

FAT LOSS AFTER 40

Why your old approach no longer works and the 3 shifts that support strength, metabolism, and sustainable results



The Strength Reset

WHY FAT LOSS STOPS WORKING AFTER 40

(and the 3 shifts that actually fix it)

A simple, realistic approach to fat loss, strength, and metabolism for women navigating busy lives and changing bodies.

If you feel like what used to work for your body just doesn't anymore, you're not imagining it.

At some point, many women hit a frustrating phase where:

- You're eating "pretty healthy"
- You're trying to stay active
- You might even be doing more than you used to

...and yet:

- The scale doesn't move
- Your energy feels off
- Your body composition isn't changing

So naturally, the next thought is:

"I probably just need to try harder."

But here's the problem: That approach often makes things worse, not better, especially at this stage.

WHAT'S ACTUALLY CHANGING

Your body isn't broken. It's adapting.

As you move through your 40s and beyond:

- You naturally lose muscle over time
- Hormonal shifts impact how your body uses energy
- Recovery becomes more important than ever

This means the old “eat less, move more” strategy becomes far less effective and in many cases counterproductive.

WHAT MOST WOMEN TRY *(THAT DOESN'T WORK)*

- Cutting calories lower
- Adding more cardio
- Skipping meals

This often leads to low energy, cravings, and frustration. You don't need to overhaul everything, you need to focus on what actually works for your body now.

THE 3 SHIFTS THAT FIX IT

1. PRIORITIZE PROTEIN

As you move through your 40s and beyond, your body becomes less efficient at using protein to build and maintain muscle. At the same time, you're naturally losing muscle mass year over year.

Muscle is metabolically active tissue and it plays a key role in:

- How many calories your body burns at rest
- Blood sugar regulation
- Strength, mobility, and long-term independence

If protein intake is too low, your body has a harder time maintaining muscle, even if you're exercising.

Your starting point: aim for **30g of protein per meal**. This helps:

- Stimulate muscle protein synthesis (your body's ability to build/repair muscle)
- Keep you fuller for longer
- Reduce energy crashes and cravings

Instead of trying to track everything or overhaul your diet, start with building your meals around protein first, then add everything else.

Simple. Effective. Sustainable.

2. STRENGTH TRAIN (Not Just Cardio)

Cardio has its place, but it's not enough on its own, especially at this stage. Strength training is what helps you:

- Build and maintain lean muscle
- Improve body composition (not just weight)
- Support your metabolism over time

As muscle declines with age, many women notice that fat loss becomes harder, body composition shifts (even if weight doesn't change much) and strength and energy decrease. Strength training directly addresses each of these things.

Why it matters: Building muscle improves your body's ability to:

- Use and store carbohydrates more effectively
- Burn more energy at rest
- Stay strong, capable, and resilient as you age

This isn't about lifting for hours.

Your starting point is to strength train 2-3 times per week using simple, effective movements. The goal is not to burn more, it's to build more. This is one of the most effective ways to improve body composition without relying on restriction.

3. SUPPORT RECOVERY

This is the most overlooked and often the most limiting factor. Many women respond to stalled progress by doing more with less. More workouts and cardio with less food. But your body doesn't respond well to constant stress.

When recovery is insufficient, it can lead to:

- Increased fatigue
- Higher hunger and cravings (especially in the evening)
- Poor workout performance and slower fat loss

Your body needs recovery to:

- Repair and build muscle
- Regulate hormones that impact hunger and energy
- Adapt to training

Why overtraining backfires: when stress (from workouts, life, lack of sleep) is too high, your body prioritizes survival, not fat loss.

Your starting point:

- Prioritize sleep where possible
- Include rest days
- Add small recovery habits (walks, wind-down routines, stretching)
- Breathwork or meditation

Your body does not differentiate between stress from training and stress from life. It all contributes to your overall load.

These shifts sound simple and they are. But the challenge isn't knowing them, it's implementing them consistently in a way that fits your life. That's exactly **what The Strength Reset is designed to help you do.**

PUTTING IT TOGETHER

Start with:

- Protein at each meal
- 2–3 strength workouts per week
- One small recovery habit

FINAL THOUGHT

Progress doesn't come from doing everything. It comes from doing the right things consistently.

If you're tired of trying to piece this together on your own, The Strength Reset gives you a simple structure to follow each month so you know exactly what to focus on.

Simple structure. Real results. No overthinking

***Lasting change isn't about having more willpower.
It's about having the right plan.***

Hi, I'm Elissa Hunking, founder of The Strength Reset.

Like many of the people I work with, I understand what it's like to balance career, family, responsibilities, and trying to prioritize your own health.

For more than 25 years, I've worked in senior leadership roles helping people navigate change, while also spending nearly 20 years teaching group fitness and coaching people to become stronger, healthier, and more confident.

One thing I've learned is this:

Whether you're trying to lead a team or improve your health, success doesn't come from knowing more.

It comes from creating simple habits that fit your life—and repeating them consistently.

That's exactly why I created The Strength Reset.

Not another diet.

Not another challenge.

Not another program that expects perfection.

Instead, it's a practical, evidence-based approach that helps busy professionals build healthier habits that actually last.

Because when healthy choices become part of your lifestyle, everything changes.

You've learned the first three steps. Now it's time to put them into action. Knowing what to do is important. Actually doing it consistently is where real change happens. That's why I created The Strength Reset—to give you the right level of support, wherever you're starting.

Foundations

Learn. Build confidence. Create momentum.

Perfect if you're ready for trusted guidance, practical tools, monthly workouts, recipes, and evidence-based strategies you can apply at your own pace.

\$15/month

Momentum

Build consistency with personalized support.

Everything in Foundations, plus a one-on-one Strategy Session, weekly accountability, personalized feedback, and habit coaching to help you stay on track when life gets busy.

\$69/month

Personalized Coaching

Your health. Your goals. Your personalized plan.

The highest level of support with monthly coaching sessions, individualized guidance, ongoing adjustments, and a dedicated coach in your corner.

Starting at \$179/month

Wherever you start, you're welcome here.

You don't have to be perfect.

You don't have to overhaul your life overnight.

You just need to take the first step.

Start building strength.

Create healthier habits.

Feel better for the long term.

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