

Slender for Good

*Leave Dieting
Behind!*



ROADMAP
to Sustainable
Weight Loss After 40

Are you over 40?

Have you tried everything?

Then you know that the ROAD to lasting weight loss seems impossible after 40.

Most of us can't NAVIGATE it on our own.

I am so excited to share the KEYS to weight loss that changed my life, and can change yours!



5

SECRETS You
Need to Know

... to achieve weight loss after 40 and STAY THERE!



The #1 MISTAKE
most women over
40 make is trying
to EAT LESS to
lose weight.

Dieting is NOT
the answer.

This may have worked somewhat before menopause, but things have changed - and now you need an approach that works for your over-40 body.

Diets don't work because it's not how our bodies work. A hundred years of research shows that reducing caloric intake leads to increased hunger, cravings, slowed metabolism, and stress.

Why? Simple.
Science.

Even if calorie-cutting worked for our body, it doesn't work for our mind. Have you noticed mindset issues when you try to diet? ***"This is going to be miserable, but it's temporary."*** It's because a diet is a short-term, drastic (miserable) trick "fix." Not a healthy sustainable solution.

No big surprise that dieting ALWAYS (eventually) leads to failure and often weight *gain*.

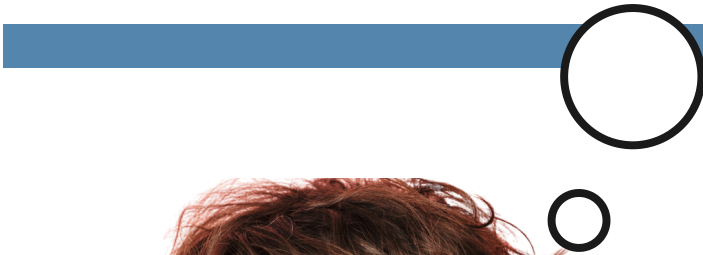
SECRET #1
Dieting is
NOT the
answer.

think about it

It is because DIETING means...



No wonder it doesn't work.



But what if
weight loss
could be like
THIS?? →

- EFFORTLESS
- ENJOYABLE
- ENERGIZING
- FUN
- DELICIOUS FOOD
- SATISFYING MEALS
- NO CRAVINGS
- LIBERATING
- VICTORY

FIND OUT HOW! *Click the link to schedule your breakthrough call today: drginny.as.me/breakthrough

"At this age,
maybe I just
need to accept
weight gain and
declining health."



Weight gain and declining energy is so common in menopause, it can seem inevitable.

Do we need to try harder? Or maybe just accept the situation? Fortunately, neither of those is the answer! Weight gain and declining energy are NOT inevitable after age 40.

Yes, our hormones are changing. But it's the interaction of those hormone changes with the way we're eating that's causing this all-too-common situation.

We can transform our results when we learn how to eat to work WITH our body rather than against it.

Try harder,
or just
accept it?

No!

Secret #2

Weight gain after 40 is
NOT actually inevitable.

It's about the HORMONES

Most of us think that hot flashes, weight gain, brain fog and increasing aches and pains are just "part of the deal" after age 40 and 50.

But the reason this happens is because of how our changing hormones interact with the WAY WE'RE EATING.

The western type diet and calorie-cutting diets disrupt our hormone functioning, which creates insatiable hunger, stress, depleted willpower, insulin resistance, increased fat storage, and weight gain.

Let's take a look inside the body, at what's going on with our hormones...

1. Estrogen

Female hormone affected by menopause -

It is not a secret that during menopause, our estrogen levels start to change. But it's the way we're eating that makes these hormone changes so difficult to live with.

2. Leptin & Ghrelin

Regulate hunger & satisfaction -

These hormones also become unbalanced, with the effect that we feel far more hunger than we ought to. It's as if our body tell us to *keep eating* because it hasn't gotten the nutrition it needs.

3. Cortisol

"Stress" hormone -

Dieting and counting calories raises our cortisol levels which, in turn, promotes difficulty sleeping and even weight gain. And that's the opposite of what we are trying to achieve!

4. Insulin

Regulates energy & fat storage -

Doctors believe that many, possibly MOST, Americans are developing insulin resistance due to our diet. This is a major contributor to the epidemic of obesity, overweight, and diabetes in our times.

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...AND what we eat.



We actually overestimate the quality of our diet. After all, we read nutrition labels, right?

I thought I was eating pretty healthy. Until I started researching. What I discovered is SHOCKING.

The food industry (including the diet industry!) spends BILLIONS to persuade us that cheap, highly processed, non-nutritious food-like substances (FLS) are good for us. And they are succeeding.

Let's Take a Look...

- Rated on a scale of 1 to 100 re: nutritional quality, the western diet now rates **11** out of 100.
- **80%** of the "food" in grocery stores is highly processed food-like substances.
- **57%** of what we **EAT** on a daily basis is highly processed food-like substances - *NOT actually food.*

"Food-like substances." Let that sink in...

It's easy to believe that what's promoted as "healthy," "natural," "fat-free," or "sugar-free" is good for us.

And it's a huge trap because real, whole food that actually nourishes the body doesn't come in packages with labels promoting them as healthy.

SECRET #3

Most of what we eat
is NOT food. (...what?!)

WAIT, WHY DON'T I KNOW THIS??

It's
not
your
fault.

One reason. Big Food is investing about \$14 BILLION every year to convince us to buy their food-like substances. And it is easy to convince us.

The food **and** DIET industries understand and manipulate our human psychology. When it comes to eating, we want what's easiest, and most pleasurable. It's how we WIRED.

We want what "tastes" best or gives the biggest hit of pleasure (dopamine). That's our primitive survival brain in action-- prioritizing pleasure, avoiding pain, and doing it all with the least expenditure of energy.

The part of our brain that manages HABITS—like eating—drives us toward these priorities. Without ever quite choosing it, it easily becomes our HABIT to eat what's most pleasurable and easiest.

Big Food knows we WANT to eat these foods - if they can just address our concerns about health. So they package all these FLS with all kinds of marketing language suggesting they are actually healthy. **In such an environment, we end up very misinformed.**

This makes me MAD. Because it's our health on the line. So, I want to teach you how to see through all this, and take control back of your eating choices.





Secret #4: The LAST thing you need is one more dieting tip

Our entire lives, we have heard lots of different dieting and weight loss rules. And we are smart and capable - so, we start putting these tips into practice ourselves, one by one.

- "Avoid fat."
- "Don't eat carbs."
- "Count those calories."
- "Cut out sugar."
- "Try diet soda."
- "Eat smaller portions."
- "Skip meals."
- "Exercise more."

And I bet you have tried them all. I know I did! And maybe some of these used to work for you. But... they are not working anymore.

It is because these "dieting tips" actually have NOTHING to do with healthy eating or healthy weight loss.

In fact, they all fight against our body, depriving it of what it needs (nutrients, etc.). Especially after menopause.

We've been focusing on what NOT to eat, instead of what TO eat. *Deprivation* rather than *nutrition*.

The last thing you need is one more weight loss "tip" to add to your DIY dieting regiment.

Are you ready to stop fighting against your body and learn how to work *with* your body so that you can be healthy AND slender for good?

Secret #5: All you have to do is give your body what it needs!

That makes *so much* sense, doesn't it?

That is because it is actually scientific.

After scouring the research for years, I discovered a clear and comprehensive eating approach that works predictably for health and weight loss.

But it is NOT the latest tip to add on top of other tips.

It is a singular, specific and systematic health-driven, evidence-based eating approach that provides the nourishment your body needs, and at the same time *releases excess weight*.

If we remember the purpose of eating - to fuel and nourish our bodies like a machine that needs to operate and function properly - this actually makes sense!

And guess what - this involves eating **MORE**, not less. More satisfying, filling, healthy, and *delicious* food!

Great news, right?

And not just for losing a few pounds. This approach leads to a life-changing, healthier YOU - and future.

More than just a diet, the Slender for Good[®] program helps you:

1. Release all your excess weight
2. Improve youthful health & vitality
3. Reduce disease, risks & symptoms
4. Get clear about what to eat - no more guessing, stressing, or obsessing about food!

Ready for massive results?

It's time to *leave dieting behind...*
and get **Slender for Good!**





Less than 1% of
diets work

v.

Most of my
clients see BIG
results in SFG
program

Are you ready to leave behind what ***doesn't*** work??

- Trying harder or mustering willpower
- Focusing on calories, carbs, sugar, fat-free, etc.
- Doing it Yourself or a "tips" & "hacks" approach

You've tried. You know that of all the 999,999 diet approaches out there, *none* of them work long-term.

So let's move on to what DOES work!

- A proven eating approach
- One that you can enjoy long-term
- To lose the weight *for good* - most Slender for Good clients see fast results, releasing 5-10 pounds (or more!) in the first 8 weeks
- And never diet again!

BOTTOM LINE:
Let's leave behind what doesn't
work (diets) and do what DOES

"I dropped 60 pounds... and have KEPT IT OFF for years.

I can help you become
Slender for Good, too!"



Dr. Ginny Trierweiler

Hi friend,

Do you feel TRAPPED in a downward path of weight gain and declining health?

You are not alone. SO many women have been struggling with excess weight gain after 40, and it seems like nothing works anymore.

That was me, and I never did find anyone to guide me. I had to go directly to the research myself and make the discoveries one by one.

I scoured the research and discovered a proven, evidence-based eating approach to get great results after 40. It took years, but I figured out the pieces that add up to RESULTS.

With this formula I discovered, I dropped 60 pounds and have KEPT IT OFF for many years.

I have so much youthful energy again to enjoy so many activities. I have my young, slender body back again and I FEEL better than I have for 20 years!

When I dove into the research, I was searching for an eating approach that would give:

- Weight loss, all the way to my slender, healthy-sized body
- Improved health and vitality
- Reduced symptoms, disease, and disease risk

Oh, and it had to be enjoyable and sustainable, too. I didn't know if such a thing existed (I hadn't seen it in diet books.

But I finally started discovering key principles that add up to predictable results for healthy, sustainable weight loss.

Even the quantities of different foods to eat for results were specific. And, as I implemented what I learned, the results came quite easily.

It's very clear and very specific. And it's enjoyable!

I want to help you get the breakthrough results I've gotten, and that my friends, family and clients have gotten.

Reach out today and learn how to get **Slender for Good!**

Click the link to schedule your breakthrough call: drginny.as.me/breakthrough