

May 11, 2026 Summary

- Purpose of the call: recap coaching session Q&A on resistance training guidelines, protein label reading, product updates, and programming options for midlife women.
- ACSM resistance training guidelines updated (March 2026) to twice weekly—down from two to three times—to lower barriers for the 80% of adults not meeting minimum exercise requirements.
- Two total-body sessions per week, spaced 72 hours apart (e.g., Monday/Thursday), are positioned as the optimal starting point for midlife women balancing time and energy constraints.
- Three weekly sessions can be beneficial if structured as a split (e.g., total body Monday, upper body Thursday, lower body Friday), but three identical total-body sessions risk plateau, staleness, and poor recovery.
- More exercise is not always better—insufficient recovery reduces NEAT, lowers serotonin and dopamine, and can increase cortisol, ultimately reversing progress.
- Stronger 10 (inside VIP and Essentials memberships) offers total-body, upper-body, and lower-body options scalable from beginner to advanced, with Stronger 8 included as a demo-style bonus for VIP and Essentials members.
- Evaluating a protein label: multiply protein grams by 10; if that number exceeds total calories, it qualifies as a high-protein food—useful for quick travel or airport food decisions.
- Menopause Fix product releasing this week: two masterclass-style segments (upper body ~1 hr, lower body ~1 hr) covering form, stance, common errors, and exercise alternatives, added to VIP membership and the spring virtual retreat.
- Menopause Fix is designed as a full masterclass to be watched through completely, not used as a quick how-to reference, so members gain full context on exercise nuances and progressions.
- Upcoming VIP masterclass (second week of the month, via Zoom) will dive deeper into cortisol; the separate public masterclass for Women's Health Month covers musculoskeletal changes across each decade of a woman's lifespan.
- Split routines (two upper, two lower per week) rarely suit most midlife women consistently—flexibility to shift back to two total-body sessions during high-demand weeks is encouraged.