

| A Woman's Guide to Overcoming Estrogen | Dominance from Xenoestrogens | Part 1

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So often when we are struggling with unexplained weight gain or an inability to lose weight we're met with "eat right and exercise." In truth, your hormones have a lot to do with your weight and this information may help bring awareness to blocks as well as provided solutions to help you reach your health goals.

Common Hormone Imbalances and Associated Weight Gain:

Belly Fat? Think High Cortisol

Booty, thighs & hips? Think High Estrogen

Weight gain everywhere and for no reason? Think Low Thyroid

A Woman's Guide to Overcoming Estrogen Dominance from Xenoestrogens

Did you know that your stress levels and hidden chemical-laden skincare products may actually be behind your stubborn weight gain to a myriad of other symptoms?

Today we're here to talk about what happens as a consequence to our inner and outer ecosystem and daily actions that may be putting us at risk when we have "too much" or an imbalance of Estrogen.

Estrogens Key Role

Estrogen is what gives us women our beautiful hips, breast and thighs and keeps our entire body well lubricated. Estrogen also increases the health of our bones, plump skin, mood and much more.

Feeling it?

Let's reflect for a moment on the key symptoms of estrogen dominance

Irregular or heavy periods

Water retention

Acne

Breast swelling and tenderness

Headaches

Fibrocystic breast changes

Weight gain

Mood swings

Hair loss

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How Does Your Estrogen Get Out of Balance?

Based on endocrine research, an imbalance happens in two primary ways.

1. Inability to metabolize hormones.

Not being able to rid our body of excess estrogen is becoming more common and is caused by a myriad of factors including genetics, stress, diet and lifestyle.

These may all contribute to an excess of hormones in the body and known as endogenous (internal).

The leading biomarker to test is if you have a optimal biological function to detoxify efficiently on a daily basis. There are tests to learn more about your personal ability to methylate and what specific detoxification pathways your body engages — good or not so good.

If left unchecked, a long term circulation of hormones can lead to an excess of certain hormones, particularly estrogen, in the body tissue.





2. Exposure to excess hormones in our outer environment.

Exposure to exogenous (external hormones) or hormone like substances can make a woman go crazy – and it's the consequence of modern day living exposure to hormone like substances on a daily basis.

It's these excess hormones that are obtained from a coined word known as "**xenoestrogens**" that may directly contribute to unhealthy weight gain and other health deficiencies.

How's this happen? Glad you asked!

WHAT ARE XENOESTROGENS?

Xenoestrogens are a group of endocrine-disrupting chemicals that mimic our body's natural hormone, estrogen. Normally our endocrine system releases an appropriate amount of each hormone for the body to function optimally. When's the last time you've felt fully balanced?

This disruption happens because these chemicals bind to or block our natural hormone receptors.

So these xenoestrogens, in particular, get in the way of our estrogen receptors. This keeps our natural estrogen from binding as it normally would.

This leads to higher levels of circulating estrogen free flowing in our bloodstream, known as estrogen dominance.

So in a nutshell, the more xenoestrogens we're exposed to, the more total estrogen we'll have in our bodies.





Mimicking estrogens effect on weight gain in a couple ways:

First, Endocrine Disrupting Chemicals target signaling proteins to make more fat cells which can promote weight gain.

Next, this can further change the energetic balance and the metabolism of ghrelin and leptin, the chemicals which control hunger and satiety. **Errored thinking and a double minded confusion then leads to overeating.** Endocrine Disruptors and Estrogen Dominance

Unfortunately our environment is so filled with these chemicals (both inside and outside our home), our bodies are constantly inundated with and exposed to them.

Signs of this estrogenic excess weight are usually found around the abdomen, thighs, breast and the back of the arms.

Instigating the situation even more, excess estrogen processes an enzyme called aromatase, which converts our adrenal steroids (hormones) into estrogen. **MORE ESTROGEN!**

See the cycle?

It's a cruel twist of biological fate, that estrogen prompts the formation of more fat cells, and the cycle just perpetuates itself.

EXCESS WEIGHT = EXCESS ESTROGEN = MORE FAT STORAGE

How about the role of stress?

Cortisol is the primary stress hormone produced by the adrenal gland and can easily sabotage weight loss. This is a basic biological function intended to protect us from starvation. When we experience high levels of stress, we produce high levels of cortisol, and our bodies store fat, sort of like an emergency backup plan.

So if you're leading a high stress lifestyle, and wondering why you can shed those pesky pounds despite your best efforts, finding a way to de-stress is a must.

Feeling stressed? You can address overwhelm in a matter of seconds. I trust you'll love the 7-11 breathwork exercise.

Exercise: Take a moment and close your eyes closed and put your hand on your stomach. As you take a deep breath in for seven and release for a count of 11, allow your stomach to gently push your hand out and in until you've changed your state into a calm, clear, clean, quiet, powerful and peaceful mind.

Now that we are clear and calm, let's go in depth and create a plan on how to improve detoxification for overall wellness and weight management.

5 Steps to Balancing Your Estrogen Naturally

1. Love Your Liver.

Your liver is responsible for metabolizing and releasing estrogen out of the body.

2. Nutrient density

- Eat quality protein
- Eat plenty of garlic and onions
- Take a B complex
- Eat a minimum of 3 cups of cruciferous vegetables weekly

3. Fix Your Gut.

Once the liver processes estrogen for elimination, it is up to your gut to move it out!

If you are experiencing constipation, there is a good chance your estrogen isn't making its way out, but instead, going back into circulation in the body. Figuring out and treating the underlying cause of your digestive issues is crucial in creating optimal hormonal health.

4. Eat Fiber.

Aim for at least 25 grams per day by eating plenty of vegetables and fruits. Fiber will keep your bowels regular and help eliminate waste, including unnecessary estrogen.

5. Stress Less.

6. Sleep!

Seven hours is the minimum you should be getting nightly. Your body needs sleep and your hormones demand it.

Remove Products Containing Endocrine Disruptors

Front and center, as a formulator, I can see first hand how estrogen mimicking chemicals are traditionally found in personal care products. As I started formulating over 12 years ago- I made sure none of my skin and hair products were free of hormonal disruptors.

I'll go deeper into Xenoestrogens in beauty products on a upcoming episode, but for today's purposes, I want to leave you with a overview of the top 3 offenders you can address immediately.

Ready to take action?

The importance here is to bring awareness to our inner and outer everyday trance of "normalcy" by assessment because I want to make sure that you're informed and you know how to support your hormones in every way possible.

So let's jump into the power of removing these top three!

3 Most Common Endocrine Disruptors and How to Find Them

1. Bisphenol A (BPA)

BPA is a chemical that has been associated with cancer, including breast cancer. But beware! The chemicals they use to replace BPA are equally concerning in regards to the negative health effects like sabotaging your fertility, causing your weight to climb, and painful periods.

BPA is Commonly Found In:

- Receipts
- Plastic bottles and containers
- Canned foods
- Food packaging

How to Avoid BPA:

- Avoid handling paper receipts at the store
- Opt for a mobile boarding pass rather than a paper ticket
- Avoid drinking out of plastic
- Do not microwave food in plastic
- Skip the canned food and opt for frozen or dried instead

2. Flame Retardants

Your rest it at night may be in conflict with your hormones!

The tricky thing about flame retardants is that they aren't just in our couch cushions or mattresses. They are also in our pets beds, find their way into the dust in our home, are in baby car seats, electronics, and on kid's pajamas.

Flame Retardants Are Commonly Found In:

- Mattress
- Furniture
- Pet beds
- Children's Car Seats
- Electronics
- Children's pajamas
- Dust in your home (if your furniture has flame retardant)

How to Avoid Flame Retardants:

- Check the labels on clothes and don't even touch those synthetic pajamas in the store.
- Check the labels on furniture before you make a new purchase
- Purchase flame retardant free mattress
- Choose pet beds without flame retardant
- Use a HEPA or other air filter in your home
- Vacuum often
- Open windows to allow for circulation in the house daily

3. Phthalates

Ever wonder why you hear avoid fragrance when it comes to hormones? That's because fragrances can be a source of phthalates, which are known to cause harm to reproductive health.

Phthalates Are Commonly Found In:

- Personal care products
- Plastic wrap and food storage containers
- Plastic children's toys
- Fragrances in trash bags, diapers, and candles
- Air fresheners

How to Avoid Phthalates:

- Read labels and avoid products that list phthalates or fragrance
- Eat out of glass, rather than plastic storage containers
- Ditch air fresheners and opt for essential oils instead
- Buy natural, beeswax candles only (or at minimum fragrance free)
- Use laundry detergent that doesn't have artificial fragrance

Lastly let's close with – How to Detox from Endocrine Disruptors

Equally important to eliminating endocrine disruptors from your environment is to support your body's natural detox and elimination pathways. When I'm addressing detox, estrogen dominance symptoms, or symptoms of hormonal imbalance (like period problems, skin problems, or even digestive problems).

If we are taking in harmful chemicals (i.e. eating non-organic foods or slathering our body in things that disrupt our hormones), we're going to have a hard time getting our hormones back in balance. We therefore want to minimize the waste coming in.

We do that by:

- Eating organic foods as often as possible
- Avoiding Xenoestrogens (like personal care products or cleaning products that can disrupt our hormones)
- Avoiding further exposure by not eating out of plastic containers and not touching the paper receipts from the grocery store.
- Make sure you're getting a variety of fiber-rich foods that can help you carry waste out. And, at the same time, those foods are supporting your overall hormonal system, your nutrient health, and your liver detoxification.

You can also support detoxification and elimination of chemicals that harm your hormones by supplementing with:

- Diindolylmethane (DIM)
- Broccoli seed extract
- Resveratrol
- Chrysin
- Calcium D-Glucarate
- Folate
- Magnesium

Well ladies, that's it! I get pretty heated up around hormone disrupting invaders in our life.

Stay tuned to a story shared with Julie Tebben on Episode 11 and how it directly relates to the importance of our beauty and personal care products we use as women, every day.

Here's a few facts to preface my next mini episode on Xenoestrogens and products.

The average US woman uses 12 personal care products a day, containing 168 different chemicals

While most men use fewer products, they're still exposed to about 85 such chemicals daily

Women with higher levels of personal-care chemicals in their bodies experienced menopause two to four years earlier than women with lower levels

Ok, Enough for now.
I hope you enjoyed this episode.

Please like, subscribe if you're not already part of our tribe and comment what you learned with your 5 star review!

Want to grab the top 3 most offensive xenoestrogens in your life? Just head to Awakenbeautypodcast.com and find this mini episode with show notes!

Looking for natural, organic and hormone disruption free skin and body care? Then you know where to go! Head to Evoqbeauty.com. E-V-O-Q beauty.com and enter "AWAKEN" for your very first order!

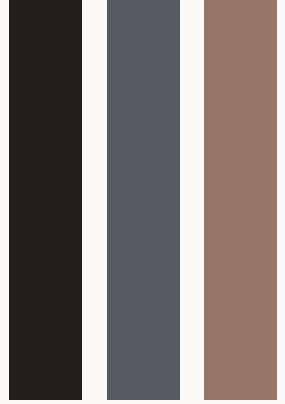
Resources:

Dr Jolene Brighten

<https://www.energeticnutrition.com>

<https://www.shechangeseverything.com/blog/2018/11/4/are-chemicals-making-you-sick-the-full-list-of-obesogens>

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| How to Identify and Detoxing Harmful Xenoestrogens From your Beauty Rituals | Part 2

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Hi dear one!

I hope you're doing great! This powerful time together is a carry over from our previous conversation about estrogen mimickers called xenoestrogens.

Many personal care products such as cosmetics, shampoos, and body lotions, contain harmful chemicals. For example, one of the most common chemicals found in personal care products is "Fragrance," which can be made up of hundreds of various chemical compounds. Fragrances are linked to liver and kidney damage, cancer and endocrine disruption which interferes with your adrenal, thyroid and reproductive glands.

When we use these personal care products we can inhale the toxins as well as absorb them through our skin (the largest organ that connects to the inside of our body).

It's simple enough just to say "Opt for natural plant-based alternatives with simple ingredients that have names you recognize..." its just as important to know the why and how to recognize the unwanted ingredients damaging our health.

Before we move forward, make sure you're read up on how the pesky chemicals mimicking our estrogens succumb us and cause havoc in the first place!



For a quick review:

WHAT ARE XENOESTROGENS?

Xenoestrogens are synthetic substances that mimic estrogen. Unfortunately, unlike estrogen, which the body fully eliminates after its job is done, xenoestrogens are stored in fat cells where they disrupt the proper functioning of the reproductive system and increase hormone imbalances and the risk of disease in the breast and ovaries.

CAUSES OF ESTROGEN DOMINANCE

The body accumulates excess estrogen in two ways:

Endogenously (inside) - We make too much of our own estrogen and it's not being properly eliminated.

Exogenously (outside) - Excess estrogens enter the body from external sources, such as foods, the environment, toxins, and chemicals, and are not being properly eliminated.



Excess Estrogen Common Catalysts:

Stress

Surprise! The leading cause of endogenous estrogen stems from excessive and prolonged stress which inversely decreases progesterone production to make more cortisol, the main stress hormone. This results in high estrogen levels in relation to progesterone.

Impaired Liver Function

Mentioned in part one, we know the liver removes excess hormones from the body, and if not working properly - it leads to estrogen dominance.

Dysbiosis

A higher count of bad bacteria vs. good bacteria in the gut inhibits the conversion of estrogen into water-soluble molecules. This causes the estrogens to recirculate back into the bloodstream where it can re-exert its effects. Gut health is very important for the metabolism of all hormones.

Now onto the deeper understanding of (Xenoestrogens)
from Personal Care Products

You may be overwhelmed, but trust me - reducing your xenoestrogen exposure through awareness when applied to your beauty products is easier than you think. The impact is huge, and I have no doubt this will be helpful and clarifying for you and your beautiful health!



TWO REASONS WHY XENOESTROGENS HIDDEN IN SKINCARE IS HARMFUL

Increase of Cancer Risk

About 40% of all cancers in women are hormonally driven. When estrogen mimickers are present in our beauty products - it increase the overall levels of circulating hormones. This is why it may also increase our risk for certain cancers, specifically breast cancer.

Breast cancer is estrogen-dependent. Research has shown that xenoestrogens in personal care products can pose an increased risk of breast cancer.

Fertility

In women, exposure to xenoestrogens can predispose us to estrogen dominant related health conditions like PCOS, Endometriosis, and Fibroids and fertility.

Exposure to xenoestrogens is not the sole cause of these fertility, rather it's constant exposure to these endocrine-disrupting compounds, like in your daily skincare routine that affects these conditions.

When becoming pregnant, xenoestrogen exposure can also be harmful. In mice, exposure to xenoestrogens during pregnancy has been shown to affect the estrogen levels of the developing fetus. Men are perhaps even more susceptible to the negative effects of xenoestrogens on their fertility than women are.

Xenoestrogens could be contributing factors to the deterioration of these men's semen quality, resulting in their inability to conceive.

So, if you and your partner are having trouble getting pregnant, xenoestrogens in a beard oil or facial cream should be assessed as a easy way to reduce your exposure to these endocrine-disrupting compounds.

Which leads me to how to awaken to xenoestrogens in our personal care and beauty products.

Outside-In

When you consume chemicals internally they are first filtered through the liver before they make their way into the bloodstream, but when you use skincare products that contain xenoestrogens, they may pose risk through absorption.



TOP INGREDIENTS TO REMOVE

Phthalates: Are found in cosmetics, cleaning products, food packaging, and detergents, PVC plastic, toys, and plastic wrap.

Buyer beware, the worst part about Phthalates is that Phthalates often times hide in the ingredient list under “fragrance.” Companies are able to vaguely label a group of ingredients as simply “fragrance” in order to protect trade-secret ingredients.

Phthalate

DEP

DBP

DEHP

Parabens: found in deodorant, antiperspirant, moisturizer, sunscreen, and makeup.

Parabens show up in personal care products because they are antimicrobial agents and preservatives.

Ethylparaben

Butylparaben

Methylparaben

And other ingredients ending in “-paraben”





Looking for a “paraben-free” label is the easiest way to avoid exposure to these xenoestrogens in your skincare products.

Formaldehyde: A known carcinogen and irritant found in nail products, hair dye, fake-eyelash adhesives and some shampoos. It has been banned in other countries.

Fragrance: Has hormone-disrupting effects. Fragrance is also connected to headaches, dizziness, asthma and allergies. Instead, use products with natural fragrances only.

Lead: A known carcinogen and hormone disruptor found in certain eyeliners, hair dye and lipsticks.

Mercury: A known irritant and allergen that, with body accumulation over time, can impair the brain and nervous system.

Oxybenzone: An active ingredient in chemical sunscreens that accumulates in fatty tissues and is linked to allergies, hormone disruption and cellular damage. I recommend wearing skin-protective clothing and using natural minerals or zinc products.

DEA/TEA/MEA (Ethanolamines): Used as emulsifiers and foaming agents for shampoos, hair color, body washes, soaps and topical application. It's been associated with cancer in animal studies.

Sodium lauryl sulfate (SLS, SLES): A former industrial degreaser now used to make soap foamy, it's absorbed into the body.

Diethylene glycol (or DEG): A central nervous system depressant and potent kidney and liver toxin. Sometimes found in fragrances. Note: Glycerin and propylene glycol are sometimes contaminated with DEG, which are common ingredients in personal care products.

STAY BEAUTIFUL INSIDE AND OUT BY FOCUSING ON NUTRITION AND DETOXIFICATION

In conclusion, reoccurring toxins that build up in the body can adversely impact one's health, hormones, looks and overall well-being.

I suggest checking your beauty-product labels, eating a plant rich diet, frequent exercise and plenty of water to stay hydrated and help your body naturally flush out toxins not only keeps xenoestrogens at bay but might also deter blemishes and fine lines that show up on your skin.

If you are having skin issues or any hormonal imbalance symptoms you should have your hormones tested instead of guessing. The comprehensive hormone panel is an excellent starting place for evaluating hormone function.

Small changes can add up to big impacts, so keep your eyes open for them and continue making healthy choices where and when you can.

To start making confident and empowering decisions today, head on over to www.evoqbeauty.com where you'll find Xeno-FREE hair, skin and wellness products galore!

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XO LOVE N' LIGHT, KASSANDRA