

Project M

The Shift Starter Guide

Everything you need for your first 90 days. How to take it, what to expect, and what's normal along the way.

You didn't buy a bottle. You started a protocol.

The Shift is built on a formula that has been the standard of care for women in Asia for more than 600 years. It works with your system, not on top of it. Results build week over week rather than arriving overnight.

Most women who take The Shift are carrying a lot. Work, kids, parents, a body that stopped feeling predictable somewhere in the last few years. The brain fog, the short fuse, the 2am wake-ups, the feeling of being tired and tense at the same time. These aren't separate problems. They're one system under load.

The Shift is designed to support that system so it can find its rhythm again. Give it 90 days. Here's what that usually looks like.

WHAT TO EXPECT

Days 1 to 14	Your system is recalibrating. Some women feel a small lift in the first week. Others feel a little off first: vivid dreams, wanting more sleep, a slower morning. Both are normal. See page 4.
Weeks 2 to 3	Most women start to notice a change here. Usually sleep and tension move first. Falling back asleep faster. A lower baseline of tightness in the shoulders and jaw. A reaction you didn't have.
Weeks 4 to 8	Mood and irritability tend to settle next. The gap between something happening and you reacting gets wider.
Months 2 to 3	Brain fog and energy are usually the slower ones. This is where they tend to catch up, and where the earlier shifts become your new normal rather than a good week.

Every woman's system is different. If you're at week three and nothing has moved, message your herbal advisor. Sometimes a small timing change is all it takes.

Your daily protocol

4 capsules a day, split into two doses. Consistency matters more than precision. Take it at roughly the same times each day and let it do the work.

Morning	2 capsules with breakfast
Afternoon or evening	2 capsules with a meal, 3 to 4 hours after the first dose
Recommended	With food and water, especially in the first two weeks

If you're sensitive to herbs or new to supplements

Start at 2 capsules a day, 1 in the morning and 1 later, for the first week or two. Move up to 4 when you feel ready. You'll still get there. It just gives your system a gentler on-ramp.

If you miss a dose

Add it to your next one. Take 4 instead of 2, then carry on as usual. Doubling up at this dose is fine.

If evenings feel more alert than restful

Move your second dose earlier, to lunch or early afternoon. The Shift is not a sedative. For some women it feels mildly energizing in the first couple of weeks, and moving the second dose earlier is usually all it takes.

If you take thyroid medication

Keep The Shift at least 4 hours away from it. Morning thyroid medication, then your first dose of The Shift with lunch, works well for most women.

What's normal in the first two weeks

Your body is adjusting to something new. A few things can show up early. None of them mean it isn't working. Most of them mean it is.

Vivid dreams	Very common in week one. The formula supports your nervous system, and sleep can get a little stirred up before it settles. It usually passes within a week.
Wanting more sleep	Also common. The tense, cortisol-driven alertness you've been running on starts to lift, and real tiredness shows up underneath. Let yourself have the extra sleep if you can. It settles within a week or two.
A slower morning	Same mechanism. Push through if you can. If it lasts past week one, drop to 2 capsules a day for a week and step back up.
Feeling a bit energized	Some women notice it in the first couple of weeks. If it shows up in the evening, move your second dose to lunch.
Mild digestive adjustment	A little gas or fullness in the first few days. Taking it with food usually settles it. It's minor and it passes.

WHEN TO MESSAGE US

If anything feels stronger than "a bit off," or lasts past two weeks, message your herbal advisor. A real person on our team, not a bot. We'll usually suggest a dose or timing adjustment, and we'd rather hear from you early.

WhatsApp +1 (858) 214-0189 or hello@joinprojectm.com

You came for one thing. You may notice others.

Most women start The Shift for one reason. Because the formula supports the whole system rather than one symptom, changes often show up in places you weren't watching.

Sleep	Falling asleep more easily, and falling back asleep faster after a night waking.
Brain clarity	Finding the word. Finishing the thought. Walking into a room and remembering why.
Irritability	A longer fuse. Small things stay small.
Mood	Fewer mood swings, and fewer of the low, flat days that seem to come from nowhere.
Anxiety	Less of the background hum. Fewer racing thoughts at night.
PMS	If you still have a cycle, the week before may feel less loaded. Less breast tenderness, fewer mood swings, a steadier baseline.
Periods	Less cramping and a more regular rhythm. Women have used this formula for exactly this for centuries.
Digestion	Less bloating and fullness, especially the kind that gets worse when you're stressed.
Energy	Steadier through the day. Fewer afternoon crashes, and less of the tired-but-tense feeling in the evening.
Libido	When the body isn't running on tension, libido tends to come back. Usually later, in months two and three.

When one of these shows up, write it in the notes column of your tracker. Over 90 days, the pattern tells you what's actually changed.

What's in it, and why it's a system

A formula that Chinese, Taiwanese, Japanese and Korean doctors have recommended to women for more than 600 years. Ten herbs, and it isn't a list. Each one has a role, and the roles work together.

Bupleurum

Chai Hu

The driver. Regulates the stress response and gets a system moving again when it has been stuck in a tense, reactive loop.

Peony

Bai Shao

The deputy. Softens tension. Where Bupleurum moves, Peony unclenches. Together they're the core of the formula.

Angelica

Dang Gui

The nourisher. The classic women's herb in Chinese medicine. Supports the blood and a regular, comfortable cycle.

Atractylodes and Poria

Bai Zhu, Fu Ling

The stabilizers. Support digestion and fluid balance, so stress stops landing in your gut.

Gardenia and Moutan

Zhi Zi, Mu Dan Pi

The coolers. Vent the internal heat that shows up as irritability, restlessness and a short fuse.

Mint

Bo He

The lifter. A small amount that helps Bupleurum do its job and keeps the formula from feeling heavy.

Ginger and Licorice

Sheng Jiang, Gan Cao

The guides. Support absorption and harmonize the other herbs so the formula works as one.

Made for the way you actually live

Our version is modified for the high-stress life of a Western woman, formulated with Dr. Katie Pedrick, DACM. Third-party tested for purity and potency. Manufactured in the US. The deeper science and sourcing story is at joinprojectm.com.

It works with what you're already doing

The Shift is designed to complement, not replace. Here's how it fits with the most common things women in our community already take.

HRT

Many women take both. HRT addresses the hormonal side of the transition. The Shift supports the nervous system side: the tension, the sleep wakings, the fog that HRT often leaves untouched. You don't need to change anything about your HRT to start. If you have questions, your doctor and your herbal advisor are both good places to ask.

Magnesium and sleep support

Keep taking it if it helps. Magnesium supports muscle relaxation and sleep on its own. The Shift works on the upstream pattern that keeps you tense in the first place. Most women who come to us have already tried magnesium and found it took the edge off but didn't get to the root. That's exactly the gap The Shift is built for.

A multivitamin, omega-3, vitamin D, probiotics

All fine to continue. No spacing needed.

Antidepressants and anti-anxiety medication

Many women take The Shift alongside these. Keep taking them as prescribed. The Shift works on a different layer, and you don't need to choose.

Thyroid medication

Fine to combine. Keep them 4 hours apart. See page 3.

Coffee and alcohol

No rules here. Many women do find it helps to limit both during the first 90 days, because it gives the body an easier time functioning and recovering in general. That's true with or without an herbal formula. If you're tracking sleep, you'll probably notice their effect more clearly once your baseline settles.

How to know it's working

The changes are real, but they're easy to miss. You don't get a notification when you stop snapping at your kids. You just do it less. A little tracking makes the change visible.

- 1 Pick three symptoms** you most want to change, and write them in your Shift tracker. Brain fog, feeling tense, irritability, anxiety, low energy, night wakings, PMS or period changes. Whatever is loudest for you.
- 2 Score each one once a day**, 1 to 5, ideally in the evening. Go with your gut. Ten seconds.
- 3 Write one line at the end of each week.** This is where you'll see it. Week 3 next to week 1 tells a story a single day never can.
- 4 At day 30, 60 and 90, compare.** Then send a photo of your look-back page to your herbal advisor on WhatsApp. Your numbers help us understand what The Shift does for real women.

IF YOU'RE AT WEEK THREE AND NOTHING HAS MOVED

Message your herbal advisor before you decide anything. Three things we'll check: whether you're taking it with food, how far apart your doses are, and what time your second dose lands. One of these is usually the answer. If it isn't, we'll talk through whether The Shift is the right fit for your constitution. Some women do better on a different approach, and we'd rather tell you that than keep you on something that isn't yours.

A real person, for the whole 90 days

Your subscription comes with a herbal advisor: a real person on our team who knows the formula and has walked women through their first weeks on it. Not a bot, not a ticket queue.

What to message about

Dose questions. Timing questions. "Is this normal" questions. Something that showed up in week one that you didn't expect. A symptom that hasn't moved by week three. Whether to keep going. Nothing is too small, and we'd rather hear from you early than after you've decided.

What we'll usually do

Most questions come down to one of three things: whether you're taking it with food, how far apart your doses are, and what time your second dose lands. We'll check those first. If it's something else, we'll talk it through with you, and if The Shift isn't the right fit for your constitution, we'll say so.

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You're not losing yourself. Your system is under load. Give it 90 days, and let's see what comes back.