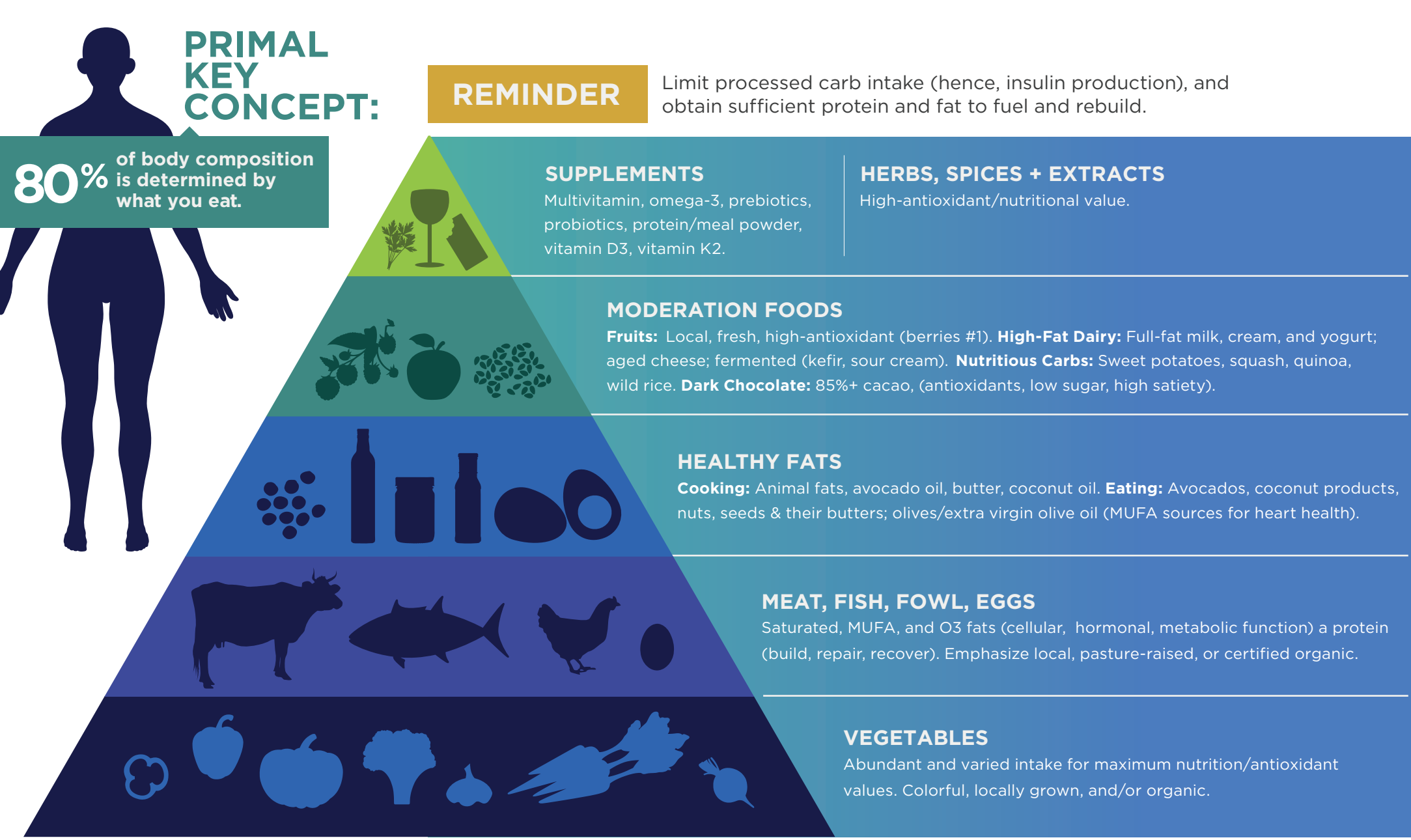


HOW TO
LIVE AWESOME

PRIMAL
HEALTH COACH
INSTITUTE™

THE FOOD PYRAMID



THE FITNESS PYRAMID



THE PRIMAL TRANSFORMATION-8 KEY CONCEPTS

- 1
YES, YOU REALLY CAN REPROGRAM YOUR GENES
Genes direct cellular function at all times, signaled by your diet, exercise, and lifestyle behaviors.

2
THE CLUES TO OPTIMAL GENE EXPRESSION ARE FOUND IN EVOLUTION
Follow the ten PB laws from our hunter-gatherer ancestors.

3
YOUR BODY PREFERS TO BURN FAT
Stored body fat—your go-to fuel source—is inhibited by the dependency cycle caused by frequent high-carb meals.

4
80 PERCENT OF YOUR BODY COMPOSITION SUCCESS IS DETERMINED BY HOW YOU EAT
Forget portion control and chronic workouts—it's mostly about lowering insulin production.

5
GRAINS ARE TOTALLY UNNECESSARY
Grains—even vaunted whole grains—are just cheap, beige glop that quickly convert to sugar.

6
FAT AND CHOLESTEROL ARE NOT THE ENEMY
The true heart disease risk factors are oxidation and inflammation from excess insulin, bad oils, and high-stress living.

7
EXERCISE IS INEFFECTIVE FOR WEIGHT MANAGEMENT
Burning workout calories just increases appetite! Focus on increasing everyday movement and avoid chronic patterns.

8
MAXIMUM FITNESS GAINS CAN BE MADE IN MINIMAL TIME WITH HIGH-INTENSITY WORKOUTS
Regular brief, intense strength training sessions and occasional all-out sprints promote optimal gene expression and broad athletic competency.
- THE PRIMAL BLUEPRINT SHOPPING LIST

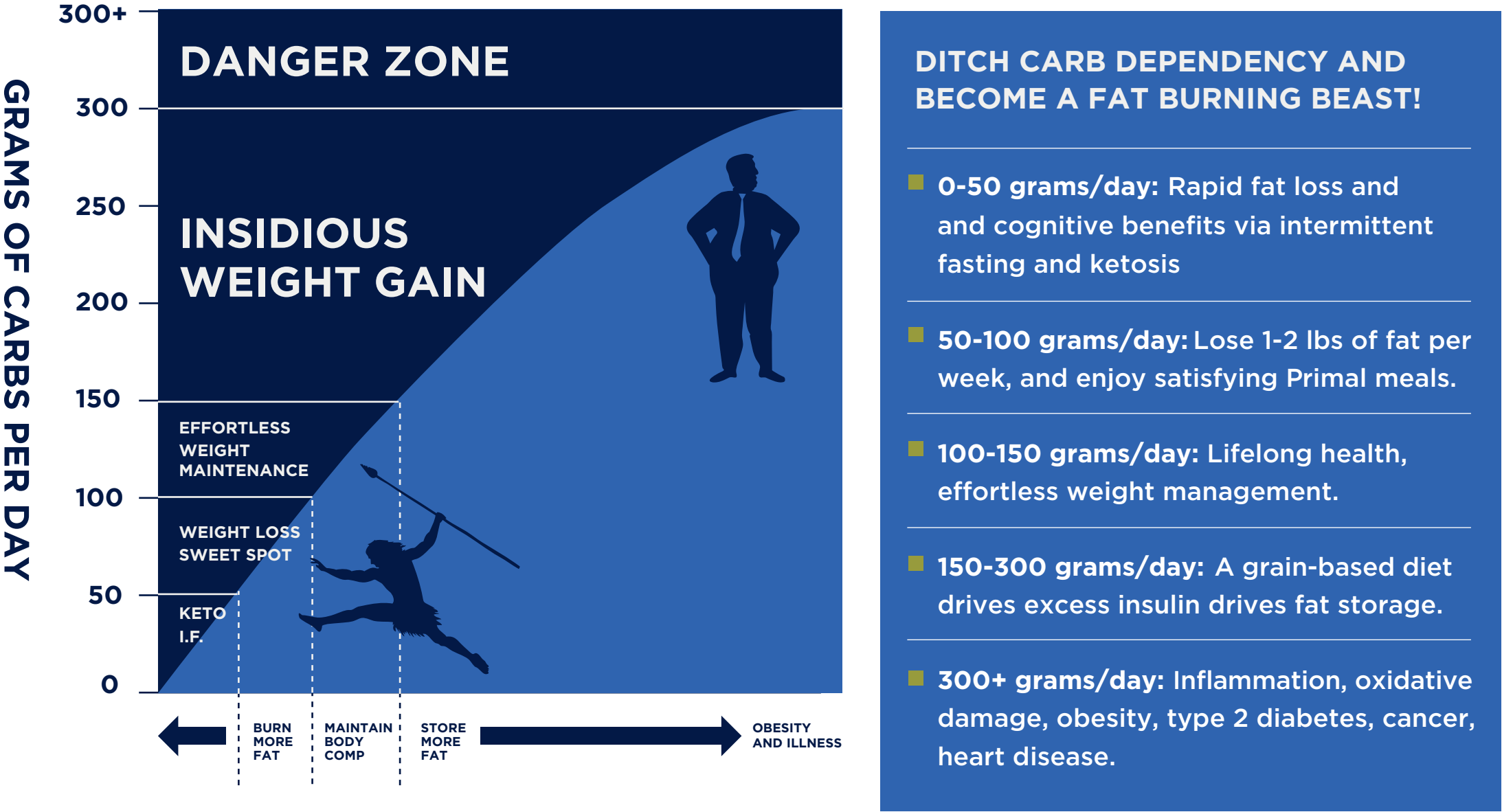
THE PRIMAL TRANSFORMATION-5 ACTION ITEMS

ACTION ITEM #1	Eliminate SAD Foods
ACTION ITEM #2	Shop, Cook, and Dine Primally
ACTION ITEM #3	Make the Healthiest Choices Across the Spectrum
ACTION ITEM #4	Exercise Primally – Move, Lift, and Sprint!
ACTION ITEM #5	Slow Life Down

THE RULES OF LIVING 10,000 YEARS AGO

Control how your genes express themselves in order to build the strongest, leanest, healthiest body possible, taking clues from evolutionary biology.

THE PRIMAL BLUEPRINT CARBOHYDRATE CURVE



THE PRIMAL BLUEPRINT 10 LAWS

1	Eat plants and animals.	6	Get plenty of sleep.
2	Avoid poisonous things.	7	Play.
3	Move frequently.	8	Get plenty of sunlight.
4	Lift heavy things.	9	Avoid stupid mistakes.
5	Sprint once in a while.	10	Use your brain.

THE PRIMAL ESSENTIAL MOVEMENTS

Includes progression exercises for all fitness levels

PUSHUPS

PULL UPS

SQUATS

PLANKS