



Journalists and podcast personalities **Ann Soderlund** and **Sanna Lundell** are now entering the fitness app **Bodyweight Diet** to launch Bodyweight Woman – a new training and nutrition program tailored for women in perimenopause and menopause, in collaboration with entrepreneur and fitness expert **Kennet Bath**.

"We have long missed programs that take women's hormonal challenges seriously. Together with Kennet, we want to create something that focuses on well-being, not performance," say Sanna and Ann.

The idea for Bodyweight originated after Kennet was involved in a car accident. Rehabilitation through bodyweight training sparked the development of a new, effective, and gentle training system. When he later realized how invisible menopausal women are in the fitness world, the vision for a concept tailored to the changes in women's bodies was born.

"It's incomprehensible that we still ignore a demographic that includes over a billion women worldwide," says Kennet.

Research shows that physical activity and a healthy lifestyle are some of the most effective ways to alleviate menopausal symptoms. Yet, the market is dominated by programs created for young men and quick results.

"We want to provide women our age with the tools to feel better, gain more energy, reduce brain fog, and have a stronger body – not the pressure to look a certain way," says Ann.

Bodyweight Woman is a training and nutrition program that takes into account hormones, lifestyle, and life stages. **The goal is for more women to live their best lives – with strength, joy, and balance**.







Sanna Lundell



Ann Soderlund

# What Happens During Menopause?

Menopause is a natural phase of life – not an illness, but a change. During this period, estrogen levels in the body decline, which can affect both the body and the mind in many ways. For some, the effects are barely noticeable. For others, it can mean hot flashes, sleep problems, low mood, dry mucous membranes, or decreased libido.

#### What is Menopause?

Menopause is a phase in life during which a woman's hormonal balance changes. This can lead to various symptoms that are connected to the eventual cessation of menstruation. Medically, menopause is defined as the point in time that occurs 12 consecutive months after a woman's last menstrual period.

### The Three Phases of Menopause:



#### **Perimenopause**

The initial phase where hormone levels begin to fluctuate. Common symptoms include anxiety, low mood, hot flashes, brain fog, and dry mucous membranes – but symptoms can vary significantly. Menstruation may also change: becoming heavier, more sparse, more frequent, or more irregular.



#### Menopause

The point at which 12 consecutive months have passed without a menstrual period. This day marks the actual transition.



#### **Postmenopause**

The time following menopause. Hormonal changes have stabilized, but some symptoms may persist or arise later.

But here's the most important thing: You are not alone, and there is plenty you can do to feel better.

#### In this guide, you will get help to:

- Understand what is happening in your body
- Manage common issues naturally and/or with treatment
- Build a stronger everyday life with the right exercise, nutrition, rest, and support
- Feel more confident in your body and your needs

It's not about "surviving" menopause – but about finding a new balance and quality of life in what comes next.



# 10 Myths and Truths About Menopause

#### Myth: Menopause starts at age 50

**Truth:** It can begin as early as your 40s. Many women notice changes long before menstruation completely stops.

#### Myth: Everyone experiences hot flashes

**Truth:** Hot flashes are common, but not everyone experiences them. Symptoms can vary greatly from person to person.

#### Myth: You gain weight no matter what you do

**Truth:** Hormones do affect metabolism, but with the right diet and exercise, it is possible to maintain or even lose weight.

#### Myth: Menopause lasts only a year

**Truth:** Perimenopause can last for several years, and some symptoms may persist after menopause.

#### **Myth: Libido disappears**

**Truth:** Sexual desire may change, but many women experience increased self-esteem and pleasure after menopause.

#### Myth: Hormone replacement therapy is dangerous

**Truth:** For many women, HRT (hormone replacement therapy) is safe and effective. It's important to consult with a doctor.

#### Myth: Menopause only affects the body

**Truth:** Brain fog, anxiety, and mood swings are common – mental symptoms are at least as prevalent as physical ones.

#### Myth: Exercise doesn't matter

**Truth:** Strength training and movement reduce symptoms, strengthen bones, and improve mood.

#### Myth: You just have to "tough it out"

**Truth:** You don't have to suffer in silence. Help, treatment, and community support are available.

#### Myth: It's the end of something

**Truth:** For many, it's a new beginning. You have more life experience, more time for yourself – and a stronger sense of purpose.



### **Your Hormons**

What You Should Know About Estrogen and Other Alternatives. During menopause, the body's production of estrogen decreases – a hormone that affects everything from mood and mucous membranes to bone density, metabolism, and heart health. For some, this transition passes almost unnoticed. For others, the symptoms can become so intense that they impact daily life. In such cases, hormone therapy may be an option.

#### What Does Estrogen Do in the Body?

- Helps keep mucous membranes moisturized
- Strengthens bones and reduces the risk of osteoporosis
- Protects the heart
- Affects mood, memory, and sleep
- Regulates the body's temperature

When estrogen levels drop, you may experience hot flashes, sweating, low mood, dry mucous membranes, sleep difficulties, and decreased libido. When Can Hormone Therapy Help?

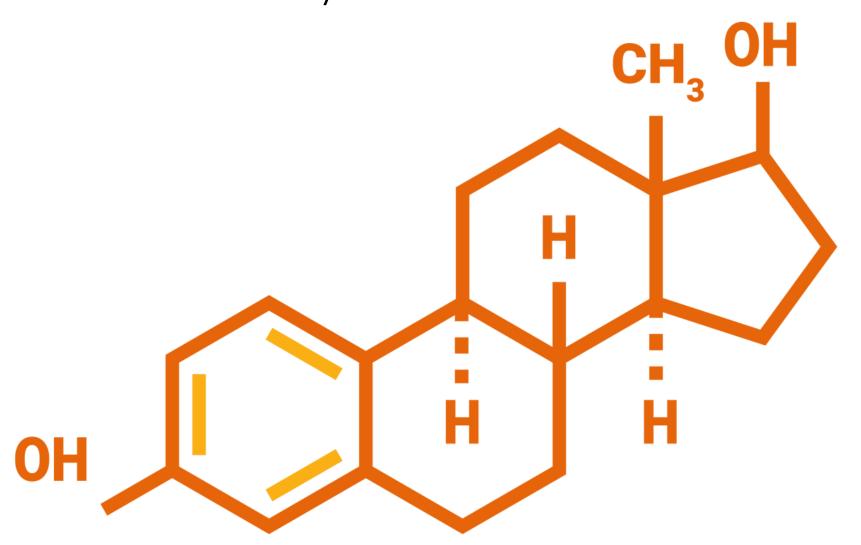
#### If you have noticeable symptoms such as:

- Sweating and hot flashes that disrupt your sleep and daily life
- Low mood or anxiety related to hormonal changes
- Dry and sensitive mucous membranes
- Frequent urinary tract infections or urinary incontinence
- these may indicate that hormone therapy or other treatment options could be beneficial. It's advisable to consult with a healthcare professional for a comprehensive evaluation and to discuss potential management strategies.

In that case, treatment with estrogen – often in combination with progesterone – may be helpful.

#### **Common Forms of Treatment:**

- Tablets, Patches, Gels, or Sprays\*\* these affect the entire body.
- Local Estrogen\*\* creams or vaginal suppositories used in the genital area to relieve dryness and irritation.





### **Your Hormons**

### **Frequently Asked Questions:**

#### Is it dangerous?

Research shows that hormone therapy is safe for most women, especially if started early in menopause and administered at a low dose. There is a slight increased risk of blood clots and breast cancer, but the risk is very low – particularly if estrogen is taken through the skin (patches or gel).

#### How long can hormones be taken?

As long as you have symptoms. Many women stop after a few years, while others may need longer treatment. Regular follow-up with a doctor is essential.

#### Are there side effects?

Some women may experience breast tenderness, swelling, or breakthrough bleeding. However, for most, the effects are positive – improved sleep, mood, and quality of life.

#### Can you take hormones if you have had breast cancer?

In that case, you should proceed with caution. Local, hormone-free alternatives are available and should be discussed with your doctor.

#### Can hormone levels be tested with a blood test?

No. Hormone levels fluctuate from day to day and don't always reflect how you feel. The diagnosis is based on symptoms – not numbers.

#### **Important:**

Hormone therapy is an option – not a necessity. It is a tool, not a solution for everything. Regardless of whether you choose hormones or not, diet, exercise, sleep, and recovery make a significant difference.

### You decide. You know your body best.



# Sleep problems

Many women experience changes in sleep during menopause. It can become more difficult to fall asleep, you may wake up more often – especially due to sweating or hot flashes – and you might not feel well-rested in the morning.

A few nights of poor sleep are nothing to worry about. The body has a smart system that compensates. However, if sleep problems persist, it can impact both mood, health, and your energy levels in everyday life.

#### Why Sleep is Important

- Sleep Strengthens the Immune System
- Sleep Helps You Manage Stress
- Sleep Affects Mood, Weight, and Hormones
- Deep Sleep is Essential for Recovery



### **Tips for Improving Sleep**

#### **Stick to Regular Times**

Go to bed and wake up at the same time every day – even on weekends.

#### **Get Daylight Exposure**

Natural light helps regulate your body's internal clock. If possible, take a walk during lunch.

#### Wind Down in the Evening

Create a calming evening routine. Read, listen to soothing music, or take a warm bath – anything that helps you relax.

#### **Cool Bedroom**

Lower the temperature in your bedroom – 14–18 degrees Celsius (57–65 degrees Fahrenheit) is usually ideal.

#### **Avoid Caffeine, Alcohol, and Late Meals**

Coffee, wine, and heavy meals late in the evening can disrupt sleep.

#### **Exercise - But Not Too Late**

Physical activity improves sleep, but try to avoid intense workouts later in the evening.

#### **Get to Know Your Sleep Patterns**

Consider keeping a sleep diary for a few weeks: When do you fall asleep? What have you done during the day? Are there any patterns?

#### **Bonus: A Positive Mindset Makes a Difference**

The more you stress about not being able to sleep, the harder it becomes to actually fall asleep.



# **Hot Flashes and Sweating**

Hot flashes are the most well-known symptom of menopause. They can occur suddenly – a strong wave of heat that spreads through the body, often accompanied by sweating, a racing heart, or a feeling of anxiety. While they are not dangerous, they can be very uncomfortable – especially if they disrupt sleep or daily life.

#### What is a Hot Flash?

- The heat typically begins in the chest and spreads upwards to the neck, face, and head.
- The skin becomes warm, sometimes turning red, and you may sweat.
- Some experience a racing heart or a feeling of anxiety.
- Afterwards, you might feel cold again this is known as a chill.
- A hot flash usually lasts between 1 to 5 minutes.

#### When Should You Seek Help?

If your hot flashes are affecting your quality of life – including sleep, work, or relationships – there is support available. Hormone therapy may be an option, but there are also other ways to alleviate the symptoms.



### **Ways to Reduce Hot Flashes**

#### **Find Your Triggers**

Keep a food and drink diary. Do hot flashes occur after spicy food, coffee, wine, or stress? Track it and adjust accordingly.

#### **Dress in Layers**

Wear loose-fitting clothes made from natural materials. Avoid synthetics. Layering allows you to easily regulate your temperature.

#### Cool Bedroom - Always

Keep the room cool at night. 14–18 degrees Celsius (57–65 degrees Fahrenheit) is ideal. Use bedding made of cotton or bamboo.

#### **Exercise Regularly**

Cardio exercise three times a week has been shown to reduce symptoms. Walk, jog, dance – choose what you enjoy.

#### **Deep Breathing for Hot Flashes**

Pause. Take three slow, deep breaths. This calms the nervous system and may reduce intensity.

#### **Work on Your Mindset**

The more you worry about having a hot flash, the worse it often becomes. Accept it, smile a little at it – and move on. You're doing the best you can.



### Mood, Stress, Mental Health

It is common to feel more sensitive, irritable, or low during menopause. Sleep disturbances, hot flashes, and hormonal changes can affect your well-being – both mentally and physically.

#### But it's not just about hormones

Menopause often coincides with other significant life changes: children moving out, shifting relationships, feeling different in your body – and perhaps starting to think more about what you want for the rest of your life.

#### **You Are Not Alone**

Menopause can evoke feelings of anxiety, sadness, or emptiness. But you are not alone – and there is much you can do to feel better.

### Here's How to Support Your Mental Well-being

#### **Stay Active**

Physical activity is one of the most effective ways to alleviate depression and stress.

#### **Find Your Breaks**

Schedule moments for rest. A short walk, a moment of silence, a cup of tea without your phone – that's enough.

#### Sleep as Well as You Can

Sleep greatly impacts mood. Follow the sleep tips from earlier chapters and prioritize rest.

#### **Eat Nutritiously and Balanced**

Your body and brain need energy and building blocks to feel good.

#### **Seek Community**

Relationships are important. Talk to friends, join a group – even online. You are not alone in this.

#### **Do Something Creative**

Paint, write, sing, garden – whatever you enjoy. Create something simply because it feels good.

#### **Review Your Routines**

Routines create security. Go to bed and wake up at the same time, eat regularly, and incorporate movement into your day.

#### **Seek Help if Needed**

It's a strength to ask for support. Contact healthcare if you feel depressed for an extended period or are struggling to manage daily life.



# **Dry Mucous Membranes**

When estrogen levels decrease, the body's mucous membranes become thinner and drier – particularly in the genital area. This can lead to itching, burning, pain during sex, and increased susceptibility to urinary tract infections. It is common, but often manageable with simple remedies.

#### **Common Issues:**

- Dryness and irritation in the genital area
- Burning or pain during intercourse
- Recurring urinary tract infections
- Urine leakage when coughing, laughing, or exercising
- Increased sensation of needing to urinate frequently

#### What You Can Do Yourself:

#### **Use Local Estrogen**

Over-the-counter creams or vaginal suppositories can moisturize and strengthen the mucous membranes. They work locally and often provide quick relief.

#### **Choose Comfortable Underwear**

Cotton or bamboo materials are gentle on the skin. Avoid synthetic fabrics and tight-fitting panties that can cause irritation.

#### **Wash Gently**

Avoid harsh soaps. Clean only with lukewarm water or a mild intimate oil. Less is more.

#### **Moisturize Regularly**

Daily moisturizing with a mild cream or oil can help prevent dryness and irritation.

#### **Use Lubricant During Intercourse**

It should never hurt to have sex. A good lubricant makes a significant difference.

#### **Strengthen Your Pelvic Floor**

Kegel exercises strengthen the muscles, reduce the risk of urine leakage, and can enhance your sex life.

#### **Tips for Pelvic Floor Exercises (Kegel Exercises)**

- Contract as if You're Holding in Urine
- Hold for 5 Seconds Then Relax for the Same Duration
- Repeat 10 Times, Ideally 3 Times a Day
- Make It a Routine

### **Sex & Desire**

Menopause can affect both libido and how you experience intimacy. Many women notice that it takes longer to feel desire, or that their bodies react differently. This is completely normal – and it doesn't mean that something is wrong. Your body is changing, but that does not diminish your right to intimacy, pleasure, and a satisfying sexual life.

#### **Common Changes:**

- Decreased libido or reduced interest in sex
- Dry mucous membranes that make it harder to enjoy intimacy
- More thoughts and feelings about the body and aging
- Increased sensitivity to stress, fatigue, or performance pressure

#### **How to Rediscover Desire**

#### **Give Yourself Time**

It may take longer to become aroused – and that's perfectly okay. Slow down and eliminate any pressures.

#### **Communicate Openly**

If you're in a relationship, talk to your partner. Share your feelings about your body and what you need. Honesty builds intimacy.

#### **Use Lubricant**

Simple but essential. Good lubricant reduces discomfort and enhances pleasure – even if you don't have dry mucous membranes.

#### **Explore Again**

Touch yourself and discover what feels good now. Desire changes – and so do your needs.

#### **Remove the Pressure**

Sex doesn't always have to lead to something. Allow it to be relaxed, present, and full of desire – in your own way.

#### **Stay Curious**

Try new ways to be intimate – caresses, massages, fantasies, or small adventures can ignite something new.

#### **Enjoy Your Body**

Your body is amazing. View yourself with warmth and gratitude. Take care of yourself, wear something you like, and touch your skin with care.

#### Desire Begins Within You – Not in Performance

Sex is not just about technique – it's about presence, safety, and connection. With yourself and with those you are close to. When you let go of the pressure and listen inward, desire has a greater chance to flourish.



# **Exercise During Menopause**

Why the **Bodyweight Diet Program** is Perfect Now? As your body changes, you also need to change how you take care of it.

#### Menopause results in decreased estrogen levels, which can affect:

- Muscle Mass(you may lose muscle strength more easily)
- Bone Density (increased risk of osteoporosis)
- Balance\*\*
- Fat Distribution (more fat is stored around the abdomen)
- Energy Levels and Mood

But the good news is: exercise can counteract much of this. Along with the right nutrition, sleep, and recovery, you can regain strength, energy, and joy in life.

#### Why Exercise is Especially Important Now:

- It strengthens your bones
- You maintain muscle mass and metabolism
- You gain better balance and body control
- Sleep and mood improve
- Hot flashes and sweating may decrease

#### Exercise + Nutrition = The Best Team

With the right nutrition, the effects of your training are enhanced. This is where the Bodyweight Diet for menopause comes in as a powerful combination.

# The Bodyweight Diet is a simple and sustainable nutrition and exercise plan that helps you to:

- Lose weight safely and naturally
- Maintain muscle mass even during weight loss
- Reduce menopausal symptoms such as fatigue, mood swings, and hot flashes
- Achieve better sleep, energy, and hormonal balance

Det är en livsstil byggd för kvinnor i just din fas – med anpassad träning och en högproteinkost som ger kroppen vad den behöver.

### Here's How You Can Exercise During Menopause:

#### Cardio

Walking with poles, regular walking, dancing, cycling, or swimming – 30 minutes, 3 times a week can make a significant difference.

#### **Strength Training**

Use body weight, resistance bands, weights, or machines. Train the whole body 2–3 times a week to maintain muscle mass.



# **Exercise During Menopause**

#### **Balance and Flexibility**

Yoga, Pilates, or simple exercises that strengthen the core and legs. These are beneficial for reducing the risk of falls and improving body flexibility.

#### **Pelvic Floor Training**

Important during menopause! Kegel exercises reduce the risk of leakage, strengthen the core, and can enhance your sex life.

#### **Rest and Recovery**

Training without rest is ineffective. Learn to listen to your body. The Bodyweight Diet program helps you find balance.

#### Remember:

- ✓ You don't have to exercise intensely but you need to stay active.
- A little is always better than nothing.

#### It's not about performance – it's about feeling good.

The **Bodyweight Diet program** provides you with both nutrition and exercise; together they give you strength, energy, and joy in life. Not because you have to, but because you deserve it!



# **Nutrition During Menopause**

Eat Your Way to Strength, Balance, and a Lighter Body! As you enter menopause, your metabolism changes. Many notice that it becomes easier to gain weight – especially around the abdomen – and harder to lose it. This is partly due to the decrease in estrogen, which affects both muscle mass, fat distribution, hunger hormones, and blood sugar regulation.

#### Therefore, Nutrition is Especially Important Now:

- You lose muscle mass more easily which lowers your metabolism.
- The body handles carbohydrates less effectively blood sugar levels can fluctuate easily.
- Cravings for sweets, fatigue, and mood swings may increase.
- Nutrient absorption changes you may need more of certain vitamins and minerals.
- Sleep is affected and in turn, it is influenced by what you eat.

### What your body need now:

#### Protein – Every Day

Protein is essential for building muscles, bones, and hormone production. Include protein in every meal: eggs, fish, poultry, beans, cottage cheese, yogurt, tofu, and meat.

#### **Vegetables - In Abundance**

Fiber keeps you full and supports digestive health. Vegetables also contain important vitamins that support the immune system, mucous membranes, and energy production.

#### **Healthy Fats**

Omega-3 and monounsaturated fats reduce inflammation and are beneficial for the heart, brain, and hormones. Include fatty fish, avocados, olive oil, and nuts in your diet.

#### Fewer Refined Carbohydrates

Reduce sugar, white bread, pasta, and pastries. This makes a significant difference for blood sugar levels, cravings, and energy levels.

#### Water – All Day

Dehydration can worsen fatigue, mood, and dryness. Drink water regularly, especially if you are exercising.



# **Nutrition During Menopause**

### Bodyweight Diet – Nutrition tailored for Menopause

**Bodyweight Diet** is a High-Protein, Low-Carbohydrate Nutrition Plan Tailored to Support Hormonal Balance, Fat Burning, and Energy.

# The program is easy to follow, without calorie counting, and has proven effective for:

- Weight loss (approximately 1 kg per week)
- Reduced hot flashes and sleep problems
- More stable blood sugar and less craving for sweets
- Improved mood and energy

#### It's not a 'diet' you're on – it's a sustainable lifestyle you're building.

#### **Good to Keep in Mind:**

- Don't skip meals it stresses the body.
- Eat enough especially if you are exercising.
- Avoid sugar, alcohol, and empty calories not because you have to, but because you want to feel better.

Your body needs care, not prohibitions. When you provide it with the right fuel, you will notice a difference – both in your body and in your mind.



# You deserve to feel good during menopause

You wake up tired. The scale shows a new increase. Your clothes don't fit like they used to. You don't recognize yourself – but you know it's not your fault.

**Your body has changed.** The hormones have taken over. What you did to maintain your weight before no longer works.

It's time to stop punishing yourself – and start supporting your body. The Bodyweight Diet is designed for women like you. Women who have struggled, sweated, and wondered: Why does nothing work anymore?

**Here, you won't find yet another short-term diet**. You'll receive a complete program tailored to your reality – with exercise, nutrition, and support built specifically for menopause.

- Learn to eat right for your hormones
- Train in a way that strengthens you not stresses you
- Lose weight for real without counting every calorie
- Sleep better, gain more energy, and find yourself again

**You get lifetime membership** when you purchase the Women's Program in the Bodyweight Diet app. Personal guidance. An app that supports you every step of the way. And a guarantee that states: if it doesn't work – you get your money back.

It's time to be friends with your body again. You deserve it. And we're with you every step of the way.



# Bodyweight Diet - What Do We Offer?



#### **Bodyweight Diet**

Training and fasting combined. 4, 8, and 12-week programs



#### **Complete Training Package**

Includes exercise, nutrition, fasting, power walks, and more



#### **Menopause Program**

Our special program tailored for women in menopaus



#### **Advanced Tracking**

Track your steps, eating window, and body changes



#### **Lifetime Membership**

Unlimited access to the app and all programs.



#### **Membership Benefits**

Discounts on products, fitness retreats, and certifications



#### **Weight Maintenance Program**

Special program for maintaining weight.



#### Free Bonus Programs

Running, mobility, glute training, flexibility, and more



#### **Training**

Over 400+ exercises using suspension, resistance bands, body weight, dumbbells, and gym equipment.



#### **Newsletter**

Stay updated on the latest in fitness, fasting, nutrition, and motivation



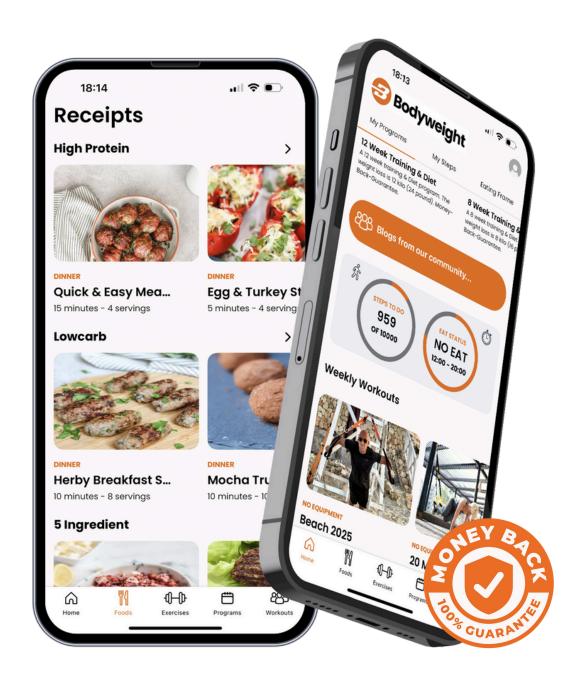
#### **Recipes**

Over 400+ meals that are highprotein, low-carbohydrate, gluten-free, vegan, and vegetarian.



#### **Full Support**

We respond to all your questions within 24 hours







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