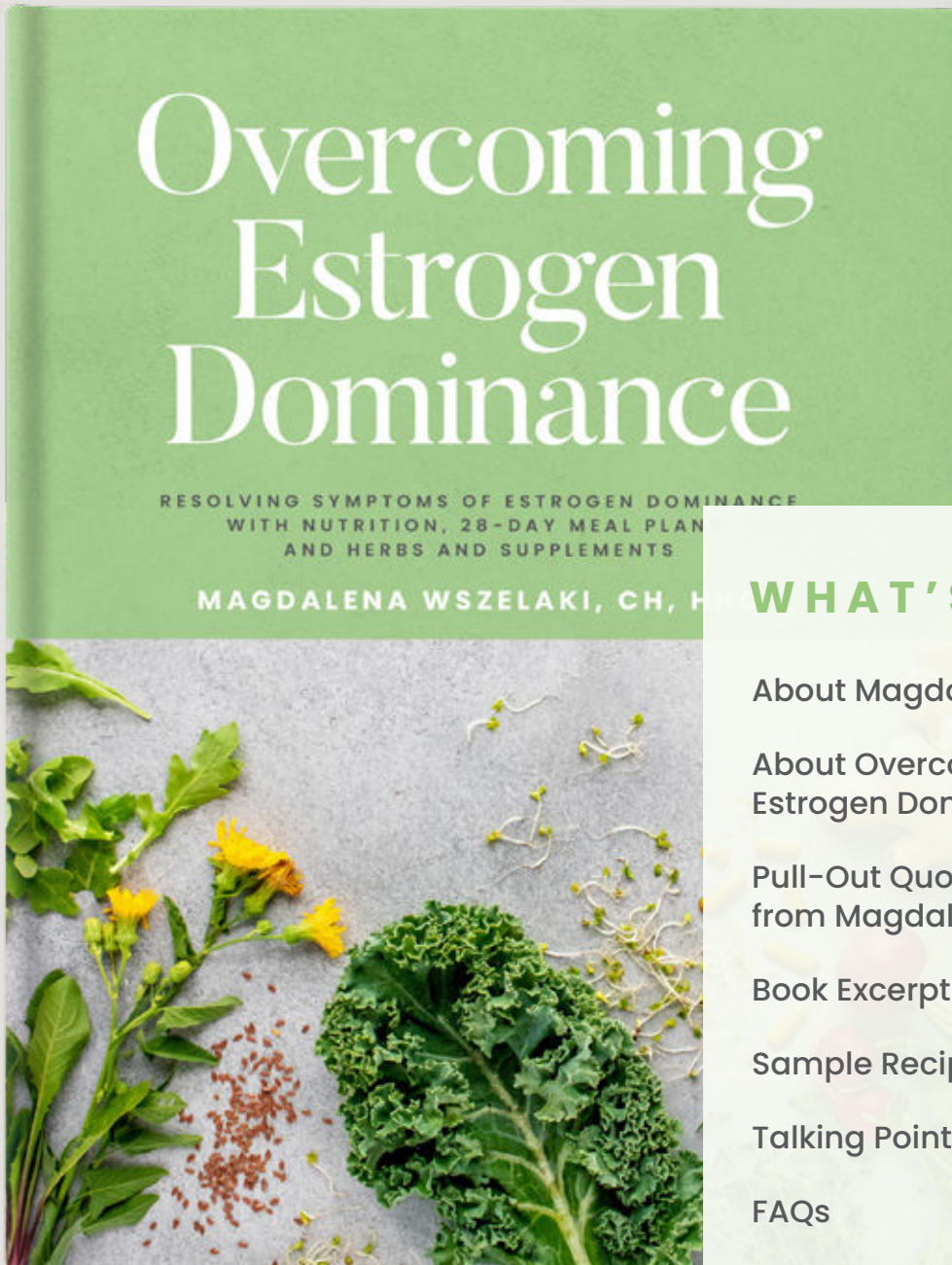


# Overcoming Estrogen Dominance Media Kit



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# About Magdalena

Magdalena Wszelaki, founder of the popular Hormones Balance community and Wellena line of all-natural supplements and skin care products, knows firsthand what it means to overcome estrogen dominance. She literally wrote the book on it: *Cooking For Hormone Balance*, published by Harper Collins.

Now, Magdalena is back with her much-anticipated second book—*Overcoming Estrogen Dominance*, set for release in 2021.

In addition to being a celebrated author, Magdalena is an entrepreneur, holistic nutrition coach, chef, certified herbalist and speaker, serving tens of thousands of women who struggle with issues related to hormone balance.

Developing hyperthyroidism and then Hashimoto's, adrenal fatigue and estrogen dominance propelled her to leave a high-pressure advertising career and develop a new way of eating - and living - that would repair and keep her hormones working properly.

Now symptom free, Magdalena shares her practical, proven knowledge so that other women may benefit. In *Overcoming Estrogen Dominance*, she offers hope, tasty recipes, hormone-balancing protocols, and a thorough analysis of how the food we eat and the lives we live are throwing our hormones out of balance.



# About the Book

## What is Estrogen Dominance anyway?

Estrogen dominance is a hormonal imbalance in which the body produces too many “dirty estrogens.” This form of estrogens cause many common, but often debilitating, hormonal problems.

More than 70% of women experience estrogen dominance, whether those symptoms present as mild or life-altering. The symptoms range from lumpy and fibrocystic breasts to thyroid nodules, hot flashes, fibroids, painful or irregular periods to infertility and miscarriages, from mood swings to insomnia, weight gain (especially around the hips and thighs) to fatigue. The list is long and complex, but as Magdalena shares in *Overcoming Estrogen Dominance*, the solutions are deceptively simple.

Despite how many women experience it, few talk about estrogen dominance and its impact on women’s lives. Most women believe the symptoms they experience are just something they need to accept because that’s what traditional doctors tell them is the price they pay for being a woman.

Magdalena turns that philosophy upside down in *Overcoming Estrogen Dominance*, empowering women, giving them hope and the tools they need to take back control of their hormones and their health.

There’s no single pill that will reset hormones, but women can give their bodies what they need to restore that balance – targeted foods, clean air, less stress and more sleep, all of which Magdalena discusses in-depth in *Overcoming Estrogen Dominance*.

To guide women on their journey to better health and hormone balance, Magdalena provides readers with recipes, personalized protocols, recommended lab tests, and a guide to herbs and supplements. The book includes her Estrogen Reset Foundation Protocol, based on the principles of functional medicine, emphasizing the importance of uncovering and treating the root causes of disease rather than just the symptoms.

This is done alongside an individual’s bio-individuality (one person’s food is another’s poison), including biochemistry, genetics, current health status, and living environment.

While Magdalena contends there are some universal truths (such as processed foods, alcohol, drugs, and excessive sugar are bad for all of us), so much of healing is subjective. A food that supports one person’s health may cause an allergic reaction in another.

In *Overcoming Estrogen Dominance*, readers learn how and what to eat to manage estrogen dominance, and how to prevent future diseases. Magdalena’s goal with this book is to help reverse the impact of estrogen dominance naturally, helping women lead a symptom-free life, without fear.

# Pull-Out Quotes



“Hormones don’t fail overnight. It’s a progressive decline of liver and gut health.”

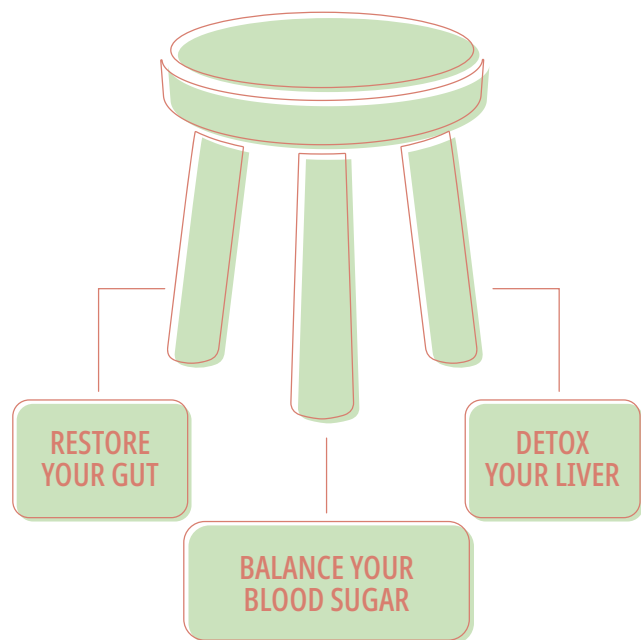
“The body has an amazing ability to heal. We just need to give it the right resources.”

- MAGDALENA WSZELAKI

# Book Excerpt

Managing your estrogen dominance is not about only balancing estrogen or any one hormone; it's about balancing all of your hormones. This may sound impossible, but it really isn't that complicated. You can balance most hormones with a healthy gut, well-functioning liver, and stable blood sugar. I've found over the years that taking care of these three bodily systems will have a profoundly positive impact on all your hormones.

## HORMONAL BALANCE



### FIX THE THREE-LEGGED STOOL

The foundation of your hormonal health is your digestive health, liver health, and blood sugar levels. Think of these three as forming the legs of a stool. If each leg is even and stable, the stool will remain firmly in place when you sit down.

But if one leg is shorter than the others or missing entirely, the stool will wobble—and you will fall. Your hormonal health works the same way: If one aspect of your foundation is unsteady, you'll fall into imbalance.

The goal of this book and its protocols is to fix and maintain a healthy foundation by restoring your gut, detoxing your liver, and balancing your blood sugar. Once your three-legged stool is in good shape, your hormones will start fixing themselves. So much so the majority of your symptoms will probably go away—including symptoms you never thought were hormone related.

### FOLLOW THE PYRAMID

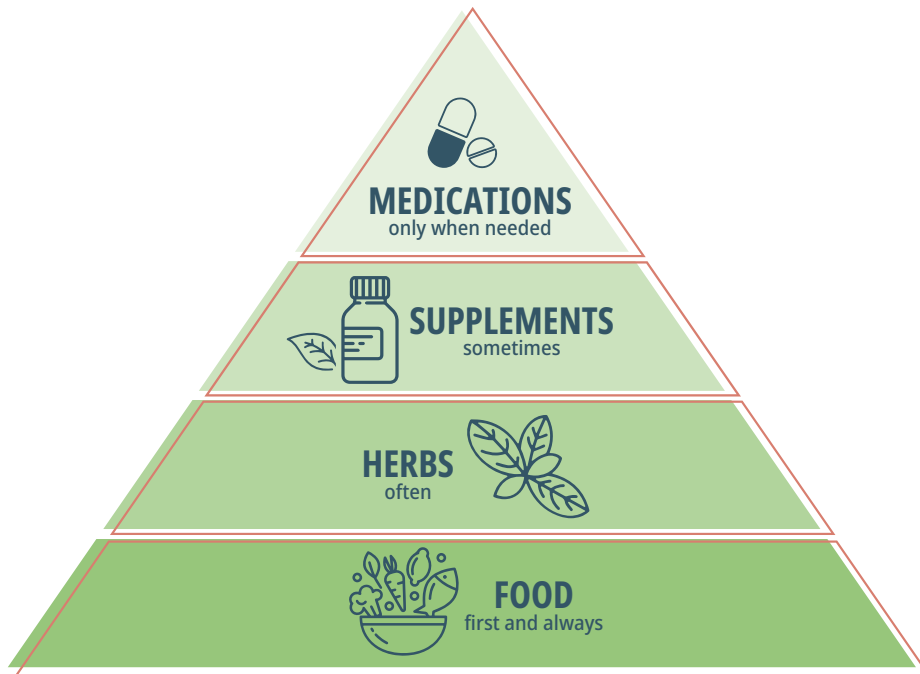
There are several tools in our toolbox for building a healthy foundation. Food is your best one and the reason the Foundation Protocol includes a meal plan with recipes. Food is the majority of what you put in your body each and every day; eating clean is paramount.

Herbs are often made part of your daily diet, and if not, they can easily be incorporated. Supplements are sometimes part of a daily routine, too. Both herbs and supplements will support, as well as amplify, healing, but they aren't magic bullets. If your digestion is in disarray, your liver is toxic and overloaded, and/or your blood sugar is spiking or crashing regularly, there is only so much herbs and supplements can do for you.

Medications (and surgery) are called for only when absolutely necessary and all other options have been exhausted.

If your food is not dialed in, herbs, supplements, and medications won't be nearly as effective.

# Book Excerpt



## Hormonal Balance and Healing



## STOP CHASING SYMPTOMS

Too often, we spin our wheels chasing after our symptoms, trying to find a fix for each individual ache and/or dysfunction. What herb should I take for my hot flashes? What cream should I use for the skin rash? Round and round we go, taking one supplement for hair loss, another to induce sleep, and yet another to boost our energy or libido. We seek out creams, potions, and pills to relieve our symptoms, yet all we get is more frustrated and tired. If you had to do 12 different things to ease 12 different symptoms, you'd be tired, too!

Well, guess what? When you stop chasing symptoms and start fixing your foundation—healing your digestion, supporting your liver, and balancing your blood sugar levels—your symptoms will begin to disappear. After a few weeks, five of the 12 issues you were dealing with will drop off. The

next month, another three will drop off. And so on. When you stop playing whack-a-mole with your symptoms and give yourself the chance to rebuild your foundation, you'll notice amazing changes to your health and well-being.

I've used the image of a three-legged stool to describe your hormonal foundation, but you can also think of it as rich, fertile soil. If you have ever gardened, you know that a vibrant and lush garden can only grow in nutrient-dense soil. Without nourishment, your health cannot thrive and flower either. Taking care of your gut, liver health, and maintaining steady blood sugar levels fertilizes the soil. And when you do that, you often have to do very little else for a healthy garden to bloom and thrive.

# Sample Recipe



## Farmer's Wife Breakfast

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This recipe was inspired by the formidable woman who served many of these breakfasts at one of the best farmers' markets ever, in San Rafael, Marin County, California - the Farmer's Wife.

Feel free to modify the patties by replacing half of the lamb with ground pork, bison, beef, chicken, or turkey. Experiment with different herbs, spices, or even fruit that resonate with you and help you to feel energetically balanced. Try some cumin, nutmeg, and apricots or dried cherries.

# Farmer's Wife Breakfast

## For the Patties

1 pound ground beef, lamb, bison, turkey or a combination of any of them  
2 tablespoons ground fennel seed  
2 tablespoons apple cider vinegar  
2 tablespoons coconut aminos  
1 teaspoon smoked sea salt  
1 tablespoon ghee, divided

## For the Salad

2 handfuls greens, such as arugula, bitter greens, mizuna, baby kale, or baby spinach  
2 tablespoons extra virgin olive oil  
1 tablespoon freshly squeezed lemon juice  
Pinch of sea salt

## For the Sides

1 ripe avocado, peeled, pitted, and sliced  
1 cup lacto-fermented sauerkraut  
½ cup fresh pomegranate seeds (optional)

**Equipment:** Large (11- or 12-inch) skillet

**Makes:** 12 patties, 6 (2-patty) servings  
(refrigerate or freeze the leftovers)

**Prep time:** 20 minutes

**Cooking time:** 30 minutes

1. To make the patties, in a large bowl, mix together the meat, fennel seed, apple cider, vinegar, coconut aminos, and salt.
2. Using your hands, form the mixture into twelve patties.
3. In a skillet over medium-high heat, heat 1 ½ teaspoons ghee. Place six patties in the hot skillet and fry for 4 minutes or until brown. Flip and fry for 3 minutes more. Transfer the cooked patties to a plate. Set aside. Add the remaining ghee to the skillet and fry the remaining patties.
4. To make the salad, in a medium bowl, toss the greens with the olive oil, lemon, and salt until well coated.
5. To serve, divide the salad between two plates and top each with two patties, half the avocado, sauerkraut, and pomegranate seeds. Store the remaining patties for the next day's breakfast.

Patties keep well in the refrigerator for up to 5 days or in the freezer for up to 3 months.



# Talking Points



- What led you to write *Overcoming Estrogen Dominance*?
- What three things can women do to start taking control of their hormone health?
- Why do you think people aren't talking about estrogen dominance as a cause of so many women's health issues?
- Which herbs and supplements help balance hormones?
- What types of testing do you recommend for women who are struggling with potential estrogen dominance symptoms?
- Why are women told by their doctors that "nothing is wrong" even though they feel their hormones have gone awry?
- Why is PMS assumed to be "part of being a woman"?
- How does the liver have an impact on hormones and estrogen?
- Why do women in menopause (with low estrogen) often experience estrogen dominance?
- What three things can a woman do to reduce hot flashes?
- What role do genes play in hormones and estrogen dominance?

# FAQs

## Why might I need to supplement vitamins and herbs outside of the food I eat?

While I would love food to be our complete source of vitamins and minerals, it may not be enough. This is due to modern farming practices. In the past, farmers would use animal manure, fish or animal bone meal, worm cultivation, combined with crop rotation and resting of the soil. All of these practices created high nutritional density and variety in these crops. That richness of vitamins and minerals was passed on to us. Nowadays, even organic food only practices the NPK fertilization approach: N = nitrogen, P = phosphorus, and K = potassium. This gives us a solid plant with strong roots and big fruit, but leaves it nutritionally lacking. As a result, over the course of the 80 years from 1914 to 1997, apples now have 96% less iron, over 80% less magnesium, and 48% less calcium. Most other fruits and vegetables present similar statistics.

## If I have estrogen dominance, why eat more estrogenic food?

As women, we need estrogens! Women with estrogen dominance don't have too much estrogens - they just don't break them down properly (creating too many "dirty" estrogens) or there is an imbalance of estrogen-to-progesterone ratio.

## What if I don't know how to cook?

We purposefully developed the programs and recipes in a way that makes it easy for you to manage. We use basic cooking skills and honest ingredients. Just use the handy shopping list and follow these simple recipes to get on the road to better health and hormone balance.

## Are the meals in Overcoming Estrogen Dominance suitable for men and others in my family?

Yes, they absolutely are! These recipes are full of nutritious, high-quality foods that benefit everyone!

## Can I get your products shipped to me outside of the U.S.?

Try [MyUS.com](https://www.myus.com) to ship our products to your country; it's tax-free, and they ship worldwide.

### How this works:

**Step 1:** Set up an account with them to get a US shipping address.

**Step 2:** Purchase supplements from our store and ship to that address.

**Step 3:** Enjoy and let us know how they worked for you.

**Caution:** You will be responsible for the shipment and we won't be able to refund you if customs stops the package (so far, we haven't had this issue). Supplements you won't be able to ship internationally include hormones such as ProgestPure.

# Social Media and Contacts



## Social Media

**Website:**

[www.HormonesBalance.com](http://www.HormonesBalance.com)

**Facebook:**

[www.facebook.com/hormonesbalance](http://www.facebook.com/hormonesbalance)

**Instagram:**

[www.instagram.com/hormonebalance](http://www.instagram.com/hormonebalance)

**LinkedIn:**

[www.linkedin.com/company/wellena/](http://www.linkedin.com/company/wellena/)

## Press Contacts

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**Other Media: Sarah Tsitso  
(or Courtney Webster?)**