



FORTITUDE COUNSELING & WELLNESS SERVICES, INC.

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Lexington, NC 27292**

Welcome to the first ever Fortitude Counseling newsletter! I meant to start doing these many years ago, but I also never wanted to be one of those people that sent tons of emails a week so I didn't want to get out of control either. So with that in mind I promise you will only get a maximum of one email update or newsletter per week, unless you signed up for something else that you're getting emails for (a specific service). Those other things might include other programs that you are involved in with Fortitude that include weekly emails or educational material. You can also unsubscribe at any time, and to ensure that our system unsubscribed you, please follow up with an email to admin@fortitutedcounselingnc.com. All you need to include is the email address that you received the newsletter at and state unsubscribed to newsletter.

Now on to fun stuff, as most of you know during Covid we went to virtual only appointments and during that time we outgrew our office due to the demand and wouldn't have the space for all of our new therapists. It had always been my dream to buy land that had enough space to do walk and talk therapy, do animal assisted therapy in the future, art therapy, movement therapy and build something that was more inviting and less sterile than a medical office. Our name has Counseling And Wellness, since I had always planned that we would offer other Wellness services to address a more holistic approach. I finally found the perfect property. It was the site of an old farm house that previously burned down with almost 4 acres and an old barn. We have finally received estimates and are ready to start construction! The new building will give us a minimum of 8 offices, reception, lobby and 3 - 1/2 baths. To ensure that we can continue offering intern appointments for \$5-\$30 and sliding scale to those in need, we are launching our first fundraiser this week to help offset the cost to keep our overhead low. If our overhead is too high we would not be able to offer these prices in the future. We are selling bricks, tiles, and sponsorships for benches in our themed walkways (outside) and lobby area (inside). They will have different price points so that anyone wanting to participate will be able to and for the corporate spots (all of those listing "your artwork here") it is permanent advertisement, which equals a tax write off for you and shows that you support our communities mental wellness! It will also be a way for you to have a permanent mark on our new wellness center. Here is the link for the bricks and tiles <https://donate.brickmarkers.com/fort>, you can also find it on our website and Facebook page.

We are also launching new wellness services, see below to read more about that and our introductory program. We have also been working hard to redesign our website and that was launched today, so please excuse any glitches! We are still perfecting it for you! You can still find us at www.fortitutedcounselingnc.com.

Introducing Fortitude's New Functional Medicine Services!

What is Functional Medicine? Finding the root cause of physical and mental health issues?

- **Do you have any fatigue, joint pain, arthritis or other inflammation?**
- **Are you having trouble with your weight and nothing you do changes the outcome?**
- **Do you have any problems with your hormones or thyroid?**
- **Are you struggling with depression, anxiety, lack of energy or motivation?**
- **Do your doctors run tests after you tell them symptoms and then tell you everything is normal? Are you tired of it and want someone to figure out where these symptoms are coming from?**

If you answered yes to any of these question or have other on going issues including autoimmune disorders, IBS or have just felt something was off but didn't know what, then let me tell you more about Functional medicine and our introductory program. I am launching my 1st Functional Medicine program "Happiness is in the gut!" and kickstarting it at a special introductory rate. As the name implies, when we work on your digestive health, you will see an overall improvement in your happiness and life satisfaction. When the gut is working well it improves our overall physical and mental health. It is proven that 95% of our serotonin is controlled in our gut, that directly affects our depression and anxiety. So, no matter how you're being affected you're going to be happier and live a fuller life once your gut health is better balanced and everything is moving along smoothly!

Start feeling better within the first month. This program will also help people who want to get in better shape whether it's losing weight or just getting more active, having the proper balance in your body helps your body to find its natural weight and work at peak performance.

Some of you may not know what functional medicine is, so let's look at that first. Functional medicine is all about finding the root cause of symptoms by checking that your body is working properly and having the right levels of vitamins, minerals, hormones, with no toxins or bacteria overgrowth to reduce inflammation. It can be adjusted and controlled long term by vitamins and supplements or diet (or a combination of both). We use tests to see what is going on inside your body, not just guess based on symptoms. The reason my program starts with gut health is because it controls and affects everything in the body, it is referred to as our second brain for that reason. If we don't get it functioning properly it doesn't matter what else we do in our body it won't stay stable. Our gut is linked to every autoimmune disorder, hormone imbalance, inflammation, and our mental health. I'm going to start doing some educational recordings and handouts to help people better understand how your gut works with all the systems in your body. Soon you will all get an invite to a new YouTube channel I am creating for that content.

Let me share briefly how I ended up interested in Functional Medicine. My family members and I have several autoimmune disorders and our doctors were running test after test (costing me thousands in out-of-pocket expense, even with 'good' insurance) and coming back with nothing. However, with the normal results we still suffered from symptoms! Sometimes I even felt like they thought I was just making up our (my son and I) symptoms or lying to them. I knew I was not, and something was not right. They would treat the symptoms rather than the root cause of the problem (most times with little to no improvement in symptoms). When I found out there was another way to look at these things and find the root cause to start healing my body, so I would not need so many medicines for symptoms or more tests (at least not for the same thing), I had to learn more. Eventually, I had to try it because everything I was reading made sense. That other way was Functional Medicine. Once I started getting my gut health balanced, I started noticing a decrease in my fatigue, chronic pain, joint stiffness, and I started losing weight. I had more energy and motivation to get things done. I didn't feel tired, sluggish, or bloated any longer. So, I started looking into a certification program because I knew I had a lot of people suffering from depression, anxiety, and ADHD symptoms due to the doctors not healing their physical health. There were so many different programs out there, after interviewing many of them I finally found The Functional Medicine Academy (FMA). I felt it was a perfect fit for me and the goals I had for adding this into my practice.

I am extremely excited about this and how it can help people live their best life. So I decided to sign up for mentorship through FMA and Dr. Z. Which leads to why I am also doing the special introductory rate for anyone who signs up before the end of August. My mentorship started on July 1st and I will have case reviews with Dr. Z three times per week. So, I want to get more people signed quickly so they will not only have my training, but also my mentors training looking at their overall picture to get results! The test that's included will give us enough information to adjust things so that you will get results from this program just by doing that one test. We have included the cost of the test in the package as that is usually paid for separately, but we wanted to ensure that everyone had the best testing completed to ensure results.

Please see the attached program description below that breaks down the pricing and everything included in the program. If you have any questions/concerns, wondering if you are a good fit for the program, or you are ready to sign up email me at beth.salter@fortitudecounselingnc.com.

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FEEL BETTER

GUT HEALTH

Hormonal Responses & What controls it in the Digestive System!

STOMACH

- Gastrin
- Ghrelin
- Neuropeptide Y
- Somatostatin
- Histamine
- Endothelin

PANCREAS

- Insulin
- Glucagon
- Somatostatin
- Pancreatic Polypeptide

DUODENUM

- Secretin
- Cholecystokinin (CCK)

LIVER

- Insulin-like growth factor (somatomedin)
- Angiotensinogen, angiotensin
- Thrombopoietin

ADRENAL

- Cortex: Glucocorticoids (cortisol), Mineralocorticoids (aldosterone), estrogens, progesterone, androgens (DHEA, testosterone)
- Medulla: catecholamines (epinephrine/norepinephrine, dopamine, enkephalin)
- Cholecystokinin (CCK)

KIDNEY

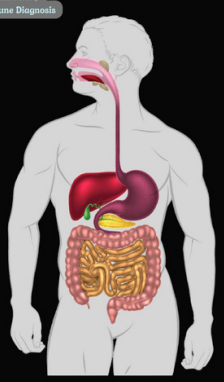
- Renin
- Erythropoietin
- Calcitriol
- Thrombopoietin
- Glucagon

Symptoms you notice in your body that you can get relief from!

Joint pain, Fatigue, Unintended weight gain or loss, Difficulty losing weight when intended, Mood issues (depression, anxiety, irritability, ADHD, etc.), Hormonal imbalances, Swelling, Headaches, Indigestion, Heartburn, Reflux, Burping, Bloating, Hair loss, Nausea, Nail issues (weak), Anemia, Allergies, Asthma, Autoimmunity, Eczema, Psoriasis, Pain, Inflammation, Diarrhea, Constipation, Gas, Floating Stool, Discolored Stool, Throat Sluggish, Throat, Halitosis, Nutritional Deficiencies, Food Sensitivities, Confusion, Acne, Rash, Cold Sores, Autoimmune Diagnosis

Digestive Disorders

- Mouth: Mouth ulcers, lesions, canker sores, inflamed tongue, thrush
- Esophagus: Barrett's Esophagus, Acid Reflux, Heartburn
- Stomach: Gastric ulcer, Gastritis
- Liver: Viral/Bacterial Hepatitis, Cirrhosis, NASH - Non-Alcoholic Fatty Liver Disease
- Gallbladder: Gallstones
- Pancreas: Pancreatitis
- Small Intestine: SIBO, Candida, parasites, Leaky Gut (intestinal Hyper-permeability), Crohn's Disease
- Large Intestine (colon): Diverticulitis, Constipation
- Rectum - anus: Ulcerative Colitis, Appendicitis, Hemorrhoids




Happiness is Found in the Gut!

6 Month Program (All visits are currently virtual)

- **Intake 60 minute visit (\$250)**
- **GI MAP w/Zonulin (\$450)** This gives us a look at your whole system and how everything is working in your gut. Our gut is our second brain and really is the root of most physical and mental health problems. Once it is working well and balanced, we can fine tune any other issues. However, until that is fixed we will not be able to keep other hormones or symptoms regulated overtime. That is why we start with the gut!
- **A through review all previous medical records and test results from other providers to start piecing together your functional profile to see the most effective and rapid way for you to start feeling better while waiting for the GI Map Test result. (\$800 depending on complexity)**
- **Report Of Findings visit 60 min (\$250)**
- **Six Follow Up visits 30 minutes (\$150 x 6 = \$900) 2 per month for first 2 months after ROF, then 1 per month**
- **Individual meal plan (\$300 value)**
- **2 Bonus group classes (educational) (value \$450)**
- **Phone support (2x/month up to 30 min each (\$1200)**
- **Email support (value varies depending on needs)**
- **Invited to the launch of the Facebook page with more free educational information and guided journals emailed to you weekly (\$250)**
- **10% OFF all supplements (value of this varies)**
- **Discounted add on services (any other testing that might be helpful and you desire, such as hormone testing, allergy testing, food sensitivity testing, personalized plan for weight loss, etc.)**

Total Value Of Over \$5000

Priced at \$2,395.00 if paid in full

6—month payment plan—1st month is \$600, 5 monthly payments of \$399 (Totaling \$2595)
12—month payment plan— 1st month is \$476, 11 monthly payments of \$229 (Totaling \$2995)

***Ask about how you might be eligible to bill visits through behavioral health insurance which will save you some out of pocket expenses.**

Earn credit for referrals (get up to \$250 credit for anyone who signs up and mentions you sent them)

Email or call to schedule a free 15-30 consult to find out how this program could help you feel better and have more energy or to answer any questions you might have!

EXCITING THINGS ARE HAPPENING AT FORTITUDE!

We wanted to let you know about our new land, construction on our new building starting, the fundraiser (why that's important), our new wellness services that launched last month and the updates to our website! We also plan to keep in touch more often!



The new land located at
1874 W Old US 64,
Lexington, NC 27295

Rough draft of the
new building



Click here to see our fundraiser!

<https://donate.brickmarkers.com/fort>

Home page of our new website
www.fortitudecounselingnc.com

Welcome to Fortitude Counseling &
Wellness Services, Inc.!

We are here to make mental wellness and life satisfaction affordable and accessible. You can have your session from anywhere you have privacy and a phone, computer or tablet. Our new wellness center will open early 2023, in-person services will be offered again at that time.

