

# THE HORMONE- FRIENDLY GROCERY GUIDE

*What to put in your cart — and why — to support your hormones every single day*

5 hormone goals · 50+ foods · science behind every choice

**Dr. Shakeeka Misher, DNP, APRN, FNP-C**

Founder, Thryva Wellness | Functional Medicine & Hormone Optimization

[wellnessthryva.com](http://wellnessthryva.com) | [@thryvawellness](https://www.instagram.com/thryvawellness)

## BEFORE YOU SHOP

# Food Is Your First Hormone Tool

**Before any supplement. Before any protocol. Before any prescription —**

the food you eat every single day is either supporting your hormones or working against them.

After 35, your body plays by different rules. As estrogen shifts, progesterone fluctuates, thyroid function grows more sensitive, and cortisol becomes harder to manage — your food is either giving your body the raw materials it needs, or adding to the burden.

This guide organizes food by what it actually does for your hormones. Five goals. Five sections. Real food from any grocery store.

**01**

**Blood Sugar**

*Energy crashes, belly weight, cravings*

**02**

**Estrogen Balance**

*Irregular cycles, PMS, mood swings*

**03**

**Thyroid Support**

*Hair loss, cold, sluggish, weight resistance*

**04**

**Cortisol & Stress**

*Wired but tired, anxious, belly fat*

**05**

**Progesterone**

*Insomnia, anxiety, PMS, irregular cycles*

★ **START WITH YOUR MOST PRESSING SYMPTOM**

You don't need to eat from every section every day. Pick the one that matches where you feel worst and start there. You'll feel the difference within 2–3 weeks.

SECTION 01 OF 05

# Blood Sugar Stability

*The rhythm section of your hormone symphony*

When blood sugar spikes and crashes, cortisol rises to compensate. Insulin climbs. And your estrogen, progesterone, and thyroid hormones all pay the price. Blood sugar dysregulation is the single most common root cause driver we see in women over 35.

**The good news: food is your most powerful tool to correct it.**

## **Full-fat Greek yogurt**

Protein + fat slows glucose; probiotics metabolize excess estrogen

## **Eggs**

Complete protein — stable energy, zero glucose spike

## **Chia seeds**

Fiber + omega-3s blunt blood sugar response at every meal

## **Berries (all types)**

Low glycemic; antioxidants fight the inflammation driving insulin resistance

## **Lentils**

High fiber + protein — the ideal carb for hormone balance

## **Almonds**

Magnesium-rich; directly supports insulin receptor function

## **Avocado**

Healthy fat stabilizes blood sugar and fuels progesterone production

## **Wild salmon**

Omega-3s reduce inflammation; protein triggers satiety hormones

## **Cinnamon**

Improves cellular insulin sensitivity — add to everything

## **Apple cider vinegar**

Slows gastric emptying before meals; blunts the glucose spike

## **The Yogurt Rule**

Choose full-fat Greek yogurt with live cultures and under 8g of sugar per serving.

The protein + fat slows glucose release. The probiotics feed your estrobolome — the gut bacteria that metabolize and clear excess estrogen.

Pair with ground flaxseeds and berries: hormone support in one bowl.

# Estrogen Balance

*It's not always too little — often it's the wrong ratio*

Estrogen imbalance in perimenopause isn't always about having too little — it's often about having the wrong ratio, or estrogen that isn't being processed and cleared efficiently by your liver and gut. These foods support your body's ability to metabolize estrogen properly.

**Less about restriction, more about supporting the right pathways.**

## Ground flaxseeds

Lignans bind excess estrogen and support healthy clearance

## Cruciferous vegetables

DIM supports liver estrogen detox — broccoli, kale, arugula, cauliflower

## Fermented foods

Kimchi, kefir, yogurt — feed the gut bacteria that metabolize estrogen

## Pomegranate

Natural estrogen modulators; supports healthy balance

## Sesame seeds

Rich in lignans; support estrogen receptor activity

## Organic fermented soy

Tempeh, miso — isoflavones act as protective estrogen modulators

## Leafy greens

Folate supports methylation — your body's estrogen detox pathway

## Beets

Liver support + phase 2 estrogen detoxification

## The Daily Flax Habit

One tablespoon of ground flaxseeds daily is one of the most evidence-backed food interventions for estrogen balance.

Stir into Greek yogurt, blend into a smoothie, mix into oatmeal. Ground only — whole seeds pass through undigested.

Note: If you are on hormone therapy, discuss with your provider before making it a daily staple.

# Thyroid Support

*Your metabolism, energy, mood and weight all live here*

Your thyroid governs metabolism, energy, mood, and weight — and it's extraordinarily sensitive to nutritional deficiencies. Selenium, iodine, zinc, and tyrosine are the raw materials your thyroid uses to produce and convert hormones. Many women are depleted in one or more of these without knowing it.

**You cannot out-medicate a nutritional deficiency. Feed the system first.**

## **Brazil nuts (1–2/day)**

Richest food source of selenium — essential for T4-to-T3 conversion

## **Wild-caught fish**

Iodine + omega-3s support thyroid hormone production

## **Pumpkin seeds**

Zinc for thyroid hormone synthesis — one of the best food sources

## **Sea vegetables (nori, dulse)**

Natural iodine — the raw material thyroid hormones are made from

## **Chicken or turkey**

Tyrosine-rich — the amino acid backbone of thyroid hormone

## **Grass-fed beef**

Iron + zinc + selenium trifecta for thyroid support

## **Sweet potato**

Vitamin A supports thyroid receptor sensitivity

## **Bone broth**

Glycine supports gut lining — leaky gut is a Hashimoto's trigger

## **The Brazil Nut Rule: 1–2 Per Day — No More**

Brazil nuts are the richest food source of selenium on the planet. Just 1–2 gives you your full daily requirement.

More is not better. Selenium toxicity is real at high doses. Consistency beats quantity every time.

Also: lightly cook cruciferous vegetables if you have a thyroid condition — raw goitrogens can suppress thyroid function at high amounts.

# Cortisol & Stress

*The most overlooked hormone disruptor for high-performing women*

When cortisol stays elevated — from work, poor sleep, under-eating, or relentless scheduling — it directly suppresses progesterone, disrupts thyroid conversion, and drives visceral fat storage. You cannot out-supplement a high-stress lifestyle.

**But you can feed your adrenal system in a way that builds resilience and blunts the spike.**

## **Dark chocolate (70%+)**

Magnesium + flavanols directly blunt cortisol response to stress

## **Fatty fish (salmon, sardines)**

Omega-3s reduce the cortisol spike and inflammation from stress

## **Blueberries**

Antioxidants reduce cortisol-driven oxidative stress

## **Oats**

Complex carbs post-workout lower elevated cortisol

## **Pumpkin seeds**

Magnesium + zinc — both depleted rapidly under chronic stress

## **Chamomile / lemon balm tea**

GABA-modulating herbs that calm the HPA axis

## **Ashwagandha (in latte/food)**

Adaptogen that directly modulates cortisol output

## **Liver / organ meats**

B vitamins (especially B5) are essential for adrenal hormone production

## **The Meal-Skipping Warning**

Skipping meals — especially breakfast — is one of the most common cortisol triggers for women over 35.

When blood sugar drops, cortisol rises to compensate. For women already under stress, this creates a loop that suppresses progesterone and wrecks sleep.

If intermittent fasting feels good, that's individual. But if you have fatigue, anxiety, or sleep disruption — skipping meals may be making it worse.

# Progesterone

*The calming counterpart — and the first to go*

Progesterone is the calming, balancing counterpart to estrogen — and it's typically the first hormone to decline in perimenopause. Low progesterone looks like anxiety, insomnia, irregular periods, and that relentless 'wired but tired' feeling.

**Your body can't produce it without specific nutritional cofactors. Give it what it needs.**

## **Oysters + beef + pumpkin seeds**

Zinc supports the LH surge that triggers progesterone production

## **Bell peppers + kiwi**

Corpus luteum is one of the highest Vitamin C tissues in the body

## **Walnuts**

Magnesium + B6 + healthy fats — triple progesterone support

## **Chickpeas**

B6-rich; essential cofactor in progesterone synthesis

## **Leafy greens + legumes**

Magnesium and B6 support progesterone and receptor sensitivity

## **Quinoa + oats**

Steady glucose prevents cortisol spikes that suppress progesterone

## **Luteal Phase Nutrition — Days 15–28**

In the second half of your cycle, your body's demand for magnesium, zinc, B6, and Vitamin C increases significantly.

Deliberately increasing these foods during Days 15–28 can reduce PMS, improve sleep quality, and support more stable progesterone production.

If your cycles are irregular or you're in perimenopause, a functional medicine provider can help you navigate the timing.

# What to Limit

*This guide is built around adding — not restricting. But these five are worth knowing.*

Limit This	Why It Matters for Hormones
<b>Ultra-processed seed oils</b>	Promote inflammation that disrupts hormone receptor function and accelerates estrogen dominance
<b>Added sugar + refined carbs</b>	Drive insulin resistance — the most common hidden root cause of hormone imbalance after 35
<b>Alcohol (especially wine)</b>	Impairs liver estrogen clearance; disrupts sleep architecture; raises cortisol
<b>Conventional dairy + meat</b>	May contain synthetic hormones and pesticide residues that act as endocrine disruptors
<b>Heating food in plastic</b>	BPA and phthalates are xenoestrogens — chemicals that mimic estrogen in the body

SCREENSHOT THIS · TAKE IT TO THE STORE

## Hormone Grocery Cheat Sheet

Hormone Goal	Top Foods to Grab	Daily Non-Negotiable
<b>Blood Sugar / Insulin</b>	Eggs, Greek yogurt, lentils, berries, avocado, chia seeds	Protein + fat first at every single meal
<b>Estrogen Balance</b>	Ground flaxseeds, cruciferous veg, fermented foods, beets	1 tbsp ground flax daily — smoothie or yogurt
<b>Thyroid Support</b>	Brazil nuts, wild fish, pumpkin seeds, sweet potato	1–2 Brazil nuts per day — not more
<b>Cortisol / Stress</b>	Dark chocolate, fatty fish, blueberries, chamomile tea	Never skip meals — low blood sugar spikes cortisol
<b>Progesterone</b>	Oysters, bell peppers, walnuts, chickpeas, leafy greens	Days 15–28: increase these foods intentionally

READY TO GO DEEPER?

# Food Is the Foundation. Your Hormones Are the Blueprint.

This guide gives you the what. But knowing which of these areas matters most for your body — based on your labs, your symptoms, your history — that's where we come in.

At Thryva Wellness, we work with high-performing women who are doing everything 'right' and still don't feel like themselves. We don't just order labs. We read the story behind them and build a root cause plan specific to you.

## The Hormone Strategy Intensive

*A comprehensive deep dive into your hormone health —*

your labs · your symptoms · your history · your personalized root cause plan

**Book at**

**<https://thryvablueprint.com/hormone-strategy-intensive-3870>**

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hello@wellnessthryva.com | (915) 209-0118 | @thryvawellness  
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