

*Pillar #8 Hormones and Skin Health*

Today's Agenda:

- Possible reasons for hormone imbalance
- Safe language around hormones and skin health
- Mapping out a 3-month CNAP program
- How to work with your practice clients
- Discussion and questions!



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Possible Reasons for Hormone Imbalance

- **Genetics.** Not just genetic predisposition to hormone issues themselves, but for the reasons for the imbalance
- **Nutrient deficiency/absorption issues.** Certain people are genetically predisposed to not being able to metabolize or absorb certain vitamins, minerals, or fatty acids. Gut or liver damage may also lead to malabsorption and deficiencies
- **Inadequate or the wrong kinds of fats in the diet.** Healthy hormones require high quality fats! Super low-fat diets can lead to hormone imbalance.



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Possible Reasons for Hormone Imbalance

- **Life changes:** Puberty, pregnancy, and menopause all come with hormone changes, which may or may not lead to imbalance.
- **Taking artificial hormonal birth control, hormone replacement, or certain growth factors.** While these may seem to improve symptoms, they may cause an imbalance that leads to worse symptoms or disease.
- **Constant exposure to xenoestrogens and endocrine disrupting chemicals.** Many processed foods, skincare, hair care, personal care, and household cleaning products contain xenoestrogens—man made compounds that produce an estrogenic effect in the body.




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Possible Reasons for Hormone Imbalance

- **Poor nutrition.** Hormones require the right nutrients in order to be released properly. Conventional meats and dairy that are treated with hormones affect human hormones. Certain healthy foods also have the ability to affect hormone balance.
- **Poor sleep hygiene.** Inadequate, poor quality, or sporadic sleep can interfere with proper hormone release and function.
- **Lack of exercise.** Movement is crucial for helping the body detoxify, and supporting healthy hormone signaling



**Dehydration.** All cells, organs, systems, and processes require water to function properly.



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Safe Language Around Hormones and Skin Health

- Most skin issues have a hormonal component (acne with adolescence, melasma with pregnancy, rosacea with menopause, etc), so phrases like “hormonal acne” are inaccurate.
- While CNAPs can educate clients about how hormones affect the skin, and how they might have gotten out of balance, we cannot say definitively “your acne was caused by estrogen dominance” or “switching to organic foods will fix your hormones.”



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Safe Language Around Hormones and Skin Health

- CNAPs CAN educate their clients on which symptoms may be related to certain hormone imbalance
- CNAPs CAN educate clients about looking beyond hormones--what in their lifestyle might have caused the imbalance?
- CNAPs CAN share tools to help clients understand hormones better
- CNAPs CAN share general recommendations on improving their food, lifestyle, topical skincare, and environment in order to support healthy hormones




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Safe Language Around Hormones and Skin Health

- Don't diagnose someone with hormone imbalance!
- Don't claim that your recommendations will re-balance hormones
- DO educate about xenoestrogens and EDCs in skincare and personal care products (especially hidden ones like fragrances) and encourage clients to switch to products that don't contain them
- Don't claim that switching out products is enough to fix their hormones, or say that sticking with EDCs will wreck them



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Mapping Out A 3-Month CNAP Program

- 3 months should be the minimum commitment for new clients. You may offer a 4 or 6-month if you want!
- Save month-to-month for maintenance clients only.
- Begin every program with a thorough intake to assess where they are with their food, lifestyle, and topical routine, and to assess the priority to start with in the first month.
- When it comes to diet, lifestyle, mindset, and topical skincare/treatments, identify what information is most pertinent for them to know.



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Mapping Out A 3-Month CNAP Program

- Decide on whether you want to do weekly or bi-weekly sessions, in person or virtual
- Decide which of those sessions will be teaching, coaching, or treatment (or a combination) and keep that order consistently each month
- Offer a way for program clients to get support between sessions, and set clear guidelines for that support
- Give the client homework between sessions. This can be recipes to try, homecare for their skin, guided meditation, journaling prompts, etc.




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Mapping Out A 3-Month CNAP Program

- Focus on tangible, practical information and actions over theory or abstract ideas
- Don't overwhelm with too many things to try at once. Pick one or two food, lifestyle, stress management theme (eg. eating more greens and keeping a food diary) per session, and provide concrete examples of how to implement them for that week.
- Don't move forward with more recommendations until your client has successfully integrated the ones you've already given. If the client has not integrated yet, find out why and provide an alternative option.



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Mapping Out A 3-Month CNAP Program

- Keep coaching sessions and treatments separate! Don't discuss treatments during sessions or coach during treatments.
- Start all sessions with an positive, open-ended check in. Ex. "What went well for you this past week?" "What did you feel really confident with this past week?"
- If clients respond in the negative, don't allow it! Repeat back to the client what they said and ask them to first clarify, and then ask them how they would rephrase or reframe their statement to be more positive. Provide examples if necessary.



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Mapping Out A 3-Month CNAP Program

- Have resources/handouts/session notes at the ready to give clients something visual or tangible
- Plan educational content for each session (let's talk about greens! This is what they are, why they're healthy, what to do with them, etc), but don't make the WHOLE lesson a lecture. Allow time for questions, and overcome objections.
- Give LOTS of examples of how your recommendation can be implemented to help clients understand. Ex. Instead of just saying "try meditating," suggest your favorite guided meditation app, or suggest your own simple technique




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How to Work with Your Practice Clients

- Let the person know that you are a student in the CNAP Training Program, and in order to earn your certification, you are required to complete a practicum. Would they be willing to practice with you?
- Explain how the program works, the purpose, what they can expect.
- Have them fill out a Program Agreement and Intake Form. Ensure confidentiality.



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How to Work with Your Practice Clients

- Make sure they know you are a student, and that they are helping you practice, but that you have access to your teacher if something comes up that you're not sure about, so they can have confidence.
- You will submit anonymous case studies for each client as part of your certification requirements.
- If you would like to use your client's case study on your website, or as a testimonial, be sure to obtain written or electronic consent FIRST.
- Many people are happy to work with you as a practice client in exchange for a case study or testimonial.



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How to Work with Your Practice Clients

- Do your initial intake, then share with the client the priorities and opportunities you've identified, and give an overall of how you would like to map out their program for the three months. Ask them how that sounds, if they have any questions, and then for consent to proceed.
- It is really helpful to set the same day/time for all sessions, and book them on the calendar right away! Send a calendar invite so that the client can add them to their calendar.
- Make sure your client understands and honors your cancellation policy. Even though you are a student, your time is still valuable!




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How to Work with Your Practice Clients

- Take clear notes (for yourself) during every session, and complete whatever follow up right away (otherwise you might forget).
- Note progress, challenges, sticking points, aha moments, etc.
- Ask your client to give you feedback on their experience at the end of each month, and also review their progress/big wins from your perspective at the end of each month. Often we don't see our own progress!
- Keep it professional during all program-related sessions, treatments, and communications. No friend zone!



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