

Aspire Rejuvenation Founder Tomo Marjanovic Details Hormone Optimization Strategy in New Book

Operation Optimal, Marjanovic's guide to reversing hormonal decline, has drawn early attention including a review from The Epoch Times.

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Aspire Rejuvenation founder [Tomo Marjanovic](#) is continuing to build on the message behind his book, [Operation Optimal](#), a guide to reversing hormonal decline that he has spent his career at the clinic putting into practice. Self-published, the 202-page book lays out the same premise Marjanovic built Aspire Rejuvenation around: that declining hormone levels, not age itself, are often behind the fatigue, weight gain and low drive patients describe at their first appointment.



Marjanovic wrote the book to give readers outside the clinic the same framework his patients get in the exam room, translating years of hands-on work in hormone optimization into a practical, personal guide. The book has drawn early attention beyond his own platforms, including a review from The Epoch Times.

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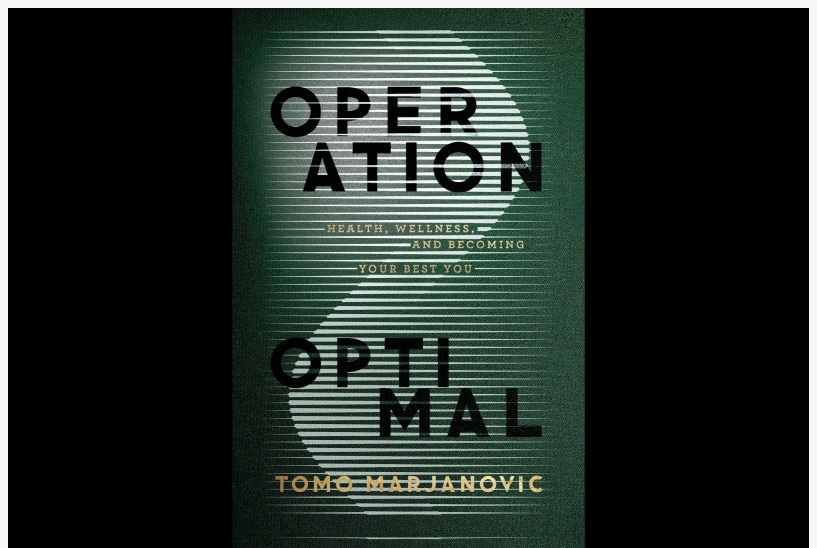
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Tomo Marjanovic

“I wrote Operation Optimal because most people never get told that what they are feeling has a name and a fix. I see it every day in the clinic, and I wanted people who will never sit across from me to have the same starting point.”

- TOMO MARJANOVIC

Marjanovic built that starting point on his own path first. A former police officer who served more than 12 years in law enforcement in Ohio and Florida, he retired in October 2018 with a Public Safety Medal of Valor and founded Aspire Rejuvenation the following year. What began as one clinic has grown into a family-held, bootstrapped organization with four locations across Florida, Pennsylvania and Texas plus nationwide telemedicine, offering hormone replacement therapy, peptide therapy, medical weight management, sexual health and regenerative medicine under licensed clinical oversight. Beyond the clinic, Marjanovic has built a substantial social media following and become a recognized social media influencer in the hormone health and longevity space, carrying the same directness into that work that runs through the book.



The Epoch Times review, published by Phil Hall in May, marked one of the book's first pieces of earned outside coverage, adding to a growing body of attention around Marjanovic's hormone-health message as Aspire Rejuvenation continues its own expansion.

Aspire Rejuvenation continues to grow its hormone optimization and rejuvenation services out of Orlando, with Operation Optimal extending founder Tomo Marjanovic's clinical philosophy to readers who may never set foot in one of its clinics. [Moon Media Affairs](#) is a public relations agency representing wellness founders, physicians, and clinics across the longevity and hormone health space.

ABOUT TOMO MARJANOVIC

Tomo Marjanovic is a certified hormone optimization specialist, author, and Founder and CEO of Aspire Rejuvenation, a leading name in hormone optimization and longevity medicine, with clinics specializing in hormone replacement therapy, peptides, medical weight management, sexual health, and regenerative medicine. He holds certification from the American Board of

Hormone Replacement Therapy (ABHRT). A former competitive bodybuilder and 12-year law enforcement veteran who received the Public Safety Medal of Valor, Marjanovic has studied hormones and human performance for decades. He is the author of Operation Optimal and was named a Top 100 Healthcare Visionary by the International Forum on Advancements in Healthcare. Tomo Marjanovic is represented by Moon Media Affairs.

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