

HOLISTIC THYROID HEALTH • ENERGY • RECOVERY



STILL TIRED EVEN THOUGH YOUR LABS LOOK “NORMAL”?

5 PRACTICAL KEYS
TO SUPPORT THYROID, HORMONAL HEALTH,
ENERGY & RECOVERY

STILL TIRED DESPITE “NORMAL” LABS?

YOU'RE NOT IMAGINING IT

**You've had the tests.
Everything looks
“normal.”**

But you're still tired.

Your energy isn't what it used to be.

And you know your body doesn't quite feel like itself. When your lab results fall within the normal range, it can be easy to feel like you're simply supposed to accept how you feel. But thyroid health is about more than a single lab value.

Inside this guide, I'll walk you through five areas I started exploring to support my thyroid health, energy and recovery from a more holistic perspective.



INTRODUCTION

Hi, I'm Susi

— and I'm so glad you're here.

A few years ago, I was diagnosed with hypothyroidism. That was when I realized I needed to look beyond my lab results and understand the bigger picture.

It led me to functional medicine and a more holistic approach to health — one that looks at the gut, nutrition, metabolism, environment and lifestyle as interconnected pieces rather than separate issues.

I started reading, experimenting and making small changes in my everyday life — paying attention to what actually made a difference for me.



Today, I share my journey to help other women better understand their bodies and find simple, realistic ways to support their health in everyday life.

**Start with one key.
Try it in your own
routine. Pay attention to
how your body responds.**



KEY 1 GUT HEALTH & IMMUNE FUNCTION

Your gut plays a bigger role than you might think

Your gut does much more than digest food.

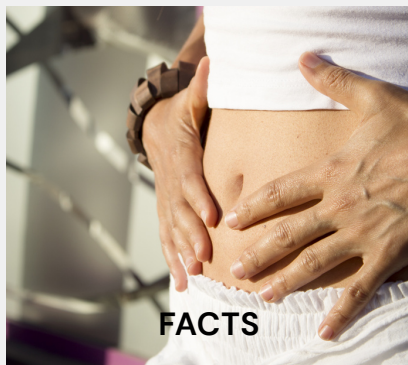
It's where food is broken down and nutrients are absorbed, and the gut microbiome also interacts with the immune system.

This is especially relevant for Hashimoto's, because it is an autoimmune condition.

Hashimoto thyroiditis is the most common cause of primary hypothyroidism in iodine-sufficient regions and is responsible for up to 85% of cases.

Source: Chaker L, Papaleontiou M. Hypothyroidism: A Review. JAMA. 2025. PMID: 40900603.

From a functional medicine perspective, gut health is therefore one part of the bigger picture when considering immune function, nutrient absorption and inflammation.



FACTS

Gut health is influenced by factors such as:

- diet and fiber
- stress and sleep
- medications and antibiotics
- physical activity and lifestyle

Fermented foods can provide live microorganisms, organic acids and bioactive compounds formed during fermentation that may influence the gut environment and microbiome.

CHALLENGE

MY 4-WEEK SAUERKRAUT CHALLENGE

A simple way to add more fermented foods to your routine

Fermented foods are an easy way to add more variety to your diet.

Sauerkraut can contain live microorganisms, organic acids and bioactive compounds that are formed during fermentation.

I use this challenge to make the habit simple and gradually increase the amount over time.



4-WEEK GUT HEALTH CHALLENGE

Try fermented foods for 4 weeks
Sauerkraut or kimchi before a meal.

Week 1: 1 tbsp

Week 2: 2 tbsp

Week 3: 3 tbsp

Week 4: 4 tbsp

Enjoy before a meal, 2–3 times a day.

Fermented foods can provide live microorganisms and bioactive compounds formed during fermentation.

These may influence the gut environment and microbiome. Because the gut and immune system are closely connected, fermented foods are often studied in relation to both.

Individual responses vary — more is not always better.

KEY 2

NUTRITION, ENERGY & SUPPLEMENTS

KYour body needs the right building blocks

The thyroid produces hormones that influence metabolism, body temperature and energy.

For these processes to function normally, the body needs access to several important nutrients.

From a functional medicine perspective, I therefore look not only at how much I eat, but also at what my food actually provides.

FACTS

Iodine — needed to produce the thyroid hormones T4 and T3.

Selenium — supports normal thyroid function and thyroid hormone metabolism.

Iron — important for oxygen transport and normal energy metabolism.

Zinc — supports normal immune function and many enzyme processes.

Magnesium — contributes to normal energy metabolism and normal muscle and nervous system function.

Vitamin B12 — important for normal red blood cell formation, nervous system function and energy metabolism.

Protein — provides amino acids used throughout the body for essential functions.

Omega-3s — important fatty acids involved in normal cell function.

More isn't always better — especially with iodine and selenium, where getting the right amount matters.



For educational and informational purposes only. If you have a medical condition, are pregnant, take medication or are unsure whether something is appropriate for you, consult a qualified healthcare professional.

RECIPE

My Magnesium Mix for Hormone Health

A simple seed and nut mix I sprinkle over yogurt, smoothies or chia pudding to add more magnesium and nutrient-dense ingredients to my everyday routine.

Ingredients

- $\frac{3}{4}$ cup pumpkin seeds
- $\frac{1}{3}$ cup almonds
- 3 tbsp chia seeds
- 3 tbsp ground flaxseed
- 3 tbsp sesame seeds
- 2 tbsp unsweetened cocoa powder
- 1 tsp Ceylon cinnamon

HOW TO MAKE IT

Pulse the pumpkin seeds, almonds, chia seeds, flaxseed and sesame seeds briefly in a blender or food processor until coarsely ground.

Stir in the cocoa powder and cinnamon.

Store in an airtight container in the refrigerator.

HOW I USE IT

Add 1–2 tbsp to yogurt, smoothies, oatmeal or chia pudding.

For educational and informational purposes only. If you have a medical condition, are pregnant, take medication or are unsure whether something is appropriate for you, consult a qualified healthcare professional.

MAGNESIUM

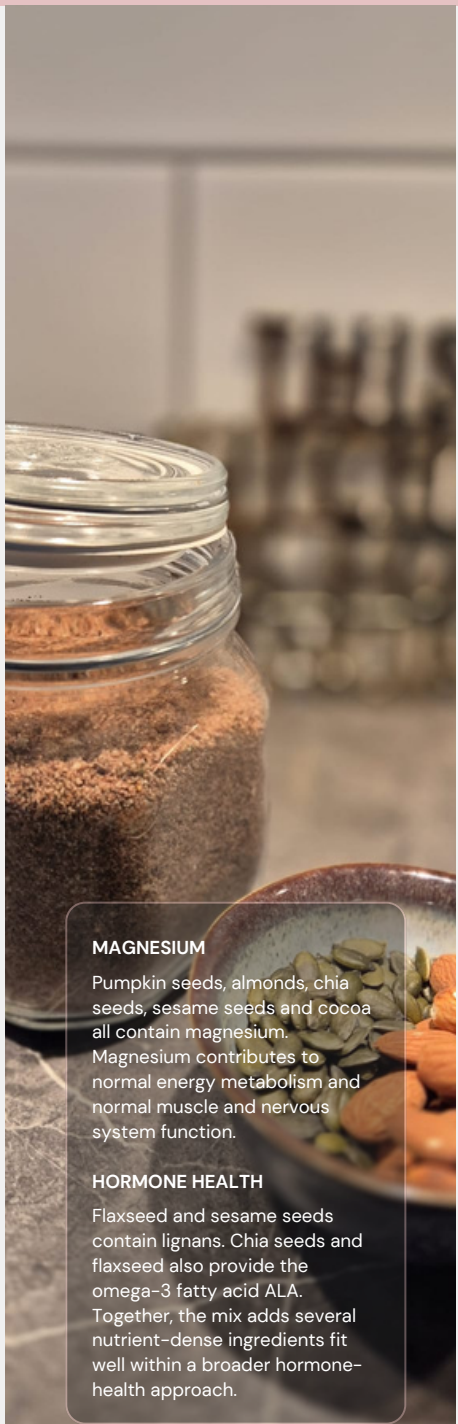
Pumpkin seeds, almonds, chia seeds, sesame seeds and cocoa all contain magnesium.

Magnesium contributes to normal energy metabolism and normal muscle and nervous system function.

HORMONE HEALTH

Flaxseed and sesame seeds contain lignans. Chia seeds and flaxseed also provide the omega-3 fatty acid ALA.

Together, the mix adds several nutrient-dense ingredients fit well within a broader hormone-health approach.



RECIPE

ANTI- INFLAMMATORY WELLNESS SHOT

A nutrient-rich wellness shot made with ingredients that provide antioxidants and plant compounds commonly studied in relation to inflammation and immune function

Ingredients

- 2 cups nettle tea
- 2 cups green tea
- (or 1 cup matcha)
- 2 organic lemons
- 2 organic limes
- 100 g fresh turmeric
- 100–200 g fresh ginger
- 2–3 tbsp extra virgin olive oil
- ½–1 tsp ground black pepper
- 3 tbsp honey

HOW TO MAKE IT

Brew the nettle tea and green tea and let them cool. Wash the citrus fruits thoroughly and cut them into pieces with the peel on.

Peel the turmeric and ginger and cut into smaller pieces. Blend everything thoroughly with the tea until smooth. Add the olive oil and black pepper and blend again.

Strain if you prefer a thinner consistency. Store in a glass bottle in the refrigerator.

HOW I USE IT

I drink around 1–2 oz (30–50 ml) per day.

For educational and informational purposes only. If you have a medical condition, are pregnant, take medication or are unsure whether something is appropriate for you, consult a qualified healthcare professional.



ANTIOXIDANTS

Green tea provides catechins, including EGCG, which are studied for antioxidant and immune-related effects.

TURMERIC + BLACK PEPPER

Turmeric contains curcumin, a compound studied for antioxidant and anti-inflammatory effects. Piperine in black pepper can increase curcumin bioavailability.

GINGER & CITRUS

Ginger and citrus add additional plant compounds and vitamin C to the blend.

SUPPLEMENT

Ashwagandha for Stress Support

**When your body has been
under stress for a long time**

Stress doesn't only affect the mind. Prolonged stress can affect sleep, energy, digestion, recovery and hormones.

Ashwagandha is an adaptogenic herb used to support the body during stress and help with winding down.

MY ASHWAGANDHA ROUTINE

I take 2 capsules per day, according to the product label.

Morning:

When I want more even energy throughout the day.

Evening:

When I want to wind down and support recovery.

For educational and informational purposes only. If you have a medical condition, are pregnant, take medication or are unsure whether something is appropriate for you, consult a qualified healthcare professional.



FACTS

STRESS & RECOVERY

Ashwagandha is often described as an adaptogen and is used in functional medicine to support stress management and recovery.

THYROID

Smaller studies in people with subclinical hypothyroidism suggest that ashwagandha may affect TSH, T3 and T4, although individual responses can vary.



KEY 3

FASTING, KETONES & FAT BURNING

When the body shifts from glucose to fat

The body is designed to use different sources of energy.

When glucose availability decreases, the body can shift toward using more fat and ketones for fuel. This metabolic shift can influence insulin, energy and weight regulation.

FASTING

During fasting or very low carbohydrate intake, less glucose is available from food. The body then needs to use more of its stored energy and gradually shifts from glucose toward fat as a fuel source. This is a natural metabolic adaptation.

INSULIN

Insulin helps the body use and store energy from food. When glucose intake decreases, insulin levels often fall, making it easier for the body to release fatty acids from fat tissue. These fatty acids can then be used for energy by different tissues throughout the body.

KETONES

When glucose availability is low, the liver converts some fatty acids into ketones. Ketones act as an alternative fuel source and can be used by the brain, muscles and other tissues when carbohydrate intake is lower.

KETOSIS & WEIGHT REGULATION

When the body uses more fat and ketones for fuel, this is called ketosis. This metabolic shift can influence hunger, insulin response and how the body uses stored energy. It may therefore be relevant to metabolic health and weight regulation.

CHALLENGE

MY 3-DAY SARDINE FAST

A nutrient-dense low-carb challenge
A sardine fast is a short-term approach where sardines are the main food. The very low carbohydrate intake can encourage the body to rely more on fat and ketones for fuel.

YOU'LL NEED

- sardines in extra virgin olive oil
- water
- optional lemon

HOW I DO IT

For three days, I eat sardines whenever I'm hungry and stop when I feel satisfied.

I choose good-quality sardines and stay well hydrated with water and electrolytes.

KETOSIS & FAT BURNING

When carbohydrate intake stays very low, insulin levels often fall and the body begins relying more on fat for fuel.

The liver can then produce ketones, which the body can use as an alternative source of energy.

NUTRIENTS IN SARDINES

PROTEIN — provides amino acids the body needs for muscles and other essential functions.

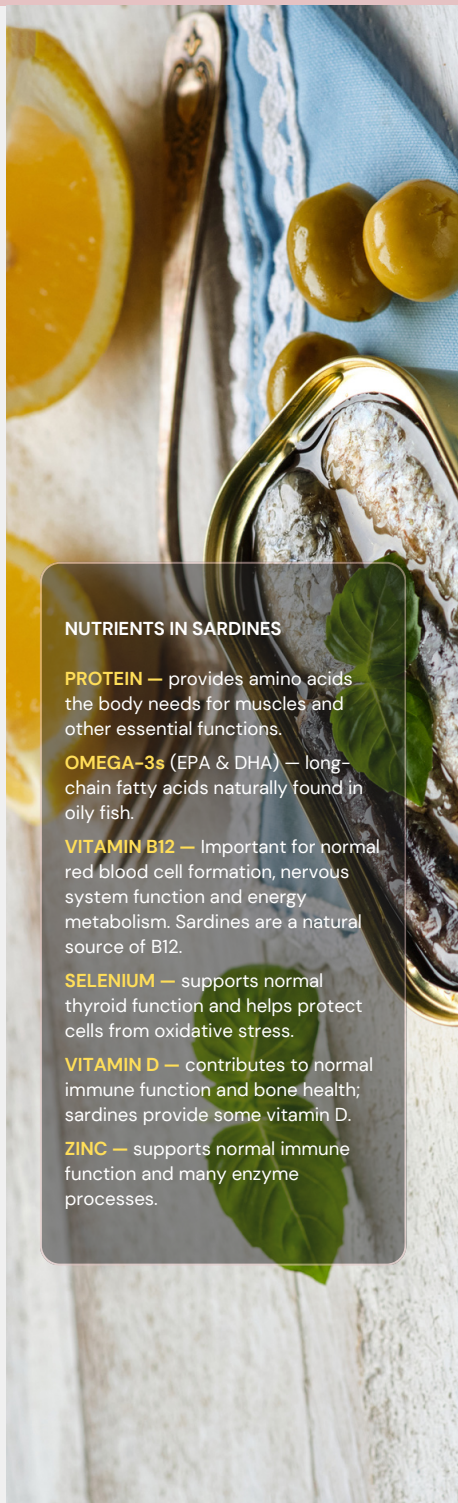
OMEGA-3s (EPA & DHA) — long-chain fatty acids naturally found in oily fish.

VITAMIN B12 — Important for normal red blood cell formation, nervous system function and energy metabolism. Sardines are a natural source of B12.

SELENIUM — supports normal thyroid function and helps protect cells from oxidative stress.

VITAMIN D — contributes to normal immune function and bone health; sardines provide some vitamin D.

ZINC — supports normal immune function and many enzyme processes.



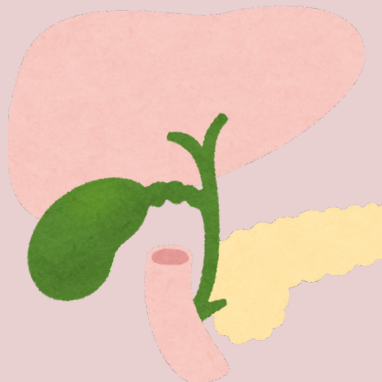
KEY 4

METABOLIC HEALTH, LIVER & HORMONE METABOLISM

The liver is an important part of the bigger picture

The liver helps process nutrients, fats, blood sugar and hormones. It also plays a role in thyroid hormone metabolism, including the conversion and breakdown of thyroid hormones such as T4 and T3.

From a functional medicine perspective, liver health is about more than “detox.” It also affects how the body manages energy, nutrients and hormones over time.



METABOLIC HEALTH MAY BE INFLUENCED BY:

- meal patterns
- blood sugar
- protein and fiber
- sleep and stress
- movement
- alcohol and ultra-processed foods

FACTS

The liver stores and releases energy, helps regulate blood sugar and is involved in hormone metabolism.

Regular meals with protein, fiber and healthy fats may support steadier energy, blood sugar and fullness throughout the day.

CHALLENGE

MY 30-DAY CELERY JUICE CHALLENGE FOR LIVER SUPPORT & DETOX

A simple morning routine I use as part of my broader approach to liver health, digestion and everyday wellness.

INGREDIENTS

- 1 large bunch of celery

HOW TO MAKE IT

Wash the celery thoroughly.
Run it through a juicer and drink the juice fresh.
If you don't have a juicer, blend the celery and strain out the fiber.

HOW I DO THE CHALLENGE

For 30 days, I drink fresh celery juice in the morning on an empty stomach.

My morning routine is around 16 oz. Start with a smaller amount and gradually increase if it feels right for you.

30 DAYS

- ☐ 1–5 ☐ 6–10 ☐ 11–15
☐ 16–20 ☐ 21–25 ☐ 26–30

For educational and informational purposes only. If you have a medical condition, are pregnant, take medication or are unsure whether something is appropriate for you, consult a qualified healthcare professional.



LIVER SUPPORT

The liver naturally processes and removes substances the body no longer needs. I use celery juice as one part of a broader liver-supportive routine.

CELERY

Celery contains plant compounds including apigenin and luteolin, which have been studied for antioxidant and anti-inflammatory activity.

CHALLENGE

MY 30-DAY HEAVY METAL DETOX SMOOTHIE CHALLENGE

This smoothie is inspired by the Medical Medium Heavy Metal Detox Smoothie and the original protocol combines specific ingredients that, according to the Medical Medium approach, are intended to work together to help remove accumulated heavy metals.

I use my version as part of a 30-day morning routine.

INGREDIENTS

- 2 bananas
- 1½–2 cups wild blueberries
- 1 small handful fresh cilantro
- 1 tsp barley grass juice powder
- 1 tsp spirulina
- 1 tbsp Atlantic dulse
- juice of 2 oranges
- 1–1½ cups water

HOW I DO THE CHALLENGE

For 30 days, I drink the smoothie once a day as part of my morning routine.

If the flavor feels strong at first, I start with smaller amounts of cilantro, spirulina and dulse and gradually increase.

30 DAYS

- ☐ 1–5 ☐ 6–10 ☐ 11–15
☐ 16–20 ☐ 21–25 ☐ 26–30

FACTS

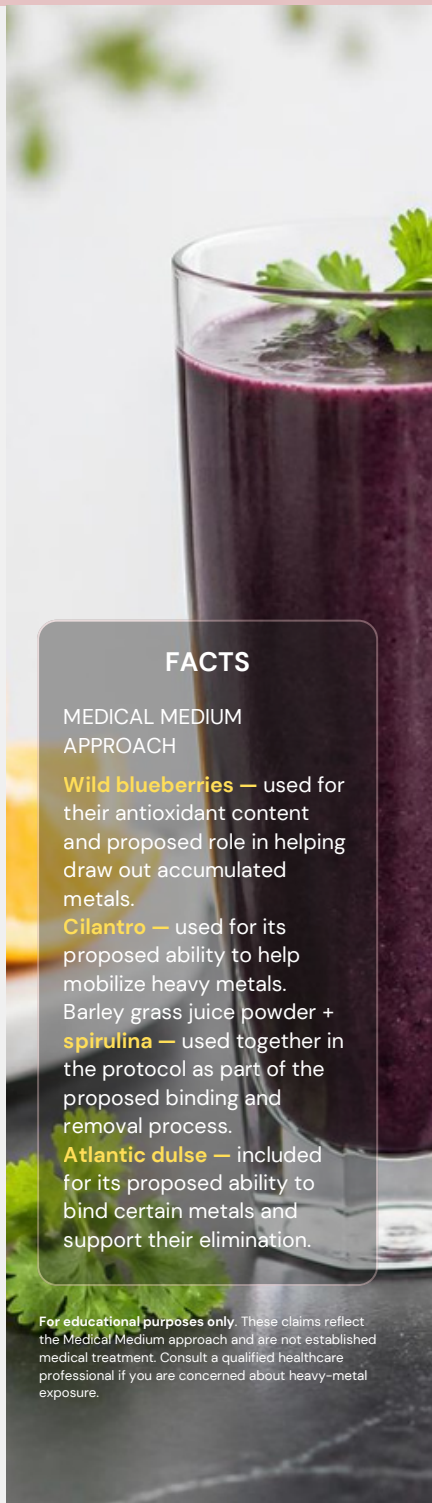
MEDICAL MEDIUM APPROACH

Wild blueberries — used for their antioxidant content and proposed role in helping draw out accumulated metals.

Cilantro — used for its proposed ability to help mobilize heavy metals. Barley grass juice powder + **spirulina** — used together in the protocol as part of the proposed binding and removal process.

Atlantic dulse — included for its proposed ability to bind certain metals and support their elimination.

For educational purposes only. These claims reflect the Medical Medium approach and are not established medical treatment. Consult a qualified healthcare professional if you are concerned about heavy-metal exposure.



KEY 5

ENDOCRINE-DISRUPTING CHEMICALS & EVERYDAY EXPOSURE

What we use on our skin, in our homes and around food can also affect the hormone system.

Hormones act as chemical messengers in the body and influence things like energy, metabolism, fertility and thyroid function.

Some substances in our environment can interfere with how hormones work. These are known as endocrine-disrupting chemicals.

They may:

- mimic the body's natural hormones
- block hormone signals
- affect how hormones are produced and broken down.

WHY IT MATTERS

Research has linked substances such as bisphenols, phthalates and PFAS with effects on the endocrine system, including changes in thyroid hormones. That's why I also pay attention to what I use on my body and in my home — not only food and stress.

MY APPROACH

I try to reduce unnecessary exposure where I can. I started with things I use often, such as laundry products, skincare and some materials used to store or heat food. My goal isn't to change everything at once, but to start with simple swaps for things I use frequently at home.

KEY 5

WHERE DO WE ENCOUNTER THEM IN EVERYDAY LIFE?

Some of the products we use most often are also part of our everyday exposure.

The repeated exposure is what I focus on most — the things I use often and where simple alternatives are available.

SKIN & PERSONAL CARE

Fragrance, deodorant, skincare, makeup, shampoo and soap may contain fragrance compounds, phthalates and other substances relevant from an endocrine perspective.

My swap: simpler skincare and homemade alternatives such as facial oil, deodorant, perfume and soap.

PLASTIC & THE KITCHEN

Some plastics may contain bisphenols and phthalates that can affect the endocrine system. Heat and wear may increase the transfer of certain substances into food, especially during heating and prolonged contact.

My swap: glass, stainless steel, wood and cast iron instead of plastic and non-stick where practical.

LAUNDRY & CLEANING

Laundry detergent, fabric softener, cleaning sprays and fragranced products are often used repeatedly and can contribute to everyday exposure in the home.

My swap: homemade laundry detergent, vinegar instead of fabric softener and simpler fragrance-free products.

PFAS & FRAGRANCES

PFAS are highly persistent substances found in some water, grease & stain-resistant materials and have been linked to effects on thyroid hormones. Fragranced and scented products may also contribute to overall everyday chemical exposure.

My swap: less synthetic fragrance, fewer scented products & more conscious material choices at home.



RECIPE

DIY LAUNDRY DETERGENT

for Home & Everyday Use

Made with simple ingredients I prefer to use at home and as part of a more mindful everyday routine.

MAKES: approx. 5 cups

PREP TIME: 5 min

DOSAGE: 1–2 tbsp per load

INGREDIENTS

- 2 cups baking soda
- 2 cups washing soda (sodium carbonate)
- 1 cup grated castile soap / olive oil soap
- optional: 15–25 drops essential oil

FABRIC SOFTENER

1–2 tbsp vinegar in the fabric softener compartment

- naturally helps soften fabrics
- may help reduce odors
- avoid mixing directly into the detergent

HOW TO MAKE IT

1. Finely grate the soap.
2. Mix the baking soda and washing soda in a large bowl.
3. Add the grated soap and mix well.
4. Add essential oil if desired and stir again.
5. Pour into an airtight glass jar.

TIPS

- Store in an airtight glass container.
- Use a dry scoop when measuring.
- Avoid getting moisture into the jar, as the powder may clump.

SCENT BLENDS

Total: 15–25 drops per batch

Clean Balance

Lavender + geranium +
lemon + orange
→ soft, clean and balanced

Fresh Reset

Lavender + eucalyptus
+ tea tree + lemon
→ fresh and crisp

Soft Bloom

Geranium + lavender +
orange + ylang ylang
→ warm, floral and soft

BONUS PAGE 1

STRESS, NERVOUS SYSTEM & RECOVERY

This has become an important part of my own health journey.

After experiencing burnout, I could no longer ignore the effect stress was having on my body.

Young children, a full-time job and everything that had to fit into everyday life kept me in a constant state of high alert — with very little room for real recovery.

When I began looking at health from a more holistic perspective, one question became especially important:
How can I create a daily life that actually gives my body a chance to recover?

I started paying more attention to my nervous system, taking pauses, moving my body and protecting my recovery time.



BONUS PAGE 2

MY 5-MINUTE MICROBREAK

Movement for lymph flow & a calmer nervous system

The lymphatic system doesn't have its own central pump like the heart. Movement, muscle activity and breathing help keep lymph fluid moving. At the same time, slower breathing can help shift the nervous system toward a calmer state and support recovery.

5 MINUTES

- **1 min:** toe raises or walk in place
- **1 min:** shoulder rolls and arm circles
- **1 min:** gentle upper-body movement
- **1 min:** shake out the body and breathe deeply
- **1 min:** inhale for 4 seconds, exhale for 6 seconds

RESONANCE BREATHING

Breathe gently through your nose:

Inhale: 4 seconds

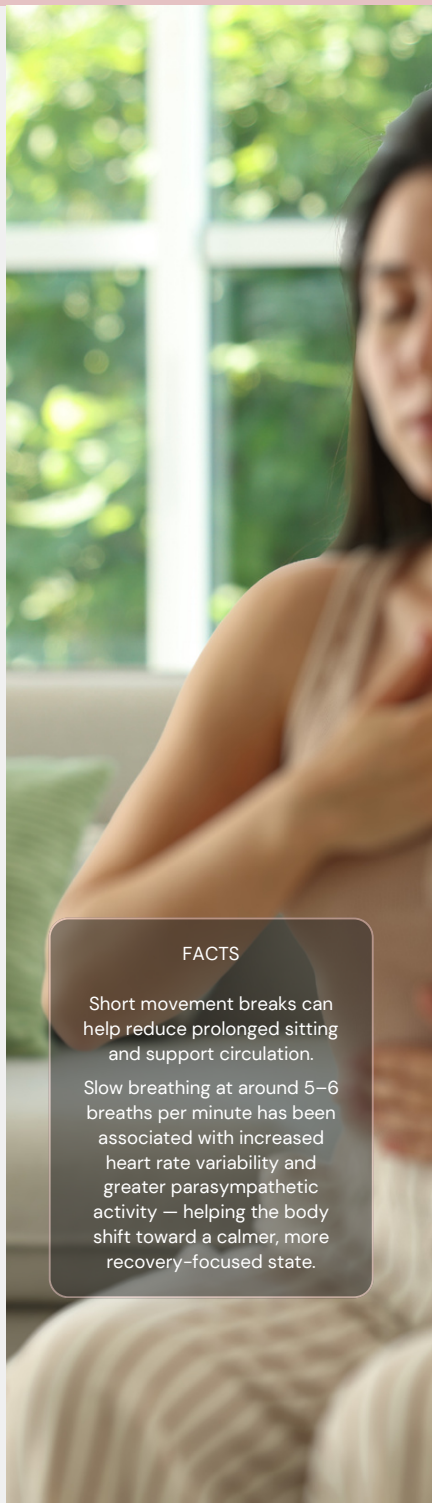
Exhale: 6 seconds

Continue for around 5–6 breaths per minute.

FACTS

Short movement breaks can help reduce prolonged sitting and support circulation.

Slow breathing at around 5–6 breaths per minute has been associated with increased heart rate variability and greater parasympathetic activity — helping the body shift toward a calmer, more recovery-focused state.





A LIFE WHERE HEALTH COMES FIRST

Where holistic health meets business built for real life.

My own health journey made me realize that recovery is about more than healthy habits — it's about creating a more natural, balanced way of living.

I also had to rethink how my everyday life and work were structured — and find a way of working that gave me more room for my health and family.

That's what led me to the wellness business model I work with today.

Ready to see how the wellness business model works in practice?

INSIDE THE VIDEO

- How the wellness business model I work with actually works
- How you can build online in the wellness space without creating your own product or holding inventory
- How a more flexible way of working can create more room for health, family and everyday life

HAVEN'T WATCHED IT YET?

My mentor walks you through the model step by step and shows you how it works in practice.

**WATCH THE FREE
INTRODUCTION**

Approx. 30 min • Free to watch
• Watch when it suits you



Your health journey can change more than how you feel...
Sometimes, it changes the way you want to live and work, too