

# AN INTRODUCTION TO BELIEVE

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## 7 Principles *to improve your holistic health*

*For women, especially those suffering from chronic inflammatory, reproductive and/or hormonal disorders such as Endometriosis and PCOS.*

*signed, your endo bestie*



# Introduction

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After my own journey battling endometriosis, I've sought to create a comprehensive guide inclusive of 7 principles that can help guide you towards better symptom management and a healthier life.

Each letter of BELIEVE stands for a different principle that can be incorporated into your every-day life as a means of improving your holistic health.

This guide is specifically designed for women suffering from inflammatory conditions like endometriosis, but the principles themselves can be applicable to a variety of reproductive, gut or hormonal disorders such as PCOS, IBS, or autoimmune conditions. It is by no means a 'cure' for any of these disorders. Each principle could be incorporated into your lifestyle as a means of better managing your symptoms and aiming to live a healthier, less toxic, more calming existence.

As a qualified Personal Trainer and an endo warrior myself, these principles have helped me to regain a semblance of control over my health.

Finally, this ebook provides an overview of the BELIEVE program principles. For deeper education, assistance and support, you can sign up for the BELIEVE program itself, or enquire directly about personalised 1-2-1 personal training online programs.

# About Me

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I grew up competing in international sports before studying for my personal training qualifications. However, my ability to work, live and form relationships became impossible when my health declined almost overnight between the ages of 18-19.

After battling with chronic pelvic pain and gastrointestinal discomfort, chaos, and distress for 7+ years, having been misdiagnosed with both IBS and PCOS, I was finally diagnosed with endometriosis in 2025 following a laparoscopy.

My own journey has been harrowing. Throughout the years, I tried almost every health hack you can imagine, from 7 day fasts, to LOW FODMAP, to the AIP diet, to morning walks and even medical cannabis.

While my endo is by no means 'cured' and I still have to manage my symptoms almost daily, I have come to identify several lifestyle changes that have helped me regain control over my health and live somewhat of a normal life (as much as one can when living with chronic pain).

My mission is to share these changes, in the form of my 7 principles, to help other women out there better understand their bodies, and be equipped with knowledge on how to improve their holistic health.

*your endo bestie*



# Notes from the author

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I understand what it is like to do everything right, and still suffer from uncomfortable, painful or distressing symptoms

I understand that sometimes you can follow wellness trends to the T and still have days where the pain becomes too much.

I understand that living with chronic conditions sometimes feels like fighting an uphill battle, and leaves you questioning the meaning of an existence marred by symptom management.

But just because this might sometimes be your reality, it doesn't mean we shouldn't keep striving for better health.

Everything in this guide is achievable and within your sphere of self-control. Sometimes we can't control when we will go through bad days, but we CAN control: how we manage our bad days; how we care for ourselves; how we decide to keep going.

If nothing else, this guide is a means of reminding you that you are not alone.

Investing in yourself is priceless.



# Contents

B, Balance Hormones

E, Eat Wholefoods

L, Lift Weights

I, Invest in Self-care

E, Exercise Mindfully

V, Visualise Wellness

E, Educate & Establish



# B Balance Hormones

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Hormones are your body's messengers. They influence everything, from your energy, mood, and digestion to your metabolism, fertility, and sleep. When they're in balance, you feel steady and resilient. When they're out of balance, life can feel like a rollercoaster you didn't choose to ride.

For women with conditions like endometriosis and PCOS, hormone imbalance is often at the root of pain, irregular cycles, fatigue, and inflammation. Balancing hormones is not about perfection, it's about creating an internal environment where your body can thrive.

## ***How Hormonal Imbalances Affect Us***

- Excess estrogen (common in endometriosis) can drive inflammation, heavy periods, and pain.
- High androgens (common in PCOS) can cause acne, hair changes, and cycle disruptions.
- Cortisol (stress hormone) can worsen inflammation and throw other hormones off track.
- Insulin resistance can make it harder to regulate weight, energy, and reproductive health.



# Ways to Support Hormone Balance

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- **Nutrition:** Eat wholefoods rich in fiber, protein, and healthy fats to stabilise blood sugar and support detox pathways.
- **Strength training:** Building muscle improves insulin sensitivity and metabolism.
- **Stress management:** Yoga, breathwork, and rest help lower cortisol and calm the nervous system.
- **Cycle syncing:** Adjusting movement and lifestyle to your hormonal phases helps prevent burnout.
- **Gut health:** A healthy gut helps process excess hormones and reduces inflammation.
- **Targeted support:** Some women find benefit from supplements, acupuncture, or medical therapies — the right mix depends on your unique body.

## Micro-Habits That Make a Difference

Sometimes it's not the big overhauls but the tiny, consistent choices that keep hormones steady.

- **Honor your circadian rhythm:** Wake and sleep at consistent times, expose yourself to morning light, and limit blue light before bed.
- **No coffee on an empty stomach:** Eat protein or healthy fats first to stabilise blood sugar and protect cortisol balance.
- **Prioritise sleep hygiene:** Aim for 7–9 hours of quality rest by keeping your room cool, dark, and screen-free.
- **Eat fermented foods:** Support your gut microbiome with kefir, sauerkraut, kimchi, or coconut yoghurt.
- **Build in rest:** Active recovery, naps, or even 10 minutes of stillness during the day keep your nervous system regulated.
- **Find daily balance:** Pair movement with recovery, work with play, discipline with compassion.

*Balancing hormones isn't about achieving a "perfect" state. It's about listening to your body and making choices each day that bring you closer to stability, energy, and relief. Even small, consistent micro-habits create ripple effects that support your hormones over time.*

# E

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# Eat Wholefoods

*“It took a few weeks, but once I cut out alcohol, refined sugars and inflammatory foods, my GI symptoms became much more manageable, and mentally I felt a lot calmer and more in-control of my health. You absolutely are what you eat”.*



The food industry of the western world does not serve your health. Processed foods, GMO vegetables, deliveroo take-aways, drinking culture and social indoctrination to stock the cupboards with sweet treats for every public holiday, makes eating whole, anti-inflammatory foods not only difficult, but somewhat isolating.

It is deeply concerning that, in our modern society of abundance and 'liberation', we have to pay more for food that isn't sprayed with pesticides and harmful chemicals. Western society is built upon 'hustle culture' that leaves little time, energy or space to thoughtfully cook your meals, When we walk inside traditional supermarkets, we become victims of the deliberate placings of multi-coloured packages of processed food, designed to light up our brains and entice us to buy.

Your search for whole, anti-inflammatory foods will face hurdles at every corner, because society has been curated to keep us sick, dependent, and addicted.

*So, why should you fight against the tide?*

# Why are wholefoods important?

Wholefoods provide real nutrition. They fuel your energy, gut health, hormones, and overall well-being. Your cells, hormones, even your mood, are built from the food you eat.

For women with hormonal/reproductive conditions, we are sensitive to:

- Inflammation (which drives pain and flare-ups)
- Blood sugar imbalances (which affect hormones, energy, and mood)
- Gut health disruptions (which interfere with digestion, detoxification, and immunity)

Wholefoods will help:

- Balance blood sugar and stabilise energy
- Reduce inflammation and pain
- Support liver and gut detoxification (essential for hormone clearance)
- Provide the building blocks for hormones and neurotransmitters

## How can you start eating more wholefoods?

**Build meals around real ingredients.** Start with a protein source (eggs, fish, chicken, legumes), add colourful vegetables, and finish with healthy fats.

**Shop the perimeter of the supermarket.** Fresh produce, meat, fish, and dairy are usually around the edges.

**Read labels carefully.** If you can't pronounce it, wouldn't keep it in your cupboards, or it has more numbers than ingredients, your body probably can't use it.

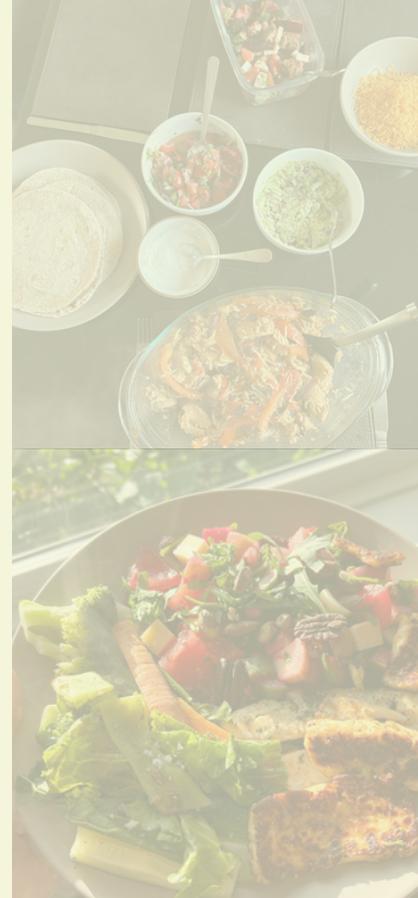
**Swap processed staples for wholefood versions.** White bread → wholegrain sourdough. Sugary snacks → fruit with nut butter or dark chocolate. Flavoured yoghurt → plain Greek/coconut yoghurt with berries.

**Cook at home when possible.** Use nutrient-rich fats like olive, avocado, or coconut oil, or traditional options like butter, ghee, and tallow.

**Prioritise balance, not restriction.** Overly rigid “food rules” raise cortisol (stress hormone) and can harm rather than heal. Aim for balance, variety, and flexibility.

**Practice food mindfulness.** Notice how different foods make you feel. Keep a food/symptom journal to track triggers and supportive choices.

**Get support if you need it.** A nutritionist, dietitian, or health coach can help you navigate your unique needs.





# L

## Lift Weights

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*"Lifting weights is not just about building strength; for women with conditions like endometriosis, PCOS, or other hormonal disorders, it's a powerful tool for managing symptoms, boosting mood, and enhancing overall health. It empowers women to take control of their bodies and fosters resilience in the face of chronic challenges."*

# Why should women lift weights?

Every woman needs to understand the importance of lifting weights for their overall health.

Let's break down the main benefits of strength/resistance training for women:

1 - **Strength training increases bone density**, thereby reducing the risk of osteoporosis. This is especially important as women age.

2 - **Building muscle boosts metabolism and improves the body's ability to convert glucose to energy**, rather than being stored as fat.



3 - **Lifting weights can enhance overall strength and endurance**, making daily activities easier and reducing the risk of injury.

4 - **Beyond physical health, weightlifting can improve mental well-being by boosting confidence**, reducing stress, and fostering a sense of empowerment.

## How does lifting weights help with chronic conditions?

### For PCOS:

Improves insulin sensitivity and reduces excess androgen - supporting regular cycles and ovulation, balancing blood sugar.

Boosts metabolism - more lean muscle means burning more calories at rest.

Improves body composition - helps with fat loss and muscle gain, easing metabolic stress.

### For Endometriosis:

Lowers inflammation and pain - by reducing systemic inflammation.

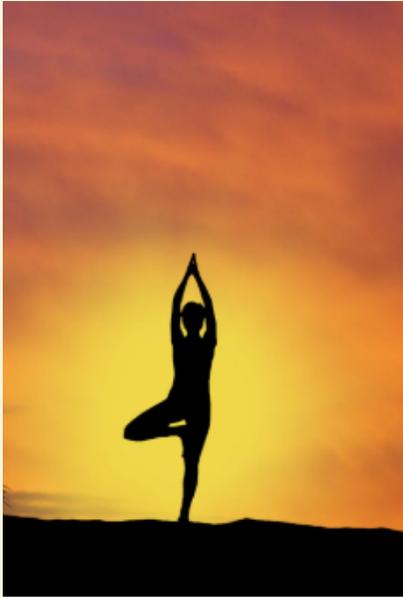
Balances hormones by supporting estrogen metabolism.

Improves circulation and digestion, which aids in liver and gut detoxification processes.

Strengthens core and pelvic support - which can reduce pressure and help with posture.

Long-term resilience - maintaining muscle mass supports bone health and energy.

# I Invest in Self-Care



When we hear “self-care,” many of us think of bubble baths or a glass of wine. But for women living with inflammatory, hormonal, and reproductive conditions like PCOS and endometriosis, self-care is not a luxury, it is survival. It is a deliberate investment in your body, mind, and long-term health.

Chronic pain, fluctuating hormones, and unpredictable cycles create constant stress on the nervous system. Left unchecked, this stress feeds into the very conditions we’re trying to manage — raising cortisol, throwing blood sugar off balance, worsening inflammation, and making symptoms like bloating, fatigue, cramps, and anxiety feel unbearable. This is why self-care is not optional: it’s a tool for calming the storm.

## Pillars of Self-Care

### **Stress Management & Breathwork**

Deep breathing, meditation, and yoga may sound simple, but they are powerful. Slow, intentional breath activates the parasympathetic nervous system — your body’s “rest and repair” mode. This helps lower cortisol and can even reduce pain perception. Even 5 minutes of guided breathing or gentle yoga stretches before bed can shift your body into a calmer state. Take a few moments to breathe.

### **Comfort & Pain Relief**

For endo warriors especially, warmth can be a lifeline. Heat pads, hot water bottles, warm compresses, or even heated blankets help relax pelvic muscles and reduce cramping. Some find TENS machines (which deliver gentle electrical pulses) invaluable for managing period pain without medication.

## **Anti-Inflammatory Tools**

Pain and hormone imbalance are rooted in inflammation. That's why anti-inflammatory foods (think: turmeric, ginger, oily fish, dark leafy greens, berries, olive oil) are medicine on your plate. For some, options like medical cannabis or CBD oil can help with both pain and stress, though this depends on access, legality, and personal preference.

## **Movement & Mind-Body Practices**

Gentle stretching, yoga, or Pilates can help relieve tension, while also reconnecting you to your body in moments when it feels like your body is against you. Remember: self-care doesn't always mean stillness. Sometimes moving through the pain, carefully and with compassion, is its own form of care.

## **Self-Care is Self-Respect**

Perhaps most importantly, self-care is about permission. Permission to rest when you need to, to cancel plans without guilt, to prioritise your healing over productivity. Pushing yourself to do something that will engender more pain and symptoms is counter-productive. Don't be afraid to say no, and to implement boundaries to manage your health.

## **A Note to My Fellow Warriors**

Please don't be afraid to take a step back from high-intensity training or heavy lifting when your body is asking for rest. Intense workouts, especially during a flare, can RAISE inflammation, disrupt hormones and prevent healing. Listen to your body and move with your cycle: gentle walks, stretching and primal movements to ground yourself.



# E Exercise Mindfully

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Exercise is powerful medicine for hormone balance, mood, and long-term health. But when living with endometriosis, PCOS, or other hormonal conditions, the goal isn't to punish your body or chase calories, it's to move in a way that heals, not harms. Navigating how in an era of information, misinformation, and competing narratives can be tricky. Let's break it down into a few simple steps you can try:

## ***Syncing With Your Cycle***

Our energy, hormones, and symptoms shift throughout the menstrual cycle. Mindful exercise means respecting those changes instead of fighting them.

- During flares or the days before your period, focus on small wins: slow walks, gentle yoga, or stretching. Movement is still medicine, but it doesn't need to be intense to be effective.
- Around ovulation, when pain or bloating can flare for some, it may help to ease up on the heavy weights and explore gentler forms of training.
- During luteal, you will need more sleep. Try to incorporate this mindfully - go to bed earlier, practise calming rituals and pay close attention to environmental, social or emotional stressors.

## ***Healing Over Aesthetics***

This approach is less about burning calories and sculpting aesthetics, and more about supporting your body's internal healing. Mindful movement reduces stress hormones, improves blood flow, and supports digestion.

## Listening, Not Forcing

There will be days when lifting weights feels empowering and strong. And there will be days when it doesn't serve you, when the bravest choice is putting down the barbell, leaving your ego at the door, and rolling out a yoga mat instead. Strength is found in self-awareness as much as in muscle.

## Exploring Different Movements

**Yoga:** Daily yoga, even for 10–15 minutes, can ease tension, improve mobility, and calm the nervous system.

**Pilates:** A great alternative to HIIT or heavy lifting if those styles aggravate your symptoms.

**Walking:** Always accessible and deeply beneficial for circulation, stress, and digestion. Don't underestimate the power of walking!

**Cycling or Swimming:** Joint-friendly options if running causes pain or flare-ups.

*As someone who grew up competing in international sports, all I knew was 100% effort and high intensity training. When my endometriosis began to intensify, I didn't make any adaptations to my approach to fitness, mainly because I didn't know I had endometriosis. But, since being diagnosed, I've sought to educate myself fully on women's health, hormones and inflammatory conditions. As a result, I've swapped high intensity training and heavy hypertrophy rep ranges for a more balanced and holistic approach: yoga, walking, cycling, Pilates, endurance rep ranges. Most importantly, I am honouring my body's cues. Rather than 'pushing through the pain', I allow my energy levels to ebb and flow, and practise movement accordingly. To protect my emotional and physical well-being, I have also said goodbye to aesthetic training. Whatever body that comes with this holistic approach is one I am going to love and cherish.*

# V Visualise Wellbeing

The body and mind are deeply connected. The stories we tell ourselves about our health, our resilience, and our future can either keep us stuck, or help us move forward with strength. Visualisation is about using the power of the mind to support the healing of the body.



## ***Harnessing the Mind-Body Connection***

When living with endometriosis, PCOS, or other hormonal conditions, it's easy to feel at war with your body. Visualisation flips that narrative. Instead of focusing on illness, pain, or fear, you practice seeing yourself healthy, balanced, and thriving.

The brain doesn't always distinguish between imagined and real experiences. Visualising healing can activate the same neural pathways as living it, similar with strength training.

Consider somatic therapy, which helps release stored tension in the body, supporting emotional balance and overall well-being.



## ***Meditative Practices***

Visualisation works best when paired with mindfulness or meditation:

- Guided meditation: Apps or YouTube meditations can lead you through body scans, healing imagery, or affirmations.
- Breath + imagery: As you breathe in, imagine drawing in light and strength; as you breathe out, imagine releasing tension or pain.
- Journaling: Write down how you want to feel in your body, in the present tense ("I am strong, I am healing, I am balanced").

## ***The Role of Manifestation***

This isn't about pretending your illness doesn't exist. It's about refusing to give up on yourself. By continually seeking improvement and visualising a healthier you, you train your mind to spot opportunities, create better habits, and stay open to healing rather than sinking into despair.



# E

## Educate and Establish

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*Knowledge is power — but only if we use it. Education is the first step in reclaiming your health, while establishing healthy habits is what turns that knowledge into transformation.*

### **Educate Yourself**

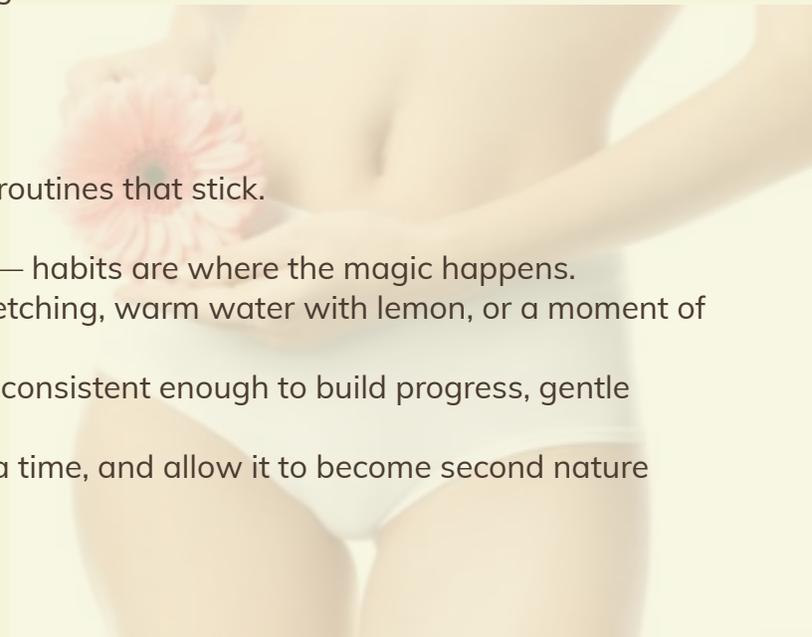
Living with conditions like PCOS or endometriosis can feel overwhelming, especially when answers are hard to find. But the more you understand your body, the more empowered you are to make choices that support healing.

- Learn about your cycle, hormones, and inflammation.
- Keep a symptom tracker to notice patterns — which foods, stressors, or phases of your cycle affect you most?
- Use a journal to record not just physical symptoms, but your moods, energy, and mental health. This helps you see connections you might otherwise miss.

### **Establish Healthy Habits**

Once you've learned, the next step is to establish routines that stick.

- Knowledge without action is just information — habits are where the magic happens.
- Create a pain-free morning routine: gentle stretching, warm water with lemon, or a moment of gratitude before the day begins.
- Be disciplined yet flexible in your approach — consistent enough to build progress, gentle enough to adapt when your body needs rest.
- Layer habits slowly: add one new practice at a time, and allow it to become second nature before introducing another.



## The BELIEVE Framework in Action

This final step is about weaving together everything you've learned:

Build muscle with intention.

Eat wholefoods that nourish.

Lift weights and build lean muscle.

Invest in self-care.

Exercise mindfully, honouring your limits.

Visualise health and healing.

Establish habits that make all of the above your new way of life.

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When you educate yourself and establish healthy habits, you're no longer just surviving your condition, you're actively shaping a healthier, stronger, more balanced future.

## Additional Resources

Physic Elite Fitness is a growing Women's Health Initiative.

We regularly publish articles spanning exercise, holistic wellness, and advocacy for women's health on our [blog](#).

For personalised programs of activity and 1-2-1 online coaching, [enquire here](#).

For general enquiries, send us a [message](#), or email [\*\*info@physicelitefitness.com\*\*](mailto:info@physicelitefitness.com)

We'd love to hear from you about your own experiences living with reproductive, hormonal, inflammatory conditions. Help us to build a community of female warriors!



# Sign Up for The BELIEVE Challenge

Are you ready to take back control  
of your health?

Healing is a life-long journey, and starting is often the most challenging part. With my guidance, support and well thought-out programs tailored specifically to you, we can together shape a healthier, happier future.



To find out more about our holistic wellness programs, 1-2-1 online coaching, or just general questions, please click the [link](#) and send us a message!

[CONTACT US](#)

*From one endo/PCOS warrior to another, we're in it together girl! Let me help you, to help yourself.*

*It will only get better from here.*



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