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Contact: Melinda Zemper

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Email: [mzemper@fuse.net](mailto:mzemper@fuse.net)

Phone: (513) 706-3737

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## **Happy Hormone Cottage Celebrates 5<sup>th</sup> Anniversary**

*Women talk, word spreads, and HHC continues to grow*

Five years ago, Lyn Hogrefe rented a small, stone cottage in the heart of Centerville, Ohio as a place for women to share their health stories and learn how to achieve a hormonally- balanced life.

She called her quaint meeting place the Happy Hormone Cottage (HHC), and what she thought would be an education forum caught fire with women who began to question their doctors' assertions that hot flashes, lack of sexual desire, weight gain, and sleeplessness were normal aspects of aging.

A 30-year educator who underwent an emergency hysterectomy at the age of 49, Hogrefe didn't have a business plan-- much less an idea-- that Happy Hormone Cottage would grow into a successful business with five offices in five years.

She just wanted to help women by sharing what she learned about bioidentical hormones.



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“This is a passion,” said Hogrefe, chief executive officer of Happy Hormone Cottage based in Kettering. “HHC grew organically from demand. I just happen to fill a niche of women helping women. “

Hogrefe listened as women as young as 20-somethings told her of perimenopausal and menopausal symptoms that escalated into adrenal and thyroid problems—and shared with them that a healthy diet, exercise, and Bioidentical Hormone Replacement Therapy (BHRT) could alleviate or even eliminate their symptoms.

Women began to feel better, so they told their friends and inner circles, who told *their* friends and inner circles. Now Hogrefe has a necklace of five offices along the I-75 corridor strung from Dayton to northern Kentucky that have helped more than 5,000 women get tested, treated and feel better. HHC offices are in Piqua, Vandalia, Kettering and Mason, Ohio and Crestview Hills, Kentucky.

“Hormones are to women like water is to plants,” said Hogrefe. “When your hormones are depleted or out of balance, your health is compromised. You wilt. Thyroid, adrenals and sex hormones are all linked. We help women monitor and maintain their hormone balance.”

### **Respecting Each Woman’s Wisdom to Make the Right Health Choices**

Women’s life coach Lisa Capehart of Augusta, Ky., started her career in 1996 as a physiologist specializing in personal fitness training to help women lose weight and get in shape. She realized quickly



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that there was more to losing weight than “calories in, calories out.”

“Eating healthier and exercising is hardly ever the only answer to weight loss,” said Capehart. “Along with the loss of muscle mass as we age, sex hormone imbalance, raised cortisol and insulin levels can lead to weight gain, as well as adrenal and/or thyroid issues. Once I help a woman figure out what’s really going on in her life and why she is unhappy, I encourage her to check her hormone levels and consider bioidentical hormone replacement therapy (BHRT) as part of her wellness plan.”

Capehart had been using bioidentical hormones for about 12 years when she moved to Kentucky from Atlanta eight years ago. “When I came across the Happy Hormone Cottage website, I realized Lyn Hogrefe was doing what my old doctor, Eldred Taylor, was doing in Atlanta: educating women to take responsibility for their hormone health..” Taylor is a pioneer in BHRT therapy and its positive effects on women’s health.

“When I met Lyn, I immediately felt at home,” said Capehart. “I was amazed at her energy and passion for educating women and being the David going up against Goliath—standing up to traditional, conventional medicine.

“I think Lyn’s biggest strength is maintaining her composure in the face of criticism from conventional medicine and moving forward in her mission to educate women about their hormone health. She respects each woman’s wisdom and rests in the idea that she has supplied the correct information, yet



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encourages each woman to make her own choice. She is dogged, yet she continues to educate pleasantly, which is difficult to do at times.”

Lily Peters of Union, Ohio, a high-energy, 59-year old real estate salesperson, said she noticed her energy flagging and libido falling when she was 51 years old. A German exchange student staying at her home told Peters that her mother used bioidentical hormones back in Germany. BHRT has been used safely by European women for 25 to 30 years.

Peters began to research her symptoms and search for a solution to her anxiety about aging.

“I had always been a person who could do three to four things at once and be very effective,” said Peters. “Then the bottom dropped out of my life and by 7 p.m., I was exhausted each night. My body had nothing more to give. My hormone tank was empty. Since I began taking bioidentical hormones, I feel twenty years younger and have a lot of energy. We are so fortunate to have advocates for women’s health in Ohio like Lyn. I feel this is the natural way to go: listen to your body and do your research. “

### **Hormone imbalances affect women of all ages**

Cassie Guard, 35, owner of Femme Fatale Fitness in Kettering, just wanted to be happy when she met Hogrefe and started going to Happy Hormone Cottage four years ago.

“I wanted to sleep like a normal person, lose the extra 40 pounds I was carrying, and stop losing my hair and-- God forbid I ever have sex again,” she said. “It was only after undergoing testing that I realized



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that my hormones were out of balance. Not only am I grateful for Lyn, I am inspired by her. She fights people every day who think looking into your hormones is rubbish and won't help anything. I haven't come across a woman yet who is as strong as her. But she just keeps smiling and says that she and the Hormone Cottage will be there for them when they are ready to look to natural hormone therapy. Lyn and Happy Hormone Cottage need to be shared and celebrated.”

Kristen Bitonte, of Liberty Township, Ohio, had two small children and was very busy at work when she realized she needed to have her hormones tested. “I would hate to think where I would be today if I hadn't met Lyn,” said Bitonte. “She has been such an amazing support system for me, guiding me every step of the way back to feeling good again, back to having the energy that I thought was lost forever.

“When I started working with Lyn, I was in my mid-30s, which most would think is too young to have hormonal issues. But all women are different and there isn't a one-size-fits-all guideline. Each woman knows her body better than anyone else and we know when we just aren't feeling like ourselves. The worst thing is to have someone tell you ‘It's just what happens as you get older’ or ‘All of your levels are in the normal range.’”

Women from as far away as Texas, Florida, Tennessee, Mississippi and Alabama drive or fly to Ohio to meet with a Happy Hormone Cottage consultant and nurse practitioner Angela Rothstein.

“This tells me that women are not satisfied with conventionally-trained doctors' current standard of



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care that supports a big pharma agenda,” said Hogrefe. “Women are questioning doctors who tell them their hormone levels are within normal range when they know they feel awful. What is normal for each woman is unique to her. We listen to women, validate their feelings about their health and help them get tested, treated and better.”

Women can obtain a free, initial consultation, and get their hormone, cortisol and thyroid levels tested. A compounded, personalized prescription of hormone cream containing biestrogen, progesterone and testosterone is then created for each woman based on her hormone needs. Each client’s adrenal glands and thyroid issues are also addressed in the same customized, personalized manner because each woman is different, added Hogrefe.

Hogrefe has written *Own Your Journey to Optimal Hormone Balance* (New Leaf Press, April, 2014), a book on her personal journey to wellness through BHRT. She is also a speaker, educator and blogger on women’s hormone health. The book is available on the Happy Hormone Cottage website and in all its office locations.

As Happy Hormone Cottage moves into its sixth year, it will continue to be an endeavor of the heart--women helping women by educating, empowering and committing them to attain their best health naturally, said Hogrefe.

“We just began listening to women and validating them to figure out how to solve their hormone imbalance issues at the root level,” she said. “When we fix the issue and prevent disease that is based on the



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biochemistry of the body at the same time, we get results. Women talk and word spreads. We continue to grow.”

Hogrefe’s next book signing will be held Tuesday, Sept 16 at Nonnie Waller’s Cross Pointe Town Center, 101 E. Alex-Bell Road in Centerville, Ohio.

For a complete schedule of Happy Hormone Cottage events, go to [www.happyhormonecottage.com/events.htm](http://www.happyhormonecottage.com/events.htm).

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