



“Hormesis Health & Fitness helps you achieve biological fitness by matching your training, nutrition, and lifestyle to your genetic and metabolic archetype—because health isn’t one-size-fits-all.”

A precision metabolic system that transforms hidden dysfunction into biological fitness by aligning your lifestyle with what your DNA was built for. Whether preventing disease or reversing it, you get clarity, strategy, and measurable results.

Start with your Metabolic Archetype™ →

Live your Hormetic Code™ →

Monitor your Biological Fitness Map™ →

“Are you in the 9 % of people who are truly metabolically healthy?”



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“From Sick and Exhausted... to Competitive Bodybuilder, Accredited Metabolic Health Practitioner and Board Certified Health Coach”

“I’m Brad Eaton. I used to run my life on coffee, sugar, and stress—until celiac disease left me 135 lbs, malnourished, and miserable.

I rebuilt my health through precision nutrition and training, eventually becoming a competitive bodybuilder. Later, I helped my wife reverse type 2 diabetes, come off six meds, and drop twelve dress sizes.

I’ve helped clients become “Biologically Fit”—from those wanting to prevent disease to those reversing it—transform their health, energy, and lives.

That’s why I do what I do—to help you achieve true health, without guesswork or generic plans.”



“Why Diets and Medications Aren’t Working”

“Today, 91% of people are metabolically unhealthy—even if their labs look ‘normal.’ That’s because the healthcare system focuses on managing symptoms, not fixing root causes. Meanwhile, generic fitness and diet programs ignore our individual biology.

The result? People keep struggling with weight, cravings, fatigue, inflammation, and chronic disease—and keep getting superficial solutions that don’t last.”

✓ What Makes My Coaching Different

- “Precision health based on your genes”
- “Lab markers that show your true health”
- “Training designed for your archetype”
- “Nutrition tailored to your biology”
- “Sustainable changes, not temporary fixes”

I don’t sell quick fixes, incomplete solutions or empty motivation. I show you precisely how your unique metabolism works—and how to align your food, training, and lifestyle so your body finally feels the way it was designed to.





My mission is simple: “To replace confusion and frustration with clarity, strategy, and results.”

“How I Help You Become Healthy, Fit, and Un-medicated”

- ✓ Identify your Metabolic Archetype™
- ✓ Analyze labs and metrics like the TyG index
- ✓ Provide Metabolic Archetype™ appropriate food recipes
- ✓ Build Metabolic Archetype™ appropriate strategic training plans
- ✓ Coach Metabolic Archetype™ appropriate Hormetic Code™ stressors (sleep, circadian rhythm, etc.)
- ✓ Track your Biological Fitness Map™ progress
- ✓ Coordinate with your Medical Provider to reduce or eliminate meds.
- ✓ Restore true health—not just weight loss

“I’m the coach who decodes your unique biology so you can finally get real, lasting health—without guesswork or generic plans.”

“As an Accredited Metabolic Health Practitioner, National Board Certified Health and Wellness Coach, Primal Health Master Coach, and NASM Certified Personal Trainer, I combine science, compassion, and decades of experience to help you achieve real health.”





“Real Clients. Real Results.”

“My Type 2 diabetes is in remission, off all meds, and I feel the healthiest I’ve ever been.”

—Diana E.

“This is the closest thing to a silver bullet. I finally have a program that works for me.”

—Lauren B.

“Brad’s insights and metrics proved my body was changing for the better. I’m grateful for his guidance.”

—Jean A.

Whether you’re:

- in your 20s aiming for a fit physique and sharp focus,
- navigating your 30s and 40s balancing hormones, energy, and weight,
- or in your 50s and 60s focused on staying vital, mobile, and independent,

our **Metabolic Archetype™** approach helps you avoid the hidden metabolic traps like insulin resistance that silently sabotage health at every age.

“Ready to understand how your body really works—and how to fix it for good? Let’s talk.”

Brand Values

- ✓ **Truth matters.** I refuse to sugarcoat how health really works.
- ✓ **Effort is required—but it’s worth it.** You can’t be healthy without the right hormetic stressors.
- ✓ **Your biology is unique.** One-size-fits-all solutions are doomed to fail.
- ✓ **Health should feel good.** Not effortless—but joyful and freeing.
- ✓ **Metrics over myths.** We measure real outcomes—not just weight on a scale.

