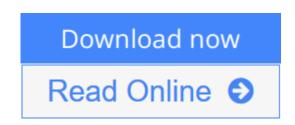


The Primal Blueprint 21-Day Total Body Transformation: A step-by-step, gene reprogramming action plan

By Mark Sisson



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DPrimal 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 evolutiontested lifestyle behaviors of our hunter-gatherer ancestors to promote optimal gene expression.

By eating Primally, you'll transform from a carbohydrate-dependant "sugarburner" into a "fat burning beast" as Sisson puts it, where the fat stored on your waist, hips, thighs and everywhere else becomes your body's preferred fuel source, and your 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 pictures, resource lists for Primal-approved foods and foods to avoid, recipe suggestions, and detailed reallife success stories to help you stay confident and focused on your Primal journey. MarksDailyApple.com provides extensive support with thousands of articles on living Primally in the modern world.

• Key ConceptsYou really can reprogram your genes by the way you eat, exercise and live from day-to-day.

- The clues to optimal gene expression are found in evolution: adapt the simple lifestyle behaviors of our (genetically identical) hunter-gatherer ancestors into hectic modern life.
- Your body prefers burning fat over carbohydrates: Eating Primally will return your body to its "factory setting" as a fat-burning beast
- 80 percent of your body composition success is determined by how you eat particularly your ability to regulate the wildly excessive insulin production of the Standard American Diet.
- Grains are totally unnecessary: Grains (and legumes for that matter) offer minimal nutrition, a high insulin response, and contain anti-nutrients that promote inflammation and compromise digestion and immune function.
- Saturated fat and cholesterol are not your enemy: They are critical to cellular health, hormone function and metabolism, and only cause problems when insulin production is excessive.
- Exercise is ineffective for weight management: Energy burned during workouts is negated by increased appetite/caloric intake. A chronic exercise pattern results in burnout and compromised fat metabolism.
- Maximum fitness can be attained in minimal time with high-intensity workouts. Brief, intense strength and sprint workouts promote optimal gene expression and broad athletic competency. You can get super-fit in only a few hours per week!

Armed with the secrets to healthy living, you'll take decisive action over your 21day journey to:

- Eliminate SAD foods that promote weight gain and chronic health problems.
- Go Primal: restock your kitchen and implement winning strategies for shopping, dining out, and snacking.
- Understand the spectrum of best to worst foods in each of the Primal food categories.
- Implement Primal Blueprint Fitness workouts, blending frequent slow-paced movement, regular brief, intense strength workouts, and occasional all-out sprints.
- Slow life down: enjoy the simple pleasures of "slow" food, intuitive exercise, focused work habits, relaxing evenings, and plenty of time for play, socializing, and sun exposure.

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 expectations for health and longevity.

"While health and fitness is my life, I understand that many people are just too busy, too stressed, or perhaps even too intimidated - to make major lifestyle changes. The Primal Blueprint 21-Day Transformation book makes getting Primal easy, simple and totally do-able - no matter what your starting point is right now."

Gabby Reece - professional volleyball star, international supermodel, fitness celebrity, and busy mom

"After seven years of nagging diet-related illness, I felt completely recovered within one week of eating Primally - one week! I've experienced a breakthrough in energy and vitality that feels better than winning the lottery."

- Timothy Williams, West Los Angeles, CA

Lost 32 pounds from 5'9 ¹/₂" 185lb to 153lb, in 2 months

"With my insulin and blood glucose under control, I can go a whole day without food and still feel energized. I'm freaking happy all the time, and losing weight without really trying!"

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- Sales Rank: #39004 in eBooks
- Published on: 2011-10-18
- Released on: 2011-10-18
- Format: Kindle eBook

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Editorial Review

Review

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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

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About the Author

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

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Robert Hollinger:

The book The Primal Blueprint 21-Day Total Body Transformation: A step-by-step, gene reprogramming action plan has a lot associated with on it. So when you make sure to read this book you can get a lot of help. The book was published by the very famous author. The author makes some research before write this book. That book very easy to read you may get the point easily after perusing this book.

Mark Hernandez:

Your reading 6th sense will not betray a person, why because this The Primal Blueprint 21-Day Total Body Transformation: A step-by-step, gene reprogramming action plan publication written by well-known writer who knows well how to make book that may be understand by anyone who all read the book. Written in good manner for you, still dripping wet every ideas and composing skill only for eliminate your current hunger then you still hesitation The Primal Blueprint 21-Day Total Body Transformation: A step-by-step, gene reprogramming action plan as good book not just by the cover but also by content. This is one guide that can break don't evaluate book by its protect, so do you still needing yet another sixth sense to pick this particular!? Oh come on your looking at sixth sense already told you so why you have to listening to one more sixth sense.

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Kimberly Towe:

In this era which is the greater man or who has ability in doing something more are more important than other. Do you want to become one among it? It is just simple way to have that. What you have to do is just spending your time not much but quite enough to experience a look at some books. One of the books in the top checklist in your reading list is usually The Primal Blueprint 21-Day Total Body Transformation: A step-by-step, gene reprogramming action plan. This book that is certainly qualified as The Hungry Mountains can get you closer in growing to be precious person. By looking upwards and review this e-book you can get many advantages.

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