gain. She assures, "Even if you have never been able to moderate your eating before, now you can."

It worked for me

"I dropped 20 pounds in just 21 days!"

Kristy Loye stepped on the scale, eager to see a big payoff after working out religiously for a month. But when the scale registered a measly 2-pound change, Kristy felt tears of frustration welling. *It's hopeless*, she thought.

Kristy's tiring lifestyle—teaching 160 teenagers by day; parenting three little ones at night—made fast-food dinners a given. When two doctors diagnosed her with fatty liver, gall-bladder problems, prediabetes, high thyroid, low adrenal, high cholesterol, anemia and depression, Kristy was terrified. She recalls, "I was in my 30s facing health issues usually diagnosed to people twice my age."

Fortunately, a visit to Dr. Gottfried changed all that. At first, Kristy thought the diet Dr. Gottfried recommended would be a waste of time... but she was amazed when she woke up 4 pounds slimmer on day two. By day three, she says, "I was energized and without pain in my back for the first time in years." The payoffs kept coming, including shedding 20 pounds

in 21 days. She marvels, "Every single day I stepped on the scale to see I'd lost more weight."

The biggest hurdle: giving up coffee. Kristy took Dr. Gottfried's advice to water down each cup starting the week before her detox until she could transition to drinking hot water mixed with fresh lemon juice and a pinch of cayenne. "The drink is a natural stimulant, plus a diuretic, so I was dropping weight like crazy!" she raves.

Losing weight and reversing all her health problems was a game changer. "This was a huge goal that I never thought I could achieve," she admits. "I put the sheet with my healthy lab results on the refrigerator, right next to my kid's 100 percent spelling test. It's my trophy!"

Kristy Loye, 40,
Houston, TX
Height: 5'5"

NOW: 182 lbs

Kristy
lost
78 lbs!



THEN: 260 lbs