

HOW HORMONES IMPACT EVERYTHING

HORMONE HEALTH 101

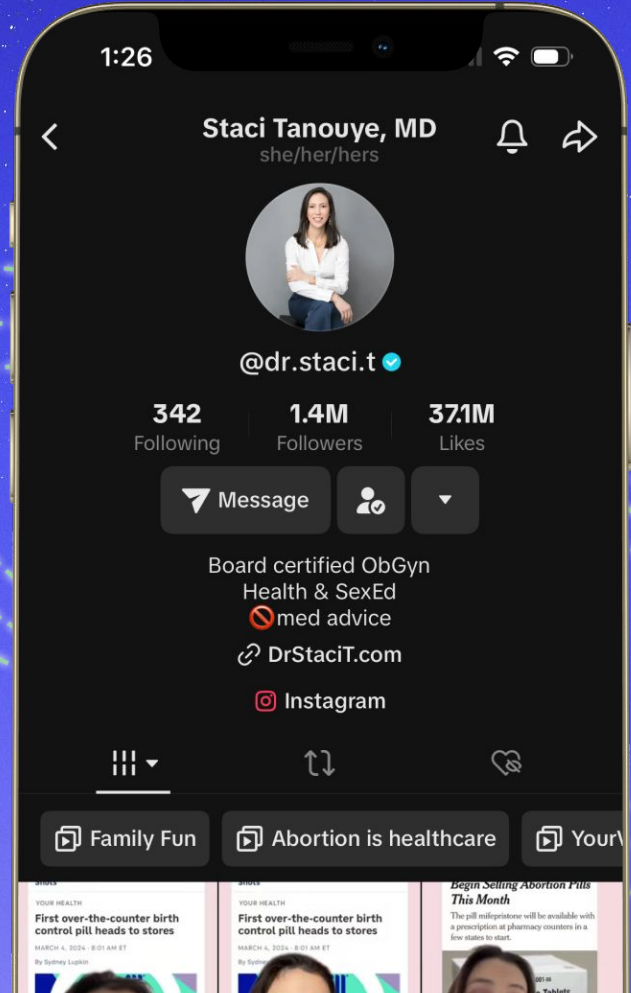
with

AAVIA

Aavia is the leading daily ovarian hormone health app that provides personalized, science-backed insights and recommendations to improve your quality of life. *Recently #6 on Apple Health & Fitness!*

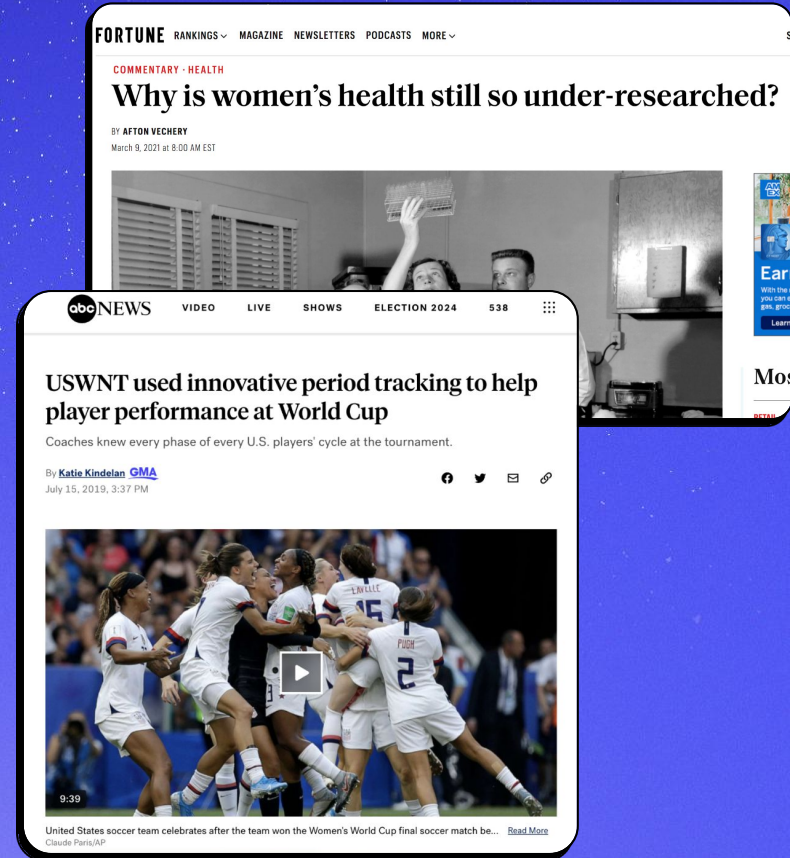
Welcome to Hormone Health 101!

I'm Dr. Staci,
BOARD CERTIFIED OB/GYN
AAVIA MEDICAL ADVISOR



Majority of the **85M females** with an ovarian hormone cycle in the US don't have the knowledge and tools to **optimize their lives based on their hormone health.**

Female: referring to anyone with ovaries, unrelated to gender association



Impact on Women in the Workplace

88%

report missing work or *silently struggling* due to hormone & menstrual cycle symptoms (e.g., migraines, cramps, mental health) throughout the entire month

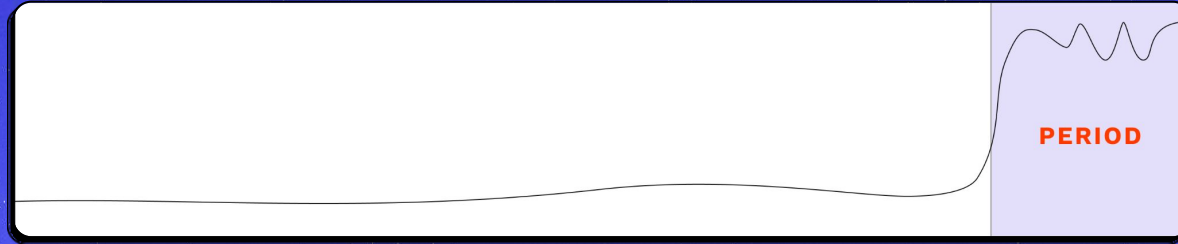
42%

of women **miss 5+ work days** annually, left with feelings of defeat & *disappointment*

HOW TO OPTIMIZE YOUR CYCLE & FIND THE BALANCE YOU WANT

Take control of your mood, energy, sleep, confidence & more!

People think their ovarian hormone cycle only impacts their period:



~4-5
DAYS ON PERIOD

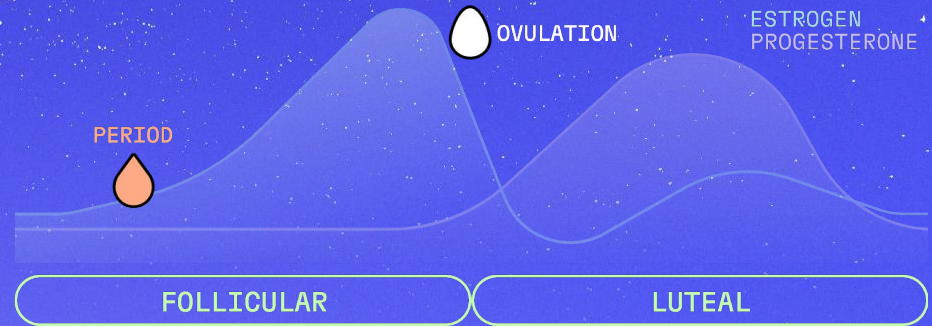
It *actually* impacts mood, energy, sleep, sex drive, skin, & more all cycle long:



~26-32
DAYS LONG

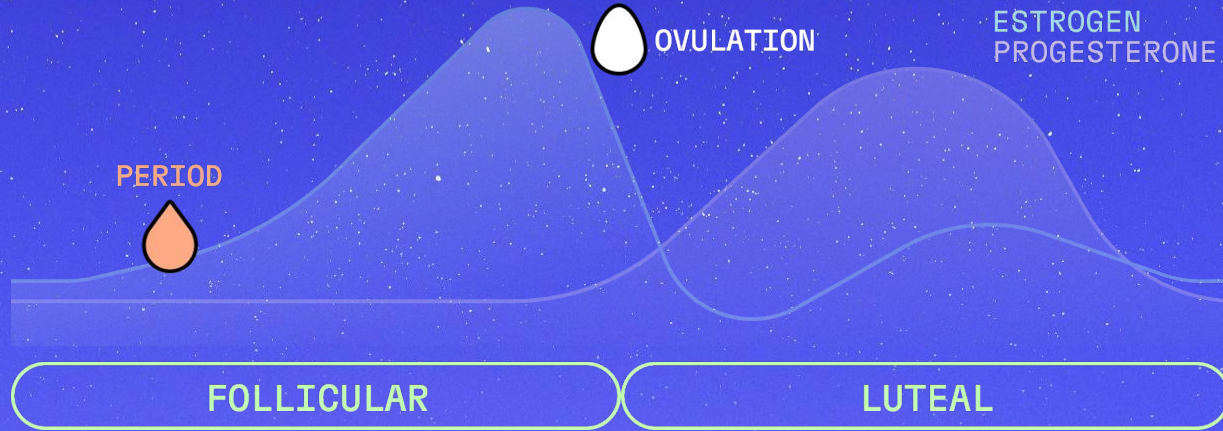
There are 2 phases in your ovarian hormone cycle

It's a myth that our hormone cycle is 4 phases, that's the uterine one. Your ovarian hormone cycle is only 2: **follicular** and **luteal**.



**different if you are on hormonal birth control*

What are the main ovarian hormones?



Estrogen

Thank estrogen for your good mood, energy boost, and glowing skin! Peaks in your follicular phase, regulating your period and ovulation.

Progesterone





Good sleep, chill vibes, better memory? Thanks progesterone! Peaks in your luteal phase & drops quickly if you don't get pregnant, which can cause PMS symptoms like cramping and bloating!

Follicular Phase 101

First half of your cycle: starts on the first day of your period to ovulation (day 1--14)



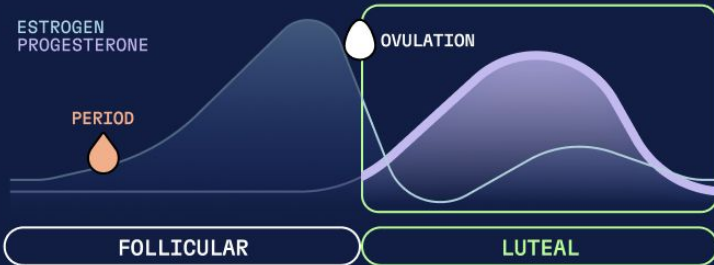
LIFE HACKS

-  Schedule social activities
-  Check off errands list
-  Prioritize deep work & optimize focus power
-  High intensity workouts

Luteal Phase 101

Second half of your cycle: from ovulation to the day before your next period (day ~15-28)

TAKE A BREATH! THE LUTEAL PHASE IS YOUR TIME TO REST, REFLECT, AND RECHARGE.

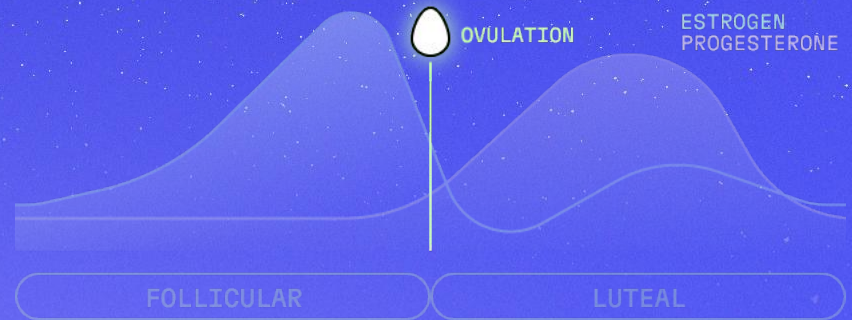


LIFE HACKS

- 😴 Harder to get deep sleep in luteal, so prioritize 8-10 hours of sleep
- 😌 Give yourself permission to rest
- 🧘 Low impact movement & stretches
- 🐟 Fuel your body with a Mediterranean diet

What about ovulation?

- 12-24 hour event that divides your follicular and luteal phases
- Release of a mature egg from your ovaries into your fallopian tube
- Fertile window (~6 days): 5 days leading up to ovulation + ovulation itself



Optimizing & finding balance

Follicular

PRODUCTIVITY

Problem solving

Spatial reasoning, which supports scientific thinking, athletic performance, and artistic ability, is enhanced during the follicular phase. Whether you are working on a complex math problem, improving your favorite sport, or starting a new art piece, your brain is primed in this phase to think and solve problems!



Extra practice



Puzzles



Trying again

SOURCE: [FRONTIERS IN NEUROSCIENCE](#)

Luteal

SLEEP

MEDIUM SLEEP EFFICIENCY

Maximize comfort

Some people report poor sleep quality during their period because of symptoms like cramps. Don't worry! After your period when estrogen rises, you'll get better sleep again.



Comfy blankets



Avoid late dinner



Ear plugs

SOURCE: [INTERNATIONAL ASSOCIATION FOR PREMENSTRUAL DISORDERS](#)

Luteal

NUTRITION

Omega-3s

Omega-3 fatty acids are great for your heart, and help reduce inflammation. Studies have found that omega-3s can also reduce pain from period cramps! Try:



Salmon



Nuts



Shellfish

SOURCE: [MAYO CLINIC](#)

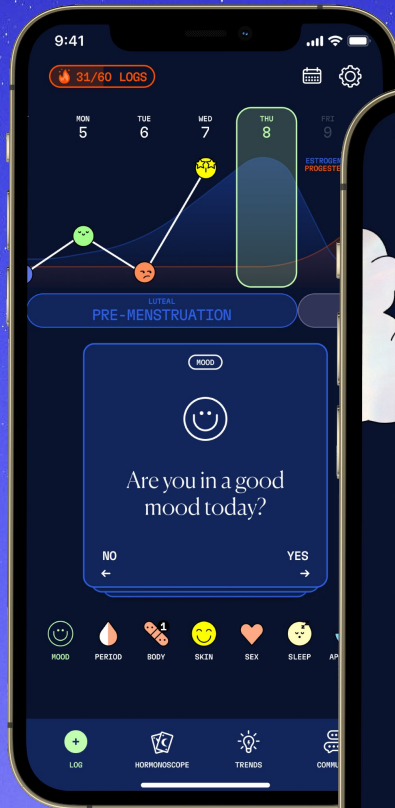
**get personalized recommendations in the Aavia app, these are generic examples*

Learn more on Aavia w/
personalized recs on
day 1 of joining ↓

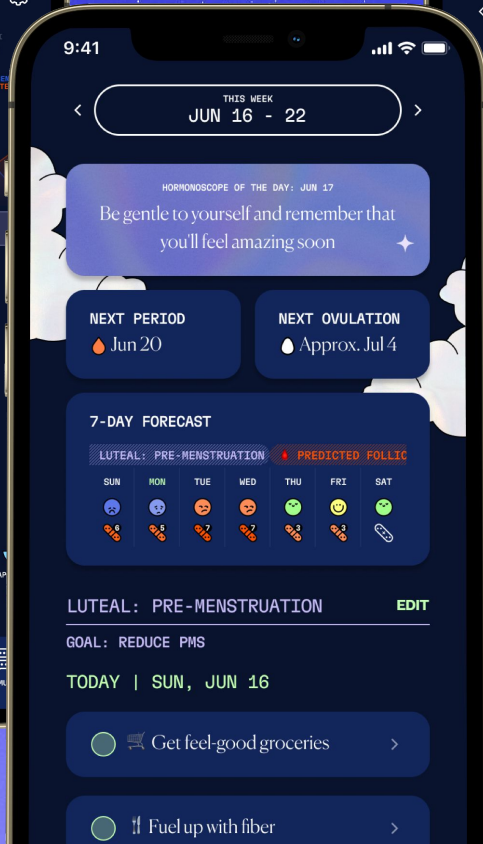


ANDROID WAITLIST [HERE](#)

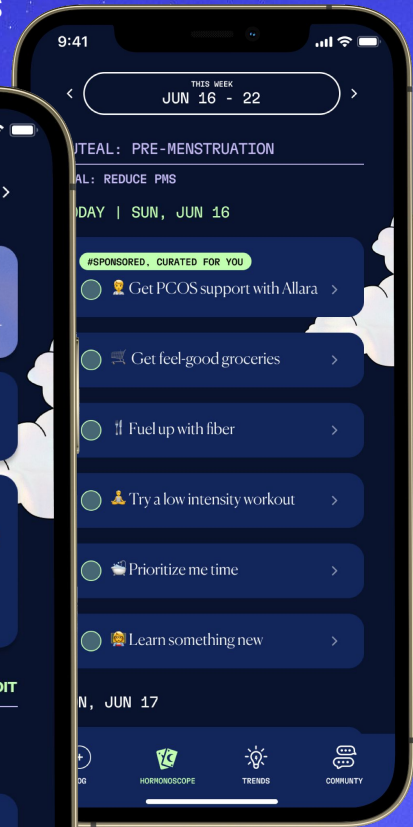
DAILY TRACKING



PERSONALIZED TRENDS & FORECASTS



CYCLE-SYNCING RECOMMENDATIONS



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Thank you HealthKick!

Drop your questions in the anonymous community forum 📱

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