



# The Hormone Puzzle

- *Cycle Optimizing Blue Print* -

*By Coach Kela Smith*



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Hi,

I'm coach Kela, a certified health and wellness coach who specializes in infertility, hormone imbalance and weight loss. I help my clients overcome these issues by teaching the **Hormone Puzzle Method**. A methodology I created that gives you all the steps you need to put your hormone puzzle back together. Thank you for downloading the **Hormone Puzzle Method Blueprint**.

In this blueprint, you will learn some key steps to start incorporating cycle optimizing into your life so you can eliminate painful periods, no longer suffer each month with debilitating PMS symptoms, increase your sex drive, improve your mood and fight infertility if having a baby is your goal. If you aren't quite ready to have a baby yet, that is ok. These steps will put your body into the optimal state of health so when you are ready, your body and mind will be too.







I will cover the 4 phases of your cycle. What to eat during each phase, what exercise to do, what activities will support you and your hormones best and what business activities are going to help you flow through life easily so that you start to kill it in business and in life.

This guide will not only kick start your cycle optimizing life but it will be the beginning of you learning how to fix your period, successfully get pregnant (now or one day) and supercharge your sex drive.

Get ready to put your hormone puzzle back together and get your cycle optimized.





## What is Cycle Optimizing?

If you are like me you hadn't heard of cycle optimizing until recently and I am a hormones coach so I can only imagine someone not in this industry being like what the heck is that...

Cycle Optimizing is a functional medicine concept where a woman partners her food, fitness, work and social calendar to her monthly cycle by doing this she is able to balance her hormones so that everything is functioning the way it should and she has homeostasis (balance) in her body and mind.



Have you ever noticed some times of the month you are killing it with your diet, your exercise routine and at work and other times you are like why was last week so easy and this week is so hard? That is your hormones. Giving your body and hormones what it needs at the exact right time is cycle optimizing.



<i><b>Phase</b></i>	<i><b>Days (approx.)</b></i>	<i><b>What Happens</b></i>
<b>Menstrual</b>	1-5	Estrogen and progesterone are low. The lining of the uterus, called the endometrium, is shed, causing bleeding.
<b>Follicular</b>	6-14	Estrogen and progesterone are on the rise.
<b>Ovulatory</b>	15-17	Estrogen peaks. Testosterone and progesterone rise.
<b>Luteal</b>	18-28	Estrogen and progesterone levels are high. If the egg isn't fertilized, then hormones decrease, and the menstrual cycle starts again.



Adjusting our diet to support our fluctuating hormones can be a game changer when it comes to taking charge of our own health, but it's especially helpful if you struggle with...

- PMS
- Painful periods
- Low sex drive
- Other symptoms of hormone imbalance
- Infertility

Did you know that 90% of women struggle with PMS symptoms? Bloating, cramping, aching muscles, headaches, foggy brain, etc.





But did you also know those are symptoms that something isn't aligned in your body and the reason you are having these symptoms is your body is trying to tell

If you can heal the body from within and balance it on a daily and weekly basis these symptoms will lessen and even go away.

Your period is your body's report card and it's trying to tell you what is working and what is not.

The reason balancing your hormones with food works is because, all the hormones in our endocrine system work together to carry out vital functions and promote homeostasis (the state of equilibrium) in the body and are influenced by many factors, including what we eat. In particular the balance of progesterone and estrogen (the primary cycle hormones that fluctuate throughout our monthly cycles) is imperative not only for hormone health, but overall physical, mental and emotional well-being.





Certain nutrients help support hormone detoxification, influence hormone activity or promote their production. It's fascinating when we look at the symptom's food can help us with.

For example, protein provides amino acids – the raw materials needed for making hormones – foods such as kale and broccoli can help support detoxification processes including removal of excess estrogen.

Vitamin C, found in foods such as dark leafy greens, citrus and parsley, is a key to help the production of cortisol, which influences our stress response.





Magnesium-rich foods such as tofu, dark greens and nuts may help to support PMS-associated water retention and menstrual pain.

Keeping our blood sugar levels steady also contributes to overall hormone balance, helping to reduce mood swings and better manage weight, sleep and cravings.

To do this, try eating balanced meals filled with fiber and protein at regular intervals, and being mindful of the types of sugars and carbohydrates that you are eating. I coach on the magic plate which helps you balance your nutrition.  $\frac{1}{3}$  protein (animal or plant),  $\frac{1}{3}$  leafy greens,  $\frac{1}{3}$  slow burning carbohydrates, 1-2 TBSP healthy fat.

Tapping into the intelligence of the female body and responding to its unique needs is a huge act of self-care. Not only can it reduce frustrating period symptoms but it also optimizes our energy levels and balances our moods so we don't have to dread that time of the month, but rather appreciate its wisdom.







# PHASE 1: Menstruation

Day 1-5 Warm and Relaxing

New Moon

FOOD FOCUS: *Warmth and Comfort*

The menstrual phase: healthy fats, root vegetables, filtered water and iron When: the week of your period.





Your hormone levels go down during your period and are at their lowest, and foods with fatty acids, like salmon and avocado, help keep your mood stable amid this shift. In the meantime, root veggies like sweet potatoes, pumpkin, carrots, and beets provide vitamin A to help your liver process estrogen and detox.

Your energy levels are likely to be low, so support the body with plenty of filtered water, unprocessed, nutrient rich foods that keep energy and blood sugar levels steady.





## Menstruation Phase Shopping List Ideas –

Warming foods, sea vegetables and beets - Lots of soups and stews from my cookbook written which is written for balancing hormones.

- Avoid cold
- Warm foods, teas, soups, etc. (this helps move blood through and makes it less stagnant. This is a Chinese medicine secret.)

Sea vegetables such as kelp, replenish vitamins and minerals you lose when you menstruate. You can make these like kale chips and roast them in the oven at 375°F for about 15 mins. You can enjoy them as a snack before lunch or dinner. You only need a few bites. These will give you an overwhelming sense of calm. High in B6 and B12. They will also replenish iron and iodine.

- Watermelon
- Blueberries
- Sweet potato
- Beet smoothies - natural energy and blood flowing
- Activated brown rice
- Kefir or probiotic yoghurts
- Pumpkin seeds
- Millet- based cereals, warm cereals
- Wheat germ
- Protein of choice; beef, chicken, lentils, fish, eggs, tofu
- Nuts

## Magnesium for cramps –

Dark chocolate, avocados, nuts (cashews, brazil, almonds) and seeds (pumpkin, flax, chia).

## B vitamins –

Breast tenderness, clotting, cramps and migraines (add broccoli, spinach, almonds, brown rice).

## Ginger tea –

Helps with all of the above-mentioned symptoms too.



## Exercise –

This time of the month you might be lower on energy so pick exercises that are gentle and restorative.

- Yoga
- Walking
- Stretching

Group classes are over stimulating. Too much music and lights. Do you feel overwhelmed or feel comfortable and in-tune? Don't push through listen to your body when you need a break. What happens is your stress hormones get elevated and it will make you gain weight, feel overwhelmed, and have more PMS symptoms. It is ok to scale back.

I used to push through but that wasn't right for me during that time. Listen to your body. Do what it needs. I maintained more results when I took a break instead of just pushing through.

Even though running is higher intensity because it releases endorphins which are nature's natural pain reliever. If you are currently a runner continue to do that. If not, don't start this week. Save that for when you have more energy in your ovulatory phase.







## Business –

This phase is all about planning, creativity, self-reflection, and tuning into yourself phase. Plan your workouts, business meetings, social outings for this phase but don't execute until next week. Your right and left brain are fully aligned.

Get your creative juices flowing. What can you create?

Your clarity will become super clear this time of the month so if you have any important decisions to make this is the time to make them, end a relationship, start one, start a new job or diet. You're less resilient to stress so pick your obligations wisely. For me I make less videos and do fewer speaking engagements the week of my period.

Meditate on your goals and what you need to do.

Tap into that quiet and serene feminine energy and focus on you and self-care.



## Clothing –

Senses are on high alert so comfortable clothing nothing to scratchy or tight. Loose, soft, comfortable. Clothing that moves. Clothing you could sleep in.

This is the time in your cycle for watching chick flicks, drinking kombucha and relaxing with yourself and your self-care.

This is also a great time to bond. In the old days they used to have something called red tents and it would be a place in the village where all the women could go to talk, bond and just be together during this time. It was a time of closeness and tranquility.

Try it with your tribe. Invite a few friends over to just relax and vedge.





## PHASE 2:

Follicular 6-14 Spring

Waxing Moon

**FOOD FOCUS:** *Fresh and Light*



Estrogen and progesterone are rising during this phase so the best foods to eat are ones with prebiotics which help your body break down and metabolize this powerful hormone. Some good options are sauerkraut, kimchi, bean and broccoli sprouts, and Kefir.

My favorite Kefir is KePro which can be found here.

[www.simplywholistik.com](http://www.simplywholistik.com)

Use code hormonepuzzle for a discount.

Your energy will go up and down because of these hormones. You will also have more focus and will power, so it may be an optimal time to begin your healthy eating plan or give that 7-day cleanse a go.

Probiotics are really important this time of the month for gut health, digestion, detox, immunity and mood.

### Follicular Phase Shopping List Ideas –

- Salad vegetables
- Smoothies
- Fresh Juices
- Raw veggies with hummus
- Flaxseeds
- Avocado
- Broccoli
- Nuts/seed mix
- Mung beans
- Oats
- Probiotic yogurt
- Zucchini
- Buckwheat
- Salmon
- Kefir





## Business –

This phase is all about planning and strategy in business so make sure you take advantage of this. Map out your entire calendar during this phase, schedule your workouts for the month, plan outings with friends, and make travel plans.

Schedule all your social content, blog posts, etc.

Update resume, reach out to two to three people who are good contacts doing what you want, if you want to leave a relationship start planning out what you want to say and how you will do it.





## Workouts –

This is a great time of the month to try new workouts because they will feel effortless and you will feel aligned with your body. You want to be around people because you want to build connections. It's a great time to schedule new workouts with girlfriends during this phase.



## PHASE 3:

Shift Ovulatory 15-17

Full Moon

**FOOD FOCUS:** *Fibrous and Light Summer*





This is the most magical phase. Your cheeks are rosy and if you are single this is the time to find a mate because your endorphins are out and you are very attractive to the opposite sex.

You have so much energy this time of the month.

If estrogen is too high you will feel overwhelmed.

If you want to get off caffeine this is the time of the month to do it.

More connecting going on this time of month.

Your brain is charming and charismatic and you are communicating SO well.

If you are an entrepreneur this is the time of the month to do client discovery calls and webinars.

If you work in corporate America this is the time for that presentation or to ask for a raise.

You are so charming and can articulate so well during this phase. This is a great time of the month to have hard conversations.

You have the most energy during this time. Find ways to channel that energy.





The ovulatory phase: raw juices and fresh, whole veggies  
antioxidants and fiber

*When:* two weeks after your period Full Moon.

Your estrogen levels surge even more this week and progesterone is going down, so it's key to eat foods that help move it out of your body. Antioxidants and fiber will accomplish this, so load up on fruits and vegetables

Excess estrogen can have a negative impact on our cycle including breast tenderness and increased spotting, so nutrients that support the liver to remove estrogen are good to include and are found in foods such as kale, broccoli, onions, garlic and radishes.

If you are estrogen dominant which means you have excess estrogen in your body then you should pay attention to foods that naturally detox the body and eat those to remove that excess estrogen and help you to detox naturally.

I like to stay away from alcohol, dairy and soy which are all foods that cause the body to produce more estrogen which is the opposite of what you need when you are dominant in that hormone.





Another really easy way to remove excess estrogen and hormones in general is to drink warm lemon water or tea in the mornings. I do 8 oz hot water, tea bag, half a lemon, and raw honey. Sprinkle with cayenne. Drink warm. This helps with elimination and removal of excess hormones! And it tastes amazing!





You are the most social and outgoing in this month. You will get more of what you want if you tap into the power of this time in your cycle.

If you have an important work meeting or pitch you need to do, do it during this time in your cycle when communication is at its peak. Ask for a raise or get a new client.



## Ovulation Phase Shopping List Ideas –

Light, fresh, dark chocolate



## Supplements –

- Vitamin B6 – energy, mood and hormone regulation

## Food suggestions –

- Brussels
- Fennel tea – encourages deeper sleep
- Quinoa
- Eggs
- Kale
- Radishes
- Wholegrain: breads, pasta, rice
- Fruits: berries, citrus, papaya

## Exercise –

Can push boundaries and recover faster, high endurance, hard, crushing life, hard things. HITT



## PHASE 4:

Luteal 18-28

Waning Moon

**FOOD FOCUS:** *Give Your Body What It Needs*





Your health report card and when you start showing signs of PMS, that means something is wrong.

## **This phase is broken up into two weeks.**

### **Week 1 –**

Your energy and mental clarity are high as you are coming off ovulation. Once those hormones start to dip again and you enter your menstruation that is when things go downhill.

### **Week 2 –**

PMS starts. If you have managed your hormones all month you won't have hardly any symptoms if you have any at all. I haven't had PMS or symptoms of my period other than a little spotting in 20 years.

Progesterone increases which is relaxing so energy shifts and you will be more tired.

If your estrogen and progesterone are off you will feel bloated, have headaches, be moody and irritable.

How you take care of yourself all month will determine how you feel during the PMS week (premenstrual week).

This will become predictable so you can prepare for it and schedule your time, work independently.

Every woman is different.

This is a great time to invest in a cycle optimizing journal- Record everything from your food, fitness, bowel movements, moods, skin. Look at the data. If you can figure out why you are experiencing certain “symptoms” then it becomes predictable and you can work at eliminating them.



You don't have to struggle with these symptoms if you can start today healing your body from within then it won't be sounding alarms and saying something is wrong in the future.

This isn't about controlling life; it's about flowing with it.  
Don't control, just flow.





## Business –

This is the best time of month for to do list especially the second part.

Also, a great time to do large tasks that require a big chunk of time. Launch a new course, big project at work, or work through to do list. Check those things off.

This time of the month is also a great cleansing time for emotions and physical

## Nesting –

You will notice all the dirt that you didn't before during the luteal phase. Things like the fridge shelves and your car interior or those bookcases in your office. You will be nesting and cleaning. Might be a great time to hire a house cleaner.

Period tells you some things. Are you listening?

1. How well are you taking care of yourself?
2. How are your food habits?
3. How is your exercise regime benefiting you?
4. Is your self-care on pare where it should be?

These symptoms aren't normal. It's your body's way of saying, something is wrong.



## Here are a few natural tips on releasing excess estrogen and feeling better –

- a) Cardio and sweat
- b) Sauna
- c) Epsom salt bath
- d) Hot yoga or Bikram (anything you can do to sweat and pull those toxins out)

Also drinking detox juice can help too.

This will help you to flush your tissues. I drink mine all month to keep my tissues and organs clean.

If you don't remove your hormones you can recycle them causing all sorts of issues throughout your body.

You can also eat diuretic, detox and nourishing foods such as flax, lemon, celery, and fennel.

This releases excess bloat.



## Homemade Detox Juice

### Ingredients:

- 1 beet
- 1 carrot
- 1 green apple
- 4 celery stalks
- ½ cucumber
- 2 stalks kale
- ½ bunch cilantro
- Juice of 1 lemon

### Directions:

Juice everything and serve immediately. You can also make this as a smoothie with a few ice cubes and 1 cup almond milk or water, blend until smooth.







## Luteal Phase Shopping List Ideas –

Magnesium – water retention and anxiety

Ashwagandha – stress

## Shopping List Ideas –

- Cauliflower
- Cucumber
- Squash
- Caffeine- free herbal teas
- Sesame seeds
- Spinach
- Brown rice
- Protein of choice: chicken, lean meats, fish and seafood
- Berries
- Turmeric latte blend
- Dark chocolate

Your brain during the luteal phase is active and has lots of energy so do your to do list.

Productivity is high, plan your month around your luteal phase. This is when the heart and the body align. This is the phase where it is ok to say no and honor yourself. You are less resistant to stress. If this is happening reach for good mood foods.

Give yourself permission to put social obligations on hold.











A PMS symptom that most people don't talk about is body dysmorphia. This is when you look in the mirror and see yourself as fat or different than you did before. This is because your serotonin levels have dipped and it can lead you down a rabbit hole.

Your doctor probably doesn't talk to you about this but it is a real symptom. It can last up to a week. This shows up as you being really hard on yourself. Your hair doesn't look the same, your skin looks bad, you are so fat. Be objective in your mental thoughts. You might be over exercising because you might think you are fatter than you actually are. This can really drive your habits and can make you just give up.

I know this sounds like a lot of planning, but don't sweat it. Aim to make small changes each day and keep a note of what works for you.

You got this girl. You are a badass woman and when your hormone puzzle fits together and everything is working the way it was intended to, your life and your business will just flow with ease and you will be living your best life.

Love and Health,  
Coach Kela

A handwritten signature in black ink that reads "Coach Kela". The script is fluid and cursive, with the "C" being particularly large and looping.



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