

# THE PRIMAL BLUEPRINT

*So You're New to the Primal Blueprint...*

Ever wonder how the friend, family member, or co-worker who gave you this flyer has been losing body fat, gaining strength and energy, and looking and feeling better than ever – all while eating whatever they want, whenever they want?

Ever wonder why they just can't seem to shut up about this new way of eating and living?

Bottom line: because it's simple and it works better than anything else out there. **It works by providing the perfect environment for our genes to prosper**, by eating the same foods our ancestors ate, doing the same exercises our ancestors did to survive and prosper, and reducing the stress that modern life heaps upon us. If you've ever taken a biology class, you'll know that nothing makes sense except in the light of evolution - and the Primal Blueprint is all about listening to evolution. Genetically, we are still cavemen.

Our genes still crave the **fat, meat, fish, seeds, nuts, and leaves** that sustained humans for hundreds of thousands of years before Twinkies, Big Gulps, and whole grain bread came around and chronically spiked our insulin levels.

Our genes still respond best to the types of activities our ancestors performed: **lifting heavy things, squatting, bending, sprinting, and hiking.**

Our genes are built to handle the occasional, intense stress of a life-and-death situation in the wild, but we can't deal with the steady trickle of modern, artificial stress – bills, bosses, rush hours, cubicles, sleepless nights – that breaks us down physically and mentally.

Armed with this knowledge and by following the immutable laws of The Primal Blueprint you can literally **reprogram your genes for effortless weight loss, vibrant health and boundless energy.**

**You're probably thinking this all sounds a little crazy.** You're probably thinking "Hey, cavemen didn't live that long, and people are living longer than ever before. What gives?"

Sure, we may live longer lives, but that's because we have modern medicine keeping us alive, feeding us pills, and mending broken bones. A broken leg or an infectious disease meant certain death for a caveman; for us, it just means a quick trip to the emergency room. The Primal Blueprint is about using modern knowledge of evolutionary biology to cherry-pick the stuff that worked for our ancestors and eliminate the things that don't work in modern life, effectively giving you the best of both worlds. You can still go to the doctor and take medicine for what ails you, but with the Primal Blueprint, it probably won't be necessary.

By paying attention to our genes and using evolutionary biology to inform our behavior, we can **unlock the secrets to health, longevity, immense physical strength and vitality**, and free ourselves from the looming specter of pharmaceuticals, constant doctor's visits, and chronic health issues. Instead of toiling under calorie-counting fad diets and hours spent on a boring treadmill, with the Primal Blueprint you can eat all the real food you want and cut back on your workouts by doing them more efficiently, saving you time to finally enjoy life.

If you're ready to change your life and get your genes working for you instead of against you, visit:

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