

HER 30s CLUB



THE NEUROFLOW FRAMEWORK

Powered by neuroscience, women's health
and lifestyle medicine



TABLE OF CONTENTS

<u>What is Her 30s Club?</u>	03
<u>Founder Note</u>	04
<u>Introduction to Neurowellness</u>	05
<u>4 Pillars for a Better Life</u>	06
<u>Cycle-Aware Note</u>	07
<u>Her 30s Club Neuroflow</u>	08
<u>Beyond Burnout</u>	09
<u>Labs Breakdown</u>	10
<u>Key Thought Leaders</u>	12
<u>Thank You</u>	13
<u>About the Founder</u>	13

WHAT IS HER 30S CLUB?

Her 30s Club is built on the NeuroFlow Framework—an evidence-informed approach that integrates neuroscience, women's health, and lifestyle medicine to support the brain and body.

Your 30s change you in ways no one fully prepares you for.

Your priorities shift, your energy changes and your relationships evolve. You begin questioning what truly matters, what no longer fits, and whether you feel truly aligned with the woman you are becoming.

For many women, this decade brings invisible transitions: doing everything right and still feeling exhausted, hitting your goals and still feeling behind, loneliness despite full schedules, and the growing realisation that wellness is no longer optional—it's foundational.

Her 30s Club was created for this exact season of life.

More than a wellness brand, Her 30s Club is a community for women who want to redefine their 30s as a chapter of grounding, energy, intention, emotional wellbeing, and self-connection. This e-book is your introduction to the NeuroFlow Framework, with references to trusted experts throughout if you'd like to explore each topic in greater depth.

Here, we blend modern science with holistic practices that support the brain and body — without perfection, overwhelm, or unrealistic routines. You'll find evidence-informed concepts, mindset shifts, emotional support, and practical tools designed for real women with real lives.

Because thriving in your 30s isn't about becoming someone new. It's about finally learning how to work with yourself instead of against yourself.

This guide is your loving reminder that rest is productive, your thoughts and actions can change your biology, healing is not linear, and you are not behind.

Start where you are.

Keep what works.

Leave what doesn't.

Welcome to Her 30s Club.

A more realistic, intentional way to thrive in your 30s.

FOUNDER NOTE

For decades, much of what we understand about health, nutrition, metabolism, and disease was built on research that did not adequately reflect the female body. While women were not entirely absent from clinical research, meaningful inclusion only became standard practice in the 1990s. As a result, many of the health recommendations we still follow today were not originally designed with women's hormonal rhythms, physiology, or lived experiences in mind.

Perhaps that's why so many women find themselves doing everything "right"—tracking macros, eliminating foods, following protocols, trying the latest wellness trends—yet still feeling exhausted, disconnected, or confused by their bodies.

At Her 30s Club, we believe symptoms deserve curiosity, not dismissal.

Fatigue is not a lack of discipline, brain fog isn't a lack of motivation and burnout is not a sign that you need to try harder.

Your body is constantly communicating through energy, mood, sleep, digestion, focus, and your menstrual cycle. The goal isn't to silence those signals—it's to understand them. Modern wellness often reduces food to calories, macros, and nutrient targets. While these metrics can be useful, they tell only part of the story. Food is also information. It interacts with hormones, neurotransmitters, blood sugar regulation, inflammation, recovery, and the gut-brain connection.

There is no one-size-fits-all for wellbeing. What supports one woman may not support another. Your needs change across seasons, life stages, stress levels, and throughout your menstrual cycle.

This is why Her 30s Club blends modern science with a more personalised, holistic perspective—helping you understand your unique biology rather than forcing your body into someone else's formula.

Wellness isn't about perfection.

It's about learning to work with your body instead of against it, so you can be the woman you always dreamed of.

INTRODUCTION TO NEUROWELLNESS

Neurowellness is the practice of supporting your brain and body so daily life feels more focused, steady, and intentional. It combines evidence-based medicine with everyday habits—sleep, light, nutrition, movement, breath, and connection—to create the conditions for enhanced biological function that shape mood, cognition, energy, and resilience over time.

At its core is a simple shift in perspective: health is not built in isolation, but through the ongoing relationship between biology and lifestyle. The brain and nervous system are constantly responding to signals from both the internal and external environment, shaping how we think, feel, recover, and manage stress. Importantly, this system remains adaptable throughout adulthood. Through neuroplasticity, the brain can reorganise itself in response to repeated behaviours and experiences, meaning small, consistent actions can have a meaningful impact over time.

Rather than operating separately, the mind and body function as one interconnected system. You know the day you can think clearly, and the day you can't — same job, same caffeine, different brain. Sleep influences mood and immunity; chronic stress can affect digestion, energy, and focus; and overstimulation can reduce emotional balance and mental clarity. Wellbeing, therefore, reflects the overall state of this dynamic relationship.

Neurowellness also changes how we think about progress. Lasting change is rarely the result of intensity or short bursts of effort. Instead, it emerges through repetition. Consistent sleep schedules, regular exposure to natural light, and brief moments of regulation gradually shape how the brain and body respond to everyday demands. The aim is not optimisation or perfection, but stability: creating a foundation from which clarity, resilience, and sustainable energy can emerge more naturally.

These principles become especially relevant in your 30s, when hormonal and lifestyle changes often begin to interact more noticeably with your wellbeing. Estrogen and progesterone influence neurotransmitters such as serotonin, dopamine, and GABA—key regulators of mood, motivation, focus, sleep, stress response, and emotional balance. Because these hormones can be measured, testing is often a useful starting point for understanding your individual baseline.

4 PILLARS FOR A BETTER LIFE

At Her 30s Club, we are guided by four foundational pillars—simple practices that create the greatest impact. These choices, when repeated consistently, have a greater influence on wellbeing than occasional periods of perfection.

Pillar 1 — Restoration for Wellbeing

Morning light: Get outside within the first hour of waking. Aim for ~5–10 minutes on bright days or 20–30 minutes when overcast.

Evenings: Dim blue-rich light or avoid screens within 1 hour of sleeping. Keep a steady sleep window; aim for ~7–9h total. Magnesium glycinate can be used as an optional tool to support sleep and relaxation.

Pillar 2 — Nutrition for Brain & Body Health

Protein: Aim for ~20–40g per meal to support satiety, muscle health, and neurotransmitter production.

Fibre first: Prioritise fibre-rich foods and fermented foods to support gut health and more stable glucose responses.

Colour: Multiple plant colours daily for micronutrients/polyphenols.

Fats: Omega-3 fish 2–3x/week (or EPA/DHA supplementation if low intake).

Labs: Refer to pages 9 & 10; supplement only if needed.

Pillar 3 — Movement for Strength & Vitality

Strength: Train major muscle groups 2–3x/week, adjusting intensity according to cycle for optimal energy & recovery.

Cardio: Prioritise listening to your body and moving according to your cycle.

Walking: Incorporate regular walking throughout the week (30 minutes before work or 5k–10k daily steps) and take movement breaks every 1–2 hours if working from a desk.

Pilates or Yoga: Rotate in for mobility, core & posture support.

Pillar 4 — Regulation for Resilience

Breathing: Physiological sigh between tasks or 3 deep breaths when feeling stressed.

Box breathing or other slow-breathing techniques may help promote calm and improve stress regulation.

Connection: A message or chat with a friend or family member daily goes a long way.

Gratitude: Spend a few minutes each evening reflecting on three things you are grateful for or one thing that went well that day.

CYCLE-AWARE NOTE

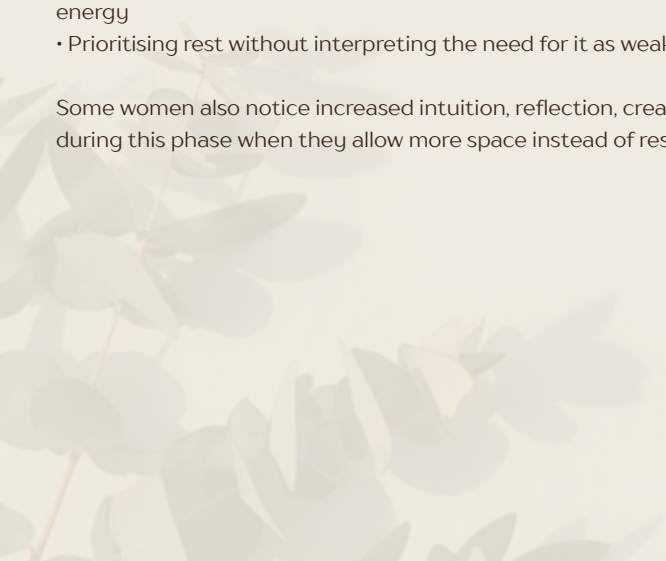
Your menstrual cycle is not something to “fight against,” but information your body is giving you. Different phases naturally influence energy, cognition, recovery, appetite, and emotional grounding. Learning to work with these shifts—rather than expecting yourself to feel identical every day—can create a much more supportive relationship with your body.

During the luteal phase (the 1–2 weeks before menstruation), progesterone rises and the nervous system often becomes more stress-sensitive. Some women experience greater fatigue, poorer recovery, increased water retention, and heightened stress sensitivity during the late luteal phase. Reducing training intensity or volume and prioritising recovery may feel better and improve adherence during this time.

Helpful adjustments during your luteal phase may include:

- Earlier evenings and reduced overstimulation at night
- Magnesium-rich foods such as dark chocolate (organic & above 80% cacao), pumpkin seeds, leafy greens, and legumes
- More grounding meals with adequate protein and complex carbohydrates to support blood sugar stability
- Lower-impact movement like walking, Pilates, yoga, stretching, or light strength training with longer recovery
- Avoiding excessive caffeine and alcohol if anxiety or sleep disruption increase premenstrually
- Softer internal dialogue and realistic expectations around productivity and social energy
- Prioritising rest without interpreting the need for it as weakness or lack of discipline

Some women also notice increased intuition, reflection, creativity, and emotional clarity during this phase when they allow more space instead of resisting the slowdown.

A decorative pattern of stylized, overlapping leaves in various shades of green and yellow, located in the bottom left corner of the page.

HER 30S CLUB NEUROFLOW

True wellness begins where science and self-awareness meet. Based off the 4 Pillars, we recommend the following flow for optimal wellness:

Sunlight first: Direct sunlight on your face upon waking. This signals to your circadian rhythm that the day has begun and ultimately effects when you will feel tired later that evening.

Caffeine timing: Be aware of your cortisol awakening response when consuming caffeine. Consuming caffeine first thing layers a stimulant on top of your body's natural morning cortisol surge, which can lead to jitters, increased tolerance, and inevitable energy crashes.

Plant milks: Prioritise home made nut milk. For example, walnuts, pistachios or cashews, mixed with 100–200ml water in the blender (for one immediate serve). This is a simple way to avoid added sugars and unnecessary ingredients. Many with digestive sensitivities may find certain gums or emulsifiers in store-bought milks harder to tolerate.

Movement: Listen to your body and move according to your cycle. Focus on nutrition before and after workouts to support recovery. Track your cycle if needed with apps like Flo or Ona.

Plate anchor: 20–40g protein + fiber-rich carbs, healthy fats + colourful plants. Strategic order: fermented foods or beans before starches to prime your digestive tract, slow the absorption of sugars, and improve nutrient assimilation.

Breath reset: Breathe through your nose. Physiological sighs between tasks can help to reset your parasympathetic nervous system.

Evening wind-down: Eat your last meal 2–3 hours before bed, this prevents blood sugar spikes, allowing your heart rate and blood pressure to drop naturally to promote deeper, more restorative sleep. Reducing evening blue-enriched light improves melatonin onset and sleep latency.

Bedroom: Silk pillowcase, phone on airplane mode, cool room. Set up curtains/shutters to allow a little sunlight to come through in the morning. These practices form an excellent, science-backed sleep and wake cycle. They work together to reduce physical friction, optimise your core body temperature for deep sleep, and align your circadian rhythm so you can wake up refreshed.

Connection & Reflection: One intentional message or chat with a friend or loved one. Spend a few minutes for appreciation and gratitude before bed.

BEYOND BURNOUT

UNDERSTANDING THE SIGNALS BENEATH THE SURFACE

Many women move through their 30s assuming symptoms like fatigue, anxiety, brain fog, poor sleep, hair shedding, low mood, irregular cycles, painful periods, or burnout-like feelings are simply a normal part of modern life.

While daily life demands absolutely play a role, these symptoms can sometimes have underlying physiological contributors that are easy to overlook. Nutritional deficiencies, thyroid dysfunction, blood sugar imbalances, reproductive hormone changes, and other metabolic factors may all influence how you feel day to day. Lifestyle practices can be incredibly helpful, however, they work best alongside appropriate medical care and investigation when symptoms persist.

Symptoms are signals, not diagnoses. If you're experiencing any of the following, these tests may help guide a conversation with your healthcare professional.

- **Heavy periods, fatigue, dizziness, reduced exercise tolerance, hair shedding, or poor concentration** Iron status, ferritin, and a full blood count (CBC/FBC)
- **Low energy, low mood, brain fog, memory difficulties, neurological symptoms, or increased stress sensitivity** Vitamin B6, B12, folate, homocysteine, and vitamin D levels
- **Symptoms suggestive of vitamin B12 deficiency despite "normal" or borderline B12 results** Additional assessment with methylmalonic acid (MMA)
- **Fatigue, cold intolerance, constipation, unexplained weight changes, hair loss, anxiety, depression, or cognitive symptoms** Thyroid markers including TSH, Free T4, Free T3, TPO antibodies, and anti-thyroglobulin antibodies
- **Energy crashes, sugar cravings, difficulty managing weight, metabolic concerns, or symptoms suggestive of insulin resistance** Fasting glucose, fasting insulin, HbA1c, and HOMA-IR
- **Poor sleep, persistent stress, feeling constantly "wired and tired," or difficulty recovering from daily demands** A discussion around sleep quality, stress load, lifestyle factors, and recovery techniques
- **Painful periods, irregular cycles, significant PMS symptoms, mood changes related to the menstrual cycle, or concerns about ovulation** Further assessment for conditions such as PMOS, endometriosis, PMDD, or ovulatory dysfunction
- **Questions about fertility or future family planning** AMH, prolactin, and other reproductive hormone markers that may provide additional context

LABS BREAKDOWN

These labs are commonly suggested because many symptoms women experience in their 30s can have physiological contributors that are easy to overlook or misattribute to “stress.” The purpose of these conversations is not to encourage excessive testing or hyper-vigilance. Rather, it is to recognise that your symptoms deserve curiosity and appropriate support. Sometimes feeling better isn't about trying harder—it's about understanding what your body may be communicating and addressing the factors that could be standing in the way of your wellbeing.

Here's the clinical reasoning behind each one:

- **FBC/CBC (Full/Complete Blood Count)**

Looks at red blood cells, hemoglobin, and markers that can point toward anemia, infection, or inflammation. Low iron-related anemia is especially common in women with heavy periods and can contribute to fatigue, dizziness, poor concentration, shortness of breath, and feeling physically depleted.

- **Ferritin**

Ferritin measures iron stores, not just circulating iron. A woman can technically have “normal” iron levels while still having low ferritin and symptoms like exhaustion, hair shedding, poor exercise recovery, restless sleep, or brain fog. This is one of the most commonly overlooked contributors to low energy in women.

- **Vitamin B6, B12, Homocysteine & Folate**

Vitamins B6, B12, and folate play important roles in nervous system function, neurotransmitter synthesis, energy metabolism, and cognition. They are also required for normal homocysteine metabolism. Deficiencies in these vitamins—or elevated homocysteine levels associated with impaired metabolism—may contribute to fatigue, low mood, numbness or tingling, memory difficulties, impaired concentration, and other neurological or cognitive symptoms.

- **MMA (Methylmalonic Acid)** **to be tested if B12 is borderline*

When your cells lack sufficient B12, MMA (a metabolic byproduct) cannot be processed and accumulates in your blood or urine. This test determines if a borderline B12 level is causing metabolic or neurological symptoms like fatigue, tingling, or brain fog. If your MMA is normal, B12 deficiency is effectively ruled out. If it is elevated, it confirms a tissue-level B12 deficiency requiring treatment, even if your total B12 numbers are in the grey area.

- **Vitamin D (25-Hydroxy Vitamin D)**

Vitamin D influences immune function, mood regulation, bone health, inflammation, and hormonal health. Low levels are associated with fatigue, lower mood, increased stress sensitivity, muscle weakness, and immune dysregulation.

LABS BREAKDOWN

CONTINUED

• TSH, TPO, Anti-Thyroglobulin Antibodies & Free TS & T4 (Thyroid Markers)

The thyroid strongly influences metabolism, energy, mood, temperature regulation, digestion, skin, and hair health. Thyroid dysfunction in women can sometimes present subtly — persistent fatigue, anxiety, depression, constipation, cold intolerance, irregular cycles, weight changes, hair loss, or brain fog.

• AMH (Anti-Müllerian Hormone)

AMH provides insight into ovarian reserve and is often discussed in fertility-related conversations. It does not predict fertility perfectly, but can offer context for reproductive planning, especially for women thinking ahead about timelines or egg freezing.

• Prolactin

Elevated prolactin can interfere with ovulation and menstrual regularity. High levels may sometimes contribute to irregular cycles, breast changes, fertility challenges, headaches, or low estrogen-related symptoms.

• Metabolic Health

Fasting Glucose: Measures blood sugar levels after an overnight fast and provides a snapshot of how well the body is regulating glucose at that moment.

Fasting Insulin: Measures the amount of insulin circulating in the blood after fasting and can help assess how hard the body is working to maintain normal blood sugar levels.

HbA1c: Reflects average blood sugar levels over the previous 2–3 months and is used to evaluate long-term glucose control and diabetes risk.

HOMA-IR (calculated from glucose and insulin): An estimate of insulin resistance derived from fasting glucose and insulin levels. Higher values may indicate reduced insulin sensitivity, which can be associated with weight gain, fatigue, metabolic dysfunction, prediabetes, and an increased risk of type 2 diabetes.

KEY THOUGHT LEADERS

The Her 30s Club NeuroFlow Formula is informed by evidence-based medicine, neuroscience, women's health research, and behavioural science. If you'd like to explore a topic in greater depth, these experts are excellent starting points.

Restore for Wellbeing

Matthew Walker — sleep, recovery, and cognitive performance

Satchin Panda — circadian rhythms, light exposure, and metabolic health

Nutrition for Neurochemistry

Tim Spector — gut health, dietary diversity, and personalised nutrition

Robert Lustig — metabolic and nutritional health

Movement for the Mind & Body

Steph Claire Smith — sustainable movement, balanced nutrition, and positive body image.

Kelly McGonigal — movement, stress, and mind-body wellbeing

Stress Regulation for Resilience

Chelsea Pottenger — stress regulation and mental wellbeing

Brené Brown — vulnerability, connection, and courage

Women's Health & Hormonal Wellbeing

Dr. Hazel Wallace — women's health, nutrition, and lifestyle medicine.

Aviva Romm — integrative women's health and hormone education

Personal inspiration is also drawn from educators such as Dr. Rangan Chatterjee in lifestyle medicine and sustainable wellbeing, Deepak Chopra in mind-body connection and integrative wellbeing and Mona Vaynerchuk in clean eating and whole-food nutrition alongside many others advancing the fields of women's health, nutrition, neuroscience, and behavioural medicine.

Curious about your unique neurochemistry? The Braverman Test is a self-reflection questionnaire that explores patterns associated with four major neurotransmitter systems: dopamine, serotonin, GABA, and acetylcholine. While not a diagnostic tool, it can be an interesting starting point for understanding your natural tendencies and how lifestyle practices may support your wellbeing.

THANK YOU

I hope Her 30's Club inspires you to create your own curated neurowellness journey. Your 30s ask a lot—and you deserve support that feels inspiring, science-informed, and sustainable. Save the recommended NeuroFlow, choose one core pillar to focus on this week, consider appropriate lab testing if something feels off, and revisit the pages you've bookmarked as your needs evolve.

Small, intentional choices—repeated consistently over time—have the power to transform how you feel. The real luxury isn't doing more; it's creating a life that supports your wellbeing through simple, sustainable practices you can return to every day.

ABOUT THE FOUNDER

Tayla Stephenson is the Founder of Her 30's Club, an elevated lifestyle & wellness brand dedicated to helping women navigate their 30s with greater clarity, energy, and intention. With a Master's Degree in Pharmaceutical and Healthcare Management, certification in Drug Development from the University of San Diego, and on-field experience as a Healthcare Business Consultant, Tayla brings a unique perspective that bridges evidence-based healthcare and holistic wellbeing.

Having studied and worked across Australia, the United States, Spain, and Italy, she developed a deep appreciation for the role that lifestyle and environment play in long-term health.

Through Her 30's Club, Tayla translates complex health concepts into practical, sustainable wellness guidance designed to support women's physical, mental, and emotional wellbeing.

Connect with @her30sclub on Instagram for ongoing wellness insights, lifestyle inspiration, and practical tools for everyday wellbeing. If this guide has inspired a new ritual or perspective, share your journey by tagging us – we'd love to celebrate your progress with you.

For enquiries or an initial free consultation, email hello@her30sclub.com.



This guide is intended for educational purposes only and is not a substitute for personalised medical advice. Always consult a qualified healthcare professional regarding any medical concerns, particularly if you are pregnant, planning pregnancy, managing a medical or mental health condition, or taking prescription medications.