

# Welcome to the 1<sup>st</sup> Optimal Men's Health Guide



**Joe Miller**  
Founder of  
1st Optimal

## Introduction:

After 25 years in fitness, health, and diagnostics, I saw a painful pattern.

Women in their 30s and 40s were battling mood swings, brain fog, poor sleep, and weight gain dismissed as “just aging.”

Men in their 20s and 30s were losing strength, drive, and confidence, with no clear reason. They trained, ate clean, took supplements and still felt exhausted, inflamed, and ignored. They weren't failing. The system was.

Modern medicine treats disease, not dysfunction. It reacts, rather than builds resilience. That's why I started 1st Optimal: to replace symptom-chasing with science-backed optimization.

We begin by listening. Then we use advanced diagnostics—GI-Map, DUTCH, full-spectrum blood work combined with expert hormone therapy, nutrition, training, and licensed medical oversight.

Whether it's perimenopause, low testosterone, insulin resistance, or just feeling off. You deserve care that treats the whole you.

But this is more than professional. It's personal. I've seen what happens when people reclaim their energy, purpose, and fire after years of just surviving.

## Optimize You. Uplift Others.

When you feel strong again, you lead differently.

You show up for your family, your partner, your team with clarity and vitality.

## That's our belief at 1st Optimal:

When one person rises, everyone around them does too.

You weren't meant to just live longer.

You were meant to thrive.

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# The Optimal Plate For Fat Loss



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## The Optimal Plate: What to Eat for Hormone-Friendly Fat Loss

You're eating less, trying to be healthy, maybe even skipping meals. But the scale won't move, and your energy is tanked. It's not just about calories it's about communication. Every bite you take sends a signal to your hormones. And for midlife adults, those signals matter more than ever.

### 1. Insulin Sensitivity: The Fat Loss Accelerator Most Diets Ignore

Insulin is a powerful hormone. When your body is sensitive to insulin, it efficiently pulls glucose into your cells for energy. But when you're resistant—a common issue after 35—your body pumps out more insulin to do the same job.

High insulin = more fat storage, especially around the belly.

This resistance builds over time from:

- Skipping protein
- Eating too many refined carbs
- Poor sleep and high stress
- Inflammation from the wrong fats and processed foods

The fix? Meals that minimize blood sugar spikes and support stable energy.

### 2. Inflammation: The Silent Hormone Saboteur

Inflammation isn't just about joint pain or soreness—it disrupts nearly every hormone system in your body, from cortisol and thyroid to testosterone and estrogen.

And one of the biggest modern culprits? Refined seed oils.

Canola, soybean, corn, safflower, and sunflower oils common in “healthy” packaged foods and restaurant meals are rich in omega-6 fats. While not inherently bad, when consumed in excess (and out of balance with omega-3s), they promote chronic inflammation, impair insulin sensitivity, and damage hormone receptors.

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## 👉 Swap these out whenever possible for:

- Extra virgin olive oil
- Avocado oil
- Coconut oil (in moderation)
- Grass-fed butter or ghee

Choose foods that help cool inflammation, not fuel it.

## 3. Lean Mass: The Metabolic Engine You're Probably Undereating For

After 35, both men and women naturally start losing muscle mass. Less muscle means a slower metabolism, reduced insulin sensitivity, and weaker hormone signals.

The key? Daily protein intake.

💡 Aim for 0.8–1.0 grams of protein per pound of your ideal body weight.

So if you want to weigh 160 lbs, shoot for 140–160g of protein daily.

Protein isn't just about muscle—it stabilizes blood sugar, promotes satiety, supports detoxification, and balances hunger hormones like leptin and ghrelin.

## The 1st Optimal Plate Formula:

- ½ of your plate: Non-starchy vegetables (broccoli, greens, cabbage, peppers)
- 🍗 ¼ of your plate: Lean protein (chicken, eggs, turkey, tempeh, fish)
- 🍌 ¼ of your plate: Fiber-rich carbs (berries, lentils, sweet potato, wild rice)
- 🥑 Add healthy fats: Olive oil, avocado, nuts/seeds (but skip the seed oils)
- ✅ Optional: A scoop of collagen or whey protein to help meet your protein goal
- 🚫 Avoid: Packaged foods, seed oils, sugar-sweetened beverages, and highly refined grains

Eating this way won't just help you lose weight. It will rebalance your hormones.

Your body isn't broken—it's just waiting for the right inputs. At 1st Optimal, we test for the root causes behind weight loss resistance, hormonal imbalances, and energy crashes and we build nutrition strategies that match your labs, not someone else's trend.

# “Feel Off? It’s Not in Your Head. It’s in Your Blood.”



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Tired. Foggy. Frustrated. But your doctor says your labs are 'normal'?

We hear this every day from men who are doing everything right—training hard, eating clean, taking their supplements—and still feel like they’re running on fumes.

If that’s you, you’re not crazy. You’re not weak. You’re likely under-tested.

At 1st Optimal, we don’t settle for surface-level labs. Our Male Hormone Health Panel goes deep—looking at hormone production, availability, inflammation, blood sugar, nutrient status, organ function, and more.

## What We Test:

- ✓ Total & Free Testosterone – Is your testosterone actually usable by the body?
- ✓ DHEA-S & Estradiol – Precursors and estrogen balance matter more than you think.
- ✓ SHBG & LH – Is your body even signaling properly to make testosterone?
- ✓ PSA – We don’t skip prostate health. You deserve comprehensive care.
- ✓ Thyroid (TSH) – Low T symptoms often start here.
- ✓ hs-CRP – Inflammation can kill performance (and motivation).
- ✓ HbA1c – High blood sugar wrecks hormones.
- ✓ Vitamin D3 – The backbone of immunity, energy, and testosterone function.
- ✓ CBC, CMP, Lipids – Baseline organ and cardiovascular health.

## Why It Matters:

Low testosterone isn’t just about muscle or libido.

It impacts your mental clarity, mood, sleep, recovery, metabolism, and confidence.

And here's the truth: most men experiencing early-onset symptoms of hypogonadism aren't getting answers from conventional medicine.

That’s where we come in.

We interpret these labs through the lens of optimization—not just disease—and guide you through a clinical strategy that may include hormone therapy, nutrition, training support, and lifestyle shifts designed specifically for you. If you're tired of guessing... it’s time to test. Reclaim your strength. Your focus. Your fire.

👉 [Order your Male Hormone Panel now](#)

# 5 Ways to Naturally Boost Your Testosterone Levels



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## 1. Prioritize Sleep Quality and Duration (7–9 Hours/Night)

Testosterone is primarily produced during deep sleep—especially during REM cycles. Chronic sleep restriction significantly lowers testosterone levels. Just one week of 5 hours per night can reduce testosterone by 10–15%.

- Sleep in a dark, cool room (65–68°F).
- Maintain a consistent sleep schedule (wake and sleep at the same time daily).
- Avoid screens and bright lights 1–2 hours before bed to support melatonin and LH secretion.

## 2. Get Morning Sunlight Within 30–60 Minutes of Waking

Morning sunlight helps align your circadian rhythm, which regulates cortisol and luteinizing hormone (LH)—a key trigger for testosterone production.

- Get 10–15 minutes of direct sunlight (no sunglasses) on your face and eyes.
- Combine sunlight exposure with light movement like walking for extra benefits.

## 3. Lift Heavy Weights & Train with Compound Movements (3–4x/Week)

Resistance training, particularly with large muscle groups, triggers acute testosterone and growth hormone surges, enhancing hormonal and metabolic resilience.

- Perform 3–5 sets of 6–10 reps with progressive overload.
- Prioritize compound lifts: squats, deadlifts, bench press, pull-ups.
- Ensure adequate rest and recovery between sessions.

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## 4. Reduce Visceral Fat with Protein-Dense, Whole Food Nutrition

Excess visceral fat increases aromatase activity, converting testosterone into estrogen. Lowering body fat improves testosterone production.

- Consume 1g of protein per lbs of lean body mass (e.g., eggs, fish, lean meats).
- Eliminate processed sugars and seed oils.
- Eat cruciferous vegetables (e.g., broccoli, cauliflower, arugula) to aid estrogen detoxification.

## 5. Manage Stress and Cortisol with Cold Exposure & Breathwork

Chronic stress and elevated cortisol suppress testosterone. Cold exposure, breathwork, and mindfulness can reduce sympathetic nervous system overactivation and support hormonal balance.

- Cold exposure: 1–3 minutes daily (cold showers or cold plunges).
- Cyclic sigh breathing: Inhale deeply, take a second short inhale, then long exhale—repeat for 5–10 minutes.
- Practice mindfulness or journaling in the evening or after workouts.

# Additional Links And Resources



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## Free Virtual Consult with a Health Expert

- **LINK: <https://1stoptimal.com/book-a-call>**

## Helpful Quizzes to learn more!

- **LINK: [FREE NUTRITION ASSESSMENT](#)**
- **LINK: [FREE MEN'S HORMONE HEALTH QUIZ](#)**

## Helpful Educational Articles:

- [Men's Testosterone Therapy Article](#)
- [Men's Fat Loss and Hormone Optimization](#)
- [Carb Cycling Article for High Performers](#)

**\*\*Ready to take control of your hormones?\*\***

Book your intake call with a 1st Optimal specialist today at [1stOptimal.com](https://1stOptimal.com) and get a personalized plan built around your labs, lifestyle, and goals.