HolistIQ

WEIGHT & METABOLIC WELLNESS PATHWAY

Body Rebalance

Your body isn't broken.
It's adapting.

HolistIQ · Dr. Anubha Goel, PT, DPT, AADP · Plainview, Long Island, NY
holistiqcare.com · 516 946 1201 · dranubha@holistiqcare.com

START HERE

The Problem With Everything You've Tried

Let's just say it out loud. You've tried stuff. A lot of stuff.

The diets. The calorie apps. The injections. The "just eat clean and move more" advice from people who seem to lose weight by looking at a salad. You've done the work. You've had stretches where things clicked. And then it stopped. The weight came back. Or it never left in the first place.

And the worst part? You start thinking it's you. That you're doing something wrong. That you just don't have enough willpower or discipline or whatever else they call it these days.

It's not you. It really isn't.

If you've been searching for a holistic weight loss program that actually goes deeper than calories and cardio, you've probably noticed something. They all promise the same thing. Fewer pounds. Smaller numbers. A "new you" in 8 weeks. But what if weight was never the real problem?

For 50 years the weight loss industry has sold one idea: smaller is healthier. Lighter is better. If the number on the scale goes down, you're winning. If it doesn't, you're failing. Billions of dollars. Thousands of programs. And what happened? Obesity keeps rising. Metabolic disease keeps rising. Fatigue, anxiety, inflammation, hormonal chaos, all of it keeps rising.

Something isn't working. And it was never you. The problem is that the entire industry has been measuring the wrong thing.

THE REAL ISSUE

Your Body Doesn't Care About Your Weight

Your body doesn't wake up trying to hit a number on a scale. Your body wakes up trying to survive. A 150-pound body can be strong or weak. Inflamed or healthy. Full of energy or completely exhausted. The scale can't tell the difference. Yet we've built an entire industry around a number that tells us almost nothing.

People lose weight. But they don't gain health. They get lighter on the scale and sicker on the inside. They fit into smaller clothes but can't get through the afternoon without crashing. They hit their "goal weight" and still feel terrible. That's not success. That's just a smaller version of the same problem.

WHAT WE BELIEVE

Your Body Is Not the Enemy

Your body is not a burden. Your body is not a before picture. Your body is not an aesthetic project. Your body is the most advanced piece of biological technology you will ever own. And it's not randomly storing weight. It's adapting.

Your body shape isn't random. It's the result of thousands of biological decisions your body has made to keep you alive.

Stress. Sleep deprivation. Hormonal shifts. Inflammation. Nutrient gaps. Environmental burden. Emotional overload. Your body responds to all of it by creating survival strategies. Sometimes that looks like belly fat. Sometimes it looks like water retention. Sometimes it's a slower metabolism, increased appetite, or energy conservation.

Your body isn't trying to make you overweight. Your body is trying to keep you alive. And for years, maybe decades, you've been fighting the very adaptations that are trying to protect you.

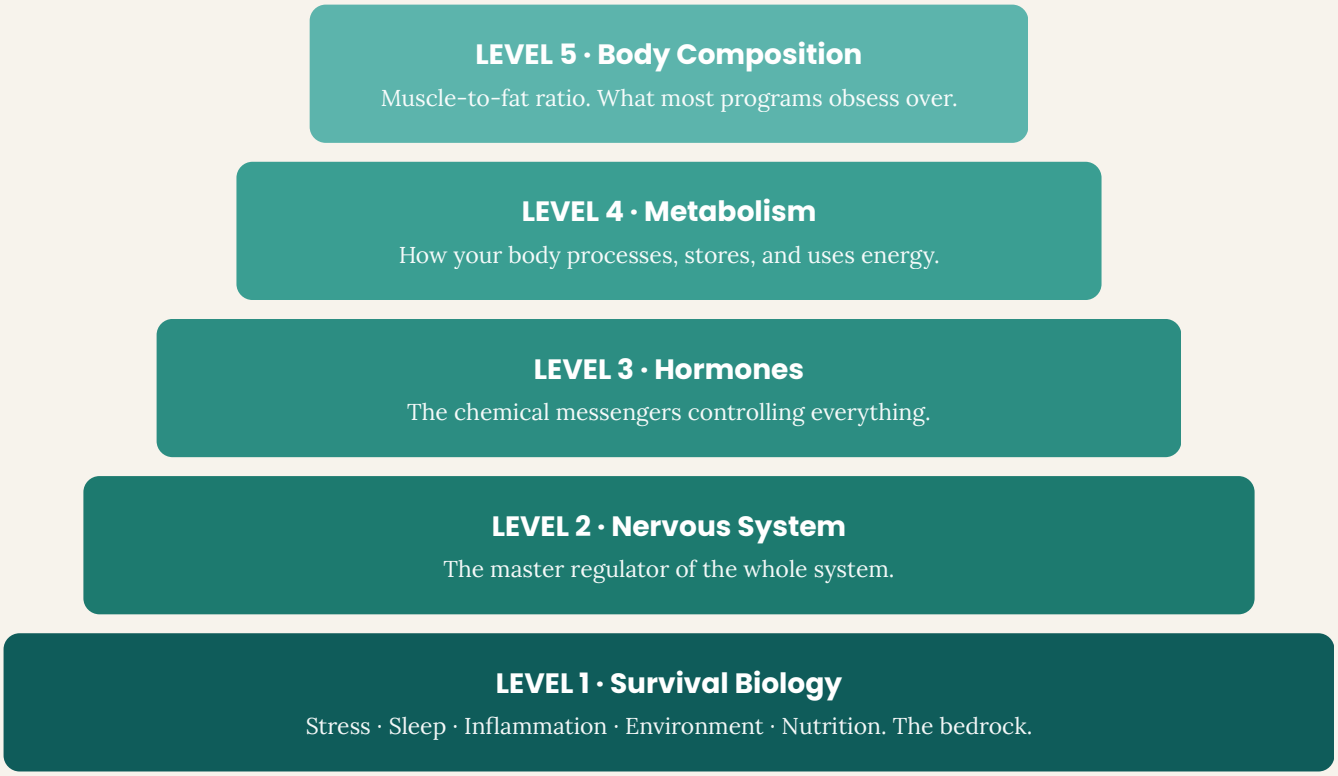
We are ending the war against the body. We are learning why the body adapted in the first place.

That's the belief this whole pathway is built on. Not just a nice line to put on a page. It's the actual thinking behind everything we do with you.

THE FRAMEWORK

The Body Composition Pyramid

This is how HolistIQ thinks about your body. And it's the reason this approach works when nothing else has. Most programs start at the top. They go straight to body composition. Lose the fat. Build the muscle. Change how you look. HolistIQ starts at the bottom. Because what's underneath determines everything above it.



Most programs start at Level 5. HolistIQ starts at Level 1.

When the foundation stabilizes, the layers above it start correcting themselves. Not because you forced them to. Because you gave your body what it needed to stop surviving and start thriving.

A FAIR QUESTION

How This Is Different From Functional Medicine

You might be thinking "my functional medicine doctor already looks at root cause." And that's fair. Functional medicine does good work. But there's a difference.

Functional medicine looks at labs. HolistIQ looks at patterns.

Labs give you a snapshot. One moment in time. Numbers on a page. Your HealthPrint™ gives you the story. How your systems are connected. How they're adapting to each other. How stress in one area is creating a chain reaction across your whole body.

That's why two people with identical lab results can feel completely different. One is exhausted and gaining weight. The other feels fine. The labs can't explain that gap. But your HealthPrint can. Because it's not measuring isolated markers. It's mapping the whole system and how it's adapting.

Labs tell you what's off. Your HealthPrint helps show why.

LET'S BE HONEST

What About Weight Loss Injections?

Let's talk about GLP-1 medications. Semaglutide. Tirzepatide. They work for many people. They can reduce appetite and produce significant weight loss. We're not going to pretend otherwise. But here's what they don't do.

- They don't resolve chronic stress.
- They don't address emotional eating patterns.
- They don't reduce inflammation.
- They don't rebalance your nervous system.
- They don't change the lifestyle drivers that created the pattern in the first place.

And studies show that when people stop these medications without addressing the underlying drivers, weight commonly returns. Because the biology underneath hasn't changed. This isn't an argument against injections. Some people benefit from them. But with or without them, the question remains: what's driving the pattern underneath? That's what HolistIQ helps you understand.

WHO THIS IS FOR

This Was Built For You

Women

You've spent years in a fight with your own body. Maybe it started after a pregnancy. Maybe it crept in during a stressful season that never really ended. Maybe it happened during perimenopause and nobody warned you that everything would shift.

You've tried the diets. You've counted the calories. Some worked for a bit and then stopped. And somewhere along the way, you started believing your body is the problem.

It isn't. Discipline was never the missing piece. Your body changed because your biology changed.

This pathway includes structured support for emotional eating patterns. Because food isn't always about hunger. We don't judge that here. We work with it.

You don't need to be smaller to be healthier.

Men

You remember what your body used to feel like. You had energy that lasted. You recovered fast. You felt strong. Like your body was on your side.

And now? Something's different. And it's not just weight. Your gut doesn't feel right. Your energy drops earlier. There's a gap between who you are and who your body says you are. And it's frustrating in a way that's hard to talk about.

You're not lazy. You work. You move. You try. That's not a discipline problem. That's a biology problem.

This pathway includes a dedicated stress-metabolism module. It's not aging. It's adaptation. And adaptation can be understood and worked with.

The goal isn't lighter. It's your body working the way it used to.

Whoever you are, it starts the same way. By figuring out what your body is actually doing, not just what the scale says.

HOW IT WORKS

Start With Discovery, Then Pick Your Path

Everyone starts with Discovery. Then you choose the program your assessment actually points to. Same front door for everyone, and the path that makes the most sense for you from there.

START HERE

Discovery Assessment

$299 · Your Starting Point

This is where everything begins. Before any plan or protocol, we need to understand what's actually happening inside your body. Most programs start with a consultation where you describe symptoms. HolistIQ starts with data. Your body tells us what's going on.

- ✓ HealthPrint™ Assessment (full bioenergetic scan)
- ✓ Lifestyle Review & Stress Load Analysis
- ✓ Nutrition & Recovery Review
- ✓ Personalized Findings Report
- ✓ 60-Minute Consultation with Dr. Anubha
- ✓ Personalized Action Plan you can start that same day

> **Special offer:** $199 of your assessment fee may be applied toward whichever program you choose, when you enroll within 14 days. So if you keep going, the assessment effectively costs $100.

Here is the part people get wrong about us. They think it's a sequence. Do RESET, then pay again for RECOVER, then pay again for TRANSFORM. Nope. After Discovery you pick one program. Just one. And they each do a different job, they are not the same thing stretched longer.

CHOOSE YOUR PROGRAM · OPTION 1

RESET

3 MONTHS

RESET™

$750 · effective $551 with credit

For when you just want to feel like yourself again.

This is the reset. If you're running on empty, sleeping bad, foggy, and just worn down, this is where we start. RESET is about getting your body out of survival mode. We calm the stress load, help your sleep, get your energy back. The bottom of the pyramid. The survival stuff everything else sits on.

WHAT'S INCLUDED

- ✓ Your personalized protocol, built from your Discovery data
- ✓ A self-guided weekly rhythm you follow at your own pace
- ✓ Customized meal plan (separate women's and men's tracks)
- ✓ Supplement recommendations & homeopathic tincture
- ✓ Daily wellness tracker & Quick Start Kit on Day 1
- ✓ Your kickoff session with Dr. Anubha to walk through your plan
- ✓ A personalized written review near the end of your 3 months
- ✓ Async WhatsApp support from Dr. Anubha along the way

BEST FOR

"I'm exhausted and I just want to feel normal again."

What people usually feel in the first 3 months

Most people start to feel less wired and less worn out. Sleep tends to get deeper. That afternoon crash eases up a bit. Energy feels steadier and the constant tiredness starts to lift. Nothing flips overnight, but your body slowly stops feeling like it's fighting you.

CHOOSE YOUR PROGRAM · OPTION 2

RECOVER

6 MONTHS

RECOVER™

$1,250 · effective $1,051 with credit

For when feeling okay isn't enough and you want real change.

RESET gets you stable. RECOVER takes you past that. This is where the visible stuff starts to move. Your metabolism, your body composition, the changes you can actually see and feel. We climb into the middle of the pyramid here, building on the foundation instead of just patching it. Six months is enough time for your body to stop reacting and start rebuilding.

WHAT'S INCLUDED

- ✓ Everything in RESET, extended and deepened
- ✓ A continued self-guided journey across the full 6 months
- ✓ A written check-in partway through
- ✓ A live milestone session with Dr. Anubha at the 6-month mark
- ✓ Ongoing protocol evolution as your patterns change
- ✓ Priority scheduling & a longer-term wellness roadmap
- ✓ Follow-up assessments only as your body indicates

BEST FOR

"I don't just want to feel better, I want to look and move different too."

What people usually feel over 6 months

By around here the shifts get easier to spot. People often notice clothes fitting differently, steadier moods, and cravings that don't run the show anymore. Energy holds up longer through the day. This is usually the point where the people around you start noticing something changed too.

CHOOSE YOUR PROGRAM · OPTION 3

TRANSFORM

12 MONTHS

TRANSFORM™

$2,000 · effective $1,801 with credit

For when you want the full change and you want to keep it.

This is the whole climb. Top of the pyramid. Twelve months is the difference between a phase and a new normal. Most people can change for a few months. Holding it, making it just how you live, that takes longer. And that's the whole point of TRANSFORM.

Here's what makes TRANSFORM different though, and it's not just the length. Your body in month 1 is not your body in month 7. So TRANSFORM is the only program where we stop and re-read you partway through. Around the halfway mark your whole plan gets rebuilt around where your body actually is now, not where it was when you started. The shorter programs run one plan the whole way. TRANSFORM adjusts with you.

WHAT'S INCLUDED

- ✓ Everything in RESET and RECOVER
- ✓ A full mid-year recalibration where your plan is rebuilt around your progress
- ✓ Live milestone sessions with Dr. Anubha at both 6 and 12 months
- ✓ Dr. Anubha's support across the full year as your body keeps adjusting
- ✓ A long-term wellness roadmap for life after the program

BEST FOR

"I want to change for good, not just for a season."

What people usually feel across the year

Over a full year the changes tend to settle in and actually stick. Most people say their energy feels reliable instead of all over the place. Stuff that used to take willpower just feels normal now. Your body recovers well and holds its progress, and the whole thing stops feeling like a program and more like how you live.

SEE THEM SIDE BY SIDE

Quick Comparison

Read the full pages if you want the feel of each one. But if you just want to scan and decide, here it is.

	RESET	RECOVER	TRANSFORM
Length	3 months	6 months	12 months
Price	**$750**	**$1,250**	**$2,000**
Best for	Feeling like yourself again	Real, visible change	Change that lasts for good
What it does	Gets you out of survival mode	Takes you past recovery into actual change	The full climb, then makes it stick
Pyramid level	Foundation (survival)	Middle (building)	Top (composition + lock-in)
Your plan	One plan, start to finish	One plan, start to finish	Rebuilt mid-year around your progress
Time with Dr. Anubha	Kickoff session + written review near the end	Adds a written check-in and a live session at 6 months	Written check-in, mid-year live rebuild, live session at 12 months
Daily tracker + weekly rhythm	Yes	Yes	Yes
Async WhatsApp support	Yes	Yes	Yes

Everyone starts with the Discovery Assessment ($299) first. $199 of it comes back to you as credit toward whichever program you pick within 14 days.

Not sure which one?

If you mostly want to stop feeling so drained, start with **RESET**.

If you want your body to actually change, not just feel better, go **RECOVER**.

If you want the full thing and you want it to stick for life, **TRANSFORM** is built for that. And you don't have to figure this out alone. That's literally what the Discovery consult is for.

HOW THE JOURNEY WORKS

Self-Guided, Never Alone

Here is what makes this work for real life. You are not required to sit in a session every single week. Instead you follow a simple, self-guided rhythm you can do on your own time, supported by tools we give you and anchored by Dr. Anubha at the moments that matter most.

What you do (most of the journey)

- Follow your personalized protocol built from your assessment.
- Use your daily tracker. Two minutes a day. Energy, sleep, digestion, mood, recovery.
- Work through your weekly focus. A simple thing to notice, a small action, a short reflection.
- Async WhatsApp support is there along the way.

What Dr. Anubha does (depends on your program)

- **RESET (3 months):** a kickoff session to walk through your plan, then a written review near the end.
- **RECOVER (6 months):** a kickoff, a written check-in partway through, and a live session at the end.
- **TRANSFORM (12 months):** a kickoff, a written check-in, a mid-year live session where your plan gets rebuilt, and a live session at the end.

Quick thing to be clear on. These are three separate programs, not steps you climb. Everyone does the Discovery Assessment first, then picks one, either 3, 6, or 12 months. How much time you get with Dr. Anubha depends on which program you choose. The longer ones simply include more check-ins along the way.

Your Weekly Self-Guided Rhythm

Every week follows the same simple shape. The focus changes as you move through the phases, but the rhythm stays easy to follow.

> ### Early Weeks · Settling the Foundation
>
> FOCUS Calming the nervous system, supporting sleep and digestion. The base of the pyramid. ACTION Follow your protocol and Quick Start Kit. Keep it simple. SELF-CHECK Daily tracker. Notice early shifts in energy and sleep. REFLECT What feels even slightly different this week?

Middle Weeks · Deepening

FOCUS Building on the foundation. For women, emotional eating awareness. For men, the stress-metabolism connection. ACTION Layer in movement and nutrition guidance. Adjust as your body responds. SELF-CHECK Daily tracker. Watch for steadier moods and fewer cravings. REFLECT What is becoming easier than it used to be?

Later Weeks · Making It Stick

FOCUS Turning new habits into your normal, without willpower or pressure. ACTION Lean into what is working. Let go of what is not. Trust the rhythm. SELF-CHECK Daily tracker. Notice how recovery and resilience have grown. REFLECT What would past-you not believe about how you feel now?

You bring the consistency. The tools bring the structure. Dr. Anubha brings the expertise at the moments it counts. That is how lasting change actually happens.

WHY IT WORKS

You Are Not Doing This Alone

Here's the thing. You're not handed a plan and left to figure it all out on your own. Dr. Anubha Goel guides you personally the whole way through. She sets up your plan at the start, looks closely at how you're doing at the points that matter, and adjusts things as your body changes. This is her actually paying attention to your progress, not some generic plan running quietly in the background.

And the hard weeks will come. There will be a week where it feels like nothing is working and your old habits start pulling at you. That is exactly when it helps to have someone who already knows your patterns. You can reach Dr. Anubha on WhatsApp along the way, so when you're stuck or second-guessing yourself, you're not sorting it out alone.

One person who knows your body, in your corner the whole way. That is worth more than any group chat or meal plan.

WHAT THIS STARTS TO FEEL LIKE

A Body That Works With You

You wake up and your body feels different. Not because you lost X pounds. Because your energy is steady. You don't crash at 2pm. Your sleep is deeper. Your digestion is calmer. The bloating that had become your normal starts fading. Your moods are more stable.

You move differently. Because your body has more capacity. More resilience. Movement feels good instead of like punishment. And here's the part nobody talks about: you stop thinking about your body as the enemy. You start noticing how you feel instead of how you look. And that's when your body starts changing in ways the scale never captured.

And that's the whole point. Healthy doesn't have a dress size. Healthy is a body that works the way it's supposed to, whatever shape that takes.

THE SCIENCE

The 4 Root Cause Pattern Clusters

These are the biological patterns your HealthPrint™ scan helps identify. They're the reason your body has been adapting the way it has.

01 Nervous System Imbalance

Level 2 of the pyramid. Controls everything above it. When your nervous system is stuck in survival mode, your body prioritizes protection. It holds fat. It slows metabolism. It disrupts hormones. You can't out-diet a nervous system that thinks you're under threat. The system has to calm down first.

02 Digestive Stress

Your gut isn't just about digestion. It's the gateway to everything. Nutrient absorption. Immune function. Hormone processing. Mood. When your gut is under stress, your body can't use what you're giving it. This is why some people do everything "right" and nothing changes.

03 Hormonal Disruption

Hormones sit at Level 3. They don't work in isolation. For women, hormonal shifts during perimenopause, postpartum, or high-stress seasons change how the body stores and uses energy. For men, sustained cortisol elevation shifts testosterone balance and changes fat distribution.

04 Immune & Inflammatory Burden

The quiet fire. Low-grade chronic inflammation creates a metabolic environment where the body resists change. Your immune system is spending so much energy on defense that there's nothing left for optimization. Most programs completely miss this.

A DIFFERENT SCOREBOARD

What We Measure (And What We Don't)

We don't measure your weight. We don't track pounds lost. We don't celebrate smaller numbers on a scale. Here's what we actually track across your HealthPrint™ scans:

- ✓ **Nervous system regulation:** Is your body shifting out of survival mode?
- ✓ **Metabolic flexibility:** Is your body getting better at processing energy?
- ✓ **Hormonal adaptation:** Are your hormones responding to the foundational changes?
- ✓ **Inflammatory burden:** Is the quiet fire calming down?
- ✓ **Digestive function:** Is your gut absorbing and eliminating better?
- ✓ **Recovery capacity:** Is your body bouncing back faster?

When these improve, body composition changes naturally. That's the difference between losing weight and gaining health.

THE BOTTOM LINE

Why This Is Different From Everything Else

The world does not need another weight loss program. Every other holistic weight loss approach out there starts at Level 5 of the pyramid. Change the body composition. Lose the fat. Hit the number. HolistIQ starts at Level 1. Because if stress, sleep, inflammation, environment, and nutrition aren't stable, nothing above them can be either.

Nobody else on Long Island is mapping survival biology at Level 1, tracking nervous system regulation at Level 2, monitoring hormonal adaptation at Level 3, measuring metabolic flexibility at Level 4, and then seeing how body composition naturally responds at Level 5. All through longitudinal bioenergetic pattern intelligence. All personalized to YOUR HealthPrint data.

Two people who weigh exactly the same can look completely different and have completely different biology underneath. Because their bodies are following different survival blueprints. And until you understand that blueprint, no program will create lasting change.

For 50 years we've been trying to make bodies smaller. HolistIQ is helping people understand their bodies first.

YOUR INVESTMENT

Start With Discovery. Then Choose One.

You start with Discovery. Then you pick the one program that fits where you are. Not a ladder you climb step by step. One choice.

$299

Start Here · Discovery Assessment

HealthPrint™ scan, lifestyle review, stress load analysis, 60-minute consultation, findings report, wellness roadmap. $199 may be applied toward any program when you enroll within 14 days.

$750
effective $551

RESET · 3 Months

Personalized protocol, self-guided weekly rhythm, kickoff session, written review near the end, meal plan, supplements, tincture, daily tracker, async WhatsApp support. Follow-up assessments only as your body indicates.

$1,250
effective $1,051

RECOVER · 6 Months

Everything in RESET, deepened. Continued self-guided journey, a written check-in partway through, live 6-month milestone session, ongoing protocol evolution, priority scheduling, longer-term wellness roadmap.

$2,000
effective $1,801

TRANSFORM · 12 Months

Everything in RESET and RECOVER, plus a full mid-year recalibration where your plan is rebuilt around your progress, live sessions at both 6 and 12 months, full-year support, and a long-term roadmap for life after the program.

If you don't enroll in a program within 14 days, your Discovery Assessment stands on its own. You keep your findings report and wellness roadmap. If you decide to come back later, we recommend a fresh scan since your patterns may have shifted. The $199 credit applies only within the 14-day window.

HolistIQ

Your body has been trying to tell you something for years. And it's not "eat less."

It's telling you what's happening underneath.
At the levels nobody else is looking at.

Book Your Discovery Assessment

holistiqcare.com
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dranubha@holistiqcare.com
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