

PAULETTE | WOMEN OVER 40 TRANSFORMATION COACH

WHY YOUR GLUTES AREN'T GROWING AFTER 40

AND WHAT TO DO ABOUT THEM



FREE GUIDE | @PAULETTESYBLISS_ | BODY TRANSFORMATION COACH

Let me guess

You train. You're not lazy. You've tried squats, lunges, resistance bands, maybe even a few YouTube glute workouts. But when you look in the mirror — or at photos — your glutes are flat, soft, or just not changing. And it's frustrating because you know you're putting the work in.

Here's what no one is telling you: the problem almost certainly isn't effort. It's information.

After 40, your body operates differently. The hormonal environment shifts, your recovery windows change, and the training approaches that work for younger women — or for men — simply don't produce the same results for you. That's not an excuse. It's biology. And once you understand it, you can work with it.

In this guide I'm going to walk you through the four most common reasons your glutes aren't responding — and give you a clear direction on what to change.

I've been coaching women for over 20 years. I'm 55, I compete at professional level, and I've built this physique entirely after 40. Everything in here comes from experience — mine and the women I've coached.

Let's get into it.

REASON 01

You're Doing the Wrong Exercises

Squats are not the best glute exercise. Neither are most machine leg press variations. Both are quad-dominant movements — they work your quads hard and your glutes as a secondary muscle at best. If squats are the centrepiece of your lower body training, your glutes are not getting the direct stimulus they need to grow. The exercises that actually build glutes in women — particularly after 40 when hormonal support for muscle growth is reduced — are hip-dominant movements that place the glute under load in a stretched or shortened position with a strong mind-muscle connection.

Hip-dominant exercises should be the exercises you are performing during your lower body training sessions, if you want real glute growth and NOT quad dominant exercises.

REASON 02

You're Not Eating Enough Protein

Muscle is built from protein. Whilst this is not a complicated or unknown concept, many women over 40 are getting this badly wrong — usually by eating far less protein than their body needs to build or maintain muscle tissue. After 40, the body becomes less efficient at utilising protein for muscle protein synthesis. This is called anabolic resistance, and it means you actually need more protein than a younger woman to achieve the same muscle-building response. Most women over 40 are eating less. The gap is significant. What adequate protein looks like in practice:

- Minimum 1.6g of protein per kg of bodyweight daily. For many women this means 100-140g per day.
- Protein spread across meals — not front-loaded or back-loaded. Each meal should contain a meaningful protein source.
- Prioritising complete protein sources: chicken, fish, eggs, Greek yoghurt, red meat, quality protein supplements.
- Not treating protein as optional or as something to be reduced on rest days.

Without sufficient protein your body literally does not have the building blocks to grow muscle — regardless of how hard you train. Training provides the signal. Protein provides the material. You need both.

REASON 03

Hormones Are Changing Your Results — But Not in the Way You Think

After 40, oestrogen begins to decline. One of oestrogen's lesser-known roles is supporting muscle protein synthesis — the process your body uses to build and repair muscle tissue after training. As oestrogen drops, this process becomes less efficient. This doesn't mean you can't build muscle after 40. It means you need to be smarter about how you train and recover. Several things become non-negotiable that were previously just good habits:

- Sleep quality. Growth hormone is primarily released during deep sleep. Poor sleep directly reduces your body's ability to build muscle.
- Stress management. Chronically elevated cortisol competes with and suppresses muscle-building hormones. High stress, no glute growth.
- Training recovery. Your muscles need longer to recover after 40. Training a muscle group before it has recovered doesn't increase stimulus — it reduces it.
- Progressive overload. Your body adapts to stress. If you're lifting the same weights for the same reps every session, you stopped growing the day it became comfortable.

Working with your hormonal reality doesn't mean accepting less. It means structuring your training, recovery, and nutrition in a way that gives your body the conditions it needs. Women who do this build exceptional physiques after 40.

REASON 04

You're Not Training With Enough Intensity

This is the one most women don't want to hear — but it's often the deciding factor. Training for muscle growth requires effort close to, or at, muscular failure. This means the last two or three reps of a set should be genuinely difficult. If every rep feels manageable, the weight is too light. If you never reach the point where completing another rep is uncertain, you are not providing a sufficient stimulus for muscle growth. Most women train in a comfort zone. A few reasons this happens:

- Fear of getting 'too bulky' — which will not happen. Women do not have the hormonal profile to build bulk accidentally.
- Using weights that haven't changed in months or years, while the body has adapted completely.
- Stopping sets well short of , or close to failure — leaving growth on the table every session.
- High rep, low weight training built around endurance, not hypertrophy.

Progressive overload and proximity to failure are the two non-negotiable drivers of muscle growth. You don't need to train to absolute failure every set — but you need to train hard enough that the muscle is genuinely challenged. Comfortable training produces comfortable results. Your glutes will not grow until you give them a reason to.

WHAT COMES NEXT

You now know the four reasons. What do you do with that?

Understanding the problem is step one. Having a structured plan built around your body, your life, and your goals is where results actually happen.

That's exactly what I do inside my Women Over 40 Transformation Coaching. We look at your training, your nutrition, your hormonal reality, and your recovery — and we build something that works for you specifically. Not a template. Not a one-size-fits-all plan.

If you're ready to stop guessing and start seeing real change:

- Follow me on Instagram @paulettesybliss_ for daily content built around women's training after 40
- Subscribe to my YouTube channel for longer-form training and nutrition education
- DM me the word READY on Instagram and I'll send you details on working together

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