**Week 1 - Email**

**Subject:** It’s Good Gut Month! Let’s boost your health from the inside out

Hi all,

Welcome to Good Gut Month at [Your Company’s Name]! Did you know New Zealand has some of the highest rates of gut disease in the world? This month, we're focusing on improving our gut health—which impacts everything from our immune system to our mental wellbeing. Each week, we’ll share tips and ideas to help you learn and boost your gut health.

[No time to read? Listen to these tips on our mini podcast series\* on the go!](https://gut-health-101.jellypod.ai/)

**Why your gut matters:**

* Over 100 trillion microbes live in or on your body—95% of these are in your gut!
* 70% of your immune system resides in your gut
* 90% of your "happy hormone" serotonin is produced in your gut

**This week's tip:** Diversity is key! Research suggests that having a wide array of microbes in our gut makes our microbiome more capable and resilient. Try to eat 30 different plant foods this week—including fruits, vegetables, nuts, seeds, and whole grains.

**Challenge of the week:** Do you know your normal? Take time this week to observe your digestion and bowel movements. Changes in your "normal" can be early signs of potential issues. [The Gut Foundation NZ](https://www.thegut.org.nz/) recommends tracking for at least 30 days to establish your baseline.

Looking forward to a month of gut-friendly activities!

[Your Signature]

*\*The audio in this episode has been made using artificial intelligence.*