

# 30 THINNER *thighs* IN 30



INTRODUCTION

# *Important Information*

The information presented in this program is in no way intended as medical advice, or as a substitute for medical advice or counselling. The information should be used in conjunction with the guidance and care of your physician. Consult your physician before beginning this program, as you would with any exercise and nutrition program. If you choose not to obtain the advice and consent of your physician or work with your physician prior to starting this program and throughout its duration and any continuation or repetition of it or use of its content in any form, you are agreeing to accept full responsibility for your actions.

By continuing with the program, you recognize that despite all precautions on the part of the author, there are risks of injury or illness which can occur because of your use of the aforementioned information and you expressly assume responsibility for such risks and waive, relinquish, and release any claim which you may have against the author and its representatives, or its affiliates as a result of any damage, physical injury or illness incurred in connection with, or as a result of, the use or misuse of the program.

Important: If you have access to a printer, please PRINT this report (as you have our full permission). You'll get a lot more out of it.

Unauthorized downloading, retransmission, redistribution, or republication for any purpose is strictly prohibited without the written permission of the author.

Copyright © 2021 Gavin Walsh. All rights reserved.

# Contents

A Big Thank You.....	4
1. The Problem: Thunder Thighs.....	5
2. The Solution: TT30.....	8
3. The Science of Thinner Thighs .....	10
References.....	15

# A Big Thank You

Hello you little superstar! I'm so pleased you've purchased TT30 and I can't wait to get you started. We'll be zapping fat from your thighs in no time flat!

This program is set out in 3 easy-to-read mini-manuals (as well as your follow along exercise videos) so everything you need is at your fingertips exactly when you need it:



## **TT30 Introduction**

A brief look into the science behind women's struggle to lose weight around the hip and thigh area, to give you a little understanding as to why your best efforts might be failing to get results.

## **TT30 Diet & Lifestyle Plan**

Diet plan, recipes and lifestyle tips to help you get the best results in the fastest time possible.

## **TT30 Exercise Plan**

Every workout from the follow along videos set out in a handy reference manual.

I want you to get started ASAP because the best motivation is great results. Sound good to you?

Right, let's go...

A handwritten signature in black ink that reads "Gavin". The signature is written in a cursive, flowing style.

# 1. The Problem: Thunder Thighs

While I'm not fan of sweeping generalisations, after 20 years in the fitness industry it has come to my attention time and again that thousands of women are unhappy with the size of their thighs<sup>1</sup>.

I've heard some pretty creative language for that area: chunky, thick, flabby, thunderous...!

In fact, women have been trying to slim down their thighs ever since the invention of the mini-skirt back in the 1950's.

We know that women traditionally have more of a pear/hourglass body shape than men, but **why do some women put more weight on their hips, thighs and butt than others?**

And despite losing weight, **why do so many women struggle to lose their thigh fat?**

Hundreds of solutions have been created over the years, in a bid to shift stubborn fat in the hips, butt and thighs. However, these solutions have ultimately failed because they never tackled the root cause of female weight gain in the hips, butt and thighs: **the balance (and imbalance) of your hormones.**

## Thigh Fat & Female Hormones

Female hormones play a critically important role in a whole raft of amazing areas: childbearing, breast feeding, bone health, mood, libido...

**BUT** when these hormones are out of balance it's like putting a padlock on your fat cells, especially those lurking below your waistline.

## Sound familiar?

You go on a diet and it starts well.

You lose fat from your waist, your arms, your bust, even your face. But...

Barely anything comes off your thighs and butt!!

Then you put a bit of weight back on, and it goes straight back on your bum!!

## What's the issue?

The key players in this troublesome cycle are the hormones **estrogen** and **progesterone**.

The balance of these two hormones and how they interact with each other is key to reducing thigh fat <sup>2,3</sup> and if they are imbalanced they can sabotage all your hard work.

## Am I 'thigh-monah' ?

If you carry most of your body fat down below and struggle to get rid of fat in the hips, butt and thighs despite exercising and eating healthily, it's an indicator that your hormones may be out of balance, and that you most likely have higher levels of estrogen compared to progesterone, otherwise known as **estrogen dominance** <sup>4</sup>.

## Estrogen Dominance

Estrogen is the hormone largely responsible for all that extra fat around your hip, butt and thighs <sup>5</sup>.

One of its jobs is to signal the female body to store fat, which is important for fertility. And when it is at normal levels in your body, estrogen does not cause excessive weight gain.

But when estrogen is too high, or is too high in relation to progesterone, the problems start.

When your body is overloaded with estrogen, your liver (which would normally break down the excess) can't deal with it all and instead your fat cells soak it up like a sponge.

Especially, those fat cells in your hips, butt and thighs.

# The Alpha Problem

These fat cells have receptors attached to them which control the fat burning and fat storage that goes on in these cells. These receptors are called alpha and beta adrenergic receptors.

In simple terms:

- activation of the beta receptors causes fat burning.
- activation of the alpha receptors stops fat burning and encourages fat storage.

Excess estrogen activates your alpha-adrenergic receptors <sup>6</sup> meaning fat storage not fat burning. Not good for our weight loss goals!

If we want to lose fat it would be a good idea to try and turn *OFF* the alpha receptors, right? Yet when you're in a state of estrogen dominance, the alpha receptor switch effectively gets stuck in the *ON* position <sup>7</sup>.

Unfortunately in your hips, butt and thighs there is an abundance of these alpha receptors <sup>3,6</sup>.

And to make matters worse, the more body fat you have, the more estrogen your body creates <sup>8</sup>. So we can get stuck in a **vicious circle of estrogen dominance**:

**estrogen increases fat storage,  
fat cells make more estrogen,  
estrogen increases fat storage,  
and so on,**

making fat loss from these areas almost impossible.

Until we can restore balance...

## 2. The Solution: TT30

Good news! Now that we are aware of this, slimming down your thighs doesn't have to be a lifelong battle.

I have put together a simple 2-step method that you can follow to melt away even the most stubborn pockets of fat in your hips, butt and thighs. And if you follow these 2-steps you are virtually guaranteed to slim down your thighs in 30 days.

### Step 1: Balance Those Hormones

No amount of dieting or exercise will help you shift stubborn fat from the hips, butt and thighs if the balance between estrogen and progesterone in your body is off.

So first and foremost, we will work on naturally and gently realigning these hormones through specific lifestyle and dietary changes to turn off those pesky alpha receptors that stop your body from melting fat off your hips, butt and thighs.

The **TT30 Diet and Lifestyle Plan** sets out the changes to make to your diet and lifestyle to get the best results and burn that fat from your thighs. It includes diet plans and recipes to make your life super easy.

### Step 2: Targeted Exercise Plan

Most fitness experts will, correctly, tell you that sniper-style targeted weight loss in a particular area isn't possible. You can't precision-target weight loss, say, from the backs of your arms simply by racking up hundreds of tricep dips.

But we can encourage more fat loss from your upper body or lower body using a targeted exercise plan which follows a 2-stage exercise protocol to accelerate the release of trapped fat in the hips, butt and thighs.

**Stage 1** - Increase blood flow to your hips, butt and thighs through a regime of lower body resistance-based movements.

**Stage 2** - Follow straight afterwards with a session of cardiovascular exercise.

Simple, but very effective!



The **TT30 Exercise Plan** sets out the full 30-day exercise program and accompanies the exercise videos so you can use either one as you prefer.

## *Over To You*

That's my 2-step formula in a nutshell. If you're tired of reading and raring to go, feel free to get started.

But if you want to know more about the science behind this program, then read on!

## 3. The Science of Thinner Thighs

Your hormones, while essential for the healthy operation of your bodily processes, can become imbalanced. And those imbalances can cause issues with, among other things, how your body stores fat.

The main culprit in this particular scenario is **estrogen**. Estrogen is vitally important for, among other things, fertility, childbirth, bone health, mood, and libido. It's a marvel.

Yet, as I have said already, estrogen can wreak havoc on your body if it's not in balance with another important hormone, **progesterone**, leading to a state known as **estrogen dominance**.

### Estrogen Dominance

Estrogen dominance doesn't necessarily mean having too much estrogen, but rather that your estrogen to progesterone ratio is off. That said, high levels of estrogen are the number one reason for estrogen dominance.

Among its many jobs, estrogen creates a signal for the body to store fat. When in balance, estrogen does not cause excessive weight gain. But when estrogen is high in relation to progesterone, problems start.

Fat tissues absorb and store estrogen circulating in your bloodstream. When you lose weight, estrogens stored in these tissues are released back into the bloodstream and can cause a temporary estrogen dominance if not detoxified by the liver.

If your liver is unable to process this excess, it must be stored somewhere and, unfortunately for our body shape goals, your hips, butt and thighs are the number one destination.

This triggers the alpha receptors in your fat cells (see The Alpha Problem, page 8), and as I mentioned earlier, these alpha receptors not only prevent you from burning fat, but they also make it easier for your body to store fat.

To make matters worse, this excess body fat stored in your hips, butt and thighs not only absorbs and stores estrogen, but can also synthesise estrogen: **the vicious circle of estrogen dominance**.

As well as creating troublesome areas of weight gain, estrogen dominance has been linked to more concerning health issues:

- PMS symptoms
- Breast tenderness and/or swelling

- Bloating, water retention
- Abnormal periods – irregular or heavy
- Depression and anxiety
- Hair Loss
- Infertility
- Headaches or migraines

And in more severe cases:

- Uterine Fibroids
- Ovarian Cysts
- Fibrocystic Breasts
- Polycystic Ovarian Syndrome (PCOS)
- Ovarian, breast and endometrial cancers

## Causes

To reset the balance between estrogen and progesterone we first need to understand what causes estrogen in our bodies to become elevated and what might also cause progesterone to plummet.

### Excess body fat

Estrogen, as well as being produced in the adrenal glands, ovaries and brain, is also produced by fat tissue. As I mentioned earlier, estrogen creates a signal for the female body to store fat, which is necessary for fertility. But fat cells can then produce more estrogen and so excessive weight gain can contribute to the problem of imbalance by creating a vicious circle of estrogen dominance.

### Chemicals in the Environment

We all encounter chemicals every day which alter the normal function of our hormones. These are called endocrine disruptors: chemicals which mimic the effect of our natural hormones and can wreak havoc on our bodies as a result.

Particularly troublesome for the issue of estrogen dominance are **xenoestrogens**, which have estrogen-like effects. When these enter the body they increase the total amount of estrogen and can result in estrogen dominance. They are not biodegradable and are stored in our fat cells.

A big problem for us is that the environmental sources of these chemicals are increasingly widespread:

- **Food**

Many studies have shown that a western style diet, characterized by high intakes of red meat, processed foods, sugar, dairy and refined grains is consistently associated with higher estrogen levels<sup>9-14</sup>.

From commercially raised animals pumped full of growth hormones to fruit and vegetables sprayed with pesticides – these sources are all known to disrupt our natural hormone activity and metabolism<sup>15</sup>.

- **Water**

Our water has become heavily polluted with hormone-disrupting compounds including pesticides and fertilizers. Synthetic and natural estrogens from livestock, and from prescription medications, such as oral contraceptives, are regularly found in our water.

In a 2008 study across nine states, the U.S. Geological Survey found municipal water to contain 85 manmade chemicals<sup>16</sup>.

And across the pond in Britain, researchers concluded that it would cost Britain £30 billion to rid its water of estradiol alone<sup>17</sup>. Unsurprisingly, neither the British government, nor the water suppliers are keen on this clean-up effort.

- **Personal Care Products**

Cosmetics, lotions, shampoos, sunscreens, soaps, toothpastes, and other skincare products that we use daily can contain parabens, phenoxyethanol, phthalates and other chemical compounds that contribute to the disruption of our hormones<sup>18</sup>.

Even though these items may individually only contain small amounts of such chemicals, they can quickly add up. Depending on the products you use you could easily be absorbing over 100 different hormone-disrupting ingredients in a single day<sup>19</sup>.

Skincare products, which are very popular amongst women, can be the most harmful, due to the direct absorption of xenoestrogens through the skin.

- **BPA and Other Plastics**

Plastic in all its forms, including in water bottles, food wrap, and storage containers, contains xenoestrogens. These can leach into the food and drink we consume, causing major problems for our health<sup>20</sup>.

Even products marked “BPA-free” are not safe. A study in the NIH journal of Environmental Health Perspectives found that “almost all” commercially available plastics leached synthetic estrogens—even when they weren’t exposed to conditions known to unlock potentially

harmful chemicals, such as the heat of a microwave, the steam of a dishwasher, or the sun's ultraviolet rays<sup>20</sup>. According to this research, some BPA-free products released synthetic estrogens that were more potent than BPA.

- **Heavy Metals**

Heavy metals are usually found present in trace amounts, but they are toxic even at very low concentrations<sup>21</sup>. Metals such as cadmium, lead and mercury found in the body can disrupt the liver, a key organ when it comes to detoxification of estrogen and other hormones.

Heavy metals can be found in the air you breath (pollution), the water you drink, the food you eat and in the cosmetics you use. When heavy metals are given a chance to accumulate, your body becomes unable to release toxic estrogen leading to symptoms of estrogen dominance, as well as other hormonal imbalances.

- **Hormone Replacement Therapy (HRT) and Birth Control**

Despite their widespread use, HRT medications (used to treat menopause symptoms), as well as oral contraceptives can lead to symptoms of estrogen dominance. Not only do we find these synthetic hormones in our drinking water, but many HRT products only focus on increasing estrogen and rarely aim to adjust progesterone, which can further compound the effects of estrogen dominance.

Further, the hormones used in both HRT and birth control products tend to be toxic, synthetic hormones that are not easily metabolized by the liver, and can then cause an elevated level of estrogen in the body.

## *Chronic Stress*

When you are stressed, your body produces an abundance of the hormone cortisol. Prolonged, high cortisol levels reduce your liver's ability to detoxify excess estrogen.

Stress can also exacerbate the problem by depleting your body's progesterone, as the hormone used to make progesterone, *pregnenolone*, is instead used in making more stress hormone. This too can lead to estrogen dominance.

## *How To Fix Estrogen Dominance*

Now that we know what causes estrogen dominance we can look at clearing your body of excess estrogen to restore hormone balance, so that you can not only lose the fat from your hips, butt, and thighs, but also feel healthier too.

Time to check out...

## *JJ30 Diet & Lifestyle Plan*

# References

1. Half of British women hate their legs.  
<https://www.marieclaire.co.uk/life/health-fitness/half-of-british-women-hate-their-legs-187918>.
2. Gavin, K. M., Cooper, E. E., Raymer, D. K. & Hickner, R. C. Estradiol effects on subcutaneous adipose tissue lipolysis in premenopausal women are adipose tissue depot specific and treatment dependent. *Am. J. Physiol. - Endocrinol. Metab.* **304**, (2013).
3. Gavin, K. M., Cooper, E. E. & Hickner, R. C. Estrogen receptor protein content is different in abdominal than gluteal subcutaneous adipose tissue of overweight-to-obese premenopausal women. *Metabolism*. **62**, 1180–1188 (2013).
4. Signs and Symptoms of High Estrogen: Diagnosis, Treatment, and More.  
<https://www.healthline.com/health/high-estrogen#outlook>.
5. Karastergiou, K., Smith, S. R., Greenberg, A. S. & Fried, S. K. Sex differences in human adipose tissues - The biology of pear shape. *Biology of Sex Differences* vol. 3 13 (2012).
6. Paterni, I., Granchi, C., Katzenellenbogen, J. A. & Minutolo, F. Estrogen receptors alpha (ER $\alpha$ ) and beta (ER $\beta$ ): Subtype-selective ligands and clinical potential. *Steroids* vol. 90 13–29 (2014).
7. Pedersen, S. B. *et al.* Demonstration of estrogen receptor subtypes  $\alpha$  and  $\beta$  in human adipose tissue: Influences of adipose cell differentiation and fat depot localization. *Mol. Cell. Endocrinol.* **182**, 27–37 (2001).
8. 5 Hidden But Common Causes of Estrogen Dominance Revealed | Worldhealth.net Anti-Aging News. <https://www.worldhealth.net/news/5-hidden-common-causes-estrogen-dominance-revealed/>.
9. Sánchez-Zamorano, L. M. *et al.* The Western dietary pattern is associated with increased serum concentrations of free estradiol in postmenopausal women: implications for breast cancer prevention. *Nutr. Res.* **36**, 845–854 (2016).
10. Brinkman, M. T. *et al.* Consumption of animal products, their nutrient components and postmenopausal circulating steroid hormone concentrations. *Eur. J. Clin. Nutr.* **64**, 176–183 (2010).
11. Gorbach, S. L. & Goldin, B. R. Diet and the excretion and enterohepatic cycling of estrogens. *Prev. Med. (Baltim)*. **16**, 525–531 (1987).
12. Goldin, B. R. *et al.* Estrogen Excretion Patterns and Plasma Levels in

- Vegetarian and Omnivorous Women. *N. Engl. J. Med.* **307**, 1542–1547 (1982).
13. Adlercreutz, H. *et al.* Effect of dietary components, including lignans and phytoestrogens, on enterohepatic circulation and liver metabolism of estrogens and on sex hormone binding globulin (SHBG). *J. Steroid Biochem.* **27**, 1135–1144 (1987).
  14. Goldin, B. R. *et al.* The relationship between estrogen levels and diets of Caucasian American and Oriental immigrant women. *Am. J. Clin. Nutr.* **44**, 945–953 (1986).
  15. Adeel, M., Song, X., Wang, Y., Francis, D. & Yang, Y. Environmental impact of estrogens on human, animal and plant life: A critical review. *Environment International* vol. 99 107–119 (2017).
  16. Can Birth Control Hormones Be Filtered from the Water Supply? - Scientific American. <https://www.scientificamerican.com/article/birth-control-in-water-supply/>.
  17. £30bn bill to purify water system after toxic impact of contraceptive pill | Water | The Guardian. <https://www.theguardian.com/environment/2012/jun/02/water-system-toxic-contraceptive-pill>.
  18. Pollack, A. Z. *et al.* Exposure to bisphenol A, chlorophenols, benzophenones, and parabens in relation to reproductive hormones in healthy women: A chemical mixture approach. *Environ. Int.* **120**, 137–144 (2018).
  19. Why Skin Deep®? | Skin Deep® Cosmetics Database | EWG. <https://www.ewg.org/skindeep/contents/why-skin-deep/>.
  20. Yang, C. Z., Yaniger, S. I., Jordan, V. C., Klein, D. J. & Bittner, G. D. Most plastic products release estrogenic chemicals: A potential health problem that can be solved. *Environ. Health Perspect.* **119**, 989–996 (2011).
  21. Masindi, V. & Muedi, K. L. Environmental Contamination by Heavy Metals. in *Heavy Metals* (InTech, 2018). doi:10.5772/intechopen.76082.