

# UPWEY NATURAL HEALTH

*Take Control of Your Cortisol*  
*Part 1: Welcome!*

Hi Emily,

I wanted to extend a warm welcome and a virtual hug to you! Only if you're a hugger, of course. Are you a hugger? If not, then here's a friendly handshake and a warm smile :)

**I'm so delighted you're here and joining the Upwey Natural Health family!** I strive to treat every one of my patients as a whole. *Mind, body, and spirit.* I want you to walk into my office feeling supported and understood. **I want you to leave feeling confident and empowered to take back your health.**

## A little about me...

I began my studies to become a natural health practitioner after watching my father struggle for years in the Western medical system.

It seemed like with every medication he took, more problems arose. With each new problem, even more medications were prescribed. It was a downward cycle that he was never able to climb out of.



**My Father (Not Me!)**

I knew there had to be another way. Luckily, there is.

I've dedicated my career to helping patients from the inside out. Finding the root of the problem, and facilitating their bodies in healing themselves. **My goal is NOT to have you as a patient forever.**

I want you to experience your ideal health. I then want you to take your new and improved body, and live life with it! Don't worry, if you miss me when you're healthy, I'd be happy to meet up with you for a chat over tea :)

If you want to learn more about my story and my journey, head on over to my [About page](#). You'll find more details about my father's story, my story, and the stories of some of the patients I've helped.

## Here's what's next...

Over the next few days, I'm going to be sending you a starter series all about **cortisol, aka "the stress hormone"**.

According to Occupational Health and Safety News, 75-90% of doctor's visits are connected to stress-related illnesses and complaints. **Stress is a BIG deal when it comes to our health!**

*In the next email, we're going to find out if YOU have high cortisol levels.*

If you just can't wait for the next email, download [this worksheet](#) to get started. It will get you thinking about how your lifestyle choices and habits relate to your cortisol levels.

## Going forward...

I want to continue to support and educate you with your health in between our appointments. **I send out weekly emails filled with information about natural health, wellness, lifestyle, and nutrition.**

Is there anything you'd especially like to learn about? Did you read about a new nutrition trend, but aren't sure what to think? Did a friend recommend a supplement that you've never heard of before?

**I'm here for you!** These emails are for **you**. I want to know what would be most helpful for **you**. *Always feel free to simply hit "reply" to these emails with questions, comments, or just to say, "Hello!"*

Okay, Emily. Congratulations on your commitment to health!

I'm so excited you're here, and I'll talk to you soon!

Cheers,

*Dr. Victoria Brunswick*

P.S. Want to connect with more like-minded health seekers? Check out our [Facebook Group](#) to ask your questions, stay up to date on upcoming events, and see what other members are saying!



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# UPWEY NATURAL HEALTH

*Take Control of Your Cortisol*

*Part 2: Do you have high cortisol? How to tell.*

Hi, Emily!

Have you ever planned a wedding? Or helped plan a friend or family member's wedding?

*Weddings?* I know I was supposed to be talking to you about cortisol today. But trust me, I'm getting there.

There is something about the wedding planning process that inevitably puts all involved somewhere in the drama zone.

*If you invite Great Aunt Susan, then you have to invite Great Uncle Bob... even though you haven't seen him since you were four years old. And if you invite Great Uncle Bob, then you have to invite his daughters... Crap, how did my guestlist just double??*

*Should you wear your hair up or down? Should the vegetable be broccoli or asparagus? Should you have six strings of twinkle lights or seven?*

To any outsider, it all seems insignificant and silly. But in the moment, it's a BIG DEAL.

Here's how planning for *my* wedding left me with  
spiked cortisol levels...

When my husband and I were planning our wedding, *I was simultaneously studying for finals and moving to a new condo that was closer to his work.*

As the wedding approached, *I found myself constantly exhausted.* Despite my exhaustion, I would lay in bed every night listening to the steady breathing of my peacefully sleeping fiancé. **I couldn't sleep.**

My brain just wouldn't stop. *Did we remember to tell the movers our final moving day? Did I email my final paper to the professor when I finished it this morning? I really need to get those final invitations out...*

Every morning, I dragged my body out of bed, downed a cup of coffee, and headed out to the gym in an attempt to get that perfect wedding day body. Unfortunately, **I slowly began to gain weight** instead. Right where I didn't want it. That pesky lower belly region.

And one more thing. Despite being young twenty-somethings that were madly in love... **I was never... ahem... In the mood.**

*Does any of this sound familiar to you?*

Looking back, it's pretty obvious to me now that **my cortisol levels were through the roof!** Had I just made a few lifestyle changes, I may have saved myself many sleepless nights... and maybe a few pounds of belly fat.

## **Do you have high cortisol?**

Take [this quiz](#) and see if you are experiencing any of the top [10 symptoms of high cortisol](#).

**In the next email**, we're going to take a really close look at **what exactly cortisol is**. We'll also talk about **why you may be experiencing some of these above symptoms and what effects cortisol has on our bodies, both short term and long term**.

And don't worry, in the final email, we'll get into what you can actually *do* about your high cortisol... and how you can *start getting your happier, calmer, healthier life back NOW!*

I'll talk to you tomorrow!

Cheers,

*Dr. Victoria Brunswick*

P.S. Did you know we offer cortisol level testing here at Upwey Natural health? You can find out more about our options by heading over to the [Services](#) page!



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# UPWEY NATURAL HEALTH

*Take Control of Your Cortisol*

*Part 3: Cortisol 101*

Hi, Emily!

Welcome back!

After the last email, do you have high cortisol levels?

We'll be answering some questions you may have about cortisol today. If there's anything else you'd like to know, reach out and hit reply to this email. I'll get back to you within 48 hours, promise!

## So... What *is* cortisol?

Let's put our nerd glasses on (Who am I kidding, I already have my nerdy blue blocking glasses on!), and get to the SCIENCE.

Cortisol is a hormone in your body that is naturally released in the morning. It gets you started and going for the day. Normally, levels trail off throughout the day while melatonin kicks in to get you ready for a good night's rest.

Throughout the day, **when your body senses any stress or perceived threat, cortisol is released.** That's why cortisol is also known as the "stress hormone". Cortisol is released from the adrenal gland and it enters the bloodstream.

Current science estimates that you have around *30 trillion cells* in your body. Nearly all of them have cortisol receptors. As the cortisol gets pumped all around your body through the bloodstream, these cells detect the cortisol and respond. **They get ready to protect your body for a time of extreme crisis.**

Now, when you think of stress, you may think of meetings at work, making sure your kids get along, remembering to send your mother in law a birthday card, or getting those pesky taxes done on time. When your body thinks of stress, it thinks "I'M UNDER ATTACK! THERE'S A TIGER THAT WANTS TO EAT ME! RUN!!" **It is meant to be short term.**

## Here's what your body does to protect itself when it senses cortisol in the bloodstream:

- **Blood sugar levels increase.** You need to have energy to run away from that saber-toothed tiger! To get more glucose (aka sugar), your body breaks down proteins (muscle!) and fats to use for energy.
- **Your immune system is dampened.** No time to fight that cold now! It's time to RUN!
- **You create short term memories of emotional events.** Your body wants to remember this stressful moment so it can learn how to avoid running into that tiger again in the future!
- **Anything else that is not needed for immediate survival is stalled or inhibited:**
  - Bone formation
  - Fertility
  - Collagen formation
  - Digestion and absorption of nutrients

Once the threat goes away, and you successfully outrun that saber-toothed tiger, your body senses the unnecessary cortisol in your blood. Levels drop, and your body stops getting the message to protect itself in an emergency state. *Things go back to normal.*

## Is cortisol always bad?

**NO!** These changes in your body are necessary if you are in true danger. Increased cortisol levels are also *normal* in the morning. Your body wants to be on high alert when you wake up. It's time to start the day!

## So, what happens when your body experiences chronic stress? And cortisol levels are constantly high?

Your body doesn't know the difference between running from a tiger and running late for a meeting. It's all *perceived stress*.

Does any of this sound familiar?

*6:00am: You wake up exhausted.*

*6:30am: After you make his toast, your toddler decides he wants oats instead. You say no, he can have oats tomorrow. He gets upset. You get upset.*

7:00am: Time to get dressed. It's summer and your toddler refuses to wear anything other than his snowsuit. You finally come up with a compromise of summer clothes with mittens, but you're officially late.

8:00am: As you're driving to work, you take a much-needed sip of coffee at a red light. Before that delicious drink of warm hug can reach your taste buds, you spill some down your cream-colored shirt. Before you have time to try and sop some of it up, the light turns green...

...And that's all before 8:30am.

If you're spending your day jumping from stressor to stressor, **your body thinks it's in constant danger.**

Check out [this worksheet](#) to find out *what happens to your body when your cortisol levels are always high.*

If any of this sounds like you, **don't worry!**

In the next email, I'm going to give you some *natural ways to get your cortisol levels under control.* And how you can get started NOW!

I'll see you then!

Cheers,

*Dr. Victoria Brunswick*

P.S. If your cortisol levels are impacting your quality of life, **you are not alone!** Our [Facebook Group](#) is filled with people just like you. *Come on over, share your story, and learn how others have taken back their health!*



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# UPWEY NATURAL HEALTH

*Take Control of Your Cortisol*  
*Part 4: How to lower your cortisol*

Hi, Emily!

Welcome Back! This is the final email in your Welcome Series. Are you ready to start lowering your cortisol back to a normal, healthier, happier level? GOOD! Because that's exactly what we're talking about today.

I have for you [10 habits and activities](#) that are scientifically proven to lower cortisol levels.

Which of these can you start implementing today? What can you add to your routine next week? You know yourself best.

If any of them aren't your thing, *don't do them!* If doing them brings you frustration instead of calmness and joy, then it will have the opposite effect and stress you out even more.

So if something doesn't suit you, pick another one!

**Do something proactive every day to lower your cortisol levels, and these activities will become a part of your daily routine.**

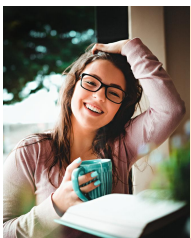
WE DID IT! I hope you feel empowered and ready to take control of your cortisol!

After today, you'll continue to receive our weekly newsletter. We talk about a variety of topics relating to natural health, wellness, lifestyle, and nutrition.

What would you like to know more about? Reply to this email and let me know!

Cheers,

*Dr. Victoria Brunswick*



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