

Hi, I'm Dee

I've been specialising in midlife and menopause health for more than a decade, which in this industry makes me early rather than fashionable. I arrived here because the women in front of me were doing everything right and getting nowhere, and the advice on offer hadn't caught up with what was happening to their bodies. So, I retrained in nutrition, hormones, menopause and mindset. Decades of coaching behind me, the last fifteen years running my own business.

I've also lived the version of midlife that doesn't fit neatly around a training plan. I've cared for both my parents while running that business, so when a client tells me she has nothing left at the end of the day, I'm not going to suggest she gets up earlier. I know what it's costing her, and we'll build something that survives a week where everything goes wrong, because that's most weeks.

My focus is functional nutrition, metabolic health, and the part most programmes skip entirely: what's going on in your head. I'm a clinical hypnotherapist, an RTT practitioner and a Master Practitioner in NLP and EFT, so I'm as comfortable unpicking a self-sabotage pattern as I am a food diary. Most women who come to me don't need more information, they've read everything. They need the thing that finally makes it stick.

I'm a Gen Xer, so I'm not coaching midlife from the outside, I'm in it, same decade as you, working it out in real time. And I'm deaf, so I read people rather than just hearing them, which means I've watched a lot of women say "I'm fine" with their whole face saying otherwise.



Key Qualifications

- Clinical Hypnotherapy
- Rapid Transformational Therapy (RTT)
- Master Practitioner, NLP & EFT
- Meno-Fit menopause coaching
- Jack Canfield Success Principles Trainer
- Swedish & Sports Massage
- Qualified Personal Trainer, Lecturer & Nutrition Coach