

POWER TO THE PAUSE

ISSUE 01

A woman with short, light-colored hair is crouching in a bright, sunlit room. She is wearing a white, sleeveless, knee-length dress. Her hands are clasped together, resting against her face, and she is looking directly at the camera with a slight smile. She has a tattoo on her left upper arm and is wearing several rings on her fingers. The background is a large window with sheer white curtains, letting in natural light.

IN MY SKIN:
**Confronting
Menopausal
Bloating Head-On**

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**Recipes, Power Tips
& General Badassery**

Welcome to the First Issue of Power To The Pause!

We want to start by saying a huge thank you. Whether you're an existing customer or a potential one, your interest in and support of XO Jacqui means the world to us. You're the reason we're here, creating these women-centered products we're so passionate about.

At the heart of XO Jacqui, our mission is clear: to create the healthy, high quality products we want and need to navigate the ebbs and flows of menopause. We want to make sure what we put in our bodies doesn't exacerbate our symptoms but eases them, and that these products are clean, organic and not overly sweet. As Kristen (our "get-it-all-done" wizard) says, "We prefer to let you add the sweet because we're all sweet enough already!"

We are calling our newsletter "Power To The Pause". Our hope is that this newsletter will serve as a helpful and inspiring space, full of insights, stories, and tools to make your menopause journey a powerful and positive one. We are excited to learn, share, and grow with you so feel free to email us at hello@xojacqui.com and let us know if you have questions you want us to answer or products you'd like us to develop.



Here's to celebrating our collective power, and making menopause not just a stage to endure, but a time to thrive.

**With all our gratitude,
Alexis and Jacqui**

XO Jacqui Co-Founders
Fierce Tennis Competitors & Moms



De-Puff Boost Smoothie

BEAT THE BLOAT

Bloating can be a frustrating experience, often resulting from digestive imbalances, water retention, and hormonal changes. Protein, especially from sources like our blueberry pomegranate protein powder, aids in muscle recovery and helps keep you full, reducing unnecessary snacking that can lead to bloating. Almonds milk contains essential nutrients that help balance digestive enzymes and strawberries provide fiber, aiding in digestion, while the citrus not only enhances the flavor but also provides vitamin C, known to combat water retention.

INGREDIENTS:

- 1 scoop **Strong x Vital Berry Pomegranate Protein Powder** (though other flavors will work beautifully too)
- 1 serving **De-Puff Boost** for bloat relief
- 1.5 cups homemade almond milk
- A handful of ice cubes
- 1/2 cup frozen strawberries
- A squeeze of your favorite citrus (lemon, lime, or orange work best)

HOW TO:

- In a blender, pour the almond milk and add the **Strong x Vital Berry Pomegranate Protein Powder**
- Add the **De-Puff Boost**
- Toss in ice cubes & frozen strawberries
- Squeeze in your choice of citrus to enhance the flavors
- Blend on high until smooth and creamy
- Pour into your favorite glass and enjoy

IN MY SKIN: CONFRONTING MENOPAUSAL BLOATING HEAD-ON

Navigating the complexity of menopause with its sudden onset of daily bloating was an unexpected and unwelcome experience. It wasn't just about the discomfort. I was suddenly dealing with a body that didn't feel like mine, a body that had changed its rules without my permission. Every morning, I woke up unsure how I would feel that day, as the bloating had a mind of its own. I was frustrated, feeling out of sync with my body in such a basic way.

Menopause is a powerful transition, a reminder of the ever-changing nature of life. With the bloating adding an extra layer of unpredictability to my days, I needed to reclaim control, to find solutions, and to rediscover feeling comfortable and confident in my own skin. As I struggled to understand and manage this symptom, I learned more about my body, my diet, and the unique needs of women going through menopause. I want you to feel empowered by this information too.

I learned that bloating is primarily due to a buildup of gas and fluid in the belly, which is challenging but manageable with a few lifestyle modifications. Here are six of my favorite tips to alleviate menopausal bloating.

1. STAY HYDRATED: Although it seems counterintuitive, drinking enough water is crucial for maintaining healthy digestion and flushing out excess sodium that leads to water retention.

2. OPT FOR A BALANCED DIET: Processed foods high in salt and sugar tend to increase fluid retention. Aim for a balanced diet full of lean proteins, fruits, vegetables, and whole grains.

3. PRACTICE MINDFUL EATING: Take the time to eat slowly and chew your food thoroughly. This reduces the amount of air swallowed, leading to less bloating.

4. EXERCISE REGULARLY: Physical activity promotes healthy digestion and reduces gas buildup. Regular exercise, whether it's yoga, walking, lifting weights or your favorite activity, is highly (highly!) beneficial.



5. LIMIT ALCOHOL CONSUMPTION:

Alcohol causes dehydration, which can lead to water retention and bloating. It can also cause inflammation and slow down digestion. I hate to say it but alcohol is one of the worst bloating offenders. Try cutting it out completely for a week or two and see how you feel.

6. AND MY TOP TIP, the one that helped me the most and the reason I created XO Jacqui, is to switch to brown rice protein powder. It's easily digestible, hypoallergenic, and rich in fiber – all crucial qualities for aiding digestion and reducing bloating. A bonus is the high fiber content helps you feel satisfied longer, reducing the likelihood you'll indulge in carbohydrate-heavy, bloat-inducing snacks.

And as I write this for our first newsletter – to share our common experiences, and the hope and strength that this stage of life is something we can be with and even look forward to – I have a big bloated belly because a salad with fresh tuna, something I eat often, suddenly doesn't agree with me. So stay curious, go with the flow and talk soon. Gotta go grab that **De-Puff Boost** and deflate this balloon.

XO / Jacqui



MEET:

**Johanna
Björk**

**XO Jacqui's
Brand Designer**

Johanna is from Sweden and while she lives in beautiful Ojai, California, she spends a few weeks every summer back home, enjoying the extra-long days of summer in the Nordics.

What's your favorite part about visiting Sweden?

The main reason I go is to visit my family. I also plan at least one girl's trip with friends every summer. I like to discover new things – restaurants, hotels, museums, places I haven't been yet. One of my favorite things is just walking around the city, or in nature. And I love getting around by train – it's so relaxing and it's a great break from driving, which we do way too much in California.

What do you find the most challenging about travel?

Two things: not having my own space, and finding time to be productive. I can work from anywhere, which is a blessing and a curse. I'm never really off, but it enables me to travel, so it's worth the occasional midnight zoom calls.

How do you stay healthy while you travel?

I try not to stress too much about it. I eat whatever I want because food is definitely one of the most important things for me. I walk a LOT, especially

when I'm in Europe, so that is my main form of exercise. And everyone bikes here so if it's not raining that's how I get around. When I'm in Sweden I buy a pass to my hometown gym and go to fun classes whenever I can.

Can you share a highlight of your trip?

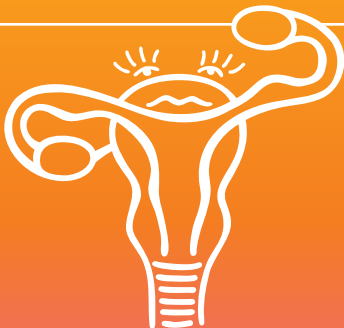
I went to Amsterdam for the first time at the beginning of summer, and loved everything about the city – beautiful parks, gorgeous architecture, great dining. Sustainability is very wide-spread and built into everything, from fashion to transportation. There's a vibrancy to that aspect that we lack in the U.S. at the moment. I found that very inspiring.

What's your top tip for international travel?

Avoid the tourist attractions and all the things you're "supposed to see and do." I prefer to live like a local and get an authentic experience of what a place is truly like. Sometimes I like to just walk out the door in the morning to see where the day takes me. That's how you discover magical things.



The XO Jacqui protein powder mini bags were designed to be your travel BFFs. Toss one in your carry-on bag for a quick, healthy boost of protein on a long flight or pack them in your suitcase so you always have an easy breakfast or midday pick-me-up at your fingertips.



Feel at home in your body.

Visit xojacqui.com for inspiring recipes, workout tips, and menopause support.