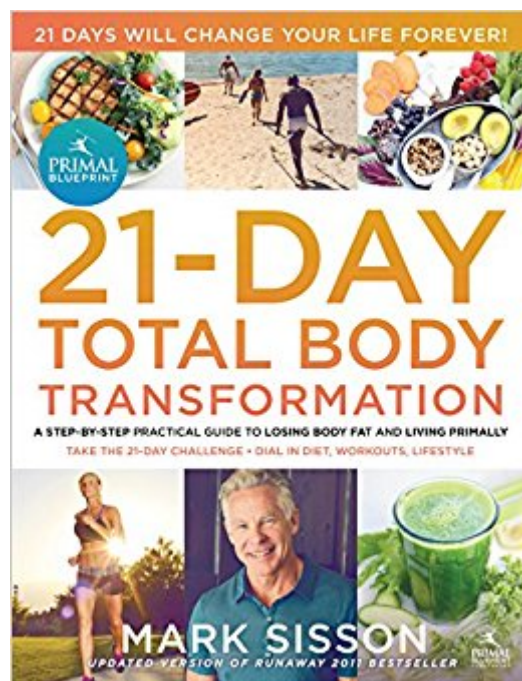




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The Primal Blueprint 21-Day Total Body Transformation: A Step-by-step, Gene Reprogramming Action Plan



Synopsis

Primal Blueprint author Mark Sisson presents a fun, easy-to-follow, practical guidebook to help you "get Primal" in only 21 days. First, you'll learn eight Key Concepts that represent the most important day-to-day elements living Primally, then tackle five Action Items that will enable you to literally reprogram your genes toward a long, healthy, and energetic life. The Action Items are presented in a fun and life-transforming 21-Day Challenge, featuring daily diet, exercise, and lifestyle endeavors with corresponding journal exercises. You'll transition out of the regimented, carb-dependent, fat-storing Standard American Diet (SAD), the chronic, overly-stressful exercise patterns recommended by Conventional Wisdom, and other health-compromising elements of hectic modern life. Instead, you'll smoothly implement the evolution-tested lifestyle behaviors of our hunter-gatherer ancestors to promote optimal gene expression. By eating Primally, you'll transform from a "sugar-burner" into a Sisson's so-called "fat burning beast", where stored body fat becomes your preferred fuel choice, and energy, hormone, metabolic, and immune function are optimized automatically. With an intuitive mix of Primal workouts, you'll get exceptionally fit in only a few hours per week -- and have fun while you're at it! The Primal Blueprint 21-Day Transformation is stocked with photos, diagrams, concise section summaries, workout descriptions and photos, resource lists for Primal-approved foods and foods to avoid, recipe suggestions, and detailed real-life success stories to help you stay confident and focused on your Primal journey. Unlike many complex, regimented, quick-fix programs, the Primal Blueprint 21-Day Transformation is a simple, sensibly-paced journey shaped by personal preference and a strong emphasis on enjoying comfortable modern life. The material is scalable for everyone, from Type-A fitness die-hards who might benefit from a more relaxed approach, to couch potatoes who need motivation to take that first step. Mark Sisson guides you in a light-hearted, irreverent tone that will make you feel comfortable and inspired, and never intimidated. You can expect quick results in the first 21 days (fat loss, improved energy levels, fitness, and blood test markers), but your 21-Day Transformation is only the beginning of a life of ease and contentment that is possible when you live in harmony with your genetic requirements for health and longevity.

Book Information

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Improve cholesterol and blood sugar, increase your energy and productivity and reduce stress Build or sculpt a lean, fit, swimsuit-ready body in record time with minimal effort and no pain and suffering Author's blog marksdailyapple.com is one of the top health and fitness destinations on the Internet with over 700,000 unique visitors each month. Author is a leading voice in the low-carb Paleo market. Book will be featured daily in advertising on author's blog. Step-by-step action plan to lose 2-3 pounds of body fat each week indefinitely until you hit your genetic ideal body composition A step-by-step action plan to lose 2-3 pounds of body fat each week indefinitely until you hit your genetic ideal body composition Mark Sisson, author of the best-selling "Primal Blueprint", publisher of the top health blog MarksDailyApple.com and de-facto leader of the Primal/paleo/evolutionary health movement, presents a fun, easy-to-follow, practical guidebook to help you "get Primal" in only 21 days. First, you'll learn eight Key Concepts that represent the most life-influencing components of the Primal Blueprint, then tackle five Action Items that will enable you to literally reprogram your genes toward a long, healthy, and energetic life. You'll transition out of the regimented, carb-dependent, fat-storing Standard American Diet, the chronic, overly-stressful exercise patterns recommended by Conventional Wisdom, and other health-compromising elements of hectic modern life. Instead, you'll smoothly implement the evolution-tested lifestyle behaviors of our hunter-gatherer ancestors to promote "optimal gene expression." By eating Primally, you'll enter Sisson's so-called "Fat Paradigm," where stored body fat becomes your body's preferred fuel choice, and energy, hormones, metabolism, and immune function are optimized automatically. With an intuitive mix of simple Primal workouts, you'll get exceptionally fit in only a few hours per week - and have fun while you're at it!

Mark is the one of the leading figures in the primal/paleo/ancestral health world, with his MarksDailyApple.com the most visited site in this category. Mark has followed the revolutionary bestseller, The Primal Blueprint, with six other books on primal living and eating. He is a former world-class endurance athlete (2:18 marathon, 4th place Hawaii Ironman), BA degree in biology (Williams College). Besides blogging daily and writing books, Mark hosts PrimalCon lifestyle retreats in North America

I really like Mark's work. It is very well thought out, well researched and well presented. Doesn't have that promoter (hey buy my stuff) feel. I find myself naturally gravitating to a more primal diet now that I age. Biscuits are not interesting to me any more. But a piece of fresh salmon gets me going. I am new into his system so I can't report that I have lost any weight yet. But I can say that I sleep tons better!

Love this book. Easy to read and have incorporated many of the principles into my own diet and have lost 15 lbs. Able to maintain weight easily after cheating a couple of days by just getting back in program. 6 pack abs at 54 yes old is great and now I eat fats and proteins that I eliminated from my diet years ago. Great book.

After reading the blueprint I still wanted more information and more practical application information if the whole philosophy and this book was it. There are plenty of great explanations that don't go too far in debts that the main point gets lost. There are some great testimonial stories that definitely inspire. This is a great second step once you've read the primal blueprint or even a first step if you're willing to just jump in and give it a go.

Gave me the kick in the rear I needed to eat right! This man is very smart and I like how he dumbs the knowledge down for folks like me! lol

What's great about the 21-Day Transformation is the step-by-step process Mark walks you through. Let's be honest, we're all extremely busy and our culture is about "hand-holding" so we literally don't have to think a great deal. Mark's book makes this daily process relatively easy and straightforward. If you've ever tried to eliminate sugar/high fructose corn syrup from your diet, you know you're literally going to be dealing with physical withdraw symptoms due to your body's dependence on this "drug." HANG IN THERE! If you're diligent for 3 weeks, you will be well on your way to moving

past this "addiction" and on your way to stronger levels of health and well being.

I won't join the debate of Paleo/Standard American Diet here. Sisson is a great source of information. He gives a lot of information freely to anyone willing to check out his website and sign up for his newsletter, such is his dedication to changing lives and sharing about a way of living that clearly works for him and many many others. Keep calm, and embrace what works for you.

Mark Sisson makes an excellent case for the primal/paleo way of life. He is entertaining as he explains why this is the healthiest way to live. I do find Mark's style a little bit 'Californian', but that is more than forgiven by the quality of his writing and the value of his message. The primal/paleo way might sound challenging, and there are plenty of those who disagree with what he recommends, but it isn't as hard as it sounds. In fact it is really very easy and can be sustained without any real sense of loss (once you get through the first couple of weeks). This way of eating and living will make remarkable improvements to your health and well being. I strongly recommend you put aside your doubts and give it a genuine try. You won't regret it.

I really enjoyed reading this book. It has daily challenges that make things interesting. All of the exercises were doable, yet incredibly challenging. I followed the diet more than the exercises, and I'm still losing weight and feeling better - slowly but surely. (I also went to my primary physician and got my labs drawn so I can look at the difference in a few months.) I've actually had fun with the 21-Day plan... the enthusiasm of Mark Sisson is contagious, and the food is absolutely wonderful. I feel like I've cheated myself for over 20 years by trying to eat "healthy," when I should have been eating real food.

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