



VINCIT PRO FITNESS

**PRESENTS**

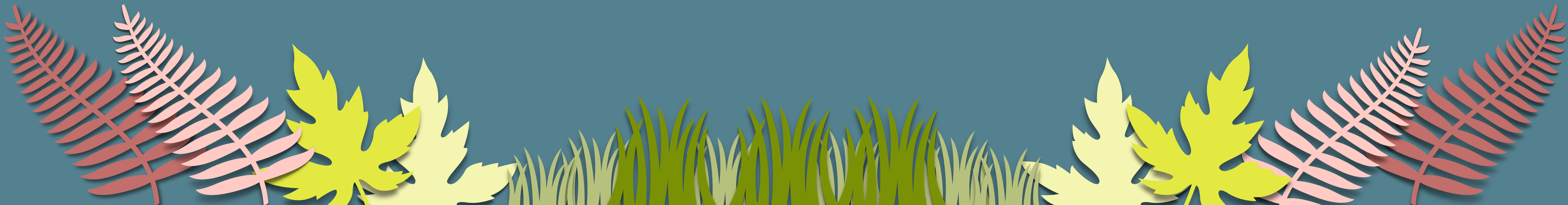
# 10

**TRUTHS EVERY WOMAN SHOULD  
KNOW ABOUT TURNING BACK THE  
CLOCK 10 YEARS AFTER 40!**



# UNCOVER WHAT THE DIET & FITNESS INDUSTRY DON'T WANT YOU TO KNOW ABOUT HOW TO GET IN GREAT SHAPE WITH CONFIDENCE AND STAY THERE!

You'll want to read every one.....



# Tear Up The Old Rule Book & Get Into Great Shape Beyond 40 Without Compromising What You Love!

Do you find yourself saying.....

“this time I’ll stick to it” or “I’ve just got to keep going with it, even if the my results are slow”

But it’s becoming harder and harder to stay motivated to exercise & restrict your diet with very slow weight loss or none at all! No one likes being stuck in a rut because especially if you feel you’re doing everything right!!

Exercise & Food is just part of the puzzle, discover what has been holding you back.....& achieve those goals you’ve been keeping to yourself for far too long!

What you’ll find out in here has the power to begin the change you seek:

- How to beat the BS the Diet & Fitness Industry tells you
- How to stop the hunger and cravings for food you regret eating afterwards
- How to cut through the fear of failure in your own head and bring back that positive you
- How to embrace how you look in the mirror





Discovering the truth will give you back  
the control of your life, to feel & look how you  
want deep down while cutting through the noise that  
bombards you every day



# TURNING BACK THE CLOCK

## TRUTH # 1 -

# 80% OF AGEING IS IN YOUR HANDS

The beauty industry will have you believe that their products will iron out wrinkles, firm the skin and gives instant results and look just like the models in their airbrushed adverts that already have great skin and will most definitely have the help of every professional in the business to help with healthy living.

This is simply glossing over that 80% of your skins condition doesn't come from the products you use but from the food you eat and what you drink. But you probably already know that?

Think of it this way; every day you are eating food for energy, convenience, combating emotions and hoping it does what you think it's supposed to do - keep you healthy..... food is part of life, get it right and you'll boost sex hormones, lose weight quickly, be the shape you want to be and stay that way for years!. It's all about habits, you're either following habits that are good or habits that are bad. There's a simple system to creating amazing food habits effortlessly!





# THE PROCESS LOOKS LIKE THIS:

Release Toxins Trapped Inside (naturally - no BS)

Boost Sex Hormones (estrogen/progesterone)

Rapid Change (weight loss/energy/glowing skin)

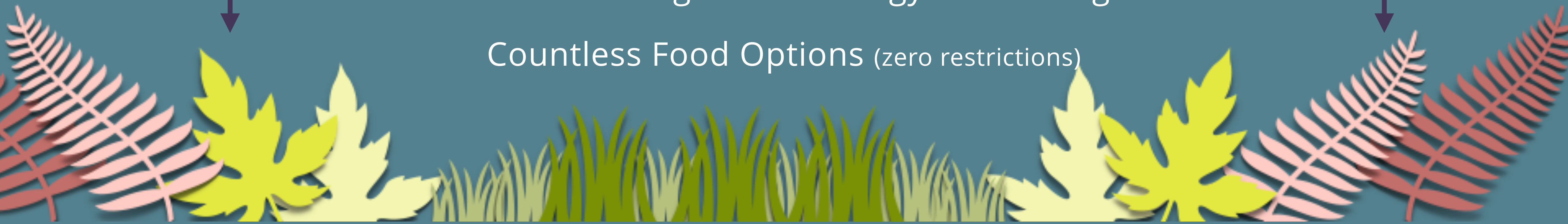
Feeling Amazing Keeps You Motivated

Save Time

All Day Energy

Continued Weight Loss/Energy/No Cravings

Countless Food Options (zero restrictions)



# THE RIGHT 80% GIVES YOU:

= A Flat Stomach - No More Bloating

= Calmness - The Pressure Is Off!

= A Lifetime Of Motivation

= More Time With The Family

= Amazing Sense Of Self Identity

= Endless Energy





# YOU GET MORE THAN YOU EXPECT!

- Get Your 80% Right  
To Feel Amazing



1. A Plan that doesn't  
change EVER again



2. Confidence wearing whatever  
you want



3. Feel 10 years younger



4. Freedom to be you  
again!



# TURNING BACK THE CLOCK TRUTH # 2 - THE DIET INDUSTRY IS BULLSH\*T WRAPPED IN FAKE PROMISES

Where do you get your information from when you want to lose weight, get in shape, eat well or drop a dress size?  
Yep that's right, the diet & fitness industry!

Now think about this.....if the information they give out really worked, you'd only have to go to them once right; follow the diet, do that exercise and it would work and you'd achieve your goals and live happily ever after. But that makes ZERO business sense to them because they rely on you trying, succeeding for a bit then falling off the wagon; for you to come back again to give it another try!

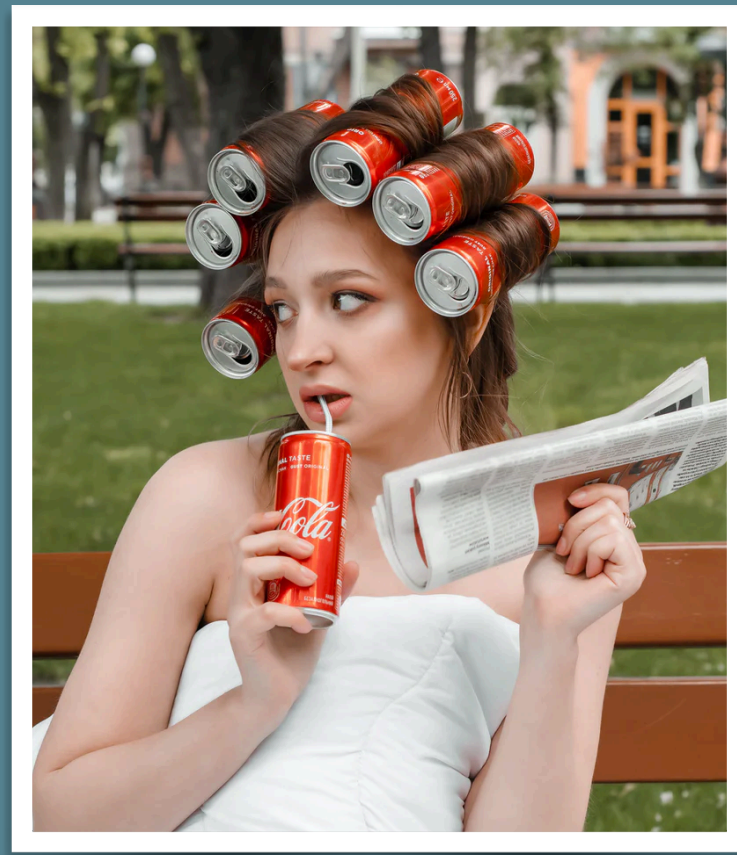
All the while it makes you feel like you're doing something wrong or you don't have the willpower to make it happen, after all they're the experts right! WRONG!

The diet industry don't want you to succeed; in the UK it's worth £2bn every year. Now imagine you took your car to the garage for repairs and each time it worked for a few weeks then it stopped working; you wouldn't take it back right! So why simply follow the same BS information all diet companies tell you....simply EAT LESS & EXERCISE MORE. That doesn't work long term because your body doesn't respond the same way as it used to because of falling hormone levels that slow your weight loss and make you feel cranky!





# WHICH ONE WOULD YOU THINK WAS BETTER FOR YOU?



VS



Popular Cola Contains -  
33g Sugar

Popular Branded Smoothie -  
42g Sugar

# DOES THIS MAKE IT DIFFICULT TO CHOOSE FOR THE BEST?

I tell you this because you deserve to be given the facts about what the industry is doing to make being healthy so much harder every step of the way!





# WOULD HEARING THE TRUTH HELP YOU?



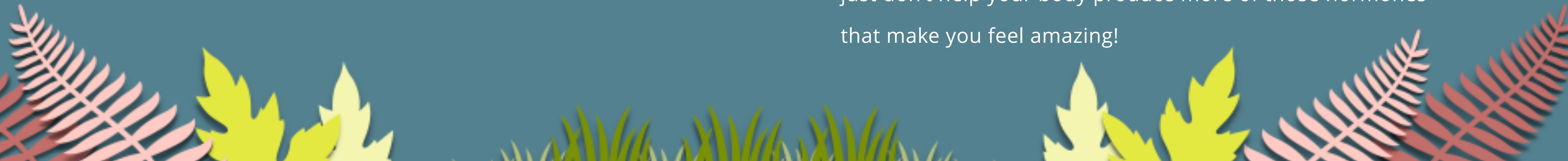
# BE YOUR OWN BEST FRIEND - YOUR BODY IS CHANGING, EMBRACE IT!

1

In your 20's and maybe your 30's, the old school method of exercising more and eating less works for most women but as your body begins to change and prepare you for your next chapter; those methods no longer work as well....Why? After age 30 your hormone levels begin to fall , having an impact on everything from weight gain, mood swings to restless sleeping and frequent bloating. The mainstream way presented by the majority of diets and fitness programs rely on you simply making that old model fit in with your body right now - THAT WON'T LAST!

Exercise doesn't need to be given such a high priority because it only supports 20% of your overall health....so having a plan that allows you to exercise when you want to and less often is what's needed to reduce stress on you, your time and the physical stress on your body as you learn about this new approach. Would you feel guilty exercising less?

Eating amazingly tasty foods that suit your body right now is the priority because this has to last long term, so time to kick out those shakes, bars and sugar filled fat free products; they just don't help your body produce more of those hormones that make you feel amazing!





# BE YOUR OWN BEST FRIEND - YOUR BODY IS CHANGING, EMBRACE IT!

2

Because most people will have an emotional attachment to food, it's about creating a positive association with foods which taste great, are available in all supermarkets, help you lose weight quickly and are fast to make/prepare and don't mean you have to eat separately from everyone else.

Calorie Counting and Tracking every meal is OUT! This has come from the elite sports world and unless you're an athlete, there really is no need to do it; you have the perfect measuring tools.....your hands!

But does this mean eating vegetables and salad all of the time? NOPE.....it's about being your own best friend and beginning to treat yourself like you deserve to be treated, not because a company want you to buy more and more of their BS wrapped in fake promises.

Eating For Your Body:

- Speeds up weight loss
- Makes you feel calmness more often
- Gives you energy all day long
- Your skin, hair and nails are bright
- You look and feel AMAZING!



# THE GRASS IS DEFINITELY GREENER WHEN YOU KNOW HOW TO:



Enjoy sugar free living with great food



Boost energy all day long



STOP Cravings in their tracks



Sleep better every night and wake refreshed





# TURNING BACK THE CLOCK TRUTH # 3 - THE ROLLERCOASTER RIDE WITHOUT THE SAFETY BRIEF!

Whether or not you've thought about Peri-Menopause or Menopause, it is something that will happen and this presents you with one HUGE problem!

The majority of forums and chat between friends is very negative and stories about Hot Flushes, Mood Swings, Uncontrollable Weight Gain, Facial Hair and ZERO Sex Drive are everywhere!

There's is no doubt many women experience a difficult time going through this part of their lives BUT.....it doesn't have to be experienced by you.

Yes your main Sex Hormones are falling.....and they will make it harder to lose weight, sleep well, feel calmness, have energy and so many other symptoms.....IF.....you apply the old method of carrying on hoping something will be different this time you try the 'Eat Less Exercise More' option!

Eating the right foods will restore the balance of your hormones, allowing you to feel more energy, lose weight, balance your mood, boost happy hormones and see your sex drive return. If you're not there yet, are you doing these things now to prepare you for your second spring?



# HORMONES AFFECTED BY DIET?

Insulin (too much increases fat)

Cortisol (increased levels increase fat storage)

Estrogen

Progesterone

Ghrelin (Makes you hungry)

Leptin (Makes you feel full)





**BALANCE THOSE WITH NUTRITION AND  
WEIGHT LOSS, HAPPINESS, CALMNESS  
AND SLEEP ARE ALL IMPROVED!**



# TURNING BACK THE CLOCK TRUTH # 4 - YOUR FRIENDS ARE KILLING YOUR CHANCES OF FEELING AMAZING!

One thing as humans we must have in our lives is SAFETY!  
That comes in various forms, a roof over our heads, food on the table, a sense of belonging, love and rest. All of these are inbuilt in us all and come before any sense of self is realised!

Friendship groups come under the 'Sense Of Belonging' and we all seek that before we seek to satisfy our own needs and this causes harmful patterns of behaviour to stay part of the gang!

If you think about your friendship group, what occupies a lot of the conversation, is it struggling to lose weight, is wine or alcohol seen as the way to unwind, do you try different diets with limited success?

Friendship groups experience similar things in life and they share that to feel that you're not going through it alone.

This is a BIG problem when one member of the group begins to change either eating differently, drinking less or not at all, exercising more; whatever it may be?





# THE GROUP BEGIN TO SABOTAGE EACH OTHER!

Not maliciously but subconsciously in order to maintain the  
sense of belonging “One for all & all for one!”



# HAVE YOU HEARD ANY OF THESE BEFORE?

Don't Lose Too Much Weight!

You Can Surely Have One More Drink!

You're Fine The Way You Are

I Made This Just For You, Have A Tiny Bit

I Hope You're Not Going To Become Boring

Come On...Treat Yourself





# DON'T WORRY YOU DON'T HAVE TO FIND NEW FRIENDS!

Just as negativity spreads.....so does positivity!  
They'll all be asking you how you've done it, because secretly they  
want exactly what you've managed to achieve!





# TURNING BACK THE CLOCK TRUTH # 5 - BRING 'SEXY BACK'.....BRING BACK PASSION IN THE BEDROOM!

So many people in long term relationships experience notice the passion in the bedroom begins to slip and you just don't feel like it anymore or just as lot less often.

Does your partner say "they love you the way you are?"  
That's great to hear but it never really satisfies that feeling that somethings missing for you.

If I told you it comes back to food once again; eating food that suits you right now will boost sex hormones, bringing the heat back up in the bedroom.

It's not just the physical side of your relationship that blossoms; with you boosting your oestrogen and progesterone, you'll feel much happier within yourself, more often, calmness and confidence builds; returning you to how you have felt in your past!

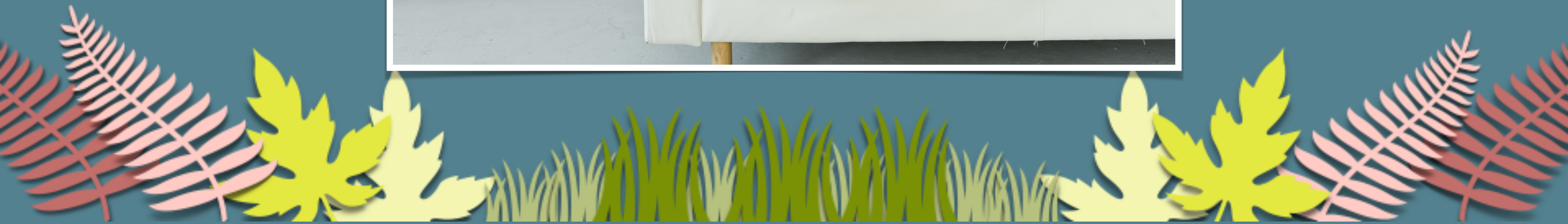
Just because you've been in a relationship, it doesn't mean the spark must be allowed to fizzle out!

What would you rather have.....a relationship that's flourishing or one that's fading away? That's got to be an easy one to answer!





# BRING YOUR SEXY BACK!





# TURNING BACK THE CLOCK TRUTH # 6 - YOUR BODY ONLY RESPONDS TO HOW YOU TREAT IT!

Your body is a marvel, I know it may not always feel like that but it truly is! 80% of what goes on, happens without us even thinking about it; breathing, healing, digestion, thinking, moving, sleeping, regenerating and so much more.

20% of how your body responds is firmly in your hands and it's this part that brings you either the results you want or the results you don't want.....seems straight forward right?

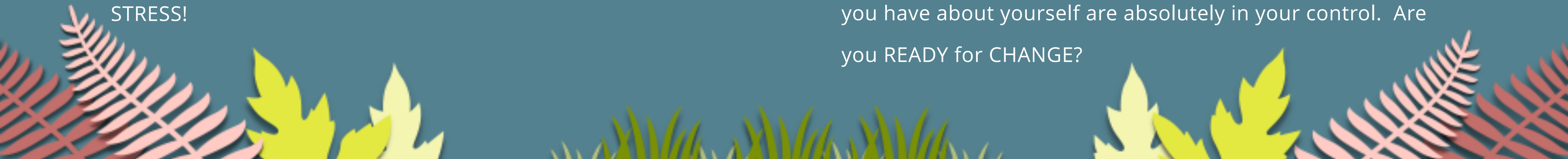
This powerful 20% that gives you 80% of what you feel and see, depends on your SLEEP / NUTRITION / MOVEMENT / STRESS!

There's only 3 options when it comes to your Health & Well-Being.....

- Improving Your Health & Well-Being
- Maintaining It (for good or for bad)
- Making it Worse!

This is 100% in your control, if you are ready to accept this, you are in exactly the right place....if you are doubtful then that's great it means you have questions BUT if you don't believe this is even possible then I'm afraid this eBook is not for you.

The version of you that looks back in the mirror, the thoughts you have about yourself are absolutely in your control. Are you READY for CHANGE?





# "I'VE GIVEN BIRTH TO A NEW VERSION ON ME" - JESSICA'S JOURNEY



Jessica is a proud mum and wife and runs an amazing language business where she manages a team of 70+ people and had been battling with her weight for years. She had a routine in place but even though she felt she was eating healthy foods and being mindful of her lifestyle choices, nothing was working. She said for the very first time she felt her health was worth investing in and on Day 1, she said "Never in my life have I been focused on truly taking care of my health". This was the beginning of an amazing journey of self discovery, greater understanding and joy.

[Check Out More SUCCESSFUL Women Who Started Where You Are Right Now?](#)



# TURNING BACK THE CLOCK TRUTH # 7 - YOU ARE RESPONSIBLE FOR YOUR HUNGER HORMONES - STOP THEM NOW!

You have 2 main hormones connected to how hungry you feel:

- Ghrelin - Makes you feel hungry
- Leptin - Makes you feel full

It may feel like you start your day well but by mid afternoon or into the evening you feel more and more hungry and possibly even cravings sweet foods....WHY?

Several possible reasons:

- You aren't having the correct combinations at lunchtime (most important)
- You are vitamin & mineral deficient - magnesium/B12/ Zinc/iron are just a few of them.

If you wake up feeling hungry there's one thing you can control to stop this happening as this is like a runaway train throughout the day.....SLEEP!

- Poor Sleep Quality = Increased Ghrelin All Day!
- Low Levels of Leptin

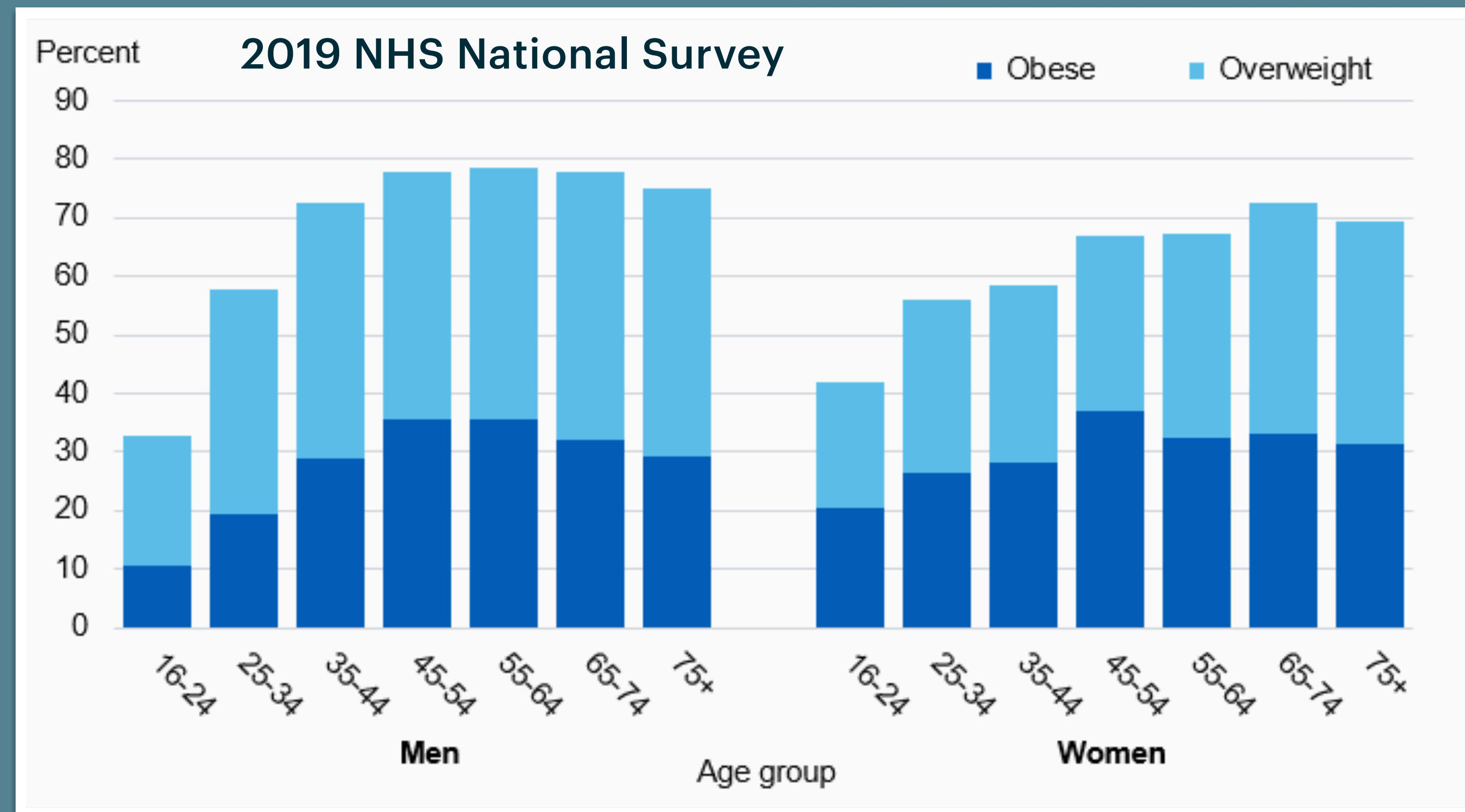
You can end up feeling constantly hungry, never really being able to satisfy those hunger urges and it leads to frustration

Action Steps:

- Drink more water between meals
- Eat good quality protein/fats, veggies & fats at lunchtime



# YOU CAN CHANGE YOUR HEALTH RIGHT NOW!



Truly Shocking  
Statistics!

★ Don't Become Another Statistic ★



**NOBODY ELSE HAS THE POWER TO  
CHANGE YOU.....BUT YOU!**



# TURNING BACK THE CLOCK TRUTH # 8 - YOUR GOALS AREN'T TOO BIG, THEY'RE NOT BIG ENOUGH!

Compared to men, women initially set much bigger goals for themselves and you initially feel great about it. BUT soon after the guilt, doubt and questions surrounding your motivation creep in!

- Guilt - how will it impact my family if I aim for this
- Doubt - Last time I tried I only managed a few weeks
- Motivation - I'm just not motivated enough to do it

All of these are from past experiences of 'trying' to achieve something based on using the old model we talked about and applying it to who you are right now.....of course it won't work!

The **#1** area to focus on right here....is your MINDSET!

As a woman you are extremely motivated, you are strong, extremely resilient and you spend much of the day just 'getting on' with it. Probably the biggest barrier to break down is knowing you don't have to choose between feeling amazing, having great health and loving the way you look or taking care of everyone else.....

**YOU CAN HAVE ALL OF THESE THINGS! IN YOUR LIFE!**

Because for you to feel and look the way you want impacts those you love and care for the most in an extremely positive way





# MAKE SURE YOUR GOAL IS BIG & IT WILL CHANGE YOUR LIFE !

## Goal Setting Checklist:

1. Your Goal(s) must have a deep meaning to you (not just “I want to lose ‘x’ amount of weight
2. Share your goal(s) with your partner or family so they understand how important it is to you
3. Ask yourself “WHY” is this important two me right now
4. How will you feel if you stay where you are right now and the struggle only gets harder?

**You are on your way to achieving amazing results!**



# TURNING BACK THE CLOCK TRUTH # 9 - YOU HAVE ALL THE TIME YOU NEED TO CREATE AMAZING CHANGES (FOR LIFE!)

- Do You Eat Food?
- Do You Sleep?
- Do You Already Shop For Food?
- Do You Breath In & Out?
- Do You Have Cold Running Water?
- Do You Cook Each Day?





The image features a dark teal background with a decorative border at the top and bottom. The border consists of stylized autumn leaves in shades of yellow and light green, and fern fronds in shades of pink and red. The text is centered in the middle of the image.

**SO IF YOU'RE DOING ALL OF THOSE  
THINGS, THAT'S ALL YOU NEED TO FEEL  
AMAZING RIGHT NOW!**

If you accept you've created the habits you're following right now, then that means  
you can create new ones surrounding all of the day 2 day essentials that you are  
already doing!

# FIX YOUR SUPERHERO CAPE WITH THE V.P.F MINDSET METHOD!

Here at VPF we have a Mindset method that focuses on you creating 'Life Changing' Habits that modify the things you are already doing right now:

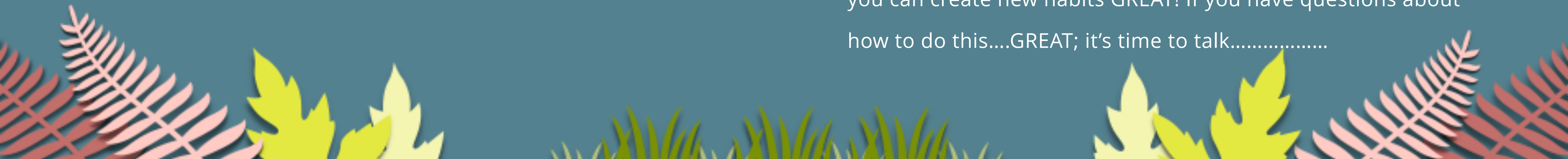
- Sleeping
- Cooking
- Breathing
- Drinking
- Shopping

And show you how to adjust them in a way that supports your mind and body in the best possible way, while sharing these health focused practices with your family! WIN/WIN!

Too many women think they have to wait for the perfect time to miraculously open up in the schedule and the truth is.....that never happens!

You know that time next month will soon be filled with work, the kids stuff, time with your partner, taking care of everyone else's needs, even putting the dog or cat's needs first haha! I joke but this is what happens!

If you believe you are a victim of life and you'll never change then again this eBook is not for you I'm afraid! If you know you can create new habits GREAT! If you have questions about how to do this....GREAT; it's time to talk.....





# TURNING BACK THE CLOCK TRUTH # 10

## - SUPERCHARGE YOUR DAYS AND FEEL AMAZING!

Do you wonder how you can possibly fit more into your day? You don't have time to focus on yourself right now! You know you should be able to do this by yourself but you just can't! Each time you try to change and it fails, it knocks a little bit more of your self esteem!

You see it's all about doing less and getting more from life. For some CRAZY REASON, being super busy is often worn like a badge of honour.

- WOULD YOU RATHER SPEND LESS TIME COOKING, EXERCISING, WORRYING ABOUT WHETHER YOUR PARTNER FINDS YOU ATTRACTIVE AND MORE TIME DOING THINGS YOU LOVE?

When the pressure is off and you don't worry about your weight, what you can/can't eat, how many calories you are allowed, fitting in more exercise than you have time for, how that LBD will look.....You can truly embrace every single day with a whole new lease of life!

- EVERYTHING YOU NEED IS ALREADY INSIDE YOU.....  
LEARN HOW TO LET IT OUT!





# CONCLUSION

After following all of these steps you are going to well on your way to creating the mind and body you know reflects how you feel deep inside.

To summarise, knowing you're not falling for the hype, you'll be:

- Exploring how to create health from the inside out
- Your plan must be created just for you and take into account hormonal changes, otherwise results aren't going to last
- Be aware of sabotage on your doorstep & ignore it, this is your journey
- 80% of your Health comes from the food you eat not the exercise you do

Your Nutrition, Exercise & Mindfulness Plan MUST:

- Remove any cravings for sugary foods (our even savoury) within 7-10 days
- You must see how you can sustain the plan for months if not years to some - clear strategy you believe in
- Your energy, libido, sleep & self confidence will be positively affected
- Learn more about your own body and how to take care of yourself and those around you too - ESSENTIAL! You are worth it! STOP Putting everyone else first it's harmful!
- Your body matches what you feel inside - +ve body image
- You create a greater sense of calmness and feel an inner sense of happiness





If You're Not Interested In The Stress Of Doing This Yourself.....

# **BOOK YOUR FREE “TURN MY BODY CLOCK BACK” CALL TO GET THE EXACT STRATEGY YOU NEED!**

**WARNING:** Before you go ahead and schedule your FREE CALL; I have to say that this is for women who really do want to change their current situation, if you'd rather keep gathering information then that's ok but at some point a decision needs to be made; are you wanting change or are you putting it off and procrastinating?

During this call we'll talk about your goals, what's holding you back and how you can navigate around the pitfalls of hormonal changes, being giving false information and moving on to **live in a body that matches what you truly want inside.**

**BOOK YOUR FREE CALL NOW!**