

**CONNECT**  
PELVIC FLOOR FITNESS



# Why Your Mom Pooch Isn't Going Away

(AND WHAT'S ACTUALLY KEEPING IT THERE)

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MEET THE EXPERT

# Hi, I'm Caroline.

I'm a Pelvic Floor Physical Therapist and mom of three. I created Connect Pelvic Floor Fitness because I lived what you're going through — and because when I finally understood what was actually causing these issues, **everything changed.**



In this guide I'm going to walk you through the real reason your mom pooch persists, why everything you've tried so far has likely made it worse, and what the path forward actually looks like.

This isn't about working harder. It's about finally working in the right sequence.



## THE ROOT CAUSE

# Let's start with what you've probably *already* tried.

Crunches. Planks. Holding your belly all day. Postpartum workouts. Maybe a waist trainer or two. And the pooch is still there. Or it got worse.

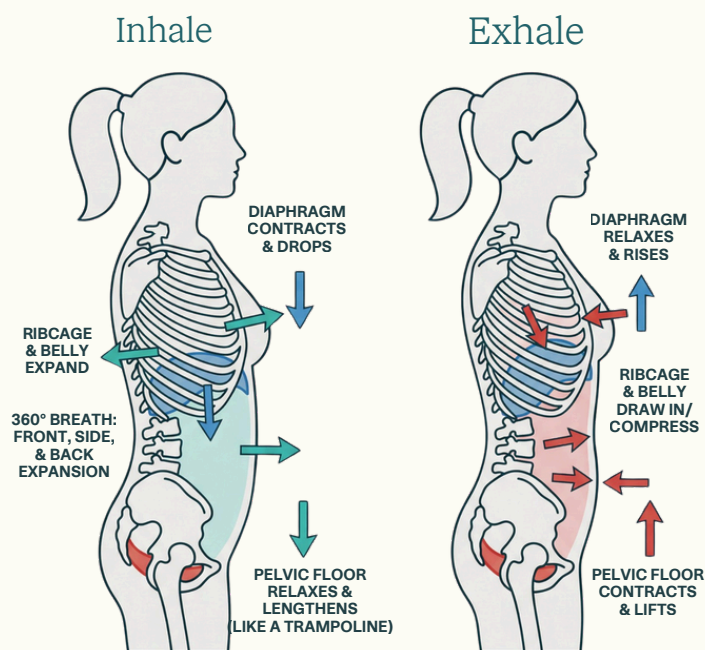
Here's why — and nobody tells you this part:

The mom pooch isn't an exercise problem. It's a pressure problem.

Your body has a pressure system built right into your core. Think of it like a soda can. At the top is your breathing muscle — your diaphragm. At the bottom is your pelvic floor. The sides are the deep muscles wrapping around your middle.

When all four walls are working together, pressure stays inside the system. Your belly draws in. Your core feels supported. Your pelvic floor lifts when it's supposed to.

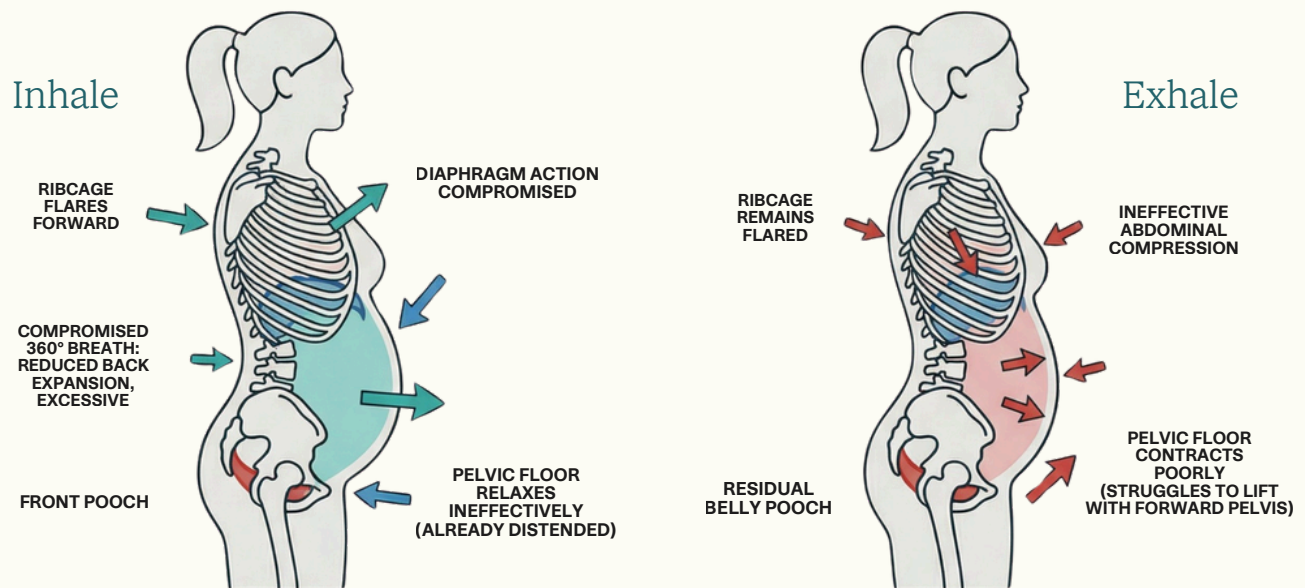
But when your ribcage is flared forward and your pelvis is tipped, the can is crooked. And pressure has to go somewhere. So it goes straight out through the front of your belly.



Ideal Pressure Control

That's your mom pooch. Not fat. Not a weak core.  
Pressure with nowhere to go.

Every breath, every movement, every crunch sends pressure forward and down instead of being managed internally.



### Rib Flare Pressure Issues

## QUICK SELF-TEST

# Is it fat or pressure?

Try this right now. Lie on your back and perform a curl up (like a crunch). When you're in the curl up position, pinch your belly.

→ IF YOU CAN PINCH IT, IT'S FAT.

→ IF YOU CAN'T PINCH IT — OR IF THERE'S SOMETHING FIRM BELOW THE PINCH — THAT'S PRESSURE.

And pressure is exactly what we're addressing here. Most of the women I work with can't pinch it. They've been trying to diet and exercise away something that was never about fat to begin with.



## Watch Now

Why Your Ribcage & Pelvis Position Is Everything

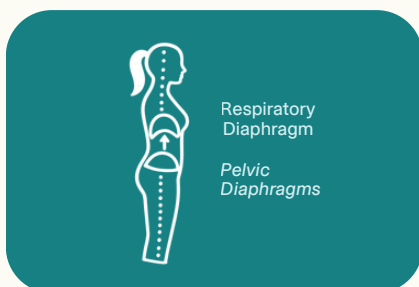
JUST CLICK THE IMAGE TO VIEW ON YOUTUBE



## Why more core work keeps making it worse.

If your ribcage is flared and your pelvis is tipped, your pressure system is already working against you. Every crunch, every sit-up, every time you suck your belly in all day — you're adding more pressure to a system that's already sending it the wrong direction.

Sucking in feels like it should help. But it creates a rubber band effect: it overloads the upper abs and pushes pressure down into the pelvic floor. The pooch gets worse. The pelvic floor gets weaker. And you work harder and harder for results that never come. More exercise isn't the answer. The right order is.



1. Fix the position first.

Align Respiratory & Pelvic Diaphragms.



2. Restore the pressure system.

Proper Intra-Abdominal Pressure.



3. Build strength third.

Add Load & Muscle Strength.

## PELVIC FLOOR SYMPTOMS

# It's not *just* showing up as a pooch.

When the pressure system is off, your body finds other ways to show it. You might recognize some of these too.

### Tight Hip Flexors

When your pelvis is tipped forward, your hip flexors are stuck in a shortened position all day. Stretching them will never fully work until the position changes.

### Deep Hip Pain

Pressure and tension from a pelvic floor that's overworked shows up as deep, hard-to-place hip pain that never quite goes away.

### Flat Butt

When the pelvis tips forward, the glutes can't fire the way they're supposed to. This isn't a genetics issue. It's a position issue.

### Pelvic Floor Issues

Signs the pelvic floor is either too tight, too weak, or both — all downstream effects of a pressure system that isn't working.

Different symptoms. Same root cause. Fix the position and the pressure — and all of them start to shift.

*"I am absolutely loving the program so far. Ab gripping with rib flare and lower belly pooch — and already my back and side rib expansion is so much better after only 8 days. The fact I can finally feel my breath in my back and side ribs is a huge win!"*

ISABEL L., CONNECT PELVIC FLOOR FITNESS MEMBER

# So what does fixing "pressure" *actually* look like?

It starts with something that probably feels deceptively simple: learning to breathe properly and expand your ribcage.

When you breathe into the sides and back of your ribs — not just your chest — your diaphragm starts to work the way it was designed to. That wakes up your pelvic floor. The pressure system starts working again. And for the first time, your core has a real foundation to build on.

 Try It With Me

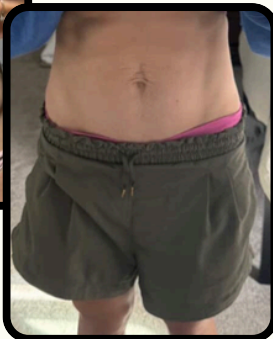
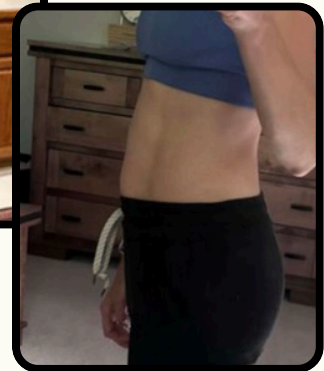
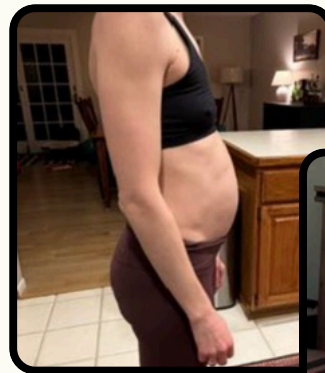


JUST CLICK THE IMAGE ABOVE FOR A FOLLOW ALONG VIDEO ON YOUTUBE

*"Your program is life changing. Only on week 5 and my core feels so strong, rib flare and mom pooch are gone. I've learned so much from both your IG and this program."*

CONNECT PELVIC FLOOR FITNESS MEMBER

*Notice she was already slim — this was never a weight issue. This is what happens when you fix the pressure, not the symptom.*



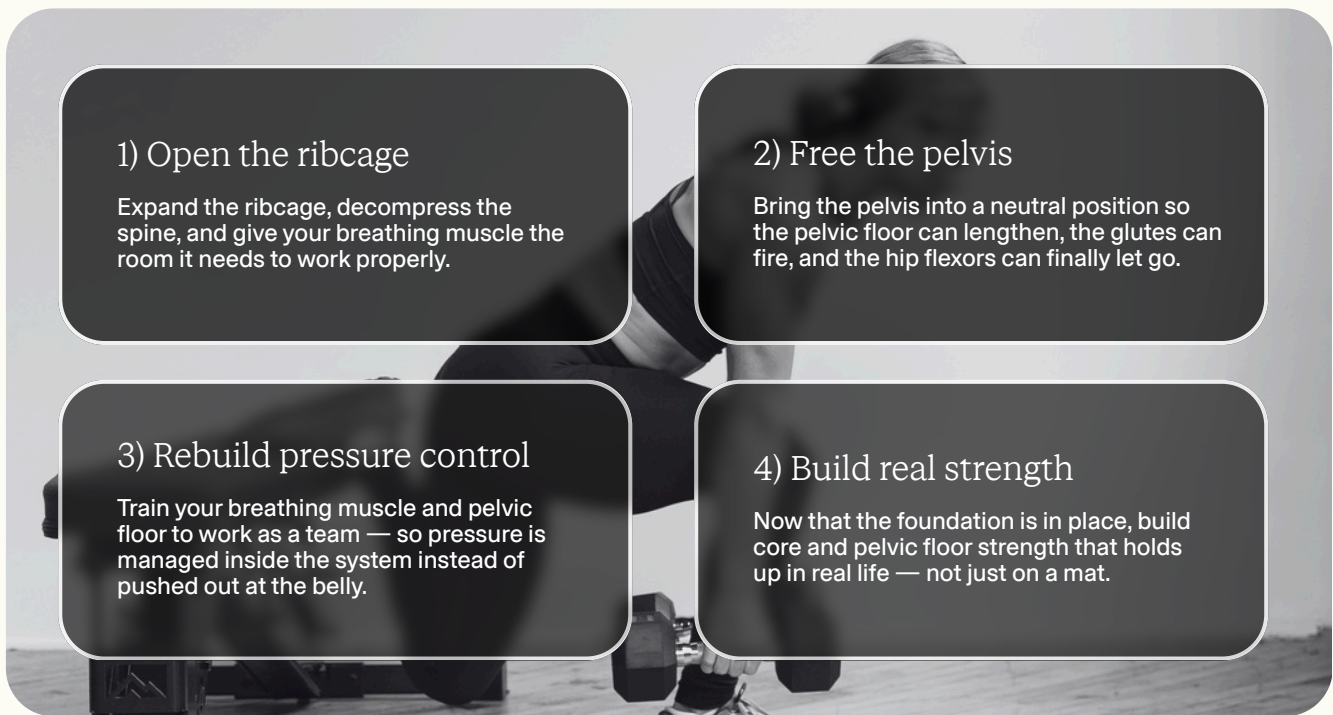
*Early changes in pressure belly ribcage and pelvis begin to stack correctly. No diet change. No extra cardio. Just fixing the pressure system.*

*"I've had diastasis recti, anterior pelvic tilt and lower belly pooch for 14 years, and 1½ weeks into your program I can already feel my 'butt drop' and I'm finally able to get into a neutral position. I am so glad I found your program."*

CONNECT PELVIC FLOOR FITNESS MEMBER

# How Pelvic Floor Foundations works

A fully guided video program inside the Connect Pelvic Floor Fitness app. Every session is built in the right order — because the sequence matters just as much as the exercises.



## 1) Open the ribcage

Expand the ribcage, decompress the spine, and give your breathing muscle the room it needs to work properly.

## 2) Free the pelvis

Bring the pelvis into a neutral position so the pelvic floor can lengthen, the glutes can fire, and the hip flexors can finally let go.

## 3) Rebuild pressure control

Train your breathing muscle and pelvic floor to work as a team — so pressure is managed inside the system instead of pushed out at the belly.

## 4) Build real strength

Now that the foundation is in place, build core and pelvic floor strength that holds up in real life — not just on a mat.

*"Just completed week 3 day 5. I'm 7 weeks in and still here, seeing improvements in posture, feel like my ribs have shifted and not as flared, and not experiencing as much leakage. Starting to feel stronger too."*

— EMMA B., CONNECT PELVIC FLOOR FITNESS MEMBER

*"I'm a massive rib flarer and something kind of clicked when doing those exercises on the floor. My back has felt so much broader — like I've finally found those breathing paths again. A really awesome program."*

— IRENE A., CONNECT PELVIC FLOOR FITNESS MEMBER

## YOU JUST LEARNED SOMETHING MOST WOMEN NEVER HEAR.

Not because the information doesn't exist — but because nobody connects it all together the way a pelvic floor PT would.

Most women come to us exactly where you are right now: they finally understand why their body has been working against them. They just don't know how to change it yet.

## THAT'S WHAT THE FREE CORE FOUNDATIONS CHALLENGE IS FOR.

It's the same place every woman inside Pelvic Floor Foundations starts. And most women feel something shift within the first few days.

[JOIN FREE Video Series](#)

Already ready to go deeper?

[JOIN PELVIC FLOOR FOUNDATIONS](#)

Here's to living without limitations,  
Caroline

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