

THE FOUNDATIONS OF

FUNCTIONAL HEALTH

7 PRINCIPLES THAT
TRANSFORM YOUR HEALTH.

EMILY GREENWELL

FUNCTIONAL NUTRITION & HEALTH OPTIMISATION

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EMILY GREENWELL

WELCOME

Hi, I'm Emily

NATUROPATH &
FUNCTIONAL NUTRITIONIST

I'm passionate about helping people understand what's really going on beneath the surface of their symptoms, so they can feel their best, perform at their best & enjoy long-term health.

I take a root cause approach to health, combining evidence-based nutrition, functional medicine & comprehensive testing, to find the *why* behind your symptoms - so we can create lasting, meaningful change.

Whether you're struggling with low energy, digestive issues, hormone imbalances or simply want to optimise your health, the foundations are always the same.

SMALL CHANGES.
CONSISTENCY.
REAL RESULTS.



MASTER THE FUNDAMENTALS

THE FUNCTIONAL HEALTH PYRAMID

True, lasting health isn't built on quick fixes or the latest trends.

It's built on *strong foundations*.

When the basics are in place, everything else works better.



Most people start at the top

I START AT THE BOTTOM

Because the *strongest results* are built on the *strongest foundations*

PRINCIPLE 1:

LOOK BEYOND SYMPTOMS

BECAUSE SYMPTOMS ARE MESSAGES - NOT THE PROBLEM

Most health advice focuses on what you are feeling.

Headaches? Take a painkiller.

Bloating? Cut out gluten.

Low energy? Go to bed earlier.

Acne? Try another skincare product.

These approaches might temporarily improve symptoms but they rarely answer the most important question.

“Why is it happening in the first place?”

True healing isn’t about chasing symptoms.

It’s about understanding what’s driving them.

That’s where Naturopathy & Functional Medicine takes a different approach.



CONVENTIONAL CARE

- ❌ Suppress symptoms
- ❌ One-size fits all approach
- ❌ Wait until something is ‘abnormal’
- ❌ Trust the diagnosis



ROOT CAUSE MEDICINE

- ✅ Identify why symptoms developed
- ✅ Personalised recommendations
- ✅ Optimise health before disease develops
- ✅ Trust the person, not just the diagnosis



PRINCIPLE 2:

TREAT THE BODY AS ONE INTERCONNECTED SYSTEM

We look at the body as a whole system - mind, body & lifestyle - rather than isolated symptoms.

Combine:



ADVANCED TESTING & BLOOD WORK
to uncover hidden imbalances



NUTRITION & LIFESTYLE
to support your body's natural function



GUT HEALTH
the foundation of overall wellbeing



HORMONE BALANCE
for energy, mood & resilience



NERVOUS SYSTEM REGULATION
to reduce stress & improve sleep



PRINCIPLE 3:

TEST, DON'T GUESS

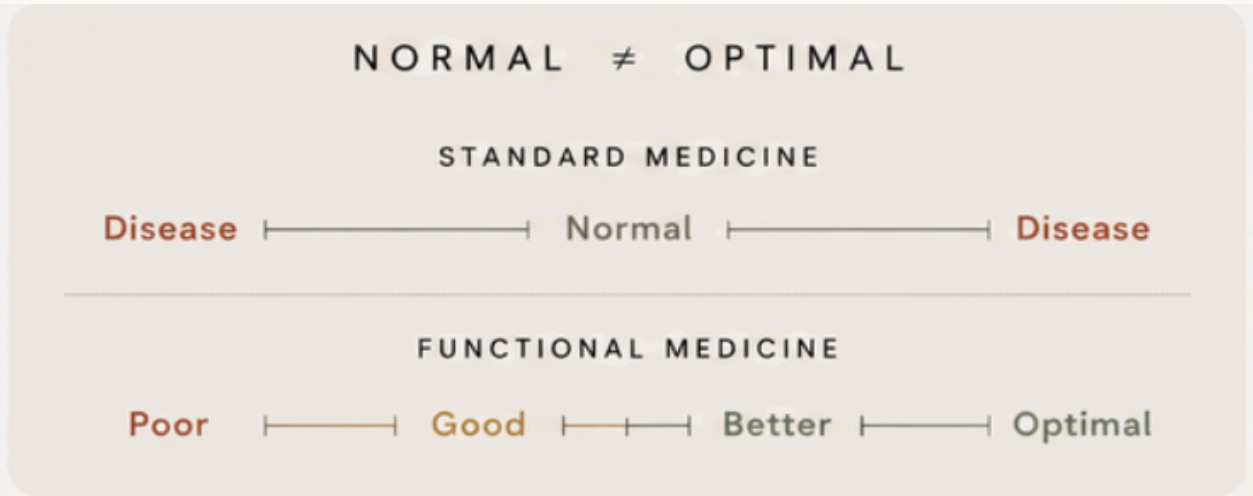
Most blood tests are designed to answer one question:
"Is there disease?"

But what if your goal isn't simply to avoid illness...

What if you want to feel your best?

That's where functional medicine takes a different approach.
We don't just ask whether your results are normal.

We ask whether they're optimal for energy, performance,
recovery & long-term health.



Blood work should help explain why you feel the way you do - not just rule out disease.

When interpreted correctly, your blood tests become one of the most powerful
tools for understanding your health & creating a truly personalised plan



PRINCIPLE 3 CONTINUED

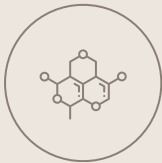
KEY MARKERS WORTH CHECKING

These markers don't diagnose every condition but together they provide a powerful snapshot of how your body is functioning beneath the surface.



ENERGY

- Iron + ferritin
- Vitamin B12



HORMONES

- Thyroid (TSH, FT3, FT4)



METABOLIC HEALTH

- HbA1c
- Fasting Insulin



INFLAMMATION

- hs-CRP



IMMUNITY

- Vitamin D

B12

Optimal range:
600-800 pg/mL

TSH

Optimal range:
1-2 mIU/L

Fasting Insulin

Optimal range:
2-5 uIU/mL

CRP

Optimal range:
0-1 mg/L

Vitamin D

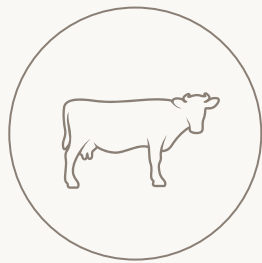
Optimal range:
50-90 ng/mL

PRINCIPLE 4:

FOOD QUALITY COMES BEFORE CALORIES

The quality of your food has a huge impact on your energy, hormones, immunity & long-term health.

Whenever possible, choose:



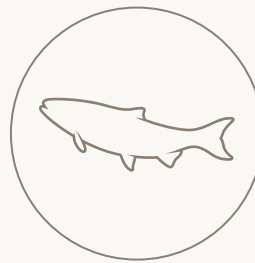
GRASS-FED

Better
omega-3 to
omega-6 ratio.



PASTURE-RAISED

Higher in quality
& ethical.



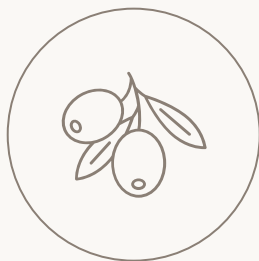
WILD-CAUGHT

Lower in toxins,
richer in omega 3s.



ORGANIC

Fewer chemicals &
higher in nutrients.



EXTRA VIRGIN OLIVE OIL

Anti-inflammatory
& less processed.



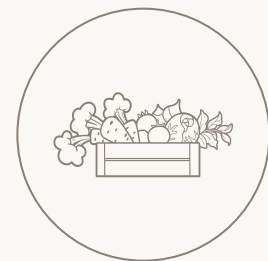
SEASONAL

More nutrient
dense.



WHOLE-FOOD

Minimally
processed &
richer in nutrients.



DIVERSE

Eat the rainbow
to feed your
microbiome.

PRINCIPLE 5:

YOUR NUTRIENT DENSE KITCHEN

Simple nutrient-dense staples that support energy, balance & wellbeing.

10 foods I always keep in the kitchen:

- 01 Eggs
- 02 Greek yoghurt
- 03 Sardines or mackerel
- 04 Grass-fed beef
- 05 Sauerkraut
- 06 Frozen berries
- 07 Extra virgin olive oil
- 08 Pumpkin seeds
- 09 Lentils
- 10 Lemons

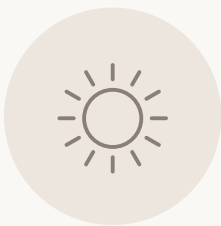


PRINCIPLE 6:

CONSISTENCY BEATS PERFECTIONISM

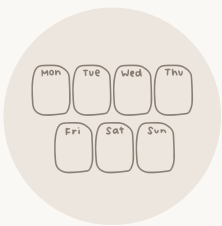
Healthy eating isn't about being perfect every day.
It's about creating simple & consistent habits that support your body, your energy & your goals.

Think in rhythm, not rules.
Focus on what you can do *most of the time*, not all the time.



DAILY

- ✓ Protein with every meal
- ✓ 3+ handfuls of veg
- ✓ 1-3 servings of healthy fats
- ✓ 2L water
- ✓ Eat mostly wholefoods
- ✓ Eat mindfully (slow down)



WEEKLY

- ✓ Oily fish 2-3x
- ✓ Fermented foods 3x
- ✓ Red meat 2-4x
- ✓ A variety of colourful plants
- ✓ Try one new wholefood



OCCASIONALLY

- ✓ Eat out with friends & family
- ✓ Desserts in moderation
- ✓ Alcohol in moderation
- ✓ Enjoy a meal guilt-free
- ✓ Travel, celebrate & enjoy life



PRINCIPLE 7

BUILD YOUR PLATE BUILD YOUR HEALTH

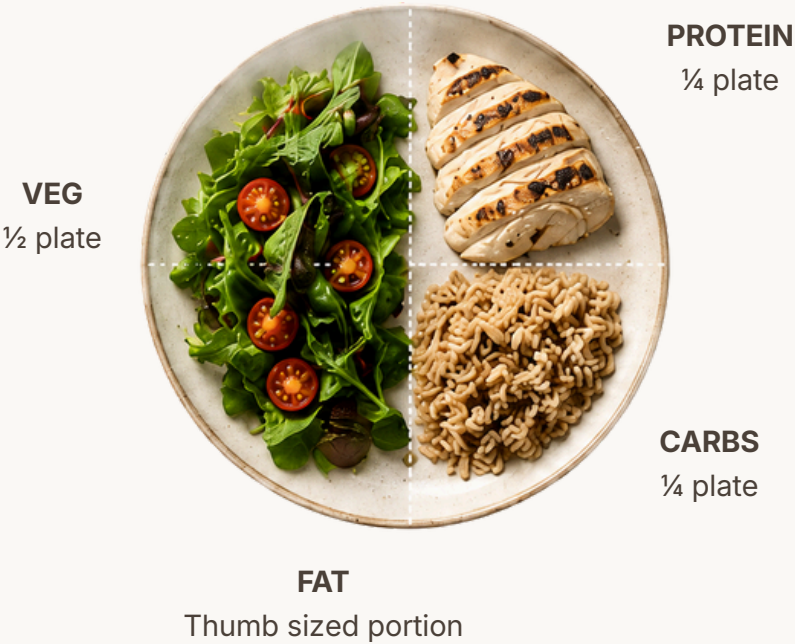
It's not about eating less.
It's about eating what your body actually needs.

Most conventional plate models are built for calories, not for optimising hormones, energy, mood or long-term health.

Here's the difference:

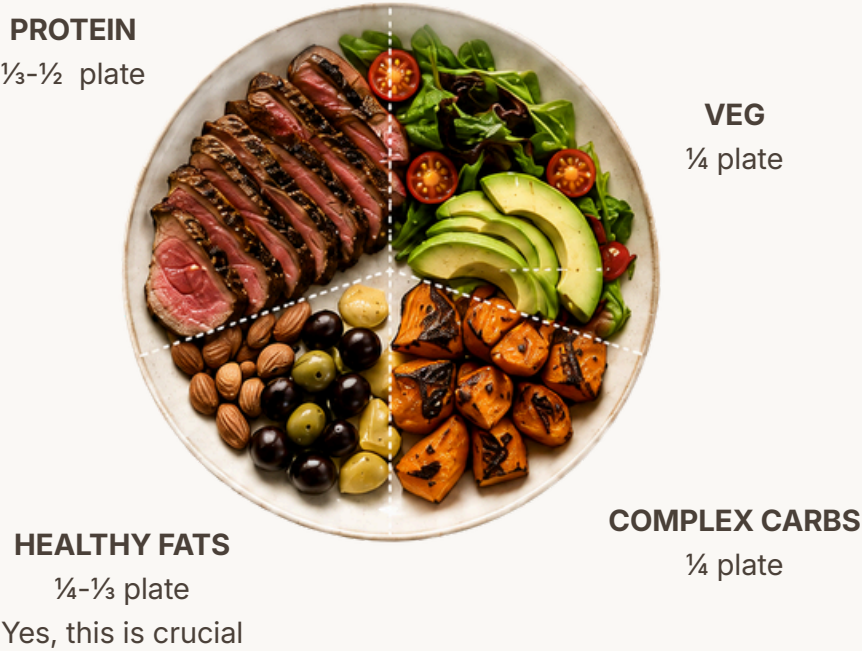
THE CONVENTIONAL PLATE

Built for calorie control



THE HORMONE & ENERGY PLATE

Built for hormones, energy & long-term health



PRINCIPLE 7 CONTINUED

A DAY OF EATING THAT SUPPORTS YOUR HEALTH

BREAKFAST



e.g. Greek yoghurt with berries & banana, chia seeds, nuts & a drizzle of almond butter.

LUNCH



e.g. Chicken, salad, avocado, olives, feta & extra virgin olive oil.

DINNER



e.g. Salmon, roasted sweet potato, green veg & mixed seeds.

SNACK/
IF HUNGRY



e.g. Macadamias, 80%+ dark chocolate & raspberries.

WHY THIS MATTERS



Stable energy
all day



Balanced
blood sugar



Better
hormones



Reduced
cravings



Long-term
health

*You don't need a perfect diet. You need a better plate.
Build it once & it becomes second nature.*

READY TO GO DEEPER?

If this guide has changed the way you think about health,
imagine what we could uncover using
your own symptoms, health history & blood work.

Together, let's assess your:



BLOOD WORK



GUT HEALTH



HORMONES



ENERGY, SLEEP & MOOD



LONGEVITY



PERFORMANCE

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