



The *Women's* Wellness Program

Long term, real life health changes you have been looking for.

Education, support, and accountability that will help keep you focused and on track with your health goals.

After years of teaching daily workshops and weekly sugar detox programs, I was excited to see great success with my clients, but it all seemed to be mostly short term. Let's face it, 21 days is long enough to see the benefits of a clean, real food diet, but it certainly isn't long enough to create healthy habits that last a lifetime (for most of us anyway). After a few days, weeks, or months of these clients being on their own again, many of them were falling back into old habits and asking for more support. I was starting to see the most successful clients were those who were dropping into these workshops, but also working with me privately one-to-one throughout the year. After many months of working together with these clients, we were seeing the

life long changes they were yearning for and it was exciting! That got me thinking...most people love the small group support because it helps keep them accountable. They also love (and need) some one-to-one personalization to get support for their own personal situation. And mostly these clients need something that was do-able, and affordable! Hence the creation of this program. The goal is to provide the education and support on topics that I see are the most problematic for my clients through monthly small group sessions. We cover topics such as: hormone health, detoxification, hydration, gut health, and sleep. These are all topics that 99% of my clients have some form of dysfunction with and want/need more support in these areas. But since we are all different and need some personalization, this program includes 4 private one-to-one sessions which can be scheduled at any time to help fine tune your own health journey.

The goal with the Wellness Program is to help clients make LONG-TERM sustainable changes to their lives by providing education, support and accountability for an entire year. Research has shown that it takes 21 days to change a habit, but since most of us have more than one habit we need to change, we need more than 21 days to make that happen. So here you have it...an extended Wellness Program to help you become a better version of yourself!

I hope you are as excited as I am to jump in and get started!

Tiana

About Tiana Rockwell, NTP



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I am an endurance athlete, nutritionist, health coach and a wife. I am proud to have been married to my best friend for over 15 years. By day, we spend our time in the healthcare field working hard to improve the lives of our clients. By night (and weekends), we love to adventure together, with our two Labrador retrievers. We enjoy backpacking, traveling and endurance sports together. We have a private endurance coaching business where we help clients reach their sports performance and long-term health goals. I am certified as a Nutritional Therapy Practitioner by the Nutritional Therapy Association (since 2014) and hold certifications as both USAT Level 1 Coach and as a Crossfit Level 1 Trainer.

About Heather Cruz, NTP



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I have lived in Nevada County for over 20 years, where my husband and I raised our two daughters. I have worked in the health field for most of these years, in physical therapy for the first 10 and the last 10 years in Crisis, Mental Health. My husband and I spend our free time, visiting our adult daughters, traveling, training for endurance athletic events and entertaining our dog, Rufus. My passion has always been about helping people physically and mentally to change their lives for the better. As a mother, wife and endurance athlete, I appreciate the challenges that life has to offer and work toward improved health. I am excited to teach and help others learn alternatives to live a healthy active life.

Program Overview

This is an 11 month wellness program that includes:

- 2 small group sessions (lasting 90 minutes each) every month
- weekly “homework” to complete by the following meeting
- weekly emails with recipes, helpful tips, and other resources to help keep you on track
- 4 private one-to-one sessions to help fine tune your own personal health journey that can be scheduled anytime within a 12 month period (starting from day 1 of the program)
- a private Facebook group to provide a place to connect with your classmates and instructors
- a private, password protected website to download resources and course materials

To get the most out of the program, it is expected that you will set aside time daily to work on creating new healthy habits. Materials will be posted before each session and it is up to you to read the materials and complete the assigned homework. Think of this like school. You are only going to get out of it what you put into it. If you take the time daily to make small changes towards better health, you will come out of this program a better version of yourself....healthy, happy and THRIVING!

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Thank you for your cooperation and understanding.

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Introduction

Tendencies and Habits

We've all been there. Committed. Determined. Absolutely, positively, 100% ready to make a change FOR REAL! We join a group, pay for a program, buy a book and commit to reading it. We stick with the program for a period of time, but before we know it, we're right back to where we started... completely frustrated that we're back here again. UGH! WHY!?!?! Why is it so easy to fall back into old habits that we so badly want to change??? Why is it so hard to stick with the good habits that make us feel so good while we are actually doing them??? Maybe it is because we are trying to make changes in the wrong way. Instead of wishing more, or trying harder, maybe we just need to change the way we are making those changes.

Just like a diet, there is no one-size-fits-all approach to a successful, happy life. In order to get there, you may have to take a completely different approach than your friend or partner takes. Take a diet for example: after the completion of a program (like a 21 day sugar detox) some people find that following an 80/20 rule afterward (eating a clean diet 80% of the time and enjoying some sugar 20% of the time) is a fantastic approach that works well for them. Other people find that as soon as they eat the smallest amount of sugar again, they want more and more and more of it. Moderation works for some. Complete abstinence works for others.

*“We are what we
repeatedly do.
Excellence, then, is
not an act but a
habit.”*

-Aristotle

We all have a unique personality that will determine the best way to approach setting new habits for success. Knowing your own personality type is a critical component of successful habit building so you can make the changes needed based on your own natural tendencies, interests and values.

Have you ever wondered . . .

- People can rely on me, so why can't I rely on myself?
- Why do people tell me that I ask too many questions?
- How do I work with someone who refuses to do what I ask—or one who keeps telling me what to do?
- How do I stop myself from giving into temptations?
- Why can't I convince myself to exercise more?
- How can I become more effective, with less wasted time and conflict?

One of the big daily challenges of life is: "How do I get people—including myself—to do what I want?"

You are here for a reason. You want to make changes in your life to be the very best version of yourself. In order to have success doing this, you have to better understand what makes you tick. How do you make decisions? How do you successfully create a new habit and have it last a lifetime?

Let's find out...

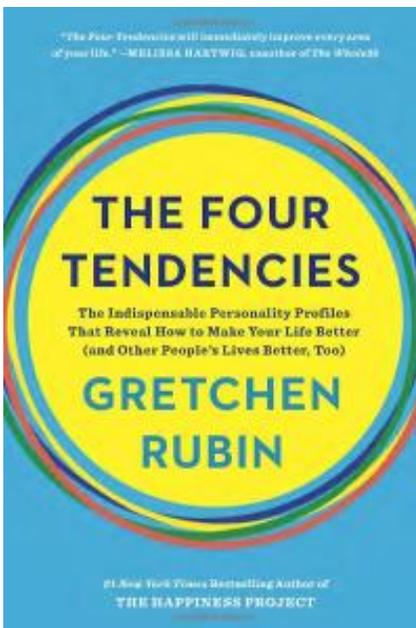
Homework

Part 1- Book Club

The Four Tendencies by Gretchen Rubin

About the book- During Gretchen Rubin’s multibook investigation into human nature, she realized that by asking the suspiciously simple question “How do humans respond to expectations?” we gain explosive self-knowledge.

She discovered that people fit into Four Tendencies: Upholders, Questioners, Obligers, and Rebels. Our Tendency shapes every aspect of our behavior, so understanding this framework lets us make better decisions, meet deadlines, suffer less stress and burnout, and engage more effectively. The Four Tendencies explain *why we act* and *why we don’t act*.



“The Four Tendencies will immediately improve every area of your life—and I say this from personal experience. If you’ve been feeling stuck in your relationships, career, health, or self-confidence, understanding your Tendency and how to make it work for you is the game-changer you’ve been looking for.”

*Melissa Hartwig
author and cocreator of The Whole30*

Homework

Part 2- The Diet

Nutrient Dense Whole Food 30 Day Challenge

For the next 30 days, we challenge you to eat REAL FOOD, MOSTLY PLANTS, and in the RIGHT AMOUNTS.

Program "Rules"

1. Consume 3 or 4 meals per day* from the food to enjoy list. Your meals are REQUIRED TO HAVE:

- 3+ cups of vegetables
- 2 tablespoons of fat

It is OPTIONAL (but recommended) to ADD:

- 6-8oz of protein
- 6-8oz of carbohydrate

2. No snacking between meals**

3. No alcohol

*If you weigh less than 150 lbs, consume 3 meals per day. If you weigh 150 lbs or more, consume 4 meals per day.

**exceptions are:

- women who are pregnant and/or breastfeeding
- athlete who workout 2+ times per day, or for more than 2 hours in a single workout



GLUTEN FREE



DAIRY FREE



SOY FREE



NO TRANS FAT



NO SUGAR ADDED



NO SUGAR

FOODS TO ENJOY

CARBOHYDRATES

~ 6-8 ounces per meal

FRUITS-

All fruits EXCEPT dried or canned
focus on darker colored fruits when possible
for example: berries, pomegranate, and cherries

STARCHY VEGETABLES-

Sweet Potato
Organic Potato
Winter Squash
Corn

PROTEIN

~6-8 ounces per meal

Beef (Grass-fed)

Pork (Pastured)

Protein Powder

Chicken (Organic, Pastured)

Poultry (Organic, Pastured)

NUTS & SEEDS

Collagen (Grass-fed)

Seafood (Wild)

Select a single ingredient
protein powder. Limit intake of
protein powder to 2 servings
per day.

2 small handfuls **OR**

Eggs (Organic, Pastured)

Wild Game

2 tbsp nut butter

Fish (Wild)

must be single ingredient nuts/nut
butters

VEGETABLES- aim to pick 1 from each category

3+ cups per meal

-Leafy-

Arugula
Cabbage
Cilantro
Kale
Leafy Greens (beet, collard,
dandelion, mustard, turnip, etc)
Lettuce
Parsley
Spinach

-Colorful-

Artichoke
Asparagus
Beets
Bell Pepper
Celery
Olives
Peppers
Purple Cabbage
Tomato

-Sulfur Rich-

Broccoli
Brussel Sprouts
Cabbage
Cauliflower
Garlic
Leeks
Mushrooms
Onions
Radishes

FATS

2 tbsp per meal

Avocado

Coconut Oil

Flax Oil (Cold Pressed)

Olive Oil

Avocado Oil

Coconut Cream

Fish Oil

Sesame Oil (Cold Pressed)

Uncured Bacon Grease

Grass-fed butter

Lard

Tallow

Uncured Bacon

Ghee (clarified butter)

MCT oil

Beverages

Water

Coffee

*Avoid foods and

Nut Milk (unsweetened- limited to 8oz per day)

Mineral Water

beverages with artificial

Coconut Milk (unsweetened- limited to 8oz per day)

Tea (herbal or caffeinated)

sweeteners

Whenever possible, buy organic, wild, pastured, raw, grass-fed, chemical-free, artificial sweetener free, gluten free, sugar free, hydrogenated oil free.

FOODS TO **AVOID**

Some of the foods on this list are nutrient dense, healthy foods that can be considered AFTER 30 days of clean eating. These foods are avoided during the 30 day challenge for various reasons (they lack essential amino acids, they are nutrient "poor," they are high in natural sugar, etc).

CARBOHYDRATES

Fruits

Dried Fruits
Canned Fruits

Grains

Breads
Pastas
Oatmeal
Quinoa
White/Brown Rice

LEGUMES

Lentils
Peanuts/Peanut Butter
Whole Beans (black, pinto, kidney, etc)

PROTEINS

Cold Cut Deli Meats
Cured Meats
Sausage (except homemade)

VEGETABLES

Dried Corn (corn meal, popcorn, corn starch, corn nuts, etc)

FATS

Vegetable Oils, Hydrogenated Oils, Partially Hydrogenated Oils (including Canola, Corn, Cottonseed, Peanut, Safflower, and Sunflower)

BEVERAGES

Alcohol
Club Soda
Fruit Juice
Soda (diet and regular)
Dairy
Packaged beverages with more than 1 ingredient

OTHER

Sweeteners of any kind (natural or artificial)
Packaged foods with more than 1 ingredient
Flours (except almond or coconut flour)
Bars of any kind
No gum or breath mints

NOTES:

SAMPLE MENU

Breakfast Ideas

Ground pork w/ sausage spices, sautéed vegetables (winter squash, kale, garlic, broccoli)
3 egg omelet with asparagus and mushrooms on a bed of fresh greens, side of berries
Smoothie (coconut milk, blueberries, GL Collagen, chia seeds, ice), side salad

Lunch Ideas

Spinach salad with grilled chicken, berries, raw nuts and EVOO dressing
Lettuce wrapped hamburger with side salad and sweet potato
Spaghetti squash chow mein with chicken and vegetables

Dinner Ideas

Soup/stew made with bone broth, pastured meat, vegetables and sweet potato
Wild salmon with vegetables and curry coconut broth, served over spaghetti squash
Grilled steak with grilled brocollette, zucchini and asparagus, baked sweet potato
Ground pork stuffed acorn squash baked with side of steamed vegetables

SWAP LIST

SUBSTITUTE THIS	FOR THAT
Zucchini Noodles or Spaghetti Squash	Pasta
Riced Cauliflower	Rice
Lettuce or Cucumber	Bread
Coconut or Cashew Cream	Coffee Creamer
Blanched Collard Green or Lettuce	Tortilla