

The Optimized Life Toolkit



I help sober people heal their past traumas to cultivate more self-love and have healthy relationships with everything in their lives.

“When we stay curious together, we can experience unimaginable freedom.” On a journey to heal my trauma I stumbled (pun intended) into a conscious sober lifestyle and my deeper purpose to support people.

Today, I support sober people to heal their past traumas to cultivate more self-love and have healthy relationships with everything in their lives.

I was confident no single approach to healing and living a conscious sober life would work for me so why would it work for anyone else? I got busy educating myself, training and working with people in somatic experiencing, attachment theory and other trauma-informed modalities and relating it to living a conscious sober lifestyle.

What I discover is missing for my clients, who include all adults ready to create healthier relationships is when we unravel the root causes of the addictive escape such as grief, trauma and attachment adaptations it is possible to connect with more safety and reveal their true potential purpose and thrive in all sober relationships.

Outside of running my coaching business, Thrive in Recovery, you can find me practicing what I teach; cooking healthy, delicious food, practicing yoga, playing outdoors and strengthening my connection to myself to serve others. ~ **Amy Guerrero**



I help high performers and go getters that strive to live life outside the box create the mental clarity and resilience needed to show up as the change maker they were put on this earth to be.

After a decade clawing my way up the corporate ladder designing trading systems for Wall Street I thought to myself ... there has to be more to life.

I saw everyone around me, including myself, struggling with negative coping mechanisms, stress, anxiety and digestive and sleep issues. I knew there had to be a better way.

So I decided to pivot into the world of holistic health and wellness. Through deciding to live a sober conscious life I found myself immersed in many different mental optimization modalities such as gut-brain axis optimization, meditation, movement, and plant medicine.

I now feel morally called to pay it forward by taking all that I have learned over the past 11 years and showing my clients all that's available to them when it comes to optimal mental and physical wellness.

Because when you optimize your entire life anything becomes possible.

I also love to mentor other burnt career professionals create mission driven online businesses by turning their passion into their purpose so they can have the financial resources to impact change.

Outside of my coaching business I love to spend time with my amazing husband Ryan and our 2 rescue mutts, surf, travel, eat all the yummy and delicious foods, and watch sunsets. Welcome! ~ **xx, Jess Janda**

Hack 1: Optimize Your Energy Levels & Reduce the Bloat



FIT BODY, FIT MIND

Many people hit the gym hoping to improve their physical health, build muscle, or lose weight. But did you know that exercise also provides significant mental health benefits? Regardless of your age or fitness ability, studies show that exercising can be an excellent way to boost your mood, relieve stress, and provide an encompassing sense of well-being.

Regular Exercise Promotes All-Around Wellness

Body Benefits

include keeping your heart healthy, increasing muscle strength, and lowering the odds of developing heart disease, stroke, and diabetes.



Brain Benefits

include reducing feelings of depression & anxiety, boosting memory & preventing cognitive decline.

Take time to
MOVE

Regular exercise is shown to reduce stress, anxiety, and depression as effectively as antidepressant drugs

↑
MEMORY

There is a strong correlation between regular physical activity and improved memory. Both long and short term memory were improved in individuals after moderate exercise.

↑
FOCUS

Physically fit individuals have greater ability to focus their mental energy and attention on challenging cognitive tasks.

↑
BDNF

Physical activity increases levels of brain-derived neurotrophic factor (BDNF), which helps both repair and protect brain cells from degeneration and grow new brain cells and neurons.

↑
MOOD

Regular exercisers enjoy a host of mood boosting benefits. Exercise has been shown to lower stress hormones & increase feel-good hormones such as dopamine & serotonin. It increases emotional resilience, pain tolerance, & general happiness.

Hack 1: Optimize Your Energy Levels & Reduce the Bloat



So how much exercise do you need to experience the benefits?

If it's good for your heart, it's likely good for your brain

As little as 20 minutes of moderate activity a day supports information processing & memory.

Cardiovascular exercise increases blood flow to the brain and helps rebuild brain cells.

Moderate exercise can even reduce hippocampus shrinkage by 2%!

Make it EASY and FUN

- Get Outside!**
Hike a trail, go for a walk, or take the kids to the park.
- Grab a Friend!**
Find a workout buddy to keep you accountable or challenge you to some friendly competition.
- Join a Group!**
Try out a new exercise class or join a club sport that meets up regularly.

Energy+ for BODY & MIND Relief+ for ACHES & PAINS



PRE & POST Workout Solutions



Increases energy levels and endurance*	Fast-acting & long-lasting relief*
Provides all-natural energy without the jitters or crash*	74% decrease in osteomuscular pain*
Improves brain performance, mental acuity and alertness*	53% reduction in inflammation*

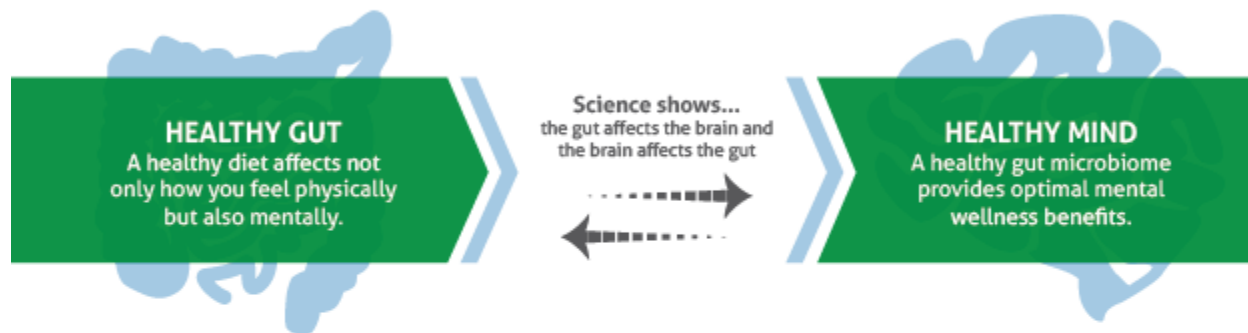
*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

Hack 2: Optimize Your Digestion



GOOD MOOD FOOD

A new beginning in mental wellness starts with a healthy microbiome. The first step is ridding your body of the imbalances in gut bacteria that can be the source of digestive problems, unbalanced inflammation, and nagging mental wellness issues such as fatigue, tension, and depressed mood. "We are what we eat" is being confirmed more and more by modern scientific research.



A Dangerous Diet

Nutrition affects your **whole body**

A poor diet can lead to...
physical problems – heart disease, diabetes, obesity, cancer,
mental wellness problems – focus, tension, & depressed mood

90%
of Americans eat more sodium than is recommended for a healthy diet

~ 1 in 4
Americans have some type of mental illness each year


80%
increase in the risk of depression among teens with the poorest eating habits

It All Starts in Your Gut

Did you know that we have ~100 trillion microorganisms across more than 10,000 different species (Microbiota) in our GI tract? Compare that to our ~10 trillion human body cells and we are **only 10% human!** These microorganisms in our gut produce as much as 60%-90% of neurotransmitters involved in mental wellness, including dopamine and serotonin.

A magnifying glass with a green handle and frame. Inside the lens, there is a cluster of several blue, irregularly shaped microorganisms, representing the gut microbiome.




Hack 2: Optimize Your Digestion



GOOD MOOD FOOD

A good diet can lead to...
A healthy gut starts with the right nutrients and a healthy balance of probiotics, prebiotics, and phytochemicals in your diet. Good nutrition can increase both your physical and mental wellness.

Probiotics, Prebiotics, Phytochemicals
oh my!

<p>Probiotics Probiotic foods contain live "good bacteria" which support mental wellness and aid digestion.</p> <p>Examples: yogurt, kefir, probiotic supplements</p>	<p>Prebiotics Prebiotic foods contain fibers and carbohydrates that can be fermented and digested by gut bacteria to serve as a fuel source and encourage growth of beneficial bacteria.</p> <p>Examples: asparagus, bananas, garlic, prebiotic supplements</p>	<p>Phytochemicals Phytochemical foods are rich in flavonoids which protect good bacteria and establish a hospitable environment for the growth of good and displacement of bad bacteria.</p> <p>Examples: apples, grapes, dark chocolate, berries</p>
		

Boost your mood with food!

As we like say, you are not only you eat, you are what your body actually can absorb. Optimizing your entire digestive system (esophagus, stomach, small intestine, large intestine and colon) will help your body's ability to break down and absorb nutrients from food correctly allowing them to be assimilated across your entire bloodstream. Its very important to understand the difference.





Hack 3: Optimize Your Stress Reponse & Reduce Anxiety



STRESS-LESS

Feeling stressed? We all experience it – work, life changes, school, traumatic events – are stressful. To make matters worse, stress itself can make you sick. Excessive stress can take its toll both mentally and physically. But before you stress about being stressed, there are some steps you can take to manage your stress and increase your overall happiness and well-being.

The Physical Consequences >>

			
Pain Headaches, Migraines, Muscle Aches & Tension	Digestive Issues Nausea, Diarrhea, Constipation, Heartburn, Stomach Aches	Heart Disease Increased Heart Rate and Blood Flow, High Blood Pressure	Sleeplessness Restlessness, Insomnia, Trouble Staying Asleep

The Mental Wellness Consequences >>

<p>Sadness Anger Anxiety</p>	<p>In response to stress, your body releases chemicals that cause you to breathe faster, your muscles to tense up, and your heart rate to increase. This "fight or flight" response can be beneficial in instances of survival or when you need to perform, such as during a test or new job. However, with long-term stress, these life-saving responses can have a negative effect and lead to sadness, anger, and anxiety.</p>
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80% higher risk of developing depression due to work related stress	1,000,000 U.S. employees miss work each day due to workplace stress	9 - 17 additional years added to chromosome age due to stress
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<p>One study showed that individuals who took a stress management class after surviving a heart attack, <i>lowered the risk of a second cardiac event by 74%.</i></p>	<p>Stress Management WORKS</p>	<p>Other benefits of less stress include a stronger immune system, improved mood, and greater mental and physical energy.</p>
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Hack 3: Optimize Your Stress Reponse & Reduce Anxiety



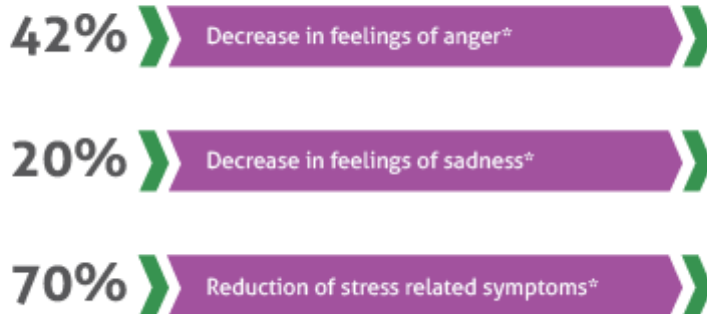
STRESS-LESS

Ways to Manage Stress

- **Be Mindful** - practice meditation, yoga, gratitude, and mindful breathing
- **Eat Healthy** - the better food you eat the better you feel mentally and physically
- **Sleep More** - quality sleep improves mood and mental function
- **Write** - journaling how you feel can help you keep track of emotions and identify stressors
- **Exercise** - regular physical activity reduces anxiety, stress, and feelings of depression
- **Do Something You Enjoy** - try a hobby, chat with a friend, play with a pet, or volunteer

Feel Your Best – Choose Happiness

Going through life feeling anxious, sad, tense or just "off" can be emotionally and physically exhausting. Most of the products that claim to solve these problems tend to only address the symptoms of the issue and leave you feeling numb, dazed, or completely "out of it". Mood+ is an advanced, all-natural mood support product that addresses feelings of anxiousness, sadness, and restlessness.




Reduces feelings of negativity and stress*

Promotes a calming, relaxing state of mind*

Supports natural serotonin & dopamine production for enhanced mood benefits*

Experience **All-Natural Mood Support***

Hack 4: Get Better Sleep



A GOOD NIGHT'S SLEEP

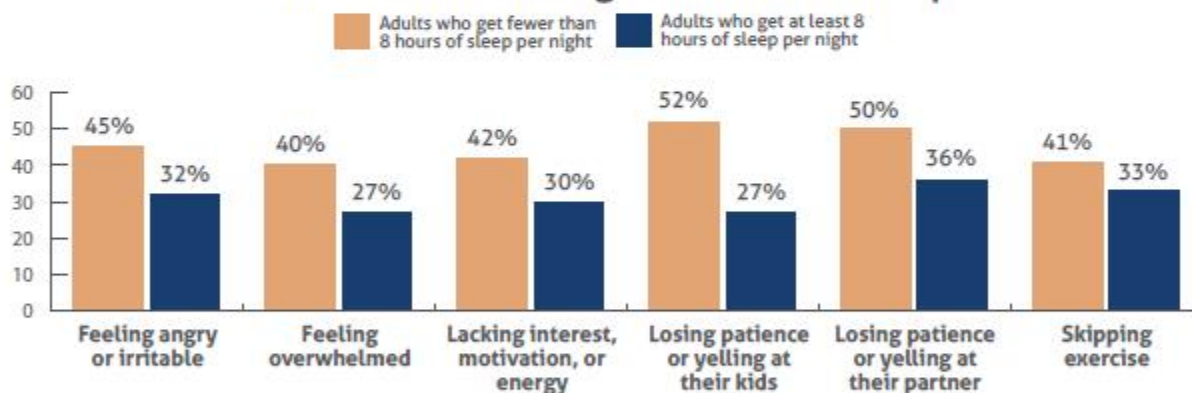
Through the years, science has made it clear just how important sleep is to our mental and physical health, as well as our overall well-being. In addition to making us feel physically drained, inadequate or poor quality sleep increases stress hormone exposure (cortisol) and interferes with mood and mental function.

50-70 Million adults in the United States have problems with quality and/or quantity of sleep.

1 in 3 U.S. Adults report getting less than the recommended amount of sleep.

42% the percentage of adults who report their sleep quality to be poor or only fair.

Problems Resulting from Lack of Sleep



Benefits of a Good Night's Sleep



helps manage appetite



aids in memory and focus



bolsters your immune system



increases positive mood

Hack 4: Get Better Sleep



A GOOD NIGHT'S SLEEP

Tips for Better Sleep

- Meditate for 5-10 minutes before going to sleep to calm your mind
- Turn the lights off and put your computer, tablets and/or mobile devices away 1 hour prior to sleep
- Refrain from eating 2 hours before going to bed
- Avoid caffeine, alcohol and/or drinks with sugar before bed
- Reduce an upset stomach by taking Amare's Digestive with your dinner

The drawback of melatonin

Most sleep products contain melatonin to help you fall asleep quickly, but then leave you feeling groggy and sluggish the next morning. Because melatonin supplements are a synthetic version of the melatonin your body produces naturally, taking them teaches your body not to make its own melatonin. This ups your tolerance to the hormone and ultimately leads to dependency.

instead... get a good night's sleep NATURALLY

Sleep+ features a natural and unique patented ingredient derived from non-GMO corn that *encourages your body's own natural production of melatonin*. It has been clinically shown to improve quality of sleep by helping you fall asleep faster, stay asleep longer, and spend more time in REM sleep (for brain rejuvenation) and deep sleep (for body rejuvenation).*

Key ingredients in Sleep+ have been clinically shown to provide:

- 50% ➤ Improvement in sleep efficiency*
- 40% ➤ Improvement in sleep quality*
- 24% ➤ Increased time in REM (brain rejuvenation) sleep*



Hack 5: Optimize Your Gut-Brain Connection



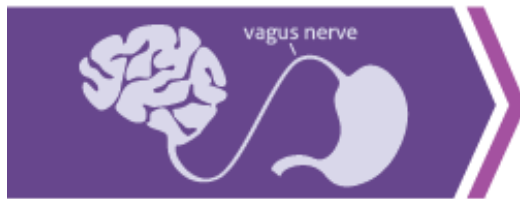
GUT - BRAIN CONNECTION

Ever heard of the phrase "trust your gut"? The latest science shows that your gut can affect your brain and your brain can affect your gut. Our levels of happiness vs. sadness, optimism vs. pessimism, togetherness vs. loneliness are not all in our head – in fact, a key contributor to mental wellness is determined by our gut.

Healthy GUT = Healthy MIND

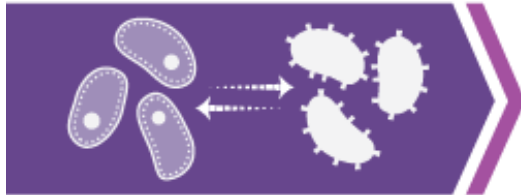
Did you know we have two brains? One in our head and one in our gut - the 2nd brain. They are connected by a communication axis. The emerging science of the Gut-Brain Axis (GBX) indicates that many mental wellness issues originate as imbalances in the GBX.

The "Axis" between the Gut and the Brain coordinates communications through...



Nerves – such as the vagus nerve, provide a "hard-wired" connection between the gut and the brain

The vagus nerve sends the brain feedback from the abdominal cavity, and regulates automatic responses including mood, digestion, and stress.



Cells – including the immune system, interact with the gut microbiota

Gut cells, including microbiome bacteria, send signals to the brain via nerves and hormones to indicate all sorts of things including hunger or satiety (fullness).



Biochemicals – including hormones, neurotransmitters, and cytokines transmit signals through the blood stream

The gut produces as much as 60%-90% of neurotransmitters involved in mental wellness, including dopamine and serotonin.

Caring for *both* brains is essential for optimal
MENTAL WELLNESS

~80 Million

Americans will experience a mental health challenge this year.

\$1 Trillion

is estimated to be spent on mental wellness imbalances in the U.S.

350 Million

people globally are affected by depression each year.

Hack 5: Optimize Your Gut-Brain Connection



It's all about **BALANCE**

"Bad" bacteria compete with "good" bacteria within our gut. In a healthy and balanced microbiome, "bad" bacteria struggle to flourish. To balance our microbiome we can use nutrients – specific combinations of probiotics, prebiotics, and phytochemicals – to make us feel happier and healthier.

BAD BACTERIA	VS	GOOD BACTERIA
<p>Campylobacter Jejuni & Salmonella Enterica – Result in food poisoning and inflammation</p>		<p>Lactobacillus Helveticus R0052[‡] – Improves mood by decreasing neuro-inflammation & increasing serotonin metabolism*</p>
<p>Enterococcus Faecium – Causes post-surgical infections and inflammatory bowel conditions</p>		<p>Bifidobacterium Longum R0175[‡] – Enhances calmness by decreasing anxiety indices & enhances cognitive function*</p>
<p>Clostridium Difficile – Creates effects ranging from diarrhea to life-threatening inflammation</p>		<p>Lactobacillus Rhamnosus R0011[‡] – Reduces stress by lowering cortisol exposure & improving GABA neurotransmission*</p>

More GOOD Bacteria in the Gut	=	INCREDIBLE BENEFITS
<p>28% higher Lactobacillus 30% higher Bifidobacterium 17% higher overall composite score[†]</p>	<p>which leads to...</p>	<p>45% lower tension* 54% lower anger* 43% lower confusion* 55% lower depression* 64% lower fatigue* 44% higher vigor*</p>

How would you like to experience 45% lower tension, 64% lower fatigue and 44% higher vigor?

Ready to get Mentally FIT?

1. Optimize and improve mental acuity and alertness
2. Improve brain performance, memory and recall
3. Increase energy levels and endurance (without a jittery caffeine crash)
4. Reduce anxiety and increase stress resilience (naturally)
5. Improve sleep and inflammation levels (without melatonin)
6. Enhance feelings of positivity and well-being

Get started today with the Mental Fitness Pack:



[**Buy Now**](#)

Being mentally fit is the difference between just getting the job done ... just doing the bare minimum ... and being able to show up fully for your commitments and the people that depend on you while truly excelling to that next level of what you are capable of.

xx

Amy & Jess