

SCW
MANIA[®]
Fitness Pro Conventions



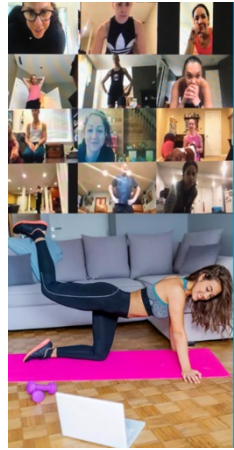
scwfit.com/MANIA

MANIA[®] Attendee
Exclusive Content



scwfit.com/attendee

#SCWMANIA
@SCWfitness



- facebook.com/scwfitness
- twitter.com/scwfitness
- instagram.com/scwmania

20% OFF!

\$6.58/Month or
\$79/year
(Norm. \$8.25 month or \$99/year)

USE CODE: MANIA20

500+
Educational Videos

70+
Leading Presenters

20+
Fitness & Health
Topics Available

SCW
On Demand



scwfit.com/OnDemand

SCW
CERTIFICATIONS
35+ NATIONALLY RECOGNIZED.
ONLINE + LIVE.

FREE LIVE COURSE included with
every Online Certification
within 1 year

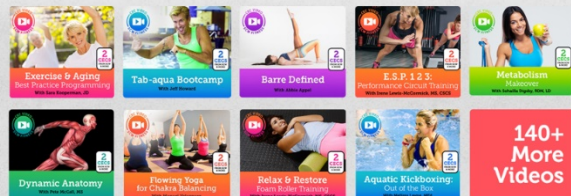
scwfit.com/certifications

- ACTIVE AGING
- ACTIVE AGING NUTRITION
- AQUA BARRE
- AQUATIC EXERCISE
- BARRE
- BOXING
- CORE TRAINING
- FLOWING YOGA
- FOAM ROLLING
- FUNCTIONAL FLEXIBILITY
- FUNCTIONAL PILATES
- GROUP EXERCISE
- GROUP FITNESS DIRECTOR/STUDIO OWNER
- GROUP STEP
- GROUP STRENGTH
- HIIT
- KETTLEBELL
- KIDS IN MOTION
- LIFESTYLE & BEHAVIORAL COACHING
- MEDITATION
- MIND BODY FUSION
- MOMS IN MOTION
- NUTRITION, HORMONES & METABOLISM
- PERFORMANCE STABILITY TRAINING
- PERSONAL TRAINING
- PILATES MATWORK
- PILATES SMALL APPARATUS
- SMALL GROUP TRAINING
- SOCIAL MEDIA
- SPORTS NUTRITION
- TAI CHI
- WATERMOTIONS
- WEIGHT MANAGEMENT
- YOGA I & II



ONLINE CEC VIDEOS

Earn CECs in the comfort and
convenience of your home!



140+
More
Videos

scwfit.com/CECS

5 WAYS YOU CAN HELP YOUR CLIENT'S MENOPAUSE SYMPTOMS

(BUT COULD MAKE WORSE)



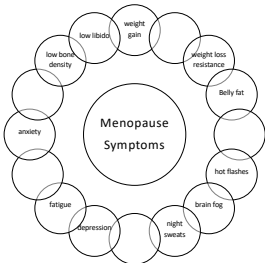
www.fitnessmarketingmastery.com

www.flippingfifty.com

1

84 SYMPTOMS

- Weight gain
- Belly fat
- Hot flashes
- Night Sweats
- Brain Fog
- Fatigue
- Sleep issues
- Bone loss
- Muscle loss
- Low Libido
- Depression
- Anxiety



2

2

The right Exercise Improves



Your Date Here

Your Footer Here

3

3

EXPECTATIONS

- What does she believe?
- What do you believe?
- What does science say?
- Is it menopause (hormone related) or is it habits amplified?

4

4

MENOPAUSE WEIGHT LOSS COACH?

- Nearly 5 million searches
- 42 million women in menopause
- 6000 more a day entering menopause
- 39% of sports medicine & exercise science research features women
- 7 phases of hormone phases* change the Ex Rx
- She doesn't know to ask the right questions

5

5



<https://www.fliipointivity.com/TEDx>

6

6

1

HOT FLASHES & NIGHT SWEATS

80% of women report them

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4573383/>

7

7

KEY CONSIDERATIONS

- “Adequate Intensity”
- Progesterone variability* and amount of estradiol
- Even a woman on HRT can have it regulated up or down but can’t have her variability altered
- *may be an indicator of a woman’s likelihood of having hot flashes/night sweats
- Factors that are within control: intensity/timing, relaxation effect

8

8

ADEQUATE INTENSITY

- High Intensity intervals? Or just intervals?
- Weight Training to muscular fatigue or to a frenzied AMRAP?



9

9

PROGESTERONE VARIABILITY

Not Controllable	Controllable
<ul style="list-style-type: none">• May be an indication of a woman's likelihood of having hot flashes/night sweats	<ul style="list-style-type: none">• Observing timing and type of exercise• Relaxation

Your Date Here Your Footer Here 10

10

2

SLEEP
See Hot Flashes!

<https://pubmed.ncbi.nlm.nih.gov/31097181/> 11

11

KEY CONSIDERATIONS

- Exercise Time of day
- Effect of cortisol up and down
- Indoors vs outdoors
- Type, duration, combined
- Pregnenolone steal

12

12

EXERCISE 10 MINUTES

- Any intensity
- Combined sunlight exposure for melatonin production
- About 33% better self-report of sleep quality compared to non-exercisers



<https://www.sleepfoundation.org/press-release/national-sleep-foundation-poll-finds-exercise-key-good-sleep>

13

13

TYPE & TIME OF DAY ("PREGNENOLONE STEAL")

Pregnenolone supports relaxation, feelings of calm, and preparation for a good night's sleep. It can be converted to cortisol when needed.



Your Date Here

Your Footer Here

14

14

INDOORS VS OUTDOORS: CORTISOL



Your Date Here

Your Footer Here

15

15

ENJOY VS CALORIE & FAT FOCUS



Your Date Here

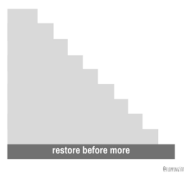
Your Footer Here

16

16

DURATION (≥ 75) MINUTES

- Women already susceptible due to decrease in estrogen and increase in cortisol levels
- Catabolism outweighs anabolism that recovery periods and practice may not overcome



<https://pubmed.ncbi.nlm.nih.gov/18787373/>

17

17

3

BELLY FAT

Even in women who don't gain weight

Your Date Here

Your Footer Here

18

18

KEY POINTS

- Cortisol
- Insulin
- Combined?
- Is it visceral belly fat?
- Or Pinch-an-Inch Muffin top?
- What's the difference?

19

19

BELLY FAT: 4X CORTISOL RECEPTORS

Visceral



Muffin Top



20

20

WHY & WHAT

Cycle of increased cortisol worsened by poor exercise choices

Increasing cravings (nutrition)

Muscle breakdown

Causing wired & tired (sleep)

Increasing fat stores rather than decreasing them

Negatively effecting poor eating habits, sleep, weight loss resistance and "more exercise, less food"

Fewer micronutrients



<https://www.flippingfifty.com/TEdX>

21

21

4

WEIGHT GAIN

Hormones or Reduced Activity

Your Date Here Your Footer Here 22

22

<p>US</p> <ul style="list-style-type: none"> • There is definitely a significant rise in obesity in women 40-59 compared to younger women. • Activity level decline • Social eating and drinking increase 	<p>Globally</p> <ul style="list-style-type: none"> • Less association with menopause and weight gain elsewhere • In several studies, there was no correlation between weight gain and menopause, except in the United States. • Chinese women (compared to Caucasian women) showed relatively no change pre to post menopause.
---	--

23

23

WEIGHT GAIN & BREAST CANCER

<p>tamoxifen</p> <ul style="list-style-type: none"> • No correlation with weight gain 	<p>chemotherapy</p> <ul style="list-style-type: none"> • Positive correlation with weight gain
---	--

<https://pubmed.ncbi.nlm.nih.gov/17123151/> 24

24

YET...

No denying a significant number of women do gain weight on Tamoxifen

and...

A significant number of women gain weight in menopause

25

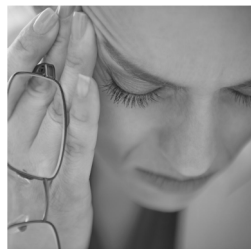
25

WEIGHT GAIN & MENOPAUSE

Hormones change



Perfect storm changing hormones



26

26

TIME OF AND FOR CHANGE

Traditional

- Calories in >> Calories out
- Increase EPOC
- Increase lean muscle

Hormone Balance

- Current status of hormones
- What the exercise does to hormones

27

27

WEIGHT LOSS YOGA

Traditionally ? no



Hormonal influence?

- If reductions in overall cortisol improve
- Preference to store fat (obstacle) is removed
- Ability to burn fat is improved

28

28

REMINDER:

This is what's happening
 These are often the
 choices in response
 This is the result.
 Before adrenal fatigue:
 you.



29

29

5

DEPRESSION & ANXIETY

41% and 51% incidence of depression and anxiety, respectively

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6459070/> <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3641149/> 30

30

EXERCISE

More effective than cognitive therapies and medications combined, without any negative side effects.

<https://www.sciencedirect.com/science/article/pii/S2090506817303081> <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5430071/>

31

Depression



Anxiety



32

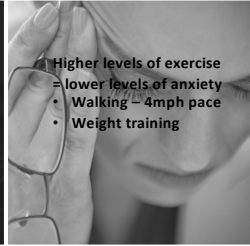
32

Depression



- Serotonin**
- Exercise
 - Sunlight
 - Social engagement
- Secondary**
- Sleep enhanced
 - Appetite improved

Anxiety



- Higher levels of exercise = lower levels of anxiety**
- Walking - 4mph pace
 - Weight training

33

33

6

LIBIDO
Currently hurting or helping?

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC6487288/> 34

34

68 – 86% women in menopause
vs.
25-63% in all women

<https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3349920/> 35

35

LIBIDO

- Do no harm
- Alter exercise to boost it
- Use exercise as a catalyst to lifestyle changes

36

36

DEAR DEBRA,

- We used to be hot...
- Libido needle is tanking..
- Not fair to my partner...
- Flipping 50TV episode



<https://www.flippingfifty.com/>

37

37

OUT WITH THE BAD, IN THE GOOD

Aerobic

- Long slow
- Frequent

Anaerobic

- Strength training
- Short Intervals 1-3x /wk

38

38

EXERCISE AS CATALYST

- Better eating (reduced sugar, fast and processed foods)
- Less fatigue
- More energy
- Less stress and tension
- Increased blood flow
- Positive body image

39

39

HPA AXIS DYSFUNCTION
"Adrenal Fatigue"

40

40

Energy does not **always** create more energy.

41

41

ARE WE MISLEADING WOMEN?

Pain is weakness leaving the body.

No pain no gain.

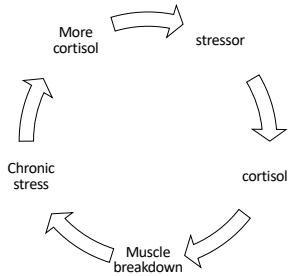
Suck it up buttercup.

42

42

STRESS IS REAL

Signals from the brain bump cortisol output
 If it goes well, you respond to stressors with resilience
 If not you reach a point of HPA axis or fatigue, and can't rise to the occasion anymore
 It's here where weight gain is common, exhaustion sets in, but women who've been told to get the weight off they need to move more... do and make themselves worse, causing further endocrine disruption. (hormone imbalance)



43

MARKETING TO MIDLIFE WOMEN

From trainer to marketer to influencer

44

THE TOOLS

Know It

- Certifications
- Degrees
- Continuing education
- speciality designation

Share It and YOU



45

45

50+ SHERoes

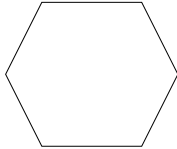
- 42 million
- 6000 more a day
- Control the wealth
- Influence 80% of household purchases

Where She Is Now & Why

- Connection
- What worked in February will not work now
- Have you changed more than how you deliver?
- Have you changed how you market and what?

46

46



- What worked in Jan 2020 will not work now
- Know how to attract, connect, pivot, present a different offer in a different way
- Fitness is not "going back" to the way it was
- There are opportunities for those who right now are working harder than ever to capitalize on them

<https://www.fitnessmarketingmastery.com>

47

47

Let go of what they'll think

- Let go of perfect
- Makeup, weight, clothes, voice...
- Show up.
- *"Your mess is your message."*

Start Branding Yourself

- You can't see it
- What's the reason you're the only one they'll want after they know who you are?

48

48

Gallicchio, L., Miller, S. R., Kiefer, J., Greene, T., Zacur, H. A., & Flaws, J. A. (2015). Risk factors for hot flashes among women undergoing the menopausal transition: baseline results from the Midlife Women's Health Study. *Menopause (New York, N.Y.)*, 22(10), 1098–1107. <https://doi.org/10.1097/GME.0000000000000434>

Aibar-Almazán A, Hita-Contreras F, Cruz-Díaz D, de la Torre-Cruz M, Jiménez-García JD, Martínez-Amat A. Effects of Pilates training on sleep quality, anxiety, depression and fatigue in postmenopausal women: A randomized controlled trial. *Maturitas*. 2019;124:62-67. doi:10.1016/j.maturitas.2019.03.019

49

Netz Y. (2017). Is the Comparison between Exercise and Pharmacologic Treatment of Depression in the Clinical Practice Guideline of the American College of Physicians Evidence-Based?. *Frontiers in pharmacology*, 8, 257. <https://doi.org/10.3389/fphar.2017.00257>

Awad Mohammed Al-Qahtani, Mohammed Ashique K. Shaikh & Ibrahim Ahmed Shaikh (2018) Exercise as a treatment modality for depression: A narrative review, *Alexandria Journal of Medicine*, 54:4, 429-435, DOI: [10.1016/j.ajme.2018.05.004](https://doi.org/10.1016/j.ajme.2018.05.004)

Saquib, N., Flatt, S. W., Natarajan, L., Thomson, C. A., Bardwell, W. A., Caan, B., Rock, C. L., & Pierce, J. P. (2007). Weight gain and recovery of pre-cancer weight after breast cancer treatments: evidence from the women's healthy eating and living (WHEL) study. *Breast cancer research and treatment*, 105(2), 177–186. <https://doi.org/10.1007/s10549-006-9442-2>

50

Ahlawat, P., Singh, M. M., Garg, S., & Mala, Y. M. (2019). Prevalence of Depression and its Association with Sociodemographic Factors in Postmenopausal Women in an Urban Resettlement Colony of Delhi. *Journal of mid-life health*, 10(1), 33–36. <https://doi.org/10.4103/jmh.JMH.66.18>

Bromberger, J. T., Kravitz, H. M., Chang, Y., Randolph, J. F., Jr, Avis, N. E., Gold, E. B., & Matthews, K. A. (2013). Does risk for anxiety increase during the menopausal transition? Study of women's health across the nation. *Menopause (New York, N.Y.)*, 20(5), 488–495. <https://doi.org/10.1097/GME.0b013e3182730599>

Heidari, M., Ghodusi, M., Rezaei, P., Kabirian Abyaneh, S., Sureshjani, E. H., & Sheikhi, R. A. (2019). Sexual Function and Factors Affecting Menopause: A Systematic Review. *Journal of menopausal medicine*, 25(1), 15–27. <https://doi.org/10.6118/jmm.2019.25.1.15>

51

Temple University. (2008, January 4). Walk Away Menopausal Anxiety, Stress And Depression. *ScienceDaily*. Retrieved August 23, 2020 from www.sciencedaily.com/releases/2008/01/080103090651.htm


Ambler, D. R., Bieber, E. J., & Diamond, M. P. (2012). Sexual function in elderly women: a review of current literature. *Reviews in obstetrics & gynecology*, 5(1), 16–27.

<https://www.fitnessmarketingmastery.com> 52

52

THANK YOU!

Start using the knowledge.
Leverage the knowledge.
Message more women.
Share the difference



debra@flippingfifty.com

<https://www.fitnessmarketingmastery.com> 53

53