

Gut Rescue

HOW IT WORKS



EFFORTLESSLY BANISH BLOATING, CRAVINGS, AND BELLY FAT

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Gut Health 101

Everyone knows at least one person (or maybe a few) who are effortlessly slim with glowing skin and tons of energy.

They seem to be able to eat “anything” (although they’re not as tempted by the cupcake display as you...) and they don’t have to spend hours in the gym every day to stay fit.

They’re able to concentrate for long periods of time - and never seem “foggy” or moody.

They can travel and eat out with friends and family without worrying about counting every calorie and tracking every step. (And they never get gassy or bloated, either!)

They seem relaxed and happy, not anxious or frazzled.

They exercise because they like it - and they don’t have to be at 5 AM boot camp classes to stay in shape.

They have more energy and seem younger than they really are. And usually have beautiful hair, skin, and nails too.

Did these people win the genetic lottery?

No, they didn’t - in fact, it’s almost the opposite.

Most people assume that the effortlessly slim and healthy have “good genes.” But all humans share about 99.9% identical genetics.

It’s not good genes that make these people “effortlessly” healthy, slim, energetic, and happy - it’s a healthy gut microbiome.

What is the gut microbiome?

It’s the trillions of microorganisms that live in your gut.

And unlike your genes (which are inherited at birth from your parents) your microbiome is a living, evolving thing: it can (and does!) change and shift throughout your life. In fact, your microbiome can change radically in just a few days based on what you eat, how you move, and many other lifestyle factors.

Your gut microbiome influences everything from your mood, energy levels, and mental clarity, to your weight, your digestion, your hair, skin, and nails... and much, much more.

Here’s the powerful news you haven’t heard before:

You can have a healthy gut microbiome (and the energy, weight loss, and other benefits that come with it too!)

The secret to effortless weight loss and maintenance - plus beautiful skin, hair and nails, boundless energy, and a clear mind is already inside you: it’s your gut microbiome.



You can be one of those people who:

- Doesn't have to count calories or macros, but stays slim
- Doesn't gain weight - even when they indulge or go on vacation
- Feels satisfied when they eat - and isn't controlled by food cravings
- Has a flat belly no matter what they eat
- Exercises because they enjoy it - not out of fear or punishment
- Sleeps soundly and wakes up full of energy
- Has a clear brain and no mental foggiess
- Doesn't get stressed out by the little bumps in life
- Has clear skin, strong nails, and shiny hair
- Lives with joy...

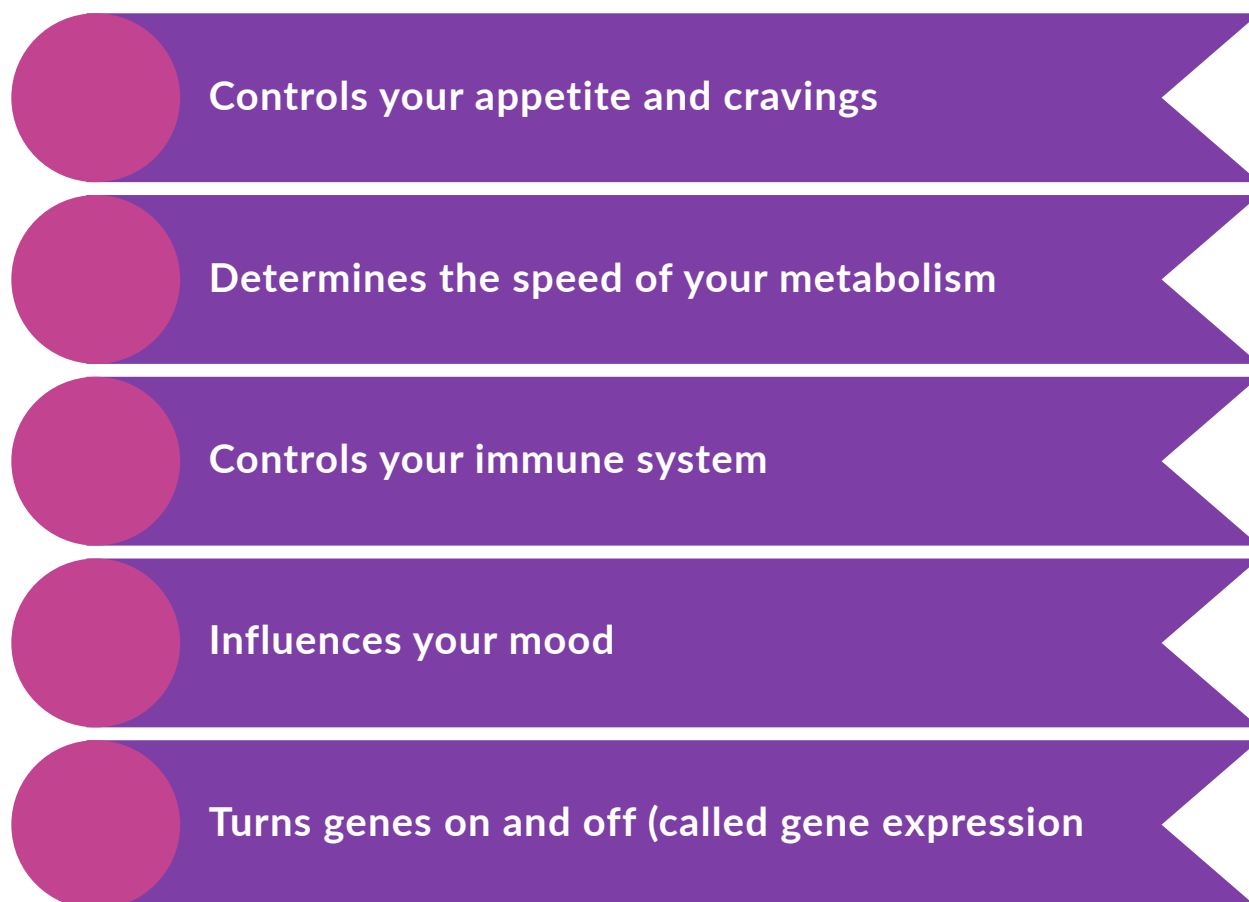
The first step is learning what the gut microbiome is and how it controls so much of your health and happiness.

Understanding The Gut Microbiome

There's an entire world inside your gut - and most people completely ignore it (or don't even know it's there at all). It's called the microbiome.

The gut microbiome is the name given to the collection of over 100 trillion microscopic organisms that live in your gut. These teeny-tiny microbes live within your intestines to help you extract the vital nutrients from your food - but that's not all they do.

YOUR MICROBIOME ALSO:



In fact, 90% of the cells in the human body are microbes. That means 90% of you is actually the bacteria that reside in your body.

Scientists have known about the bacteria living in and on your body for a long time. But for years, it was assumed that all microbes were unhealthy and caused disease. This was the age of antibiotics and antibacterial soaps.

But just in the new millennium, scientists' understandings of the trillions of bacteria living in and on your body has undergone a radical shift. Now they know that the majority of bacteria are not only not harmful - they're actually helpful.

The bacteria that make up your microbiome are incredibly crucial for human health and must be protected!

It wasn't until the early 2000s that studies of the microbiome began in earnest. In 2008, the National Institutes of Health began a project to map the microbiome (just as the human genome had been mapped earlier).

When the human genome was mapped, scientists learned that all humans share about 99.9% identical DNA. That's right...all people have almost the same DNA!

So what accounts for all the diversity in humans if your DNA is about the same as everyone else's?

Compared with DNA, there is much more diversity in the human microbiome. No two people have the same microbiome (not even identical twins with the same DNA!)

As a result of research into the human genome and microbiome, today there is much more information on the care and keeping of the microbiome than there was even ten years ago. Scientists and researchers today know not only what important roles the microbiome plays, but also what you can do to keep your microbiome healthy (and how your past behavior may have hurt it).

In this guide, you're going to learn:

- How the microbiome controls your health
- How microbiome problems are impacting you right now
- How your microbiome controls your weight, mood, skin, and much more...
- 3 tools you can use to heal your microbiome and take back control!

How The Microbiome Controls Your Health

For thousands of years, doctors have understood that the gut is far more than just the place where you digest food. Way back in 300 BC, the “father” of Western Medicine, Hippocrates, famously said that all disease begins in the gut.

Hippocrates didn't know about the microbiome yet, but he was right!

The power of your gut in controlling the health of your entire body lies in the microbiome.

Here's a look at some of the significant ways your microbiome is affecting how you look and feel right now:

Weight Loss & Digestion

- The microbiome controls food digestion. Bacteria in the gut can control everything from how much stomach acid you create to how long foods sit in the digestive system before moving along.
- The microbiome controls appetite and cravings. Certain microbes prefer “healthy food” and others lead to junk food cravings. Have you ever felt like your food cravings changed? It could be due to a change in your microbiome. Your microbiome also helps to tell you when you're hungry and when you're full.



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- The microbiome regulates calories. You might think that if a piece of bread has 60 calories, every person who eats it absorbs 60 calories. Not true! Your microbiome controls how many calories are extracted from the food you eat. That's why the "calories in, calories out" method of weight loss fails so many people!

Energy & Mood

- The microbiome creates 90% of your body's serotonin. Serotonin is one of the major neurotransmitters impacting happiness! SSRIs, a common antidepressant drug, work by making more serotonin available! When your microbiome is creating enough serotonin, you feel happier.
- The microbiome keeps you chemically balanced. Serotonin isn't the only neurotransmitter created by the microbiome - acetylcholine, GABA, noradrenaline, and dopamine are also produced by the microbiome in the appropriate amounts to balance mood and energy.
- The microbiome can prevent depression. People with depression have an altered microbiome and less diversity than people with a healthy microbiome. Researchers believe that a damaged microbiome isn't a symptom of depression - it actually might be the cause!
- The microbiome extracts nutrients for energy. Vitamins and minerals are the building blocks of ATP - the primary energy source of the body. This is what gets you out of bed and through your day. A healthy microbiome extracts maximum nutrition from food to give you the most energy!

Hair, Nails & Skin Health

- The microbiome controls acne. We know acne can be caused by bacteria on the skin - and that your skin has its own microbiome. But the gut microbiome also plays a major role in acne. An unhealthy microbiome can't process the inflammatory foods and substances that cause acne flares.
- The microbiome controls hives, eczema, and rashes. Because the microbiome directly impacts the immune system, it controls immune responses like hives, eczema, and rashes.
- The microbiome process nutrients for strong hair and nails. No matter how much protein you eat or Biotin you take, if your microbiome isn't strong enough to extract and utilize the nutrients, they won't have a positive impact on your hair, skin, and nails. An unhealthy microbiome can lead to weak nails, brittle and dull hair, and premature aging.

The microbiome regulates and processed hormones. Do you break out with your menstrual cycle or lose hair when you're stressed? Hormones - like estrogen, testosterone, and cortisol - are regulated and processed by the microbiome. Any hormone-related beauty issues can be helped by healing the microbiome.

And that's not all...

Did you know that 75% (and more by some accounts) of your immune cells are located in the gut? This is no coincidence - it's because the microbiome helps control and regulate immune function.

These conditions are all related to microbiome problems:

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|--|--------------------------------|
| • Acne | • Eczema |
| • Allergies | • Gastric ulcer |
| • Antibiotic-related diarrhea | • Hardening of the arteries |
| • Anxiety | • Heart disease |
| • Asthma | • Inflammatory bowel illnesses |
| • Autism | • Malnutrition |
| • Autoimmune diseases and inflammation | • Migraines |
| • Cancer | • Obesity |
| • Chronic fatigue syndrome | • Osteoarthritis |
| • Dementia & Alzheimer's | • Parkinson's disease |
| • Dental cavities | • Psoriasis |
| • Depression | • Rosacea |
| • Diabetes | • And more |

How can all these seemingly unrelated problems all be connected to the microbiome?

The microbiome controls gene expression.

Gene expression means to turn a gene on or off. Your DNA - made up of lots of individual genes - is like the “directions manual” for your body.

You inherit your genes from both of your parents. Your genes tell your cells what to do: they control everything from the color of your hair and eyes to your predisposition to certain diseases.

Gene expression is how the cells read the DNA.

If you're feeling confused, you're not alone: Until the last 25 years, the field of gene expression - called epigenetics - wasn't well understood.

Scientists knew that people could have a genetic predisposition toward something - like an autoimmune disease - but never develop the condition.

Why?

The answer lies in epigenetics.

Genes are not fixed settings within your body: instead, they are like light switches that can be turned on or off.

The microbiome is largely responsible for turning the gene switches on and off - along with other lifestyle factors. Epigenetics can explain why someone who has a genetic predisposition toward weight gain can stay thin, or a person with a genetic tendency to be slim gains weight.

This is really good news!

Why?

It takes a very long time for human genes to evolve. If you had a gene variant that made you obese, it could take generations for the gene to evolve and change.

But the genetic composition of your microbiome can change as quickly as a few days (since the lifespan of a microbe can be as short as twenty minutes!) - and then change your own gene expression through the power of epigenetics.

With an understanding of how to care for your microbiome, you're in charge of your own destiny - not your genes.



How Microbiome Problems Are Impacting YOU Right Now

Depending on how your microbiome is imbalanced (also called gut dysbiosis) you will have different symptoms. But because the microbiome is connected to every part of the body, you can see symptoms everywhere from your digestion to your skin to your mood.

HERE ARE SOME OF THE MOST COMMON SYMPTOMS OF AN UNHEALTHY MICROBIOME:



Are you dealing with any of these symptoms? They're a sure sign you have a damaged microbiome.

But the good news is: you can heal your microbiome!

How to Heal Your Microbiome

There are 3 major tools that can be used to heal your microbiome, lose weight, gain energy, and feel amazing. They are:

Microbiome Healing Diet

This is everything you DO and DON'T eat. Your diet is the most important factor in healing your microbiome and keeping it healthy. Fortunately, you don't need to eat bland or boring food for a healthy microbiome. The healthiest diet for the microbiome includes lots of diversity and delicious foods.

You don't need to count calories or macros - but you can still expect to lose weight. How? It's all thanks to the power of your microbiome. As your gut heals, not only will you get more in tune with your hunger and fullness cues (meaning you overeat less often), and crave junk food less often (while your love of gut-healthy food naturally increases), but the speed of your metabolism will actually increase, too.

This means that when you do "indulge" in a special meal or find yourself in a situation where you can't eat your usual microbiome-fueling foods, you won't quickly gain weight. In fact, once your gut is healed, you can have flexibility (anywhere from 5-15%) within your diet without any negative consequences. Have a slice of cake at the wedding. Enjoy pizza with your kids. Share a bottle of wine with your husband. That's the beauty of a healthy microbiome!

Microbiome Healing Supplements

In an ideal world, you'd get all the nutrients you need from the food you eat. In real life? Sometimes your gut needs a little help. Whether it's shoring up holes in your diet, giving the gut support in healing and repairing, or helping

establish more healthy bacteria with a powerful probiotic supplement, supplements can speed up the microbiome restoration process and help keep your gut healthy long-term.

The key to supplementing for microbiome health is choosing the right supplements (not overdoing it) and then finding high-quality manufacturers.

Microbiome Healing Lifestyle

Lifestyle changes aren't as "black and white" as changing your diet and adding in supplements - but they are just as important. Everything from exercise to stress management has a major impact on your microbiome health and can be optimized for a healthier gut.

Just like with diet changes, most people are surprised by how much they like the lifestyle changes they need to make for a healthy gut. You don't need to exercise for hours per day or never have another sip of alcohol in order to get a healthy microbiome. In fact, you might even need to exercise less and relax more!

Diet, supplements, and lifestyle changes are all very important for the process of healing your microbiome and losing weight. Don't ignore any of them if you want the best results!

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