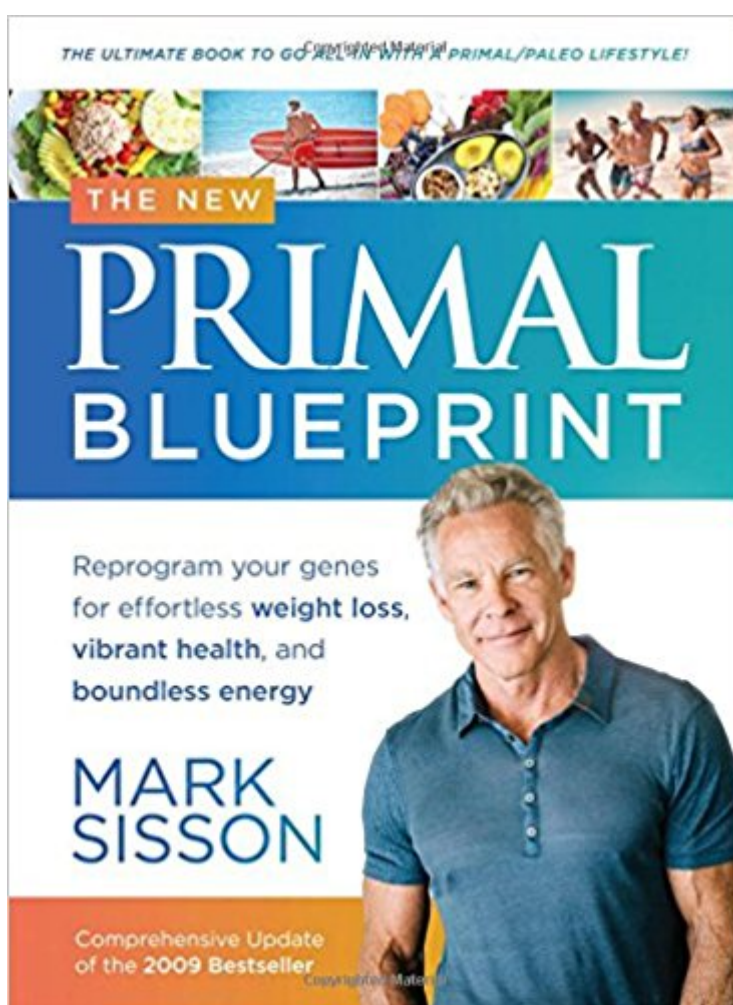


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The New Primal Blueprint: Reprogram Your Genes For Effortless Weight Loss, Vibrant Health And Boundless Energy



Synopsis

Mark Sisson's 2009 release of *The Primal Blueprint* was the catalyst for the primal/paleo/ancestral health movement to gain mainstream awareness and acceptance. Both the hardcover and paperback editions enjoyed a seven-year run at the top of the primal/paleo charts and selling hundreds of thousands of copies. Sisson, publisher of the acclaimed MarksDailyApple.com, the acclaimed and most-visited primal/paleo blog, has spent the past six years diligently researching and evaluating recent the most up-to-date science and reflecting on thousands of users' experiences going primal. The second edition of *The New Primal Blueprint* offers a comprehensively revised, expanded, and updated message from the original runaway bestseller. *The New Primal Blueprint* serves as the ultimate road map for anyone wishing to make the shift from flawed conventional wisdom about diet and exercise to a healthy, happy empowering lifestyle patterned after the evolutionary-tested behaviors of our hunter-gatherer ancestors. The book details the ten immutable Primal Blueprint lifestyle laws that enable empower you to reprogram your genes to direct in the direction of weight loss, health, and longevity. The Primal Blueprint laws are validated by two million years of human evolution as well as an ever-expanding body of contemporary scientific research. Sisson's philosophy was originally met with skepticism as he aggressively challenged numerous mainstream health tenets. Eight years later, mainstream medical and health science are validating the Primal Blueprint tenets assertions that a high-carb, grain-based diet will make you fat, tired, and sick; that a consistent routine of medium-to-difficult cardiovascular workouts can actually compromise your health and longevity and increase risk of heart disease; and that consuming (whole food sources of) fat and cholesterol does not lead to heart disease as we have been led to believe, but rather offers many health benefits. *The New Primal Blueprint* comes alive with a vibrant full-color presentation packed with photos, graphics, and cartoons to make for a fun, easy, and memorable read. Join hundreds of thousands of primal enthusiasts and embrace a new way of life where you take responsibility for your health, fitness, and happiness. Reject once and for all the flawed conventional wisdom that has left modern citizens struggling with fatigue, excess body fat, and elevated disease risk factors as a consequence of grain-based eating habits, exhausting exercise routines, sedentary lifestyle patterns, and high-stress existences that misdirect our genes and promote illness instead of wellness and longevity. Here is a quick overview of the ten Primal Blueprint laws that will help you quickly and effortlessly reprogram your genes in the direction of health, happiness, and longevity:

Law #1 - Eat Plants and Animals: Enjoy the nutritious, satisfying foods that fueled two million years of human evolution.

Law #2 - Avoid Poisonous Things: Avoid toxic modern foods

(primarily refined vegetable oils, sugars, and grains) that make us fat, sick, and malnourished. Law #3 - Move Frequently: Enhance fat metabolism, improve cognitive function, and avoid the stress of chronic cardio by keeping active with aerobic workouts at a comfortable heart rate, increased everyday movement, and complementary flexibility/mobility activities throughout your day. Law #4 - Lift Heavy Things: Brief, intense sessions of functional, full-body resistance exercises supports muscle development, increases bone density, and prevents injury. Law #5 - Sprint Once in a While: Occasional all-out sprints turbo-charge fat reduction and deliver a boost of anti-aging hormones. Law #6 - Get Plenty of Sleep: Align your sleep with your circadian rhythm by minimizing artificial light and digital stimulation after dark, and creating a calm, quiet, dark sleeping sanctuary. Optimal sleep promotes healthy immune, brain, and endocrine function. Law #7 - Play: Balance the stress of modern life with some unstructured, physical fun! Both brief breaks and grand outings are essential to nurture a cognitively fluid mind and a free spirit. Law #8 - Get Plenty of Sunlight: Expose large skin surface areas frequently to optimize vitamin D production (increases energy, prevents cancer). Maintain a slight tan, but never burn. Diet alone doesn't cut it. Law #9 - Avoid Stupid Mistakes: Learn to be mindful and vigilant against dangers, both extreme and routine. Cultivate risk management skills to stay safe and sensible and eliminate "avoidable suffering." Law #10 - Use Your Brain: Engage in creative and stimulating activities away from your core daily responsibilities. This will keep you refreshed, energized, creative, and productive in everything you do. (Mark Sisson)

Book Information

Hardcover: 568 pages

Publisher: Primal Nutrition, Inc.; Revised ed. edition (November 15, 2016)

Language: English

ISBN-10: 1939563305

ISBN-13: 978-1939563309

Product Dimensions: 7 x 1.7 x 9.1 inches

Shipping Weight: 3.4 pounds (View shipping rates and policies)

Average Customer Review: 4.6 out of 5 stars 70 customer reviews

Best Sellers Rank: #13,783 in Books (See Top 100 in Books) #20 in Books > Health, Fitness & Dieting > Diets & Weight Loss > Paleo #134 in Books > Health, Fitness & Dieting > Diets & Weight Loss > Weight Loss #157 in Books > Health, Fitness & Dieting > Exercise & Fitness

Customer Reviews

There are many different ways to approach wellbeing, and The Primal Blueprint makes lifestyle change simple, doable, and sustainable. It feels like the reader cannot fail because the principles are common-sense and open-ended. Katy Bowman, Nutritious Movement guru, author of Move Your DNA and Movement Matters

Mark Sisson is a pioneer in the evolutionary health movement and a bona fide fat-burning beast. If you want to learn from the best, The Primal Blueprint is required reading. So drop that sandwich and pick up this book. You're going to love it!

Abel James, New York Times bestselling author of The Wild Diet and Award-Winning Host of Fat Burning Man

If I think back about books, people, and experiences that have influenced and shaped me, it's hard to think of a book (The Primal Blueprint) and person (Mark Sisson) that have had greater impact on my life. The Primal Blueprint was not only one of the first books on the scene with the emergence of paleo/primal/ancestral health, it has also stood the test of time. That's pretty remarkable given how rapidly we gain new information and insights these days. Millions of people have improved their lives via Mark's work, and I certainly count myself amongst those who live a better life because of The Primal Blueprint and Mark's passion for all things health.

Robb Wolf, former research biochemist and New York Times bestselling author of The Paleo Solution: The Original Human Diet

The Primal Blueprint impacted the way I practice medicine more than any medical textbook or journal I've ever read. I came out of medical training ill-equipped to manage the deluge of lifestyle-induced chronic health conditions I encountered in my patients. My greatest weapon at that time was my prescription pad. The Primal Blueprint changed that completely. It not only transformed my own health, but gave me a template to help manage and actually reverse diseases in my patients. Mark masterfully weaves together complex exercise and nutrition science, ancestral health, and his profound, yet practical wisdom gained from his years of being an elite athlete and a normal human being who suffered physical and mental burnout. The result is an elegant, yet simple solution to optimal health that is now not only the gold standard in the world of health and fitness, but is also having a growing impact on physicians and health practitioners around the world.

Dr. Ronesh Sinha, author of The South Asian Health Solution and Palo Alto Medical Foundation Director of Corporate Wellness for Sutter Health in Silicon Valley

Far and away, the most important health concept in The Primal Blueprint is that the metabolic state of burning fat is essential to normal health. We often think of exercise as a way to burn fat, but if your diet does not contain the right nutrients, you will not burn fat optimally. I regularly recommend this book to patients at my weight loss clinic. It offers a safe, sensible, and comprehensive plan for a complete lifestyle transformation. By following such recommendations

for diet, exercise, and lifestyle, I have seen patients double their fat burning capacity in four weeks. Years of clinical experience has taught me that fat-burning is the biggest factor in determining long-term weight management success as well as moderation of disease risk factors. Dr. Cate Shanahan (DrCate.com), author of *Deep Nutrition and Food Rules*, Science Director of the Los Angeles Lakers PRO Nutrition program Reading *The Primal Blueprint* and adopting a primal lifestyle saved my life, as I was struggling with weight issues, food addictions, adrenal fatigue, and unresolved thyroid disease despite extensive medical intervention. I thought I was eating extremely healthy, and exercising optimally, but the results were exhaustion, weight gain, and blood work showing conditions of pre-diabetes and thyroid dysfunction. Going primal helped eliminate my health problems relatively quickly and easily. I became fat-adapted, energetic, healthy, happy, and free of suffering for the first time in years. If you are pre-diabetic, have extra weight to lose, or have an unhealthy relationship with food, going primal can help you break free from your struggles and promote the optimal gene expression that you deserve. Elle Russ, author of *The Paleo Thyroid Solution*, host of *Primal Blueprint Podcast* Mark Sisson is a natural born coach. His long career as a personal trainer and coach of elite endurance athletes has infused his *Primal Blueprint* message with inspiration, support, and sensitivity. As you read *The Primal Blueprint*, it feels like Mark is there with you every step of the way offering personal guidance and a gentle, supportive touch. Christine Hassler, M.A., bestselling author of *Expectation Hangover*, keynote speaker, podcast host and Coaching Director of the *Primal Health Coach* certification program Mark Sisson's influence has extended across the globe and been a great inspiration for us in promoting the big picture of healthy eating, exercise, and lifestyle principles here in the United Kingdom. Unlike so many diet and fitness gurus with extreme, overly-stressful programs, *The Primal Blueprint* offers a sensible approach to lifestyle change, one that allows you to express your personal preferences and have fun along the way. Keris Marsden and Matt Whitmore, London, England-based authors of *Paleo Primer* and *Paleo Primer: Second Helping* Mark Sisson and *The Primal Blueprint* played an instrumental role in launching the ancestral health movement many years ago. I notice in my functional medicine practice that many people respond to simple lifestyle changes that honor our evolutionary development—doing things like ditching grains, sugars, and refined vegetable oils, consuming more nutrient-dense plant and animal foods, getting sensible exercise instead of overdoing it, and placing more emphasis on sleep. *The Primal Blueprint* covers all the bases to leading a healthy lifestyle. It's at the top of my recommended reading list for anyone interested in reclaiming their health with diet and lifestyle change. Chris Kresser, author of *The Paleo Cure* and *Your Personal Paleo Code*, and Co-director and President of California Center for

Functional Medicine As a former professional athlete like Mark Sisson, I understand how pursuing competitive athletic goals can actually compromise your health instead of support it. The Primal Blueprint helped me reframe my perspective about what being healthy really mean and helped me embrace a broader perspective of fitness. Mark is a guy who has been there and done that; his credibility is excellent, as is his research to support his ideas. If you are looking to get healthy and fit, then get The Primal Blueprint. Lewis Howes, New York Times bestselling author of School of Greatness and host of the School of Greatness Podcast I've known Mark Sisson personally for many years and watched him shape and inspire the burgeoning primal/paleo/evolutionary health movement. Unlike many health and fitness leaders, Mark is open, approachable, and focused on the community instead of being dogmatic. He has the respect of everyone from those first encounters at speaking events to the leading scientists, medical experts, and elite athletes in the health world. The Primal Blueprint is a great way to get an easy-to-read comprehensive education on primal living. Ben Greenfield, BenGreenfieldFitness.com (Editorial Review)

Health and fitness expert Mark Sisson is the bestselling author of The Primal Blueprint and one of the leading voices of the burgeoning Evolutionary Health Movement. His blog, MarksDailyApple.com, has paved the way for Primal enthusiasts to challenge conventional wisdom's diet and exercise principles and take personal responsibility for their health and well-being. With over 2 million unique monthly visitors, the blog is one of the top-ranked health resource websites on the Internet. Besides the Primal Blueprint, Mark has authored The Primal Blueprint 21-day Total Body Transformation, The Primal Connection (which won the Eric Hoffer Award in 2013 for best self-published book, and the Ben Franklin Award silver medal in the mind/body/spirit category); and numerous other books on cooking, athletic training, and health.

When I started following the Primal Blueprint on 4/1/16 I was 400 pounds, I'm now 225 and dropping! I feel the best I've ever felt and yes my blood lipids, blood sugar and liver function are all great!!! I highly recommend the Primal Blueprint to anyone looking to lose weight or even just feel better and be much healthier!

Even better than the first edition. More detailed with updated studies and still very readable to the less sciency-lingo-speak crowd.

The best "diet" book I've read in years. Very pragmatic and sensible. Backed with good research and science, Mark makes it simple to understand and fun to read.

I've read both the original and The New Primal Blueprint. The new edition goes much deeper and introduces a wider range of subject matter than the original. I would recommend this to either a Primal enthusiast or someone looking for long term relief from existing health issues. A nice mix of tough love, humor and solutions all wrapped up in understandable and actionable principles.

AMAZING break down of healthy habits and options. A bit like a text book so it takes a while to get through, but it's well worth it.

The best advice for life long change and improved health. I started cutting carbs two years ago and feeling more energetic, but Mark put the whole lifestyle, exercise, and nutrition puzzle together for me. Thanks for writing this great book!

I think this is great for beginning your lifestyle change towards a more primal way of eating. I have seen positive results utilizing the knowledge gained from this book.

Such an incredible book. It will change the way you think about what is healthy and not healthy...and not just with regard to eating. The Primal Blueprint is so much more than a "eat this and don't eat that" book. It is a complete life blueprint that deals with eating, exercise, work, and play...all aspects of your life. Everything Mark preaches is backed by science/studies as well as thousands of generations of human existence. It just makes sense and is the complete opposite of a fad diet. I thought the original book couldn't be topped....but the new version with new content does top it.

Great job Mark!

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