NUTRAWIN PRESENTS

THE KETO HORMONE CODE

How to Balance Your Hormones, End Stubborn Fat Storage, and Unlock Your Body's Full Fat-Burning Potential

7 HORMONES	10 CHAPTERS	30 DAYS	100% SCIENCE
Decoded for fat loss	Complete hormone guide	Hormone reset protocol	Evidence-based strategies

Because you can eat perfectly and exercise consistently and still not lose fat — if your hormones are working against you.

WHY HORMONES DETERMINE EVERYTHING

If you've ever done everything right and still couldn't lose weight, the answer almost certainly lives in your hormonal environment. Hormones are the body's chemical messengers — they regulate metabolism, dictate where fat is stored and released, control hunger and satiety, determine energy availability, and govern mood and motivation. No dietary approach, however scientifically designed, can produce optimal results in the face of severely disrupted hormonal signalling.

The Keto Hormone Code is a guide to understanding the seven hormones most directly implicated in fat storage and fat loss — and the specific ways a well-structured ketogenic diet addresses each of them. This is not a guide exclusively for women, though hormonal complexity is greater for women and the guide addresses female-specific hormonal patterns in dedicated chapters. Both men and women will find their hormonal landscape meaningfully explained and actionably addressed here.

IMPORTANT FRAME

Hormonal dysfunction is not the result of moral failing or lack of discipline. It is a physiological state caused by specific inputs — and it is correctable with specific interventions.

CHAPTER 1

The Seven Key Hormones

Understanding each player in your fat loss story

The following seven hormones have the most direct and significant impact on body composition, fat storage, and metabolic rate. Understanding what each hormone does, what disrupts it, and how keto addresses it gives you a map of your own physiology.

INSULIN

WHAT IT DOES:
The master fat-storage hormone, released by the pancreas in response to rising blood glucose. Controls cellular uptake of glucose and simultaneously suppresses fat oxidation.

KETO IMPACT:
Keto dramatically reduces insulin levels by eliminating the primary trigger (dietary carbohydrate). Lower baseline insulin = fat burning unlocked. Restored insulin sensitivity is often visible within 14 days.

SUPPORT WITH:
Fatty fish, avocado, leafy greens, apple cider vinegar, berberine

CORTISOL

WHAT IT DOES:
The primary stress hormone, produced by the adrenal glands. Mobilises energy in acute stress — but chronically elevated cortisol is directly anabolic for abdominal fat and catabolic for muscle.

KETO IMPACT:
Keto reduces inflammatory load (a chronic cortisol trigger) and stabilises blood sugar fluctuations that spike cortisol. Sleep optimisation and stress management are the primary cortisol interventions.

SUPPORT WITH:
Magnesium, ashwagandha, omega-3s, high-quality sleep

LEPTIN

WHAT IT DOES:
The satiety hormone produced by fat cells, signalling the brain to reduce appetite and increase metabolic rate. Leptin resistance — where the brain stops responding to leptin signals — is a hallmark of obesity.

KETO IMPACT:
Fat adaptation improves leptin sensitivity. Fasting protocols actively restore leptin signalling. Adequate sleep is the single most important leptin-regulation tool.

SUPPORT WITH:
Omega-3 fatty acids, zinc, adequate sleep, structured refeeds

GHRELIN

WHAT IT DOES:

The hunger hormone produced primarily in the stomach, signalling appetite to the brain. Ghrelin rises before meals and after weight loss — one mechanism behind post-diet weight regain.

KETO IMPACT:

Fat-adapted individuals on keto consistently report dramatically lower ghrelin levels, reduced hunger, and longer satiety between meals. High-protein meals specifically suppress ghrelin powerfully.

SUPPORT WITH:

Protein at every meal, adequate sleep, stress management

THYROID (T3/T4)

WHAT IT DOES:

Thyroid hormones regulate basal metabolic rate — the energy your body burns at rest. Hypothyroidism (underactive thyroid) dramatically reduces metabolic rate and causes significant weight gain.

KETO IMPACT:

Properly structured keto avoids the severe caloric restriction that suppresses thyroid output. Selenium, iodine, and zinc — provided by animal foods — support thyroid hormone production.

SUPPORT WITH:

Selenium-rich foods (Brazil nuts, fish), iodine, zinc, tyrosine

ESTROGEN

WHAT IT DOES:

The primary female sex hormone (also present in men). Estrogen dominance — excess estrogen relative to progesterone — promotes fat storage, particularly in the hips and thighs, and is linked to PMS, mood disruption, and insulin resistance.

KETO IMPACT:

Keto reduces body fat, which reduces peripheral estrogen production (fat cells produce estrogen). Lower insulin levels also reduce estrogen production. Cruciferous vegetables support estrogen detoxification.

SUPPORT WITH:

Cruciferous vegetables, flaxseeds, DIM supplement, fibre

TESTOSTERONE

WHAT IT DOES:

The primary anabolic hormone in both men and women (in different ratios). Supports muscle mass, libido, cognitive function, and metabolic rate. Declining testosterone accelerates fat gain and muscle loss.

KETO IMPACT:

Adequate dietary fat — particularly saturated fat from animal sources — is required for testosterone synthesis. Keto's fat-rich dietary structure directly supports testosterone production. Strength training amplifies this effect.

SUPPORT WITH:

Red meat, eggs, oysters, zinc, vitamin D3, quality sleep

CHAPTER 2

Cycle Syncing for Women

How to align your keto protocol with your hormonal cycle

Women's hormonal environments change dramatically across the menstrual cycle — estrogen, progesterone, testosterone, and insulin sensitivity all shift in predictable ways across the four phases. Working with these shifts rather than ignoring them is one of the most powerful strategies available to women for optimising both fat loss and wellbeing.

PHASE MENSTRUAL PHASE

DAYS 1–5

Estrogen and progesterone are at their lowest. Energy is lower, inflammation may be higher. This is a time for stricter macros and restorative rather than intense movement.

GOALS:

- Maintain strict keto macros — carb sensitivity is higher
- Prioritise anti-inflammatory fats: salmon, sardines, avocado
- Reduce fasting window if energy is very low
- Prioritise sleep and gentle movement: walking, yoga

PHASE FOLLICULAR PHASE

DAYS 6–13

Rising estrogen increases energy, mood, and insulin sensitivity. This is your metabolic peak — the ideal time for more intense training and potentially tighter fasting windows.

GOALS:

- Optimal time for 18:6 or 20:4 fasting — insulin sensitivity is best
- Introduce higher intensity training in this phase
- Fat loss is typically most efficient here
- Ideal week for a structured refeed if one is needed

PHASE OVULATORY PHASE

DAYS 14–16

Peak estrogen. Energy and performance are highest. Appetite may increase slightly.

GOALS:

- Maintain strict macros despite increased hunger signals
- This is the best time for maximum training intensity
- Ensure adequate protein to support muscle synthesis
- Hydrate well — ovulation increases basal body temperature

PHASE LUTEAL PHASE

DAYS 17–28

Progesterone rises then both hormones drop. This phase is when cravings, mood disruption, and water retention peak — and when most dietary derailments happen.

GOALS:

- Increase magnesium significantly — reduces PMS symptoms dramatically
- Add extra dietary fat to satisfy increased cravings with keto-friendly sources
- Reduce training intensity in the second half of this phase
- Do not interpret water retention as fat gain — it is hormonal

LUTEAL PHASE STRATEGY

Progesterone (dominant in the luteal phase) slightly reduces insulin sensitivity. Tightening carbohydrate restriction by 5–10g during the second half of the luteal phase proactively prevents the body composition disruption many women experience pre-menstrually.

CHAPTER 3

The Stress-Fat Connection

Why stress management is not optional for fat loss

Chronic psychological stress is one of the most underestimated obstacles to fat loss. Cortisol — released by the adrenal glands in response to both physical and psychological stress — directly stimulates the storage of visceral (abdominal) fat, suppresses fat oxidation, breaks down muscle tissue, drives cravings for high-calorie foods, and disrupts the sleep that is essential for metabolic repair.

For many people, addressing stress is the missing variable that unlocks fat loss despite an already good dietary and exercise approach. No keto protocol can fully overcome chronically elevated cortisol. This chapter gives you the specific interventions that reduce cortisol without requiring major life restructuring.

Cortisol-Lowering Protocol

- Morning sunlight exposure for 10–15 minutes within 30 minutes of waking — this is the single most powerful circadian rhythm anchor and directly moderates the cortisol awakening response.
- Limit caffeine to before noon — caffeine amplifies and extends the cortisol response. Afternoon coffee creates an evening cortisol elevation that disrupts sleep and perpetuates the cycle.
- Structured breathing practice: 4-7-8 breathing (inhale 4 seconds, hold 7, exhale 8) activates the parasympathetic nervous system within minutes and measurably reduces cortisol.
- Ashwagandha (KSM-66 extract, 300–600mg daily) has been shown in multiple randomised controlled trials to reduce cortisol by 14–30% in chronically stressed individuals.
- Cold water exposure (ending showers with 30–60 seconds of cold water) acutely raises cortisol but creates a long-term adaptive reduction in baseline cortisol levels.
- Social connection — meaningful time with people you care about is one of the most potent cortisol-lowering activities available. It is not a soft lifestyle recommendation. It is biology.

THE FUNDAMENTAL TRUTH

The combination of sleep deprivation and chronic stress creates a physiological environment where fat loss is nearly impossible — even with perfect diet and training. Fix stress and sleep first. Everything else becomes easier.

> *“ The body you want is built in the environment you create — not just the food you eat.*