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CONTACT: Bridget Kinsella | 415-477-4471  
[Bridget.kinsella@harpercollins.com](mailto:Bridget.kinsella@harpercollins.com)

“... this practical and informational guide for women [focuses] on health and strength rather than weight loss and dieting...Gaudreau’s encouraging manual, which takes on outdated diet methods that encourage participants to “shrink” ...should encourage many other women to adopt her appealing health and fitness regimen.” —**Publishers Weekly**



## Nutrition & Fitness Expert Redirects Focus From Weight Loss to Health Gain

### The Core 4: Embrace Your Body, Own Your Power By Steph Gaudreau

Steph Gaudreau—nutrition therapy consultant and founder of the award-winning health website, “Stupid Easy Paleo”—has a bone to pick with the prevailing belief that to change your health and your body, you have to hate on yourself. Her message is simple: “Having discipline to nourish your body and make choices from a place of self-compassion and self-respect is different from trying to hate your body into submission.”

Steph’s new book, **THE CORE 4: Embrace Your Body, Own Your Power** (HarperOne, July 30, 2019) is for those who are yearning to interrupt the cycle of self-degradation, the never-ending quest to shrink our bodies and make ourselves small.

Steph, host of the podcast “Harder to Kill Radio,” certified nutritionist, and badass strength-training expert, created **The Core 4** approach after spending more than a decade on an intense quest to lose weight. Sound familiar?

Steph knows because she tried every terrible diet. By the time she was in her early 30s, she thought fatigue, digestive problems, and bad skin were what life was about.

It was a workout that first helped Steph to break out of that cycle. She learned to lift weights, and with her hands on a barbell she found herself in a place where she was encouraged to take up space; she took her power back, and it was intoxicating.

For this one-time body dysmorphic/real food convert, taking a 180-degree shift to practicing **The Core 4** produced such a dramatic personal transformation of wellness, that she launched the Core 4 Program on her website. Three years later, thousands of women have used it to power their own transformations,

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unleashing a “bioindividualized” health movement worthy of the no-bullsh\*t, shame-free world women crave.

In **The Core 4** Steph presents a 30-day program to help women grow stronger, healthier, and more confident by practicing what she discovered to be the Core 4 pillars of health:

- Eat Nourishing Foods
- Move with Intention
- Recharge Your Energy
- Empower Your Mind

The key to **The Core 4** is building a robust foundation, a comprehensive approach that targets four elements of wellness—the Core 4 pillars. These pillars work for anyone, regardless of age, gender, or fitness level. Steph guides readers through the process of establishing balance across the four pillars, stabilizing a foundation to support their strength, health and confidence.

This program is equal parts ethos and rallying cry, shifting focus from weight *loss* to health *gain*, emphasizing the powerful ways we can add to our lives rather than fretting about things we must give up.

**About the author :** **Steph Gaudreau** holds a BS in biology and human physiology, an MA in science education, and is a Nutritional Therapy Consultant. She is the founder of the popular, award-winning health website, Stupid Easy Paleo, and her newest extension, StephGaudreau.com. Her mission is to provide the most kickass inspirational strategies for building a stronger body, mind, and spirit. She has a chart-topping podcast, “Harder to Kill Radio,” where she talks all things fitness, nutrition, and mindset about how to build unbreakable humans, and she’s the creator of the wildly popular Women’s Strength Summit. She lives in San Diego, California.

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**The Core 4: Embrace Your Body, Own Your Power**

By Steph Gaudreau

HarperOne, an imprint of HarperCollinsPublishers

On sale July 30, 2019 | Hardcover \$27.99 | ISBN 9780062859754

Also available in eBook and audio

# Why the Core 4?

- **A strong, fierce, resilient woman is someone ready to show up bigger in every way because she's tired of making herself small.** For years, Steph Gaudreau used to be obsessed with controlling her food to become thinner. After a spontaneous CrossFit workout, she changed her mentality, focusing on what her body could *do* instead of what it looked like.
- **The Core 4 pillars are four elements of wellness that help to build a strong foundation.**
  - **Eat Nourishing Foods:** Consume nutrient-dense, real, whole foods; a balance of macronutrients; foods rich in vitamins and minerals; the best quality foods within your grasp. Take an additive approach, not a restrictive approach.
  - **Move with Intention:** Build muscle, add interval training, and partake in active recovery. Consistency and effort are key.
  - **Recharge Your Energy:** Optimize sleep quality and quantity and find ways to actively de-stress. Recharging is a day and night deal.
  - **Empower Your Mind:** Take action on self-limiting beliefs, identify values, and build emotional intelligence. Slow down. Listen. Check in with yourself.
- **The Core 4 program is divided into 4 weeks.**
  - **Week 1 – Kick It Off:** Eat more mindfully. Move in new ways. The first week is often the toughest.
  - **Week 2 – Settle In:** Do first workouts with weights. Recharge your batteries. Try breathing techniques. Any low energy, headaches, and poor moods should start to lift.
  - **Week 3 – Hit Your Stride:** Add some more weight. Face your fears. Let your goals and the power of your new habits carry you through. This week is where women commonly lose some steam, but not us.
  - **Week 4 – Finish Strong:** Recognize the subtle – but powerful – shifts you're making. Retain your new tools and experiences.
- **You *will* continue to change.** The point is progress, not perfection. This framework will help you navigate your way. It is designed to give you both boundaries and freedom. And remember, this is a lifelong process.

**Steph Gaudreau** is available for interviews.

Contact: Bridget Kinsella | 415.477.4471 | [Bridget.Kinsella@harpercollins.com](mailto:Bridget.Kinsella@harpercollins.com)

# Steph tip #1: Fit a little NEPA into every day (Non-Exercise Physical Activity)

Park farther away from your destination  
and walk the difference.

Enlist a friend, workmate, or neighbor to take walks  
with you before work or during a lunch hour.

Set a timer at work for every 45 – 60 minutes.  
When it goes off, get up and stretch or move around  
for a few minutes.

Binge-watching Netflix? Use the time to stretch  
or do mobility work. Even that is better than being  
totally inactive.

Work smarter. Try a standing desk at your office,  
suggest walking meetings, and stroll to  
someone's office instead of emailing.



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