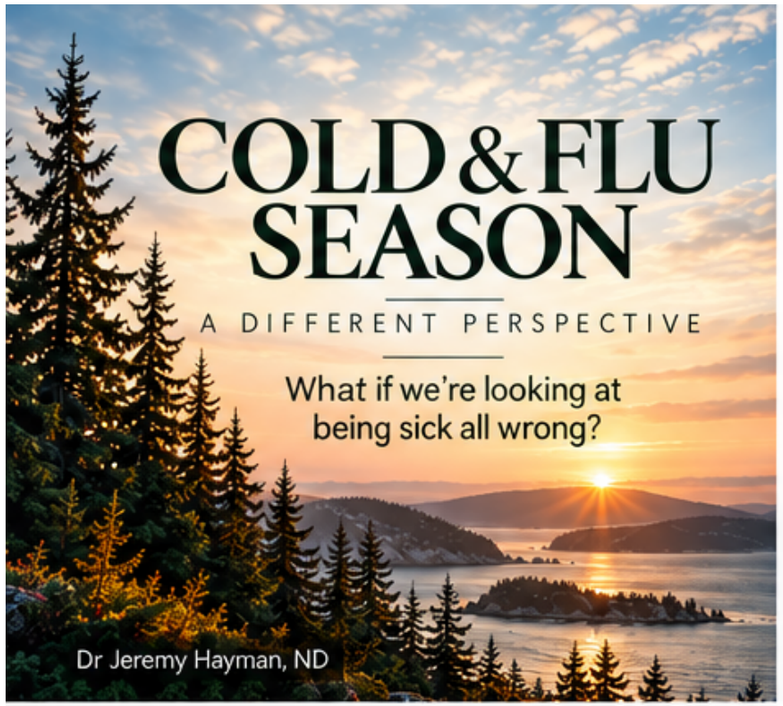


COLD & FLU SEASON

A DIFFERENT PERSPECTIVE

What if we're looking at being sick all wrong?

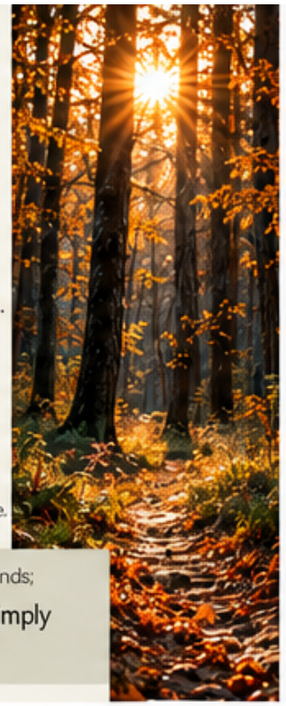
Dr Jeremy Hayman, ND

01 | THE USUAL STORY

What do we usually believe?

Every year, as we move into fall and winter, we hear the same message; it's cold and flu season.

- It happens every year.
- It's just part of the season.
- We can take something to stop the symptoms.
- Then get back to normal as quickly as possible.

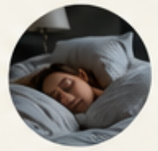


This is usually where the conversation begins and ends;

But what if there's more to the story than simply a seasonal illness that happens to us?

02 | WHAT IF "GETTING SICK" IS A SIGN OF A BIGGER PICTURE?

Our bodies are constantly adapting to our environment, lifestyle, routines, responsibilisties and emotions. When the demands become greater than our capacity, we start to see signs.



Less sleep and rest



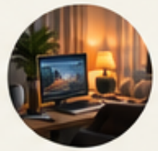
Chronic stress and emotional strain



Changes in diet (more processed foods, sugar, alcohol)



Increased EMFs and artificial environments



More time indoors and screen exposure



Less time in nature and movement



Full schedules and more responsibilities



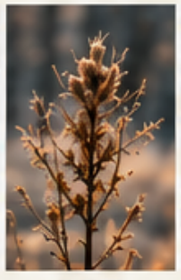
A gradual build up that can eventually overflow

03 | WHY DOES IT HAPPEN IN FALL AND WINTER?

Look at the natural world. As we move from summer into fall and winter, everything changes, and so do we.



TREES shed their leaves and conserve energy.



PLANTS slow their growth or become dormant.



ANIMALS change their behaviour, rest more and conserve energy.



NATURE doesn't maintain the same level of visible activity all year round; **it adapts.**

There are periods of growth and expansion, and periods of conservation and rest.

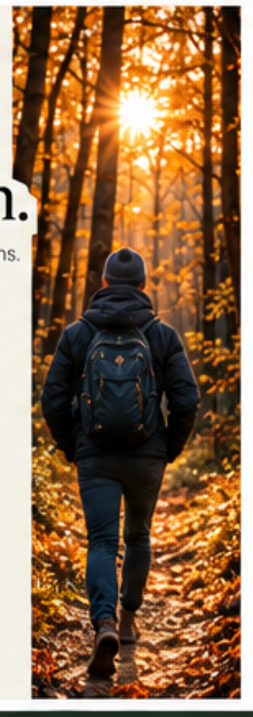
Yet as humans, we often expect the same level of performance every day of the year. whether it's July or January.

04 | WHY DO WE AUTOMATICALLY ACCEPT "COLD AND FLU SEASON"?

A familiar label ends the conversation.

We've been taught to expect it, so we stop asking questions. The label "cold and flu season" makes it seem normal, inevitable and out of our control.

- It shifts our attention away from the bigger picture.
- We look for quick relief instead of understanding what's really going on.
- We rarely ask what led up to it.
- It's often the slow drip into the bucket; not just what happens now, but everything that's been building for months or years before.
- We accept it as something that happens to us, rather than something we can influence.



05 | SUMMER FREEDOM vs. WINTER REALITY





SUMMER often brings

- More time outdoors in natural light
- Lighter schedules and fewer obligations
- More time with family and friends
- More movement and activities we enjoy
- More joy, play and connection

FALL AND WINTER often means

- Back to routines and structured schedules
- Up earlier in the morning while it's still dark (not our natural rhythm)
- More time indoors and increased screen use
- Less movement and less time in nature
- More responsibiliities and stress
- Diet and lifestyle can become less supportive

We can't go back in time to change everything we did in the months prior.
What we can do is recognize these patterns and make different choices now, to support our bodies through the fall and winter.



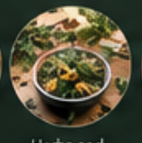
06 | SO WHAT CAN WE DO?

Support your whole system, not just react.

The human body is complex, and the immune system is not simply a defence force that we switch on or boost. It's an intelligent, dynamic network that filters, communicates, regulates and adapts. Health is not just about fighting something; it's about supporting your entire system so it can do what it's designed to do.



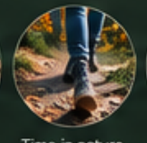
Medicinal mushrooms



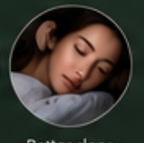
Herbs and botanicals



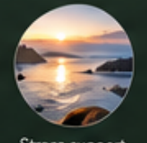
Nutrient rich foods and key nutrients



Time in nature and movement



Better sleep and daily rhythm



Stress support and nervous system care

If you're interested in learning more about what you can do when you start feeling unwell this fall and winter, I'll be taking a deeper dive into specific naturopathic medicines, herbs, plants and other natural supports, when to use them, and how they may help when you need them most.

If any of this resonates with you, join me for that deeper dive.

Follow me on Instagram @drjeremyhayman

or Facebook Dr. Jeremy Hayman ND

Watch for more!