

# EARNED MEDIA



#### **RECENT PRINT MEDIA**



HEN WENDY VALENTINE turned 45. midlife hit her hard. She was unemployed, getting a divorce, \$150,000 in debt, and suffering from chronic illness, on top of going through menopause. "It sounds like an old country song, but then my dog died, my cat died, and my brother died—all within six weeks of each other," she says. Understandably, she found herself suffering from depression and anxiety. Lying alone on the bathroom floor, bawling her eyes out, she wondered

what she was going to do.

But through the blur of tears, she had a vision: She saw
herself driving across the country in an RV, in the middle of
the desert, with the windows down and singing loudly. That would be so cool, she thought. "It had been a while since I had even allowed myself to dream." Yet the negative thoughts continued to pour in—you can't do that, you're broke, you have no job. "But I just sat there and thought, *That surve wou be nice though.*"

Though intense, Valentine's story mirrors a transformation that many women experience at midlife. With an onslaught of changes, which include the hormonal shifts of peri- and post-menopause and evolving caretaking responsibilities for both growing children and aging parents, midlife can be an intense period on life's journey, one when many women make big changes.
"In my early 40s, I found myself 80 pounds

overweight, exhausted, professionally burned out, and constantly battling the hormonal roller-coaster of early perimenopause," says Terry Tateossian from Hampton, NJ, the founder of THOR: The House of Rose, a wellness community for women over 40. "After being hospitalized twice and experiencing intense anxiety and depression, I realized no one was coming to save me. I had to become

While health and hormonal changes prompt many women toward wellness, they often find that physical transformation leads to a much deeper shift back to their true, most authentic selves



#### A Mindset Shift

For Valentine, her vision in the RV kept her going, and she started to ask herself what steps would make it a reality. She decided the first thing she needed was to get a job. Four weeks later, she had a job offer in a new city she had never lived in and was well on her way to making half a million dollars. Even with the newfound financial security, she knew she had to redefine her internal landscape. "No matter what our age, we rarely sit back and ask, "Who do I want to be?"

finally be who they want to be. At 50, I had to ask myself, despite what society thinks or friends or family think, who do I want to be and then how do I become her?"
That question set off a mindset shift in which she imagined herself as a healthy, happy woman, even if she

didn't feel like one every day. "The number one thing was to become my own best friend," she says. "I spoke to myself

#### THE MIDLIFE **BOOKSHELF**

Between navigating hormonal changes or finding a renewed purpose, midlife offers no shortage of opportunities to keep learning and growing. These three books provide some road naps to help guide the way.



LOOTIE'S WORLD RUN The Extraordinary True Story of the Fastest Woman to Have Run Around the World

Woman to 16 New Run Actuard the World "SAMBLE" COUNT A. CLEAVITY A. CLEAVITY

# pause

THE NEW MENOPAUSE

Navigating Your Path Through Hormona
Change with Purpose, Power, and Facts
BY MARY CLAIRE HAVER, MD BY MARY CLAIRE HAVER, IND
This best-selling guide proves that while
menopause is inevitable, suffering through it
not. Dr. Haver, a women's health advocate, d
livers a tool kit of solence-backed options for
mention from sleap changes to ivers a soot act of science-oaceae options for coping with everything from sleep changes to neurological and sexual issues. The book cove how to mediate risks associated with reduced settrogen levels, including diabetes, dementia, and cardiovascular disease, plus the latest



WOMEN WAKING UP

Makeover Show, Velentine redefines middlife as a powerful opportunity for reinvention. After hitting rock bottom in her mid-40s, butting chronic filmess, ficing debt, and grieving her brother's death, Velentine draws from her journey to directly seven steps that women can follow to fulfillment, with practical exercises and real-life strategies that make personal growth accessible and for personal growth accessible and for personal growth accessible and for the personal growth accessible and the personal growth accessible and for the personal growth accessible and the personal growth accessible and for the personal growth accessible and the personal growth ac

60 61 SUMMER 2025

Managing the mindset is key to securing in place before any physical transformation or habit can be formed, according to many women navigating midlife. "I don't rely on feeling inspired. I rely on systems, habits, and a powerful 'why," says Tateossian. "I've built a routine that fits my life and honors my body's needs, and I've learned to 'trust the process' even when the scale stalls or life throws curveballs. I take it one day at a time. I give myself grace and don't beat myself up if things need to be adjusted."

"In my early 40s, I found myself 80 pounds overweight, exhausted, professionally burned out, and constantly battling the hormonal roller-coaster of early perimenopause," says Terry Tateossian from Hampton, NJ, the founder of THOR: The House of Rose, a wellness community for women over 40. "After being hospitalized twice and experiencing intense anxiety and depression, I realized no one was coming to save me. I had to become the hero of my own story."

While health and hormonal changes prompt many women toward wellness, they often find that physical transformation leads to a much deeper shift back to their true, most authentic selves.

Tateossian also lifts weights four to five times a week, walks 8,000 to 10,000 steps daily (8-10k steps minimum), and practices yoga or mobility work at least once a week. "I also prioritize sleep, hydration, and stress management because those are often the missing links for women in midlife," she says. "Stop chasing skinny and start chasing strong. You are not broken. You don't need a cleanse, you need consistency," says Tateossian. "Midlife is not the beginning of the end. It's the start of your most powerful chapter."

#### **PRINT MEDIA**



# MACROS

# FOR MIDLIFE WEIGHT LOSS!

**NEWS:** Tracking macronutrients has become the top trending tool for weight loss. Here, experts reveal how the modernized practice can help you lose more weight than ever before!

#### BY LISA MAXBAUER

Ages ago, in a world obsessed with rudimentary calorie counting, no one even talked about macros. They were a wallflower in nutrition's social circle. But now macro nutrient tracking—aiming to eat optimal amounts of protein, fat and carbs—is the life of the party. Get ready for a formal reintroduction...

Macros have emerged as the top tool for weight loss, the North Star that guides most eating approaches. Why? It's flexible enough to apply to plant-based, low-carb, low-fat or high-protein philosophies. And people are hungry for the trend: Google searches of "macro tracking" have doubled in recent years. And a TikTok video on how to calculate macros for weight loss has nearly 2 million views! Plus, recipe sites like OhSnapMacros.com have become wildly popular, and we're seeing food-delivery services like Eat Clean Bro, which promises easy "macros without the math."

Even WeightWatchers, with around 4 million members, has added macro breakdowns to their

insights. One user praised, "I appreciate it and now the scale is moving again and I am feeling better. I prefer more data!" The brand knows results: Research shows people following the WeightWatchers program lost four times more than those using DIY weight-loss solutions.

Need more convincing? People who used computerized food tracking tools lost 58% more weight than those who did not, finds research in the *Journal of Diabetes Science* and *Technology*. Another study concluded that consistent tracking helped people drop 10 extra

"Macro tracking is most powerful when it's used as a tool for reflection, not restriction."

-RANIA BATAYNEH, MPH

pounds. Fat-loss coach Sara Preston, who shares tips on Instagram @saraprestonhealthyliving, says 96% of her successful over-40 clients (more than 3,500) used macro tracking as their number-one strategy!

Here, how *you* can use this personalized information to lose weight.

#### Tech takes it to a new level

It's never been easier to track macros, thanks to tech-based tools. Online calculators and smartphone apps analyze barcodes on food packaging and photos of your meals, erasing the need to manually log any ingredients. Some people are also using AI tools like ChatGPT with prompts such as: "Create a seven-day meal plan and grocery list for me that fits my macro goals for each meal."

"Thanks to intuitive apps and integrated wearables, people can now easily identify patterns in their eating habits in real time," says Rania Batayneh, MPH, author of *The One One One Diet*, which focuses on easy macro counting.

#### Freedom, not restriction

One thing to love: Macro tracking offers an easy off-ramp from the endless highway of restrictive diet culture. Its "all foods fit" philosophy replaces old shame with a new emphasis on sustenance.

"Macro tracking has shifted away from a perfectionist mindset," Batayneh explains. "It's no longer about obsessing over exact gram counts or rigid ratios. Instead, it's about cultivating awareness and using that insight to make better, more balanced choices." That's why she says, "Macro tracking is most powerful when it's used as a tool for reflection, not restriction. Rather than obsessing over hitting exact targets, pay attention to how your meals make you feel."

#### Macros for midlife

Another benefit: Macro tracking is ideal for women who are undergoing hormonal and metabolic changes linked to menopause.

"Weight loss isn't just about cutting calories; it's about making sure your meals are working with your body, not against it. That means getting enough protein to preserve lean muscle, eating the right complex carbs that support energy (instead of triggering spikes and crashes) and including healthy fats to keep you satisfied."

As estrogen declines with age, muscle loss and insulin resistance can accelerate. "Tracking macros offers insight into whether you're truly meeting your needs," says Batayneh. She finds many women are missing the chance to use this data to personalize and optimize their health and longevity.

#### Nix cravings fast

Another reason macros have taken center stage lately: Calories are a flawed measurement for what the body needs during weight loss, according to a study in *Public* Health Nutrition. In fact, you get the most out of macro counting when you're mindful about the *quality* of those macros.

"Nobody cares what number of calories you eat," says family medicine physician Ted Naiman, M.D. "The goal is to (1) eat adequate protein and (2) watch the satiety per calorie of your food choices." That's why Dr. Naiman, author of

IT WORKED FOR ME

# "I lost 80 lbs in menopause!"

AFTER WHITE-KNUCKLING her way through 30 restrictive diets in seven years, Terry Tateossian wondered, What the heck is wrong with me? I must be broken. Then she found a coach who taught her to follow macros, using a macro-tracking app. Though skeptical, Terry realized, "It was the most mind-blowing thing."

Terry began eating five meals a day, hitting her personalized macro ratio of 30 grams of protein, 25 grams of carbs and 10 grams of fat per meal. She viewed those macro doses like taking medicine every 3 hours. "It was an enormous amount of food for someone who was used to starving themselves." She **dropped 8 pounds the first month.** "I wanted to slap my face like, This can't be real. This can't be out there, and nobody told me about it. In nine months, she was at her goal, dropping from a size 24 to 2.

Now Terry is a certified nutrition and fitness coach helping people find their macros based on their health history. (Find her on Instagram @how.good.can.it.get.) "You figure out the combination code to your exact needs. It's exhilarating!"



Satiety Per Calorie, teamed up with DietDoctor.com's Andreas Eenfeldt M.D., to create a new macrotracking app called Hava that gives each food a "satiety score."

"If you increase the satiety of your food choices, you get to eat as much as you want and your body's natural hunger and fullness signals work perfectly to allow you to lose weight," says Dr. Naiman, adding, "Just tracking macros is helpful, but only to a point. If you track macros but are choosing lower satiety-per-calorie foods, you are going to be hungry!"

In general, if you want to lose weight, aim for protein-rich foods, plus whole foods like fruits, veggies and legumes. Dr. Naiman recommends a high-satiety pancake made with Greek yogurt, dry oats, eggs, protein powder and apple. Or protein ice cream, made by blending low-calorie milk, vanilla protein powder and frozen berries. Or chocolate mousse made with blended cottage cheese, allulose sweetener and cocoa powder. He says by choosing wisely, you can enjoy up to 20 times the weight and volume of food without the empty calories. That's the difference between 8 oz. of crackers and an entire 8-pound watermelon.

You can easily search a food's satiety score on the Hava database (Hava.co). Or try the app free for seven days. Dr. Naiman says, "It's actually possible to log an entire day of eating in less than 10 seconds, which is ridiculously better than the old method of tracking."

# Start your own macro weight-loss journey

1. Establish your baseline

To know where you stand with your habits, first track your food intake for at least four days. Use an app that breaks food down to calories and macros. (Try popular free or low-cost options MyFitnessPal, MacrosFirst or Cronometer.)

#### 2. Find your unique ratio

There is no one magic macro target that applies to us all. Experts at the National Academies of Sciences, Engineering, and Medicine recommend getting 10% to 35% of your daily calories from protein, 45% to 65% from carbs and 20% to 35% from fats. Many of the macrotracking apps will set your ratio for you after you answer a few key questions, and one popular macro ratio is known as the 40/30/30 approach for carbs, protein and fat, but it's best to work with a coach or registered dietitian who can factor in unique details like a history of yo-yo dieting or health conditions like diabetes into your equation.

Once you have your ideal ratio, work those numbers into five meals per day. The goal isn't just to track your macros, but to make the best whole-food choices possible.

#### 3. Don't forget strength training

In addition to losing weight, many people count macros to optimally fuel their body and protect metabolism-revving muscle. So adding weight training into your routine can help. That approach worked for Jodi Echakowitz, who lost 55 pounds in her 50s. A coach set her carb macros higher around her workouts. "I eat higher carbs five days a week and lower carbs two days a week." The difference: "I spent my adult life categorizing foods into 'okay to eat' and 'off limits," admits Jodi. "But with macros, there is so much freedom and flexibility. I can have chocolate and still make progress!"



>>> To learn more, check out the new book Satiety Per Calorie, by Ted Naiman, M.D.

# » The most satisfying macro meals

Ted Naiman, M.D., advises patients to opt for slimming, high-satiety meals featuring protein and beginning with the letter "S." Here, his easy cheat sheet



Scrambles (eggs + veggies)



Smoothies (yogurt + fruit + protein powder)



Stir-fry (fish or meat + veggies)



Stews (meat + veggies + legumes)



Skillets (meat + veggies)



Salads (meat + veggies)



Soups (meat + veggies + legumes)



Sandwiches (fiber-rich wrap + meat + veggies)

8

OUTLET	TITLE	DATE
LET'S TALK MIDLIFE CRISIS	The House of Rose: Creating Sanctuary for Midlife Women with Founder Terry	Jul 8, 2025
EatThis, NotThat <mark>:</mark>	6 Panera Bread Orders That May Help You Burn Belly Fat	Jun 30, 2025
EatThis, NotThat!	5 Taco Bell Orders That Help You Lose Weight	Jun 30, 2025
AOL	10 Recession-Proof Grocery Items to Stock Up on ASAP, According to Experts	Jun 29, 2025
Better Homes & Gardens	10 Recession-Proof Grocery Items to Stock Up on ASAP, According to Experts	Jun 29, 2025
yahoo!	Simple workout tweak could 'significantly' help with fat loss: Study	Jun 29, 2025
TORONTO <b>SUN</b>	Simple workout tweak could 'significantly' help with fat loss: Study	Jun 29, 2025
msn	5 Doorway Moves That Build Strong, Sculpted Arms After 40	Jun 29, 2025
EatThis, NotThat <mark>:</mark>	5 Doorway Moves That Build Strong, Sculpted Arms After 40	Jun 29, 2025

OUTLET	TITLE	DATE
EatThis,NotThat <mark>:</mark>	7 Dunkin' Items That Can Still Support Belly Fat Loss	Jun 29, 2025
msn	7 Dunkin' Items That Can Still Support Belly Fat Loss	Jun 28, 2025
EatThis, NotThat <mark>:</mark>	7 Cheeses That Dietitians Say Support Belly Fat Loss	Jun 28, 2025
msn	5 Counter-Height Moves to Melt Bat Wings Over 50 (No Gym Required)	Jun 25, 2025
EatThis, NotThat <mark>!</mark>	5 Counter-Height Moves to Melt Bat Wings Over 50 (No Gym Required)	Jun 25, 2025
Style	From muscle to mainstream: protein supplements are shedding their 'gym bro' reputation and gaining popularity among women, with Addison Rae, Khloé Kardashian and Venus Williams all launching lines	Jun 25, 2025
msn	7 Domino's Orders That Still Work on a Belly Fat Loss Plan	Jun 23, 2025
EatThis, NotThat!	7 Domino's Orders That Still Work on a Belly Fat Loss Plan	Jun 23, 2025

OUTLET	TITLE	DATE
EatThis, NotThat:	Over 45? Stop Making These 5 Fasting Mistakes That Ruin Weight Loss	Jun 22, 2025
EatThis, NotThat <mark>:</mark>	The 14/10 Method Women Over 45 Say Works Better Than 16/8 Fasting	Jun 21, 2025
First	Macros For Midlife Weight Loss	Jun 6, 2025
marie claire	<u>I've Never Found a Workout I Stick To – but</u> <u>After 7 Days of Home Resistance Band</u> <u>Workouts, I'm a New Person</u>	Jun 3, 2025
SHE FINDS <sup>®</sup>	Women Over 35 Should Avoid These 3 Highly Inflammatory Breakfast Foods, According To Hormone Experts: Breakfast Bars, More	May 31, 2025
AOL	25 Foods High in Potassium to Help Boost Bodily Functioning	May 13, 2025
She BUILT IT®	How Good Can It Get? Building Strength, Confidence, and Wellness with Terry Tateossian	May 13, 2025
SHE FINDS <sup>®</sup>	What Happens To Your Weight When You Start Walking 30 Minutes A Day—Experts Explain	May 5, 2025
GLAMOUR	10 Best Butt-Lifting Leggings, According to Fitness Pros	Apr 28, 2025

OUTLET	TITLE	DATE
REALSIMPLE	25 Foods High in Potassium to Help Boost Bodily Functioning	Apr 24, 2025
yahoo!	Here's What Happens to Your Body if You Walk 10,000 Steps a Day for a Month	Apr 22, 2025
Parade	Here's What Happens to Your Body if You Walk 10,000 Steps a Day for a Month	Apr 22, 2025
	The best exercise equipment to stay strong as you age, according to trainers	Apr 18, 2025
EatThis, NotThat <mark>:</mark>	7 Quick Meals That Burn Fat Without Starving You	Apr 12, 2025
Authority Magazine	<u>Thriving Through Menopause: Terry</u> <u>Tateossian of 'THOR: The House of Rose' On</u> <u>Wellness Tips for Women Over 45</u>	Apr 7, 2025
AOL	7 High-Protein Swaps Nutritionists Want You To Try	Mar 26, 2025
yahoo!	7 High-Protein Swaps Nutritionists Want You To Try	Mar 26, 2025
delish	7 High-Protein Swaps Nutritionists Want You To Try	Mar 26, 2025

OUTLET	TITLE	DATE
CNET	If You Aren't Drinking Green Tea, You're Missing Out on These 8 Benefits	Mar 14, 2025

OUTLET	TITLE	DATE
LEARNING TO GLOW WOMENS WELLNESS	Emotional Eating, Alcohol & Midlife Reset with Terry Tateossian	Jun 4, 2025
WOMEN AT ANY AGE with Bonnie Morcus	<u>Kickstart your Wellbeing with Terry</u> <u>Tateossian</u>	May 27, 2025
POWER OF WOMEN POW	Ep.62 Terry Tateossian   Breaking Free from Emotional Eating	May 19, 2025
goodDAY Stateline	Setting Boundaries Can Help Prevent Burnout	Apr 16, 2025
₽MWARDS	216 - How to Transform Your Body & Life After 40 with Terry Tateossian, Founder of The House of Rose, Wellness Coach, Podcast Host	Apr 3, 2025
LIJE Spar Dones.	From Burnout to Thriving: Terry Tateossian on Slowing Down for Better Health, #113	Apr 1, 2025
Thrive Life & Business	The balance between performance and health with Terry Tateossian	Mar 3, 2025
Courageous EXE	Why putting yourself last always backfires with Terry Tateossian	Feb 5, 2025
drive	The Connection Between Emotions and Your Plate with Terry Tateossian	Dec 26, 2024

OUTLET	TITLE	DATE
DEPOE:	HOW TO LOSE WEIGHT AFTER 40?	Nov 27, 2024
	From Hormone Havoc to Hormone  Harmony – Episode 182: Terry Tateossian	Nov 27, 2024
WAKE UP WITH MARCI A MAD SING MAID SILAD BILEDWICKY	<u>Terry Tateossian, Hayley Rose, &amp; Dr.</u> <u>Manizeh Mirza-Gruber</u>	Oct 12, 2024
WMEN'S HEALTH UNWRAPPED	#103: Are you sabotaging your health goals?	Sep 24, 2024
Mature ALLURE	<u>Terry Tateossian - Small Changes, Big</u> <u>Results: Your Path to Sustainable Fitness</u>	Sep 17, 2024
Phiollife RISE + THRIVE	Reclaiming Health in Midlife: Terry <u>Tateossian's 80-Pound Weight Loss</u> <u>Journey</u>	Sep 12, 2024
The Holistic Hormones Podcast with Dr. Ami Patel, PharmD	<u>Managing Perimenopause with Terry</u> <u>Tatesossian</u>	Sep 11, 2024
THE POWER FOOD PODCAST HAMMAN MAN AND AND AND AND AND AND AND AND AND A	Stay Fit & Healthy In Menopause & Beyond	Sep 1, 2024
SAGE WOMENS HEALTH	The 3M formula for midlife weight, health and wellbeing with Terry Tateossian	Aug 25, 2024

OUTLET	TITLE	DATE
WELLNESS TALKS WITH LOLO	Overcoming Emotional Eating w/ Terry  Tateossian	Aug 23, 2024
AGING Purpose Passion With Beverley Claser	<u>Terry Tateossian: A Life Reimagined</u>	Aug 8, 2024
Back To The Paddock CLEANSE, BALANCE & BEAUTIFY	Break Free from Self-Sabotage & Thrive During Peri-Menopause & Beyond	Jul 30, 2024
Women's PODCAST	<u>Terry Tateossian - Her Amazing</u> <u>Transformation and Transition into The</u> <u>Fitness Industry</u>	Jun 17, 2024
Slayers Timei Lyun	Overcoming Emotional Eating with personal trainer and emotional eating Coach Terry Tateossian	May 27, 2024
WONDER WOMEN	The Transformation Roundtable	Nov 14, 2023
Forbes	3 Tips To Improve Your Health & Well- Being From A Female Wellness Entrepreneur	Mar 1, 2023
<b>Forbes</b>	Overcoming Some Of The Biggest  Entrepreneurship Challenges In America	Jan 12, 2023
Entrepreneur	4 Reasons Entrepreneurs Don't Scale Their Start-Ups and Fail	Jan 9, 2023

OUTLET	TITLE	DATE
<b>Forbes</b>	Four Types Of Trends Entrepreneurs Can Follow To Identify Business Opportunities	Dec 6, 2022
<b>Forbes</b>	4 Factors That Can Affect Startup Success	Nov 11, 2022
Entrepreneur	3 Startups Making a Big Difference with Small Innovations	Nov 3, 2022
Entrepreneur	The 5 Greatest Challenges of YouTube  Marketing	Dec 6, 2021
Entrepreneur	An Intro Guide to Ecommerce SEO for Beginners	Oct 9, 2021
<b>Forbes</b>	How To Choose Social Media Tools To Grow Your Brand Quickly In 2021	Jul 14, 2021
Inc.	3 Biggest Challenges to Successful Influencer Marketing	Jul 8, 2021
Inc.	How Dynamic Video Is Revolutionizing Online Shopping	Jun 18, 2021
<b>⊘</b> OUTGROW	Multi-award winning Marketing Technologist and Founder and CEO of SocialFix, Terry Tateossian, talks about Tricks of the Trade: How to Lead a Successful Paid Campaign	Oct 12, 2020

OUTLET	TITLE	DATE
<b>Forbes</b>	Mastering Attention Triggers: How To Minimize Your Website Exit Rate	Oct 5, 2020
<b>Forbes</b>	How Marketers Can Prepare For Al-Based Virtual Assistants	Oct 17, 2019
Forbes	Seven Crowdfunding Mistakes To Avoid	Sep 25, 2019
WOMEN PRESIDENTS' ORGANIZATION.	50 Fastest Growing Women Owned/Led Companies Announced by Capital One and Women Presidents' Organization	May 2, 2019



# "I BELIEVE THAT REVERSE AGING IS INDEED POSSIBLE."

