

Sisson's extensively researched masterwork is delivered in an inspirational, irreverent, and humorous tone. Far from dogmatic or elitist, Sisson understands the realities of daily life and asserts the "80% Rule" to allow for the inevitable deviation from ideal. *The Primal Blueprint* is an enjoyable journey into the simple, primal secrets of feeling and looking your very best...for the rest of your life!



photo by Karen Moore

Mark Sisson is the founder & publisher of MarksDailyApple.com, one of the most acclaimed healthy lifestyle Web sites on the Internet. Mark owns Primal Nutrition, a health education and supplement company that he founded in 1997. He appears regularly as an expert guest on *Know the Cause*, a nationally syndicated cable talk show. This is his fifth book.

Mark is a former 2:18 marathoner and fourth-place finisher in the Hawaii Ironman World Triathlon Championships. He lives with his wife, Carrie, and children, Devyn and Kyle, in Malibu, California.

“Mark Sisson is someone who walks his talk! His exemplary lifestyle and passion for helping others get fit have been an inspiration to me. Unlike many diet and fitness programs that are too extreme, the Primal Blueprint works for everyone.”

Gabby Reece, professional volleyball star, international supermodel, fitness celebrity, and mother of two

“Sisson aggressively pokes holes in flawed conventional wisdom about diet and exercise that has led us down the wrong path for decades. The Primal Blueprint is supported by extensive scientific research and is simple and easy to follow—not for a week or a month, but for the rest of your life.”

Drs. Michael and Mary Dan Eades, *New York Times* best-selling authors of *Protein Power*

Being healthy and fit has gone mainstream—millions sweat the calories away on the roads or in health clubs and scrutinize labels and menus trying to *do the right thing* to control weight, delay aging, and feel healthy, fit, and energetic. And it's simply not working. Rates of obesity, diabetes, arthritis, heart disease, and cancer continue to climb, and even the most committed fitness enthusiasts often carry 10 or 20 extra pounds of body fat.

MarksDailyApple.com healthy lifestyle guru **Mark Sisson** presents the compelling premise that you can *reprogram your genes* in the direction of weight loss, health, and longevity by following 10 immutable “Primal” laws validated by two million years of human evolution. *The Primal Blueprint* will show you how:

- Weight loss is *all about insulin*; moderate your production by eliminating sugar and grains (yes, even whole grains) and you will lose the excess body fat you desire without dieting—plus you will improve your energy level, reduce inflammation, and eliminate disease risk.
- Eating meat, eggs, and a generally *high-fat diet* not only is healthy but is the key to effortless weight loss, a healthy immune system, and boundless energy.
- *Slowing down* your typical cardiovascular workouts, and incorporating brief, intense strength sessions and occasional all-out sprints can produce fitness benefits far superior to workouts that are much longer and more grueling—and can eliminate the risk of burnout.



THE PRIMAL BLUEPRINT

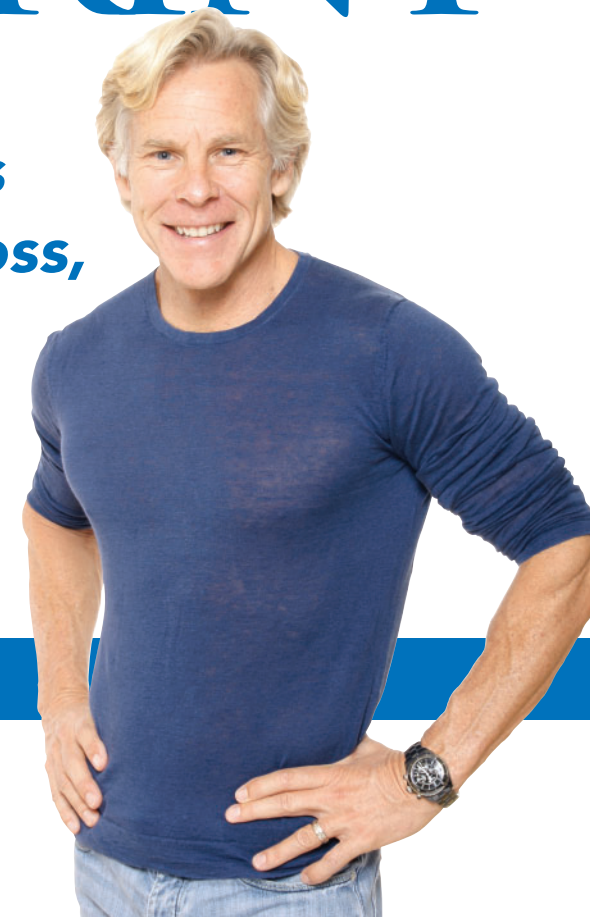
MARK SISSON



Forget everything you thought you knew about diet, exercise, and health!
It's time to go back to the beginning...

THE PRIMAL BLUEPRINT

Reprogram your genes for effortless weight loss, vibrant health, and boundless energy



MARK SISSON

\$26.99

As you'll discover with the day in the life comparisons between Grok (Sisson's model primal human, a hunter-gatherer from 10,000 years ago) and Ken Korg (Grok's antithesis—a sedentary suburban dad with a long commute to a stressful job, a diet of heavily processed foods, and assorted prescriptions that impede natural healing), we've drifted disastrously far away from optimal gene expression in modern life. We live in a society of rampant consumerism, technology-driven inactivity (most evident with the childhood obesity epidemic), overprocessed foods, and a “more is better” mentality that drives even the most devoted fitness enthusiasts to exhaustion and failed weight-loss goals.

Sisson's voice of experience (his hopes of competing in the Olympic marathon trials were crushed by overuse injuries and an inflammatory high-carbohydrate diet—a life lesson that inspired his three-decade quest to balance fitness *and* health) strongly rejects many generally accepted, but deeply flawed, assumptions about healthy eating, exercise, and lifestyle habits. Unlike gimmicky programs of questionable validity (that produce short-term “results” at the expense of health and long-term compliance), *The Primal Blueprint* is validated by the magnificent two-million-year scientific study that is human evolution. Our genes prefer natural, hunter-gatherer foods, such as vegetables, fruits, nuts, seeds, meat, fish, fowl, and eggs; an energizing blend of comfortably paced aerobic movement (to support cardiovascular and immune function as well as overall vibrant health) blended with occasional brief but high-intensity efforts (to shed fat, build muscle, and delay aging); and a simple, stress-balanced lifestyle with plenty of sleep, sunlight, playtime, and stimulating creative endeavors to balance the daily grind of the rat race.