

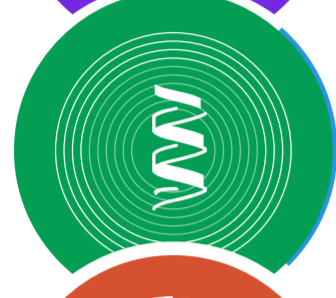
WATER

Water flushes your body of toxins as you lose weight. It also accelerates weight loss. Drink half your body weight in ounces of water every day. Staying hydrated is key to helping your body thrive!



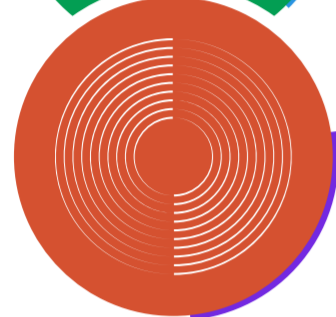
SLEEP MORE

Your metabolism resets on your sleep. Plan for 6-8 hours of good, restorative sleep each night to help your body recover and recharge.



PROTEIN

Protein keeps you feeling full longer and protects your muscle during weight loss. Aim for 1 gram of protein per pound of your goal weight. For example, if your goal is 130 lbs, strive for 130 grams of protein daily.



MOVEMENT

Moving increases your metabolism and mental health. Move your body every day in ways that work for you. Take the stairs, enjoy a walk in the park, jump on a trampoline, or park farther away from your destination - it all adds up!

A simple framework. Real-life application.

The Core 4 focuses on four foundational habits that support consistency over time. While the principles apply to everyone, how they show up can look different depending on lifestyle, age, and daily demands.

Below, we share common patterns our wellness coaches notice, and how we help people think about each one in a practical, sustainable way.



WATER

Staying hydrated supports how your body feels and functions throughout the day. Rather than treating water as something to "catch up on," the focus is on making it a steady part of daily life.

What this often looks like for men

In our coaching work, we often see men unintentionally under-hydrate during busy workdays, especially when schedules are packed or caffeine intake is high.

Why it matters

Hydration plays a role in energy, focus, and overall physical comfort.

Coach perspective

The goal isn't tracking perfectly, it's building a reliable habit that fits into the day without effort.

What this often looks like for women

A common pattern we notice is that women adjust water intake based on comfort, routine, or digestive concerns.

Why it matters

Inconsistent hydration can make it harder to feel steady day to day.

Coach perspective

Finding a rhythm that feels sustainable matters more than hitting an exact number.

Younger vs. older adults

- Younger adults often rely on thirst cues and forget hydration when busy.
- Older adults may notice thirst cues less strongly over time.

Coach perspective

This is why hydration works best when it's habitual, not reactive.



SLEEP

Sleep is one of the most overlooked components of wellness. It isn't about perfection, it's about protecting enough rest for the body to reset.

What this often looks like for men

We frequently see men trade sleep for productivity, assuming they'll "catch up later."

Why it matters

Sleep affects how the body recovers and how steady energy feels the next day.

Coach perspective

Consistency matters more than chasing an ideal bedtime.

What this often looks like for women

Many women report disrupted or lighter sleep tied to stress, schedules, or changing routines.

Why it matters

Fragmented sleep can influence how rested you feel, even if total hours seem adequate.

Coach perspective

The focus is on quality and wind-down routines, not rigid rules.

Younger vs. older adults

- Younger adults often underestimate sleep debt.
- Older adults may sleep lighter but benefit greatly from regular schedules.

Coach perspective

Sleep works best when treated as a non-negotiable foundation, not a luxury.



PROTEIN

Protein helps people feel satisfied and supports muscle during periods of change. Rather than strict tracking, the emphasis is on awareness and balance.

What this often looks like for men

We often see men front-load calories but under-prioritize protein earlier in the day.

Why it matters

Protein helps support muscle and promotes longer-lasting fullness.

Coach perspective

Spacing protein throughout the day tends to feel more manageable than concentrating it all at once.

What this often looks like for women

A common pattern is focusing on calorie reduction while unintentionally under-eating protein.

Why it matters

Adequate protein supports satiety and lean mass.

Coach perspective

Protein isn't about restriction, it's about support.

Younger vs. older adults

- Younger adults often think of protein only in relation to workouts.
- Older adults benefit from protein as part of muscle maintenance.

Coach perspective

Protein works best when it's consistent and uncomplicated.



MOVE

Movement doesn't have to be intense or structured to count. What matters is staying engaged with your body regularly.

What this often looks like for men

Men often associate movement with workouts and overlook everyday activity.

Why it matters

Daily movement supports mental clarity and physical comfort.

Coach perspective

Consistency beats intensity.

What this often looks like for women

Many women are already moving throughout the day but don't recognize it as meaningful activity.

Why it matters

All movement contributes, especially when it's repeated.

Coach perspective

If it's part of your life, it counts.

Younger vs. older adults

- Younger adults often move in bursts.
- Older adults benefit from steady, low-impact movement.

Coach perspective

Movement works best when it feels approachable and repeatable.

