

# MIDLIFE MACRO MASTERY CLASS 2

*Brenda Bennett, NTP*

[WWW.SUGARFREEMOMTRIBE.COM](http://WWW.SUGARFREEMOMTRIBE.COM)





# HUNGER HORMONES & WHAT DRIVES CRAVINGS

*Understanding your body. Supporting your goals.*



**Brenda Bennett, NTP**

## 1. GHRELIN: THE HUNGER HORMONE

Ghrelin rises before meals and tells your brain: "It's time to eat."

Ghrelin increases with:

- Poor sleep
- Chronic dieting
- Blood sugar swings
- Long periods without eating



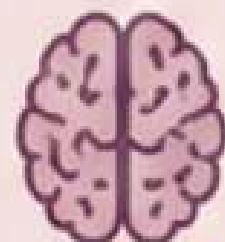
After a bad night of sleep, ghrelin rises and you may feel ravenous the next day.

## 2. LEPTIN: THE SATIETY HORMONE

Leptin helps tell your brain: "I'm satisfied."

But years of:

- Inflammation
  - Insulin resistance
  - Chronic overeating
  - Processed foods
  - Dieting cycles or long fasts
- can create leptin resistance.



Your body has stored energy... but your brain doesn't feel safe using it efficiently.

## 3. INSULIN: NOT THE ENEMY

Insulin helps move glucose into cells for energy.

Problems happen when insulin stays elevated due to:

- Chronic overeating
- Highly processed foods
- Stress
- Poor sleep
- Lack of muscle mass

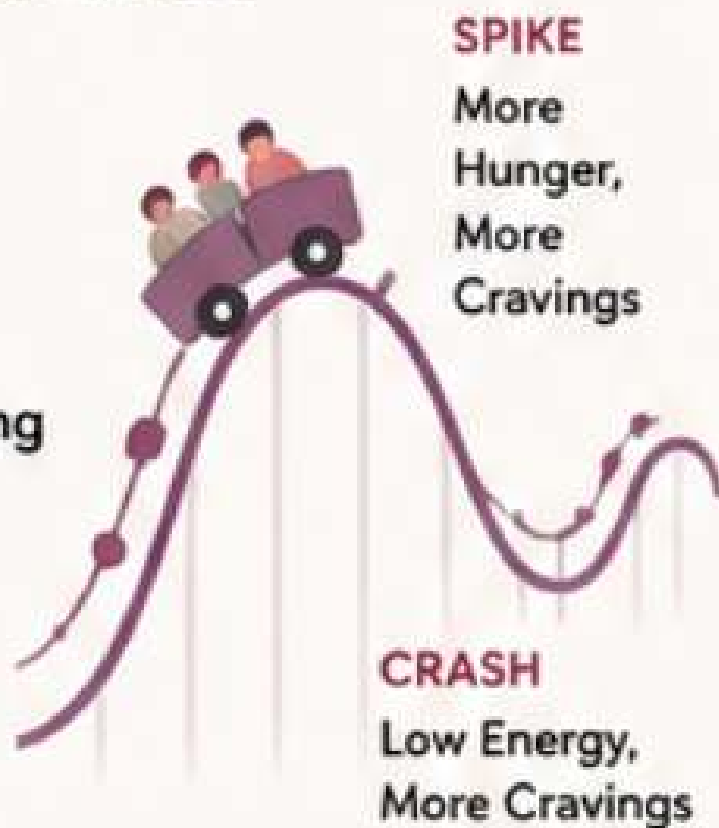


This can lead to: cravings, energy crashes, fat storage, increased hunger, and difficulty accessing body fat.

## 4. INSULIN RESISTANCE MATTERS

Insulin resistance can affect:

-  Cravings
-  Appetite
-  Hunger signaling
-  Inflammation
-  Energy levels



Goal: Improve insulin sensitivity, not worsen it.

**Brenda Bennett, NTP**

## 5. WHAT IS HOMA-IR?

Uses fasting glucose + fasting insulin to identify insulin resistance early.

Why it matters:

- Affects cravings
- Affects appetite
- Affects hunger signaling
- Affects inflammation
- Affects energy levels



It's more than blood sugar numbers—it's about hormone communication.

## 6. CORTISOL: THE STRESS HORMONE

We need cortisol! It's our "get up and go."

But chronic stress can:

- Increase cravings
- Increase abdominal fat storage
- Worsen blood sugar regulation
- Increase emotional eating



Support stress. Your body was not made to be in survival mode 24/7.

## 7. WHY "WHITE-KNUCKLING" DIETING BACKFIRES



- ✗ Higher stress hormones
- ✗ Higher hunger hormones
- ✗ More cravings
- ✗ Rebound overeating

- ✓ Nourish your body
- ✓ Focus on protein
- ✓ Prioritize sleep & stress support
- ✓ Build & maintain muscle

SUSTAINABLE FAT LOSS COMES FROM SUPPORT, NOT RESTRICTION.

## 8. THERE ARE DIFFERENT KINDS OF HUNGER



**PHYSICAL HUNGER**  
Your body truly needs fuel.



**EMOTIONAL HUNGER**  
Triggered by stress, sadness, boredom, etc.



**HABIT HUNGER**  
Eating because it's "time" or out of routine.



**BLOOD SUGAR HUNGER**  
Driven by spikes and crashes.



**NUTRIENT HUNGER**  
Often from low protein or micronutrient intake.

**Brenda Bennett, NTP**



**THE  
TAKEAWAY**



Work **WITH**  
your hormones.



Focus on protein,  
muscle & strength.



Prioritize sleep  
& recovery.



Manage stress  
daily.



Be consistent,  
not perfect.

**YOU ARE NOT BROKEN. YOUR BODY IS TRYING TO PROTECT YOU. ❤️**

# TODDLER BRAIN VS ADULT BRAIN

(UNDERSTANDING THE TWO “VOICES” IN YOUR HEAD WHEN HUNGER STRIKES)

**Brenda Bennett, NTP**

TODDLER BRAIN (AMYGDALA)
Lives in fight-or-flight mode
Wants instant gratification
Dramatic: “I’ll die if I don’t eat this now!”
Focused only on the next 5 minutes
Believes hunger is an emergency
Chooses based on emotion
Easily triggered by sights, smells, social cues (FOMO)
Craves high-reward, quick-energy foods

ADULT BRAIN (PREFRONTAL CORTEX)
Lives in calm-and-reasoning mode
Understands delayed gratification
Reasonable: “I can wait – my next meal is planned.”
Focused on the big picture and long-term goals
Recognizes hunger is just a signal
Recognizes hunger is just a signal
Uses tools to pause, assess, and decide
Chooses foods that align with MMM™ goals

# THE ROLLER COASTER

Stable blood sugar. Fewer cravings. More energy.



**Brenda Bennett, NTP**

**1** Blood sugar **SPIKES** quickly from highly processed foods, sugary foods, or large amounts of refined carbohydrates.



**2** **INSULIN RISES** rapidly to push that sugar into your cells.



**3** Then later... **BLOOD SUGAR CRASHES.** And the crash creates:

-  Intense cravings
-  Shakiness
-  Irritability
-  Fatigue
-  Brain fog
-  More hunger



Many women think they lack willpower when really they are simply stuck on a **BLOOD SUGAR ROLLER COASTER.**

**✓** **PROTEIN-FIRST MEALS**  
*are so powerful.*



# YOUR GUT. YOUR HORMONES. YOUR RESULTS.

A healthy gut supports appetite, blood sugar, and fat loss.

♥  
Brenda Bennett, NTP

## YOUR GUT IS POWERFUL

Your gut isn't just about digestion.

It's directly connected to:

-  Hormones
-  Appetite
-  Inflammation
-  Blood sugar
-  Cravings
-  Fat loss







## THE POWER OF BUTYRATE

One of the most important things your gut bacteria produce is **butyrate**.



Butyrate is a short-chain fatty acid made when beneficial gut bacteria ferment certain fibers.

Butyrate does several important things:

-  Fuels the cells lining your gut
-  Helps support a healthier gut barrier
-  Supports a healthier microbiome
-  Helps regulate inflammation

## THE CONNECTION: BUTYRATE → GLP-1



### HOW GLP-1 HELPS YOU

- ✓ You feel fuller after meals
- 🍰 Reduces cravings
- 🕒 Slows digestion so you stay satisfied longer
- 💧 Improves blood sugar regulation

### WHEN THIS SYSTEM WORKS BETTER

- 🧠 You're not constantly thinking about food
- 🍴 Portions feel naturally more controlled
- 💧 Blood sugar becomes more stable
- ❤️ Cravings often improve



**Brenda Bennett, NTP**



A healthy gut creates a ripple effect that supports hormones, appetite, blood sugar, and fat loss.

**Feed your gut. Support your hormones. Feel your best.** 🌿

# BERBERINE BOOST

*Support what matters most.* 

My herbal, whole-food ingredient-based formula designed to help support:



Blood sugar balance



Microbiome balance



Appetite regulation



Metabolic health



Satiety



Body fat burning pathways

## Brenda Bennett, NTP



For many women, especially in midlife dealing with insulin resistance, cravings, elevated A1C, stubborn fat loss, or feeling constantly hungry, **this can sometimes be the missing link.**



**Let me be clear:**

This is not magic.  
And it's not replacing nutrition.



## HOW BERBERINE WORKS: ACTIVATES AMPK

One of the primary ways berberine works is by activating something called AMPK.



### AMPK

the body's major energy-regulating pathway

When activated, it helps:

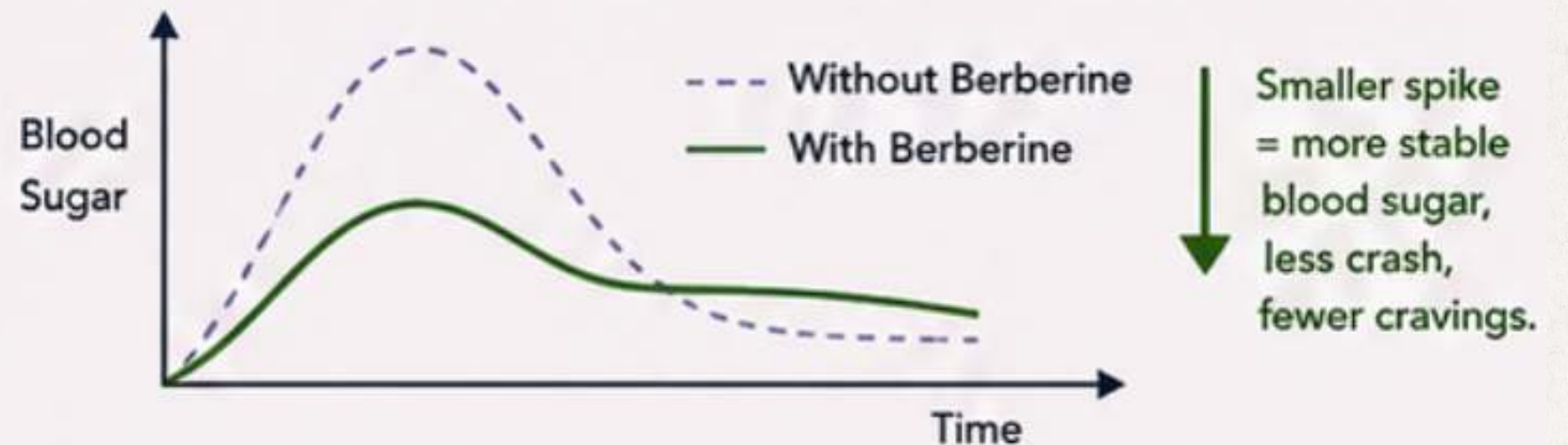
- ✓ Improve glucose uptake
- ✓ Support insulin sensitivity
- ✓ Reduce fat storage pathways
- ✓ Encourage the body to use energy more efficiently



In simple terms... it helps support the shift from storing fat to burning fat.

## HELPS OFFSET BIGGER BLOOD SUGAR SPIKES

Berberine is also very effective at helping offset larger blood sugar spikes after higher carbohydrate meals.



Higher carb meal



Blood sugar spike



More stable energy & fewer cravings

**Brenda Bennett, NTP**



Berberine Boost is designed to work WITH your body—not against it—so you can feel satisfied, energized, and in control of your health.



**SUPPORT YOUR METABOLISM.  
SUPPORT YOUR GOALS.**

*You've got this!*

# STRESS, SAFETY & HUNGER





*Your body wants to feel safe.* ❤️

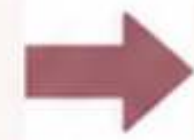
**Brenda Bennett, NTP**

## CHRONIC STRESS AFFECTS APPETITE AND WEIGHT.

Your body is always asking:

*“Am I safe?”*

-  Extreme restriction
-  Constant dieting
-  Over-exercising
-  All-or-nothing thinking



## AND WHEN THE BODY FEELS THREATENED... it often increases hunger signals.



**HUNGER**

...can make the body feel threatened.



This is one reason I strategically include

**MAINTENANCE DAYS**

in the MMM Method.

MAINTENANCE DAYS ARE NOT CHEAT DAYS. NOT BINGE DAYS.

They are a way to communicate:



You are fed.



You are safe.



You are not starving.



*That matters hormonally and psychologically.*

**Brenda Bennett, NTP**



ONE OF THE BIGGEST MINDSET SHIFTS



**CONSISTENCY**  
*matters more than*  
**PERFECTION.**



Not one meal.



Not one day.



Not one weekend.



Your body  
responds to  
**repeated patterns.**



**THE GOAL:** Create patterns that support your hormones, your health, your goals, and the life you want.



# GabaCalm<sup>†</sup>

*Calm your mind. Support your body.*

I personally use daily are GABACalm from Ali Miller RD.



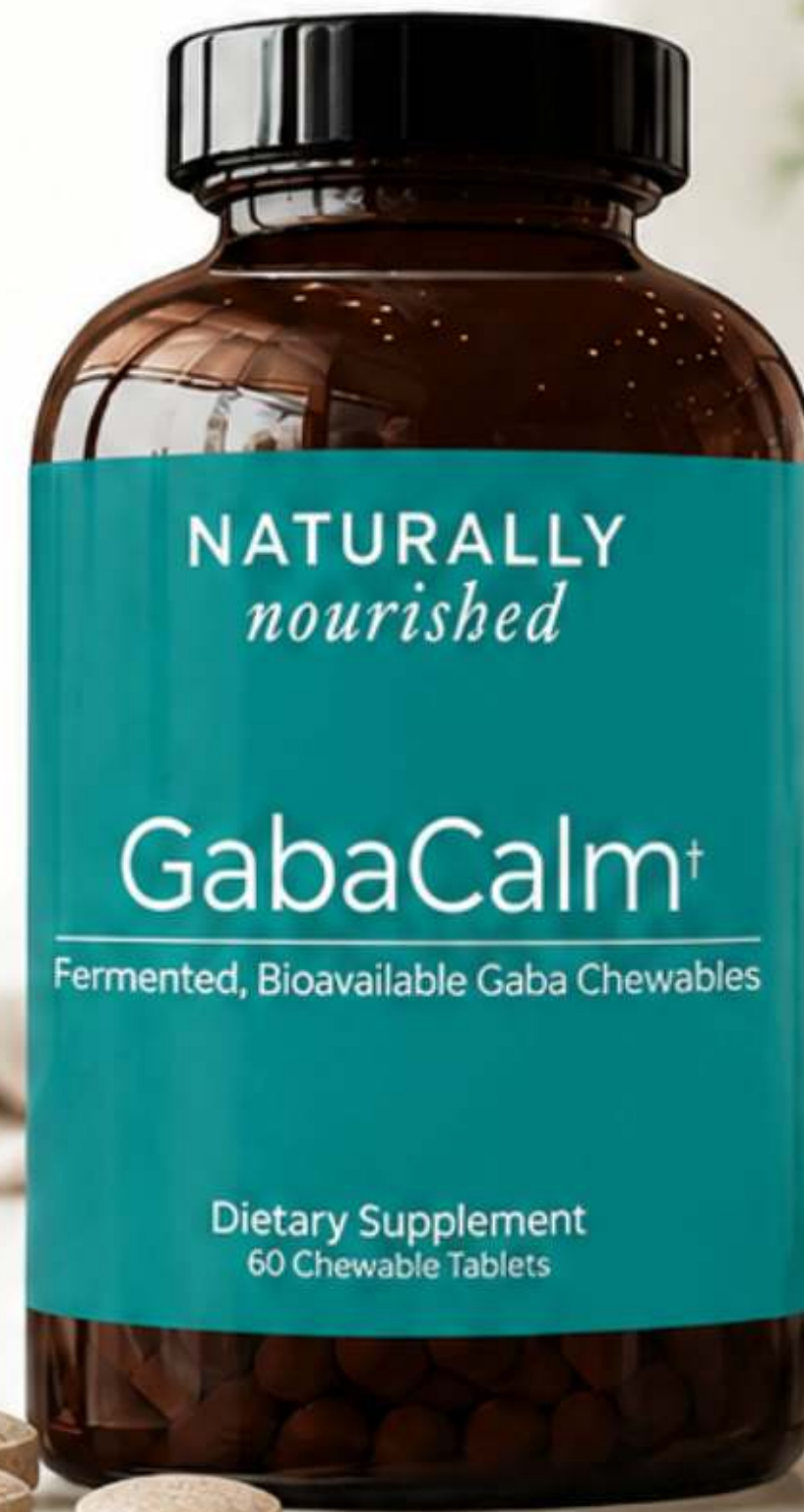
GABACalm is something I often use when I feel that **overstimulated**, **white-knuckling** feeling start creeping in or if I wake up at 2 or 3am with **racing thoughts**.

## Brenda Bennett, NTP



It contains GABA, which is one of the brain's primary calming neurotransmitters.

GABA helps support the parasympathetic nervous system — what we often call the 'rest and digest' state — instead of constantly being stuck in fight-or-flight mode.



And honestly, so many women today are running almost entirely on **stress hormones and adrenaline**.

## GABACalm CAN HELP



Reduce that  
wired but tired  
feeling



Calm  
racing  
thoughts



Reduce  
irritability



Improve  
focus



Help with  
emotional  
reactivity



Help reduce  
stress-related  
cravings



### Brenda Bennett, NTP



I especially love that it's chewable and works quickly when you're feeling **emotionally overwhelmed, anxious, overstimulated, or mentally spiraling.**



*Calm your mind. Balance your nervous system. Feel like you again. ♥*

# CALM AND CLEAR

*Foundation for a Calm, Focused You*

Then Calm and Clear is more of my foundational daily support.



I need two every single morning to even look at emails or deal with social media.

Sometimes I take it later in the day if it's been a tough day for me.

**Brenda Bennett, NTP**



DESIGNED TO HELP SUPPORT:



# WHAT'S INSIDE: NUTRIENTS THAT SUPPORT YOUR STRESS RESPONSE

It contains nutrients and compounds that support the adrenals, neurotransmitters, and stress response including:



## B Vitamins

Support energy, brain function, and a healthy stress response.



## Vitamin C

Supports adrenal health and helps the body adapt to stress.



## Amino Acids

Support neurotransmitters that help promote calm, clarity, and focus.



## Adaptogenic Compounds

Help the body adapt to stress and build resilience over time.



## Phosphatidylserine

Helps support healthy cortisol regulation for a balanced stress response.



## L-Theanine

Supports calm focus and mental clarity without sedation.



*Support for  
everyday life*



Helps you stay calm, focused, and steady so you can handle what life throws at you—without feeling overwhelmed.



**Brenda Bennett, NTP**

QUESTIONS?  
COMMENTS?

*Website*

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

*Email Address*

[coursesupport@sugarfreemom.com](mailto:coursesupport@sugarfreemom.com)