

ANTI-INFLAMMATORY NUTRITION

EAT TO REDUCE BELLY FAT INFLAMMATION

The right foods reduce inflammation, support hormone balance, improve insulin sensitivity, and make fat loss after 40 easier and more sustainable.



HIGH-QUALITY PROTEINS

Preserve muscle, increase satiety, and stabilize blood sugar and hormones.



FIBER-RICH CARBS & GREENS

Feed gut bacteria, reduce inflammation, and improve insulin sensitivity.



HEALTHY FATS

Support hormone production and reduce visceral fat inflammation.



ANTIOXIDANTS & PHYTONUTRIENTS

Protect cells from oxidative stress and speed recovery.

SALMON

Omega-3s to reduce visceral inflammation

LEAN BEEF

High in protein and iron to support muscle and energy

EGGS

Nutrient dense protein with healthy fats and choline

OATS

High-fiber carbs for steady energy and better blood sugar

BROCCOLI

High in fiber and sulforaphane to reduce inflammation and support detox

SWEET POTATO

Fiber-rich carbs that support hormone balance

BERRIES

Antioxidants that fight oxidative stress and support fat loss

OLIVE OIL, NUTS & SEEDS

Healthy fats that lower inflammation and support heart and hormone health



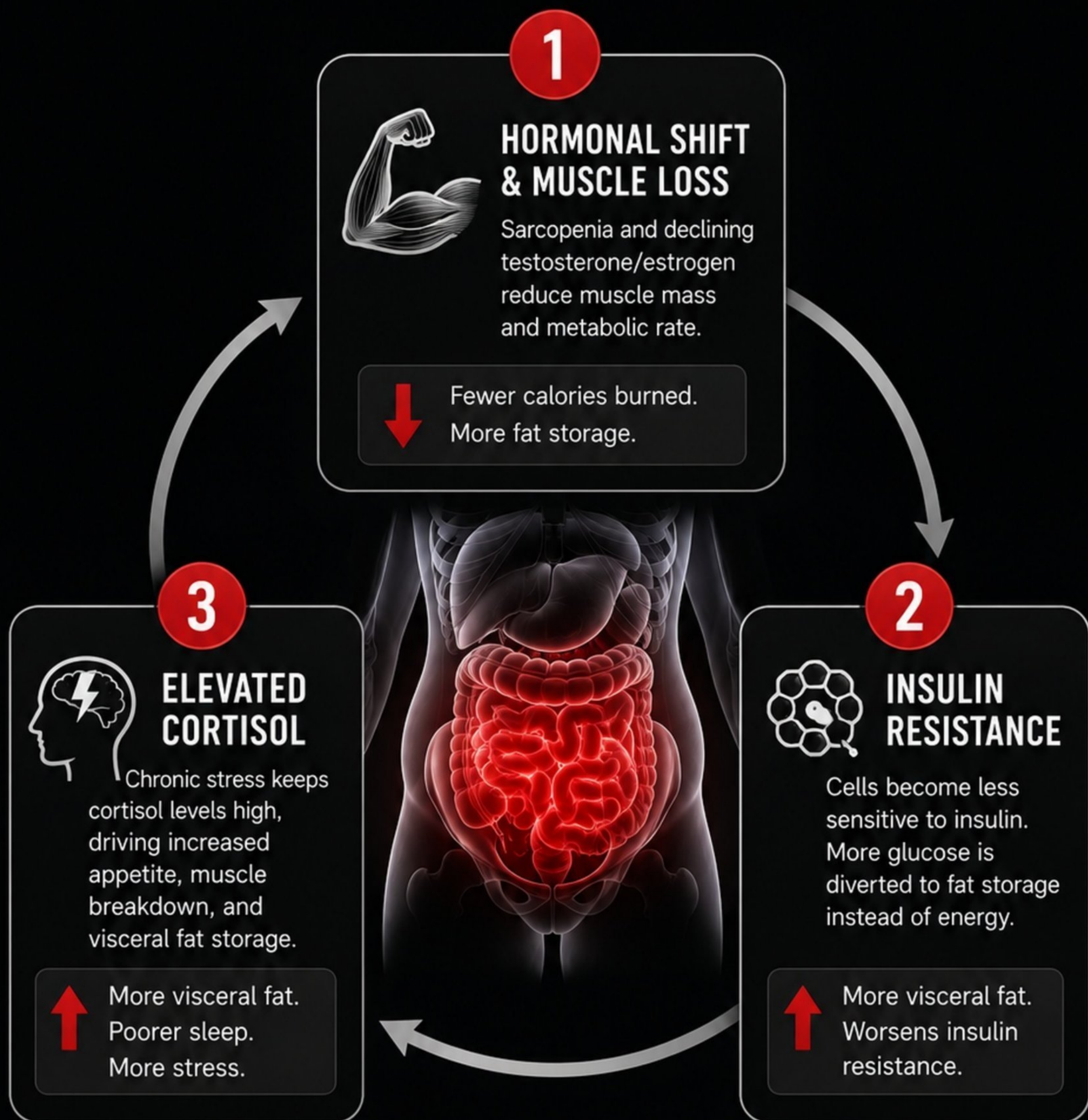
REAL FOOD. REAL RESULTS.

Consistency with anti-inflammatory choices helps reduce belly fat, balance hormones, boost energy, and support a stronger, healthier body after 40 and beyond.

THE VISCERAL FAT CYCLE

WHY BELLY FAT IS HARDER TO LOSE AFTER 40

A self-reinforcing cycle driven by hormonal changes, insulin resistance, and chronic stress — and why it keeps belly fat locked in.



THE BOTTOM LINE

These three factors feed each other in a continuous loop. Breaking the cycle requires the right strategy:

Build muscle. Improve insulin sensitivity. Control stress.



WHAT DOESN'T WORK — AND WHY

Most common approaches that fail adults over 40 — and the physiological reasons they backfire.



THE MYTH

PHYSIOLOGICAL REALITY



CRASH DIETING

Eat as little as possible to lose fat fast.



ELEVATES CORTISOL & CAUSES MUSCLE LOSS

Extreme calorie restriction lowers metabolism, increases cortisol, and causes muscle loss. When dieting ends, weight comes back faster than it left.



1,000 CRUNCHES DAILY

Target belly fat by training your abs.



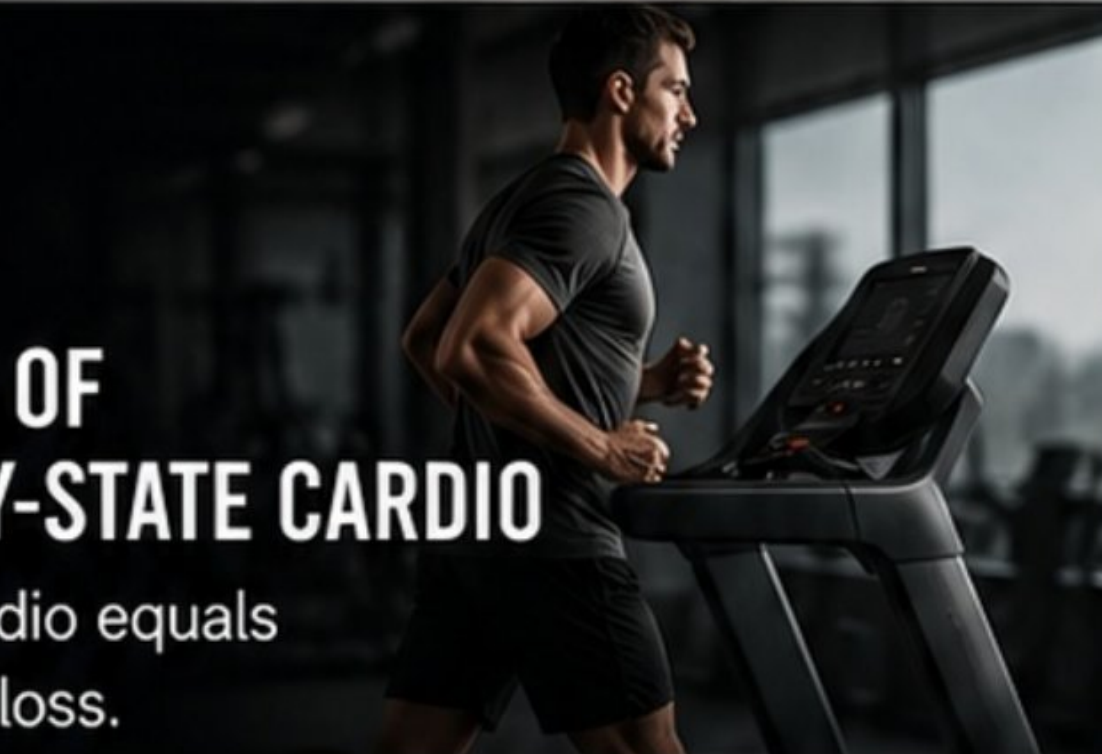
SPOT REDUCTION IS A MYTH

You cannot burn fat in one area. Core exercises build muscle, but fat loss comes from a calorie deficit applied to the entire body.



HOURS OF STEADY-STATE CARDIO

More cardio equals more fat loss.



RAISES CORTISOL & CAUSES MUSCLE LOSS

Excessive cardio elevates cortisol and breaks down muscle. Lower metabolism, higher stress, and stubborn belly fat.



FAT-BURNER SUPPLEMENTS

Take a pill to melt belly fat.



MINIMAL EFFECT AT BEST

Supplements don't create a calorie deficit or improve hormones. Real results come from protein, lifting, sleep, and consistency.



THE BOTTOM LINE

Shortcuts fail because they ignore biology. The right approach works with your hormones and metabolism — not against them.



THE 4-PART BELLY FAT SOLUTION



NO SHORTCUTS. JUST THE RIGHT ORDER.

Most adults get it wrong by starting in the middle. Follow this sequence to build the foundation, create the deficit, and lock in the results — for good.

1 FOUNDATION



FIX PROTEIN FIRST

- 0.8–1g of protein per pound of bodyweight daily.
- Preserves muscle, reduces hunger, and boosts metabolism.
- High protein has a 25–30% thermic effect.

RESULT: Stronger, fuller, and better body composition.

2 BUILD



ADD RESISTANCE TRAINING 3X PER WEEK

- Lifting is the most effective way to build and retain muscle.
- More muscle = more calories burned at rest.
- Improves insulin sensitivity and hormone function.

RESULT: More muscle, higher metabolism, stronger body.

3 CREATE



CREATE A MODERATE DEFICIT

- Aim for 300–500 calories below maintenance.
- Expect 0.5–1 lb of fat loss per week.
- Moderate deficits preserve muscle and hormones.

RESULT: Steady fat loss that you can sustain.

4 RECOVER



PRIORITIZE SLEEP & STRESS CONTROL

- Get 7+ hours of quality sleep each night.
- Manage stress and keep cortisol in check.
- Recovery is when your body adapts and burns fat.

RESULT: Balanced hormones, less cortisol, more fat loss.

WHY THIS ORDER MATTERS



Build first.
Muscle is your best defense against fat regain.



Create a moderate deficit.
Aggressive deficits backfire.



Balance your hormones.
High cortisol blocks fat loss.



Consistency beats intensity.
Sustainable steps create permanent results.

THE BOTTOM LINE



Belly fat comes down when you get the fundamentals right — and in the right order.

- ✓ Build muscle.
- ✓ Improve insulin sensitivity.
- ✓ Create a sustainable deficit.
- ✓ Control cortisol.
- ✓ Keep hormones balanced.
- ✓ Lose belly fat for good.



FOLLOW THE SEQUENCE. TRUST THE PROCESS. GET THE RESULTS.

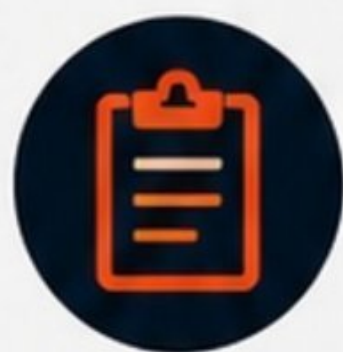
Stronger. Leaner. Healthier. For life.

CALORIE TARGETS FOR BELLY FAT LOSS



A moderate, consistent calorie deficit is the most effective way to lose visceral fat while preserving muscle.

 BODY WEIGHT (LBS)	 MAINTENANCE CALORIES	 FAT LOSS TARGET (300-500 CAL DEFICIT)	 PROTEIN TARGET (0.8-1G PER LB)
140	2,000 – 2,200	1,600 – 1,800	112 – 140g
160	2,200 – 2,400	1,800 – 2,000	128 – 160g
180	2,400 – 2,700	2,000 – 2,300	144 – 180g
200	2,600 – 2,900	2,200 – 2,500	160 – 200g
220	2,800 – 3,100	2,400 – 2,700	176 – 220g
240	3,000 – 3,400	2,600 – 2,900	192 – 240g



HOW TO USE THIS TABLE

Find your body weight, then aim for the fat loss calorie range. Adjust up or down based on your weekly progress.



KEY POINTS



MODERATE DEFICIT

300-500 calories below maintenance is the sweet spot for fat loss and hormone balance.



PROTECT MUSCLE

Higher protein and strength training help you lose fat while keeping muscle.



WEEKLY ADJUSTMENTS

If you're not losing 0.5-1 lb per week, adjust calories by $\pm 100-150$.



CONSISTENCY WINS

Small, consistent deficits over time beat extreme diets that backfire.



PRO TIP

Track your food for 7-14 days to get an accurate baseline. Then create your deficit from that number — not a guess.

Note: Calorie needs vary based on age, body composition, activity level, and metabolism.

NUTRITION STRATEGY

WHAT TO EAT

TO LOSE BELLY FAT

Belly fat loss is driven by a consistent calorie deficit with high protein. The foods you choose should make hitting protein easy, keep hunger manageable, and support training that preserves muscle. No single food causes or eliminates belly fat — the pattern over weeks is what matters.



1 HIGHEST-PRIORITY PROTEINS

-  Chicken breast — 31g / 100g
-  Lean ground beef 93% — 26g / 100g
-  Salmon — 25g / 100g — omega-3s reduce inflammation
-  Eggs + egg whites — 6g / egg + 3.6g / white
-  Greek yogurt — 10g / 100g — doubles as snack
-  Cottage cheese — 11g / 100g — casein = slow digesting
-  Whey protein powder — 25g / scoop — fast and convenient

2 BELLY FAT-FRIENDLY CARBS

-  White rice — easy to digest, gut-friendly
-  Oats — high fiber, blunts hunger effectively
-  Sweet potato — fiber + micronutrients
-  Beans and lentils — protein + fiber combo
-  Fruit (berries, banana, apple) — low cal, high fiber

Limit: bread, pasta, processed grains
Avoid: sugary drinks, alcohol, refined snacks

3 THE BELLY FAT WORST OFFENDERS

-  Sugar-sweetened beverages (soda, juice, energy drinks)
-  Alcohol — especially beer and cocktails
-  Trans fats (partially hydrogenated oils)
-  Highly processed snack foods (chips, cookies, crackers)
-  Fast food consumed more than 2x per week
-  Late-night eating — after 10pm, fat storage is preferentially visceral



WHY ALCOHOL IS ESPECIALLY PROBLEMATIC

- ✓ Alcohol directly inhibits fat oxidation for 24–48 hours after consumption.
- ✓ Your body treats alcohol as a priority fuel, so dietary fat eaten while drinking is stored rather than burned.
- ✓ Reducing alcohol is often the highest-leverage change adults over 40 can make.



THE PROTEIN PRIORITY RULE

Every meal, every day: build the plate around protein first. Adults who hit their protein targets consistently lose more fat, retain more muscle, report less hunger, and stay on their program longer.



FOR VISCERAL FAT


Reduce inflammation. Improve insulin sensitivity. Support fat loss after 40.



Visceral (deep belly) fat is metabolically active tissue that secretes inflammatory cytokines, which worsen insulin resistance and promote more fat storage. Anti-inflammatory eating helps reduce visceral fat beyond the calorie deficit by calming inflammation at the source.

1 OMEGA-3 FATTY ACIDS


Fatty fish 2–3x per week.
Fish oil supplement:
2–3g EPA + DHA daily.
Clinically shown to reduce visceral fat independent of calorie intake.

 REDUCES VISCERAL INFLAMMATION



2 HIGH-FIBER VEGETABLES


Target **5+ servings** per day.
Fiber feeds gut bacteria that produce short-chain fatty acids, helping reduce visceral inflammation.

 FIBER FEEDS GUT BACTERIA



3 LIMIT REFINED SUGARS

Fructose from sugary drinks and sweets is metabolized in the liver and converted to visceral fat preferentially.
Removing liquid calories alone can reduce visceral fat in 8–12 weeks.

 LIMIT LIQUID CALORIES
AVOID HIDDEN SUGARS



THE PROTEIN PRIORITY RULE

Every meal, every day: build the plate around protein first. Adults who hit their protein targets consistently lose more fat, retain more muscle, report less hunger, and stay on their program longer.



WHY ANTI-INFLAMMATORY EATING WORKS



LOWER INFLAMMATION



BETTER INSULIN SENSITIVITY



MORE STABLE HUNGER



SUPPORTS LASTING BELLY FAT LOSS

TRAINING PLAN

LIFT TO LOSE BELLY FAT



Resistance training is the single most effective exercise modality for reducing visceral fat in adults over 40 — more effective than cardio, more effective than HIIT, and far more effective than core work. The mechanism: more muscle tissue increases resting metabolic rate, improves insulin sensitivity, and reverses the hormonal environment that promotes belly fat storage.

3-DAY FULL BODY TEMPLATE — OPTIMIZED FOR BELLY FAT LOSS

			SETS × REPS	REST BETWEEN SETS
<p>DAY A — SQUAT PATTERN — LOWER BODY FOUNDATION</p>		1 Goblet Squat or Leg Press	3 × 10–12	90 sec
		2 Romanian Deadlift	3 × 10–12	90 sec
		3 Dumbbell Row	3 × 10–12 each	60 sec
		4 Push-Up or Dumbbell Press	3 × 8–12	60 sec
		5 Plank	3 × 30–45 sec	45 sec
<p>DAY B — HINGE PATTERN — POSTERIOR CHAIN + UPPER BODY</p>		1 Hip Thrust or Glute Bridge	3 × 12–15	90 sec
		2 Dumbbell Shoulder Press	3 × 10–12	90 sec
		3 Lat Pulldown or Band Row	3 × 12–15	60 sec
		4 Step-Up or Split Squat	3 × 8–10 each	90 sec
		5 Farmer Carry	3 × 30 sec	60 sec
<p>DAY C — CONDITIONING — FULL BODY + CORE</p>		1 Dumbbell Deadlift or Trap Bar Deadlift	3 × 8–10	2 min
		2 Incline Push-Up or Cable Fly	3 × 10–12	60 sec
		3 Face Pull or Band Pull-Apart	3 × 15	45 sec
		4 Reverse Lunge	3 × 10 each	60 sec
		5 Dead Bug or Pallof Press	3 × 10–12	45 sec

WHY COMPOUND MOVEMENTS BEAT ISOLATION WORK FOR BELLY FAT



BIG LIFTS RECRUIT MORE MUSCLE.



MORE MUSCLE RECRUITMENT = BIGGER METABOLIC DEMAND.



BETTER INSULIN SENSITIVITY AND HIGHER CALORIE BURN.



MORE PRESERVED MUSCLE = EASIER LONG-TERM FAT LOSS.

Squats, deadlifts, rows, and presses recruit large muscle groups simultaneously — producing a greater metabolic and hormonal response than isolation exercises.



LIFT 3X/WEEK. BUILD MUSCLE. IMPROVE INSULIN SENSITIVITY. LOSE BELLY FAT.

TRAINING CONTINUATION

GENERATE YOUR PERSONALIZED WORKOUT

Enter your equipment, fitness level, and goal. Get a custom workout built for your exact setup.



WHY PERSONALIZED WORKOUTS WORK

- ✓ Matched to your equipment
- ✓ Built for your fitness level
- ✓ Supports muscle + fat loss
- ✓ Easy to follow and progress



1. ENTER YOUR SETUP

Tell us your equipment, fitness level, and goal.



2. GET YOUR PLAN

We create a custom plan matched to your input.



3. BUILD WORKOUT

Get your workout with exercises, sets, and reps.



WHAT YOU GET

- ✓ Custom exercise selection
- ✓ Sets, reps, and rest times
- ✓ Progressive overload guidance
- ✓ A plan built for your exact goal



BUILD WORKOUT



SLEEP & STRESS – CORTISOL CONNECTION

High cortisol from poor sleep and chronic stress leads to more belly fat, especially visceral fat. Control cortisol. Lose belly fat.



THE CORTISOL-BELLY FAT LINK



STRESS

Physical, mental, or emotional stress



CORTISOL RISE

Stress hormone cortisol increases



FAT STORAGE

High cortisol promotes stored fat in your belly



VISCERAL FAT

More visceral fat around organs increases risk

HIGH CORTISOL SIGNS

- ✗ Stubborn belly fat
- ✗ Poor sleep / waking up tired
- ✗ Cravings, especially sugar
- ✗ Feeling wired but tired
- ✗ Irritability, anxiety, mood swings
- ✗ Low motivation
- ✗ Muscle loss / low strength

SLEEP STRATEGIES



7-9 HOURS

Aim for 7-9 quality hours every night. Consistency is key.



SLEEP SCHEDULE

Go to bed and wake up at the same time every day.



LIMIT SCREENS

No screens 60 minutes before bed. Blue light disrupts melatonin.



COOL, DARK ROOM

Keep your room cool, dark, and quiet.



WIND DOWN

Use calming activities like reading, stretching, or meditation.

STRESS MANAGEMENT



DEEP BREATHING

5-10 minutes daily lowers cortisol and calms your mind.



LIFT & MOVE

Strength training reduces stress and balances hormones.



GET SUNLIGHT

Morning sunlight helps regulate cortisol and improves mood.



PLAN & PRIORITIZE

Reduce overwhelm. Focus on what matters most.



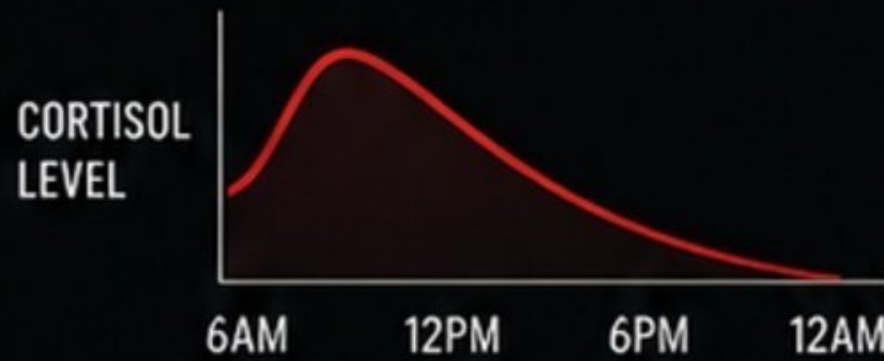
REDUCE STIMULANTS

Limit caffeine and alcohol, especially in the evening.

CORTISOL BALANCING HABITS

- ✓ Sleep 7-9 hours nightly
- ✓ Lift weights 3-5x per week
- ✓ Eat whole, nutrient-dense foods
- ✓ Manage stress daily
- ✓ Stay hydrated
- ✓ Get 10k steps per day

CORTISOL PATTERN



HEALTHY PATTERN

High in the morning, natural decline throughout the day.

POOR SLEEP / CHRONIC STRESS



UNHEALTHY PATTERN

Cortisol stays elevated, leading to more belly fat and fatigue.

**SLEEP BETTER.
MANAGE STRESS.
LOSE BELLY FAT.**



**CONTROL WHAT YOU CAN.
TRANSFORM YOUR BODY.**

TAKE THE NEXT STEP

Get your personalized plan for better sleep, less stress, and a leaner waist.

GET STARTED NOW →

SLEEP OPTIMIZATION STRESS REDUCTION

Better sleep quality and lower stress directly reduce cortisol and support belly fat loss after 40.



1. SLEEP OPTIMIZATION PROTOCOL



FIXED WAKE TIME

Same time every day, including weekends.



NO SCREENS 45-60 MIN BEFORE BED

Blue light delays melatonin.



ROOM TEMPERATURE 65-68°F (18-20°C)

Improves deep sleep.



NO ALCOHOL WITHIN 3 HOURS OF BED

Disrupts REM cycle.



MAGNESIUM GLYCINATE 200-400MG

May improve sleep quality.



CONSISTENT PRE-SLEEP ROUTINE

20 minutes of low-stimulation activity.



LIMIT CAFFEINE AFTER 12 PM

Caffeine has a 5-6 hour half-life.

2. STRESS REDUCTION FOR BELLY FAT



WALKING 20-30 MIN/DAY

Measurably reduces cortisol.



RESISTANCE TRAINING 3X/WEEK

Reduces baseline cortisol over time.



BREATHING PRACTICE 5 MIN/DAY

4-7-8 or box breathing lowers cortisol acutely.



ELIMINATE OR REDUCE ALCOHOL

Alcohol amplifies cortisol.



PRIORITIZE 1 FULL RECOVERY DAY PER WEEK

No training, no hustle.

3. THE SLEEP-BELLY FAT RESEARCH



A 2022 study found that adults who extended sleep from 6.5 to 8.5 hours reduced calorie intake by about 270 calories per day — **without a diet intervention.**



Sleep is a **fat-loss intervention.**

LOWER CORTISOL. IMPROVE RECOVERY. SUPPORT BELLY FAT LOSS.



Stronger. Leaner. Consistent.

TIMELINE – WHAT TO EXPECT AND WHEN

Results take time, consistency, and the right strategy. Here's what your **transformation** can look like.



**1-2
WEEKS**

ADAPTATION PHASE

- Your body adjusts to training and nutrition
- Energy and sleep start to improve
- Bloating may reduce
- You may not see big changes yet, but progress is happening under the surface



START

2 WEEKS

**3-4
WEEKS**

EARLY PROGRESS

- Belly fat starts to decrease
- Clothes fit better
- Strength and endurance improve
- You'll feel more confident and motivated



3 WEEKS

4 WEEKS

**5-8
WEEKS**

VISIBLE RESULTS

- Noticeable fat loss, especially around the midsection
- Muscle definition starts to show
- Better performance in and out of the gym
- Habits become routine



5 WEEKS

8 WEEKS

**9-12+
WEEKS**

TRANSFORMATION PHASE

- Significant fat loss and muscle definition
- Increased strength and overall fitness
- Sustainable habits for long-term success
- A stronger, healthier, more confident you



9 WEEKS

12+ WEEKS

IMPORTANT TO REMEMBER



Be consistent.
Show up
daily.



Focus on progress,
not perfection.



Trust the process.
Results compound
over time.



Everyone's journey
is different. Stay
patient and stay in it.



Small daily efforts
lead to big
transformations.



**STAY CONSISTENT.
THE RESULTS WILL FOLLOW.**

Want to fast-track your results with a **personalized plan**?

GET STARTED TODAY →

SCALE VS REALITY / BELLY FAT LOSS TIMELINE



The scale doesn't tell the whole story. Belly fat loss takes time, consistency, and patience. Here's what to expect on your journey.

THE BELLY FAT LOSS TIMELINE



SCALE VS REALITY



THE TRUTH

Belly fat is the last to go and the first to return. Trust the process, be patient, and focus on what you can control.



**STAY CONSISTENT.
THE RESULTS WILL FOLLOW.**

**FOCUS ON THE PROCESS.
THE TRANSFORMATION IS GUARANTEED.**

WHAT'S NEXT / FIRST WEEK ACTION PLAN

The first week sets the tone.
Focus on building momentum, creating habits,
and setting yourself up for long-term success.



**FOCUS: START STRONG. STAY CONSISTENT.
THE RESULTS WILL FOLLOW.**



YOUR FIRST WEEK ROADMAP

DAY 1 RESET & PLAN	DAY 2 TRAIN	DAY 3 NUTRITION	DAY 4 TRAIN	DAY 5 RECOVERY	DAY 6 ACTIVE DAY	DAY 7 REFLECT & PLAN
<ul style="list-style-type: none"> ✓ Take progress photos & measurements ✓ Set your goals ✓ Plan your workouts ✓ Plan your meals ✓ Go to bed on time 	<ul style="list-style-type: none"> ✓ Follow your workout plan ✓ Hit your protein target ✓ Drink 2–3L of water ✓ 8K–10K steps 	<ul style="list-style-type: none"> ✓ Eat whole, nutrient-dense foods ✓ Stay in a slight calorie deficit ✓ Avoid processed foods & sugar ✓ Prep meals if needed 	<ul style="list-style-type: none"> ✓ Follow your workout plan ✓ Focus on progressive overload ✓ Stretch or mobility work ✓ 8K–10K steps 	<ul style="list-style-type: none"> ✓ Prioritize sleep 7–9 hours ✓ Manage stress (breathing, meditation, journaling) ✓ Light walk or active recovery 	<ul style="list-style-type: none"> ✓ Get your steps in ✓ Do active recovery or cardio ✓ Focus on movement & mobility 	<ul style="list-style-type: none"> ✓ Review your progress ✓ Adjust your plan if needed ✓ Prepare for next week ✓ Celebrate small wins

KEY HABITS TO LOCK IN



TRAIN
3–5x
per week



EAT
in a calorie
deficit



HYDRATE
2–3L
daily



SLEEP
7–9
hours



MANAGE STRESS
Daily stress
management



MOVE DAILY
8K–10K
steps

WEEK 1 CHECKLIST

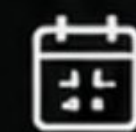
- ✓ Completed 2–3 workouts
- ✓ Followed my meal plan 80%+
- ✓ Hit my protein target daily
- ✓ Drank 2–3L of water each day
- ✓ Got 7+ hours of sleep each night
- ✓ Managed stress and stayed consistent
- ✓ Tracked progress (weight, measurements, photos)

CONSISTENCY
CREATES
TRANSFORMATION

REMEMBER



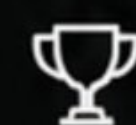
Progress > Perfection



Consistency Compounds



Small Steps, Big Results



You've Got This!



**TAKE ACTION TODAY.
BUILD THE FUTURE YOU DESERVE.**

Let's make this the week
everything changes.

I'M READY – LET'S GO! →

CLOSING / YOUR BEST BODY IS EARNED.

Belly fat loss isn't about quick fixes.
It's about showing up, staying consistent,
and trusting the process.



YOU HAVE THE PLAN.
YOU HAVE THE KNOWLEDGE.
NOW IT'S TIME TO **TAKE ACTION.**



COMMIT TODAY.
THE RESULTS WILL FOLLOW.

*DISCIPLINE TODAY.
FREEDOM TOMORROW.*

FREE APP YOUR FITNESS. IN YOUR POCKET.

Track workouts, meals, progress,
and more – all in one place.



WORKOUT TRACKING
Log sets, reps, and progress



MEAL TRACKING
Stay on track with nutrition



PROGRESS INSIGHTS
See results and stay motivated



SMART REMINDERS
Never miss a workout or meal



Download on the
App Store

GET IT ON
Google Play

CUSTOM PROGRAMS BUILT FOR RESULTS.

Choose the program that fits your goals,
lifestyle, and experience level.

→ AVAILABLE IN THE APP.

**FAT LOSS
ACCELERATOR**
Lose fat. Keep muscle.
Get lean.
📅 4-6 WEEKS

**MUSCLE
BUILDER**
Build muscle.
Get stronger.
📅 6-12 WEEKS

**STRENGTH
FOCUS**
Build strength.
Improve performance.
📅 6-12 WEEKS

**BEGINNER
FOUNDATIONS**
Start strong.
Build the base.
📅 4-6 WEEKS

EXPERT GUIDES KNOWLEDGE THAT KEEPS YOU AHEAD.

In-depth guides to help you train,
eat, and live better.

→ AVAILABLE IN THE APP.

**NUTRITION
GUIDE**
Eat to fuel
your goals.

**WORKOUT
HANDBOOK**
Train smarter.
Get stronger.

**FAT LOSS
BLUEPRINT**
Step-by-step
fat loss system.

**SUPPLEMENT
GUIDE**
What works.
What's worth it.

**MINDSET
MASTERY**
Train your mind.
Transform your life.



DISCLAIMER

This information is for educational purposes only and is not intended as medical advice. Consult your physician before starting any new exercise or nutrition program. Results may vary. Consistency, patience, and effort are key.

*YOU DON'T HAVE TO
DO THIS ALONE.
WE'RE HERE TO HELP.*