



5 REASONS WHY YOU'RE NOT LOSING WEIGHT AFTER 40

And none of them are
“You’re a gluttonous slag.”

FITB*TCH

CONTENTS

1 Movement in midlife

Be honest: it's gone down the shitter, hasn't it?

2 Muscle is a memory

Muscle mass sails off into the sunset, making everything harder

3 Protein peer pressure

You don't have a fn clue what to eat in midlife... or how much



4 Shite sleep & stress

Both things that unfortunately do a number on your appetite

5 Living for the weekend

Disciplined all week and a ravenous slag by Friday night?



1. Movement in midlife” be honest, it’s gone down the shitter, hasn’t it?

The deep fatigue of perimenopause and a busy life tend to make us more ***still***. Combined with loads of us working desk jobs or from home these days often means less pottering, less fidgeting, fewer trips away from the screen for lunch. You might be walking to the kettle five times a day, **but it’s not the same.**

The little bursts of activity we do through the day or when doing an active job is called **NEAT (non-exercise activity thermogenesis)** and it's a bigger chunk of your daily calorie burn than most of us realise. When NEAT drops, it can cost you a few hundred burned calories a day, and if your eating hasn't changed to match, that's your deficit gone, without you doing anything 'wrong'.



Tip:

Get a bit more intentional with steps rather than trying to overhaul your whole day. Find your current baseline (check your phone or watch for a somewhat honest average) and aim to add just **1,000–2,000 steps** on top of it.

Little short 'snack' walks count – 10 minutes after breakfast, an extra shuffle around the block after school drop-off, ten minutes after dinner. **It adds up fast and importantly, it helps burn calories.**

2. Muscle is sailing off into the sunset & that's making everything harder.

Maybe you feel like you've never really had much muscle to speak of, but when you're a spring chicken in your 20s and 30s, you do naturally have more. And this (also naturally) starts to decline as we age. **Muscle mass isn't just about how you look on the outside**, it also plays into your metabolism more broadly, not just as extra calories burned, but in how well your whole system runs.

Muscles are one of the biggest users of glucose in your body, and reduced muscle mass is a big part of why women in midlife become more insulin resistant. What does this mean? In plain English, **less muscle and higher insulin resistance means your body gets steadily shitter at processing the food you eat**. Carbs in particular get handled less efficiently, blood sugar swings about more, and this drives hunger and cravings that get harder to manage. Snacks are reached for and... you know the rest.

Tip:

Pick up heavy things from time to time and stave off that muscle decline. **You do NOT need to join a gym or dedicate hours of precious time you don't have to weightlifting** – just two strength sessions a week are enough.

Most FitBtch courses are built around two short workouts a week – three if you're feeling motivated – **enough to protect and build muscle without needing to change your life**, give up work to fit in workouts or the other alternative: become a wizened crone before your time.

(Disclaimer: we're all about embracing cronehood... when the time comes. Give us a couple more decades FFS!)

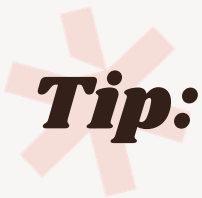
3. You don't have a fn clue what to eat in midlife... or how much.

Overeating or eating the quote/unquote 'wrong' stuff **isn't a willpower problem**, it's a knowledge gap. And conflicting shit online and over the decades we've been alive really doesn't help. "**How much protein should we actually be eating?**" is probably the nutrition question we hear the most from our FitBtches. Closely followed by, "Can I still eat carbs and chocolate?" (Yes.) And, "How do you season and add condiments to food so it's actually enjoyable without decimating your calorie budget?!"

Then there's "What counts as a healthy fat, and how much of it should you be having?"

Us millennials all grew up with an **absolutely insane diet culture** (Special K anyone?) and the supermodel era's 'nothing tastes as good as skinny feels' zeitgeist. We know much more now about how to fuel our bodies in perimenopause but many women still struggle with the healthy fats idea. Unfortunately, **deep-throating a bag of nuts** every day instead of biscuits isn't going to help you lose weight either, soz!

None of us hit 40 and suddenly get an optimal midlife nutrition knowledge upgrade. **It needs to be learned.** But if you get a solid bank of balanced meals you know are tasty, keep you full and you can make on repeat without thinking, then it stops being a daily mental load arse-ache.



Tip:

Start building a small rotation of **5–6 go-to meals** you know the numbers on – including breakfast which is the hardest one to shoehorn protein into. They have to be tasty and easy to make too.

This is exactly what our Nutrition Hub is built for – simple but flavoursome recipes suited to this stage of life – both the nutrition requirements and taking the thought and effort out of all of this. We're quite literally handing it to you slaps on a plate!



4. Shite sleep and stress are doing a number on your appetite

We know you're sick of hearing this – from us and everywhere else. But **poor sleep and high stress directly mess with your hunger hormones**, making cravings stronger and willpower weaker. So it's worth taking seriously.

Magically fixing your whole life so it's entirely stress free is not just unrealistic, it's also unnecessary.

That said, if you want to change careers or boot your knobend of a partner out the door, please go right ahead!

But if that's not possible, **small, boring, consistent changes** go further than one big dramatic overhaul, and they're more likely to stick.

Tip:

Build yourself a proper wind-down evening routine.

Screens off earlier – even if you have to install a phone blocker that literally shuts everything else down, five minutes of something calming before bed like reading, even a meditation app (feels a bit cringe to say but they're great). Buy some new bedsheets that make you want to get in. Or PJs. Whatever works!

Tip (cont'd):

This is the big one. Look objectively at your day-to-day mental load: what can come off your plate, and **where can you actually ask for support?** You can't carry everything and everyone's BS forever. That never ends well.

When it comes to things coming off your plate, and asking for support, well for a lot of midlife slags that's not easy at all. You might not have a partner who notices what needs doing, ageing parents who live counties away or mates who are in the trenches exactly like you. **So be realistic about what support can actually look like.** It can be one specific task handed off rather than a vague "help me", paid help (like a cleaner) where you can afford it, a trade with another parent, or a 5 min voice note rant to a mate on your walk. And if all else fails, **our FitBtch online community is full of women you can vent to together, swap the odd life hack tip and remember you're not alone.**



5. You're disciplined all week and an absolute ravenous slag by the weekend

It's all well and good eating like a wellness influencer Monday to Thursday, but if Friday onwards turns into a food and booze free-for-all, **it's probably stopping your weight loss progress.** You know this. It might have been fine in your 20s, but that ship has sailed, mate. But a happy life in a body that doesn't make you sad isn't about never enjoying yourself. It's about not treating "good" and "bad" you as two separate entities.

The fix is intention, not restriction. **Want the cake? Bloody have it** – just get a rough idea of what your days, evenings and weekends actually cost in food energy, and plan for it rather than reacting to it after the fact. A **"sod it, I've already ruined things so lay the snacks on me"** attitude sadly has more effect that you'd like.



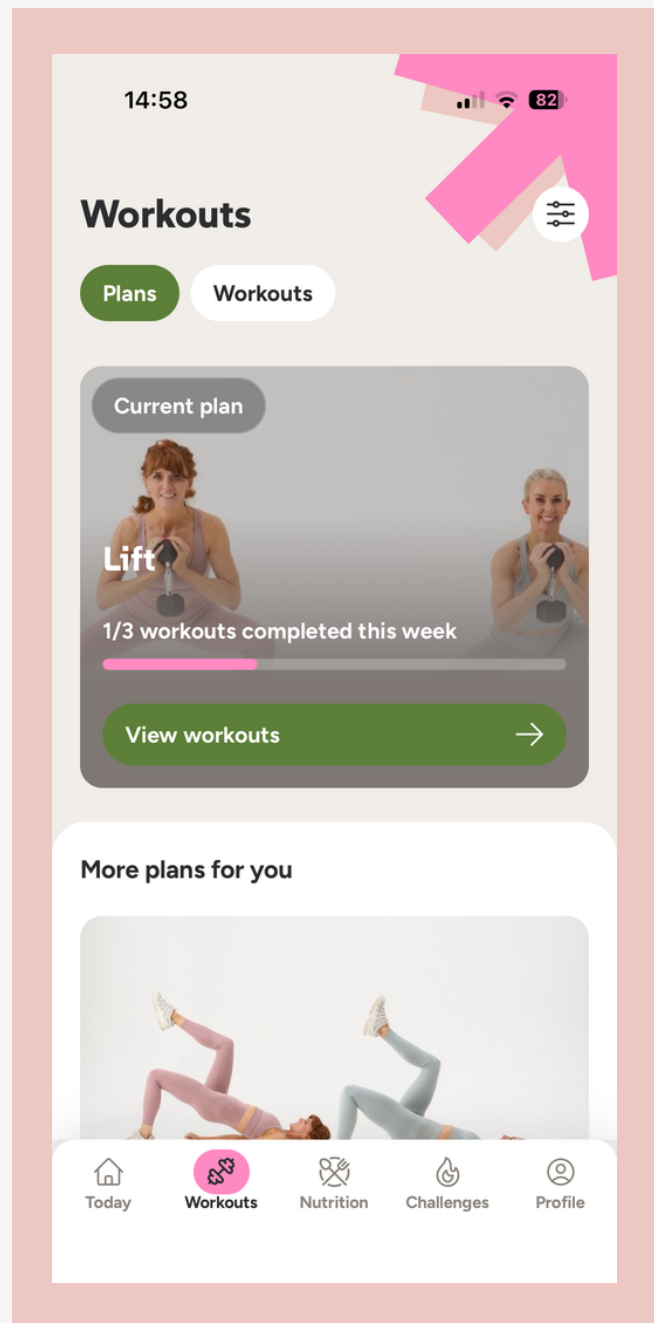
Tip:

Before the weekend or holiday hits, **decide what delicious indulgences you're having** and roughly what it adds up to. Not so you obsess over it, just so **you're choosing it** instead of sleepwalking into more and more.

Intentional treats beat accidental demolition every time. Bonus if they contain protein (which all our snacks in the Nutrition Hub do btw). And don't forget that when you get nutrition right, you don't actually crave sugar or junk as much – **win win win!**

One last thing.

Our final word to all the bloody gorgeous wenches reading this (and well done for taking proactive steps towards improving your health by the way): **none of this is about trying harder or miserable self-deprivation.** It's about understanding the actual mechanics of your body at this perimenopausal stage of life. **Energy in vs energy out, maintaining muscle, getting some sleep and *trying* to stay consistent wherever possible...** and having a proper plan that works with all of this instead of against it.

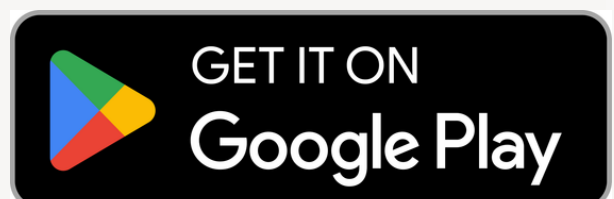
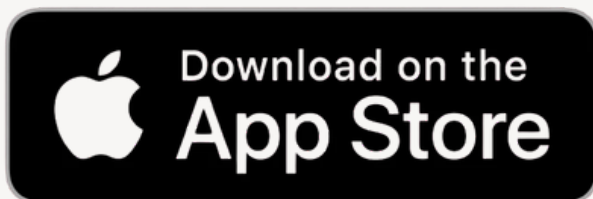


BUSY MIDLIFE SLAG WHO WANTS TO DROP FAT AND FEEL 301%* BETTER?

**And if not, why have you been reading this
whole thing?**

We built FitBtch for you, so you don't have to think about any of this shite, just load the new app up on your phone and **let us hold your hand and guide you gently through midlife fitness and nutrition**, while also making you laugh your tits off occasionally.

DOWNLOAD FITBTCH NOW AND GET £25 OFF ANNUAL MEMBERSHIP WITH CODE 'KICKIT'



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*Approximate figure, we're not good with stats, we're amazing with strength training though.