

The Motherlode: Hormone help for every stage of motherhood.

The Motherlode is the only functional nutrition program designed to help moms navigate every hormonal shift - from postpartum to perimenopause - so you can stop guessing, start testing and healing, and finally feel like yourself again.

Your Body Is Changing. Let's Make Sure You're in Control.

Your hormones are not static. They shift with every life phase—pregnancy, postpartum, perimenopause—but no one hands you a manual on how to navigate it.

Most doctors don't specialize in women's health beyond pregnancy and menopause. Everything in between—postpartum depletion, metabolism shifts, perimenopause—gets ignored.

Doctors focus on symptoms, not causes. And most don't specialize in women's health beyond pregnancy and menopause. Traditional healthcare isn't built for this.

Instead, you get:

- A doctor telling you, "Your labs are normal." Even when you don't feel normal.
- Wellness influencers pushing detox teas and celery juice.
- The internet bombarding you with conflicting advice that doesn't fit your life or your biochemistry.

Meanwhile, you're left:

- Guessing what's wrong.
- Trying random diets, supplements, and "hormone hacks."
- Wondering why you still feel off—even when you're doing all the "right" things.

The Motherlode changes that.

This expert-led, all-inclusive program gives you the clinically proven, root-cause-focused strategies you need to:

- ✓ Understand what's happening in your body at every stage.
- ✓ Balance your hormones & metabolism—without extreme diets or guesswork.
- ✓ Recover fully from postpartum depletion.
- ✓ Prepare for perimenopause before it hits like a freight train. And reverse course if you're

already there.

- ✓ Get real answers when doctors don't have them.

This isn't just a program. This is the all inclusive solution that we all need.

Introducing The Motherlode: The All-Inclusive, Expert-Led Solution for Moms at Every Stage

- ✓ **Step-by-Step Protocols for Postpartum, Perimenopause, Weight, Mood, and Energy**

→ Functional medicine-based strategies designed for real results.

- ✓ **Weekly Live Office Hours with Alison (90 minutes)**

→ Get expert answers, troubleshoot symptoms, and personalize your plan.

- ✓ **Workshops on Key Hormone Topics**

→ Deep dives into sleep, metabolism, gut health, PMS, perimenopause, and more.

- ✓ **Rosie the Mombot: Your 24/7 AI Hormone Expert**

→ Ask her anything—meal planning, symptoms, lab results—you name it.

- ✓ **Meal Planning That Works in Real Life**

→ No tracking, no stress—just easy, hormone-friendly meals for busy moms.

- ✓ **Private Community (That Gets It)**

→ No extra time commitment—just support when you need it.

- ✓ **Access to Lab Testing—At Your Fingertips**

→ Order what you need, get expert guidance, no gatekeeping or doctor runaround.

- ✓ **Discounted 1:1 calls for Personalized Support**

The goal? To give you the knowledge, tools, and support to thrive at every stage.

Your Backstage Pass to a Functional Medicine RD—Every. Single. Week.

Skip the co-pay, the wait times, and the generic advice—get real answers, directly from me, in live calls every week.

Ever left a doctor's appointment with more questions than answers? Or waited three months for a seven-minute visit that ended with, "Everything looks normal! Try getting more sleep!"?

Yeah. Hard pass.

When you join **The Motherlode**, you get actual access to me—not some faceless program where you're left to figure things out on your own.

Here's what that looks like:

✓ **90-Minute Weekly Office Hours** → Got questions? Need help tweaking your plan? Want to rant about how your hormones are playing games with you? Drop in and get direct feedback from me.

✓ **Weekly Q&A Sessions for Every Pathway** → Whether you're in postpartum recovery, perimenopause prep, or deep in the weight & metabolism trenches, we're breaking it all down every single week so you always know what to do next.

✓ **Personalized Guidance, Every Step of the Way** → This isn't a DIY situation. You'll know exactly what to focus on, what's working, and what to tweak—without the guesswork.

✓ **No Waiting, No Fluff, No BS** → Get answers when you need them—not months later, after your symptoms have gotten worse.

This is real-time, expert support from someone who actually understands what's happening in your body.

And let's be honest—this alone makes **The Motherlode** worth it.

No More Gatekeeping: Get the Labs (and the Answers) You Deserve

Ever been told your labs are "normal" while you still feel like absolute garbage?

Here's the thing: **"Normal" doesn't mean optimal.** It just means you don't have a diagnosable disease.

Doctors often run the bare minimum, using outdated lab ranges that don't reflect what thriving health actually looks like. That's why inside **The Motherlode**, you'll get:

- ✓ **Comprehensive Lab Guides** → So you actually understand what your results mean (beyond "you're fine").
- ✓ **Optimal Value Ranges** → Not just "normal" vs. "abnormal"—but what's ideal for feeling your best.
- ✓ **A Clear Plan of Action** → Know exactly what to do next based on your unique results.

But what if your doctor won't even run the tests you need?

Inside **The Motherlode**, you'll also get **direct access to ordering the right labs—without begging for them.**

- **Bloodwork Panels** → Hormones, thyroid, metabolic health, inflammation, nutrient deficiencies—because you need the full picture.
- **Functional Lab Kits** → Gut health, comprehensive hormones, adrenal tests, toxin panels, and more.

No gatekeeping. No dismissive doctors. Just real data—and the expert guidance to actually use it.

Labs are available at an additional cost, but you'll get wholesale pricing—because getting answers shouldn't cost a fortune.

I cloned myself.

Meet Rosie the Mombot: 15 years of clinical experience in your pocket.

You know those moments when you desperately need an answer—but it's 11 PM, your brain is fried, and the thought of sifting through Google is actual torture?

Enter Rosie the Mombot.

I've essentially cloned myself (minus the mom brain and perimenopause) into a 24/7 AI hormone expert who never forgets anything, never needs coffee, and always has the perfect answer ready in seconds.

Rosie is loaded with:

- ✓ Every Motherlode protocol (postpartum, perimenopause, metabolism, energy—and more uploaded regularly). Plus a bunch more content you've never even seen!

- ✓ Past Q&A recordings so you can get real answers from previous expert calls.
- ✓ Customized meal plans & recipe swaps (because decision fatigue is real).
- ✓ Lab result insights (what do these numbers actually mean?!).
- ✓ Immediate, no-BS answers—because Googling "why am I bloated?" will lead you down a rabbit hole of doom.
- ✓ Alison's signature blunt attitude with a hit of snark.

She's like having me in your pocket—but with faster recall and none of the perimenopausal mom brain.

If you've ever wished you could just text me at 2 AM and get an instant answer—Rosie is exactly that.

Is she creepy? Yeah, a little. But honestly she alone is worth the price of The Motherlode.

The Investment

Details:	The Motherlode (Basic)	The Motherlode (Supported)
All Motherwell protocols, for every stage and season	✓	✓
Weekly Office Hours with Alison	✓	✓
Deep Dive Workshops	✓	✓
Rosie the Mombot (your AI bff)	✓	✓
Private community	✓	✓
Meal planning tools & recipe library	✓	✓
Access to comprehensive lab testing at wholesale rates	✓	✓
Supplement discounts (and guidance)	✓	✓
Monthly 1:1 Session with Alison	✗	✓

Investment	\$97/ Month	\$397/ Month
Minimum commitment?	6 Months	3 Months



HSA and FSA accepted for all tiers. Insurance reimbursement possible for tiers with 1:1 calls.

You Don't Have to Wait Until You Feel Like Crap to Start Paying Attention.

This isn't just about fixing exhaustion, bloating, or weight struggles when they hit crisis mode. It's about **understanding your body now, so you can stay ahead of hormone chaos later.**

The Motherlode is here to make sure you don't have to figure this out alone.