

Meet your mentor



Bea Hurter: MsC Environmental Scientist, Holistic Nutritionist, Pilates Trainer & Certified in Womb Massage

I'm an Environmental Scientist, with a Masters Degree, turned Holistic Nutritionist, because I balanced my own hormones with nutrition and lifestyle and now I help you do the same.

While studying Environmental Science I was diagnosed with a hormonal imbalance called Polycystic Ovary Syndrome (PCOS) that affects about one in ten women worldwide. As a scientist, with a lot of research experience I spent many years finding natural and nutritional solutions for my disorder and to balance my own hormones.

After completing an Holistic Nutrition and Pilates training certifications I founded The Happy Hormone Club in 2021, a platform where women learn about their hormones, menstrual cycle and reconnect to the innate wisdom that their body holds.

I focus on nutrition, gut-health, hormonal imbalances and menstrual cycle education. I host online courses and offer 1:1 support through online consultations as well as in-person sessions at my practises in George and Oudtshoorn.

HOW I HELP YOU



Menstrual Cycle Mastery Online 3 month mentoring course starting 1 February 2025



Consultations online or at my practises in George & Oudtshoorn



info@happyhormoneclub.co.za +27 66 037 0577

www.happyhormoneclub.co.za

@happyhormoneclubsa











Looking forward to our journey together.

Much love, Bea

ARE YOU READY TO REGAIN YOUR MOOD AND HEALTH?

It's time to change
Premenstrual Syndrome
to Prioritising MySelf, do
you agree? Thanks to
Alisa Vitti, period
revolutionary, this new
version of PMS makes
me feel like I am in
control of my hormones
instead of punished by
them.

We are so used to feeling bloated, irritable, moody, anxious, experiencing ravishing cravings, (enter your symptom here), and thinking that these horrible feelings are normal. The truth is, we are made to be a feminine power sources, not ticking time bombs.





"PMS= PRIORITISING MYSELF"

THIS PROTOCOL

As you will see in this protocol there are more to these emotions that are lurking under the surface. You will rather be able to use this phase as a time to receive intuitive messages, clear out old energy (and your

cupboard), and focus on what your needs are instead of feeling miserable all the time. How does that sound?



What is PMS?



PMS symptoms can be present during the Luteal phase of your cycle, this is the two weeks before your menstruation phase starts. Why do you have PMS symptoms? There are two parts to this answer; firstly most of us ignore our cyclical rhythm and don't care about and acknowledge our menstrual cycles, which results in our PMS symptoms screaming at us to listen. The second reason for PMS is not your hormones (they are wonderfully beneficial), but rather an imbalance of them. This imbalance is normally when estrogen levels are to high and progesterone to low. This can also be caused by nutrient depletion from insufficient nutrients in the diet or the use of the hormonal birth control pill.

The term PMS was used in the media from 1980's, and has definitely been misused ever since. I have heard 'she's PMSing' or 'it's her hormones' too often, and this results in women not feeling able to express themselves without feeling judged. It's time to stop treating women negatively because of our emotions and 'hormones'. Everybody has hormones, but when you learn to understand how to balance yours and express yourself in a way that feels good to you, the world will start seeing it differently too.

Severe cases of PMS are referred to as premenstrual dysphoric disorder (PMDD) and affect about one in twenty women. These women are more sensitive to the hormone fluctuations that occur during the menstrual cycle, therefore balancing their hormones are essential for a stable mood.

Q What PMS symptom(

What PMS symptom(s) do you experience?



Your emotions & PMS



Now to get to the fun part: How to understand your emotions and PMS. Let's start with a quote from one of the most insightful woman, Dr. Northrup that said:



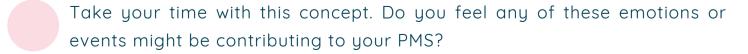
'AS STUDIES HAVE CONFIRMED, UNRESOLVED EMOTIONAL PROBLEMS MAY

DISRUPT THE MENSTRUAL RHYTHM AND NORMAL HORMONAL MILIEU."

- Dr. Christiane Northrup

PMS can also be a result of the belief that the menstrual cycle is bad or shameful, or caused by the resistance to work through darker, painful or traumatic emotions. Other events that can contribute to PMS include:

- The birth control pill including the Mirena IUD
- After child birth or an abortion
- Stress from work, kids, travel or even over exercise
- Trauma such as death, divorce, loss of an animal
- Decrease or lack of exposure to natural full spectrum light
- Changes of season, especially from summer to autumn. This is also referred to as SAD (seasonal affective disorder)



LUTEAL PHASE inverWISDOM



During the Luteal phase you receive a strong call to come back to yourself to ask real questions like "Who am I really?" or "Who do I want to be?.

This phase is mostly misunderstood in society as it channels the fierce feminine force within. A bright light shines on what's really important to you and what you have neglected. The feelings you experience during this time are real and raw. You will get feedback on how well you are caring for yourself, your relationships, projects, how well you are coping with stress or managing (mismanaging) your energy levels (pssst those all nights at the office). It's now time to be open and present to these feedback feelings with self-love and a good amount of kindness towards yourself.



Use this time to evaluate, clean, tidy, organise and take stock of your life. This cleaning phase can help you get rid of unwanted feelings, emotions or boyfriends, instead of brushing them under the rug. It's time to face them and yourself and thrust me that this will become easier with each cycle as you spend time tracking your cycle emotions & reconnecting with the cycle wisdom within.



This phase can make you feel 'see-through', vulnerable and sensitive to criticism, pain and even to noises and smells. This is not a good time to book a wax or dentist appointment (another benefit of tracking your cycle and planning according to your needs).

and I know her voice is loud and unpleasant sometimes, but she mostly speaks the truth. When you honour and listen to her she will remind you to set boundaries for yourself, say no to others, slow down your pace and celebrate your achievements during the past cycle.

You will meet your inner critic during this phase,



Prioritise MySelf (PMS redefined)

Supporting yourself during this phase is very important to stay present and mindful. Start by implementing these lifestyle changes to support yourself and prevent unwanted PMS symptoms from reappearing.



Leave work at the office, don't even check emails on your phone at home



Take a walk with your furry friend



Watch a romantic comedy in bed and cry if you want. Did you know crying helps the liver with detoxification?



Open your curtains before opening your inbox. Expose yourself to natural sunlight first thing in the morning.



Spend time reflecting on your past cycle with journaling, painting, drawing, instead of spending energy on social events that could cause more stress than relaxation.



Spend time tracking your emotions each day on your Moon Cycle Tracker. This will help you tune into your wisdom within.

Take time to 'tune-in' with your inner needs during this phase. Do you feel you are listening to your inner voice? What other needs is she asking for during this phase?





Hormonal imbalances & PMS



Let's move onto the second reason for PMS symptoms which are caused by hormonal imbalances. When your hormones are balanced you will have the correct amounts of hormones to help you feel stable throughout the month, whereas an imbalance thereof can cause PMS.

ESTROGEN FLUCTUATIONS ARE LIKE RIDING THE ESTROGEN WAVE.

Estrogen encourages libido, connection, nurturing and makes you feel gorgeous and invincible during the first half of your cycle leading into ovulation. All of these characteristics prepare you to attract your perfect mate to fertilise your egg (we can't escape your cave woman genes and urges).

Estrogen and your feel good hormone serotonin are BEST friends and as one goes up, the other one will follow. As estrogen will naturally decline during the late stage of the Luteal phase, serotonin will dip too. Even though there is a dip in hormone levels, it should not cause PMS symptoms, but rather leave you feeling inwardly focused and insightful.



Riding the estrogen wave: What goes up has to come down

THE ESTROGEN & PROGESTERONE BALANCE

When our hormones are balanced progesterone, which is naturally and only produced after ovulation, will counteract the decline in estrogen levels and keep you feeling calm and soothed during your Luteal phase. Progesterone has a calming effect because it converts to allopregnanolone which calms the brain. For this reason if you have insufficient amounts of progesterone, it will leave you feeling anxious, nervous and depressed. This is why we love progesterone so much!

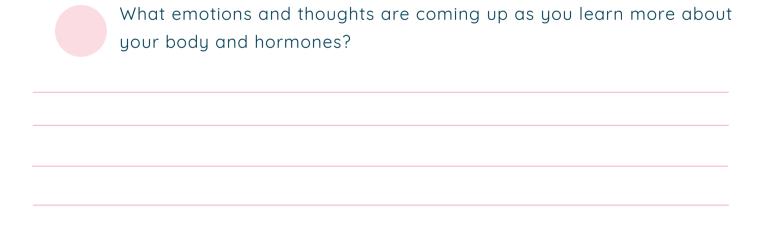
Just like a wave, everything that goes up has to come down. Therefore if you have too MUCH estrogen during the first half of your cycle, also called estrogen dominance, you will have a huge drop in estrogen in the second half of your cycle taking serotonin with it (remember they are best friends). This will further increase your PMS symptoms affecting your mood, anxiety and depression.





'WHAT'S THE GREATEST LESSON A WOMAN
SHOULD LEARN? THAT SINCE DAY ONE, SHE'S
HAD EVERYTHING SHE NEEDS WITHIN HERSELF.
IT'S THE WORLD THAT CONVINCED HER SHE
DID NOT'

- Rupi Kaur







Lifestyle and nutritional support

Slowly changing your lifestyle and adding nutritional support can be life changing. Use these guidelines below and take note of how your cycle and mood responds.



Stabilise and metabolise estrogen (This walks hand in hand with good gut health):



Reduce alcohol consumption, as only two drinks per day can double the amount of estrogen in your system.



Improve your gut health to eliminate estrogen that has been used in the body. If estrogen lingers in your gut, it will be reabsorbed into your bloodstream and result in increasing your estrogen levels. This includes eating adequate fiber from whole food sources like fruits, vegetables and seeds to have regular bowel movements. When increasing your fiber intake remember to increase your water intake too.



Drink a liquid probiotic daily. My favourites are Gut Fix & Vegan Probiotics. Available on my online shop.



Eat enough essentially fatty acids found in sardines, salmon, nuts and seeds, or supplement with Omega-3 fatty acids. Adequate amount is 500 mg fish oil, three times per day or 500 mg linseed (flaxseed) four times per day.



Avoid endocrine disrupting chemicals (EDC's) also called xenoestrogens such as pesticides and plastics. These can over stimulate your estrogen glands or impair your ability to metabolise estrogen.



Reducing inflammatory foods is essential to prevent PMS. This includes avoiding inflammatory foods like processed vegetable oils, refined sugar, dairy (for most women) and wheat (for some women).



Support your body with cycle focused foods that include high levels of magnesium, B-vitamins, calcium and magnesium.



Reduce or avoid caffeine as it can make PMS symptoms worse.



Epsom salt soak

Taking a bath and adding Epsom salt is a great way to absorb magnesium through the skin. Magnesium is essential to relax the muscles, reduce inflammation, improve sleep and reduce cortisol (stress) levels.

Try an Epsom salt bath during the week before your period, the second week of the luteal phase. Alternatively make an Epsom foot bath, if you don't have a bath. You can start with one Epsom-bath / soak per cycle and increase to two or three per cycle over the next three months and see how you feel.

HOW IT WORKS:



Epsom bath:

Start with about a quarter of a cup of Epsom salt in a tub of water, and gradually increase your dosage to two cups per soak over the next 3 months.

Epsom foot soak:

Start with about three tablespoons of Epsom salt to about 3 - 5 liters of water. Soak for about 15 minutes. You can also gradually increase your dosage over the next few months.

Topical magnesium spray

Applying magnesium to the skin absorbs quickly and moves in the bloodstream to where the body requires it. My recommended supplement for topical magnesium is the Our Grounds range. Order directly on my website (www.happyhormoneclub.co.za) and we ship to anywhere in South Africa.

