

## Why paleo?

Most people who turn to Paleo are trying to accomplish the following goals, or some combination of them:

- **Lose Weight**
- **Gain Muscle**
- **Have Better Digestion**
- **Have Beautiful Skin**
- **Have Less Pain**
- **Go Though Life with a Clear Head**
- **Reverse Diabetes**
- **Feel Younger**
- **Lower Blood Pressure**
- **Lower Blood Glucose**
- **Have More Energy**
- **Get Off Prescription Medications**

Paleo has helped thousands of people accomplish these goals and more. Following this ebook will help you succeed at having all those things once and for all. It sounds like an infomercial for the newest super-pharmaceutical or something, but this is no gimmick. Here's why:

1. The Paleolithic diet is what we ate as we evolved over 2.5 million years. The 10,000 years we've been eating products of agriculture like grains, beans, refined sugar, seed oils, hazardous food additives, and dairy are a mere blip on the timeline of evolution. Most people are not very well equipped to deal with those new foods, as evidenced by the proliferation of obesity, heart disease, diabetes, chronic pain, poor athletic performance, mood disorders, digestive disorders, and unhealthy skin, among hundreds of other symptoms and diseases. We are what we eat.
2. Despite conventional wisdom, we are not supposed to eat grains, even those highly coveted whole grains. They contain harmful substances like gluten, certain lectins, and phytic acid, among others. They mess with our digestive systems, causing severe inflammatory responses. Phytic acid carries necessary minerals out of our bodies unabsorbed. And they can act like opioids (read: addictive drugs), creating fatigue, moodiness, and addictive behaviors.
3. Contrary to popular belief, dairy is not the only way to get calcium. Moreover, calcium is not the only way to grow bones. Almost everyone in the world—up to 85 percent of us—is lactose intolerant to some degree. We're meant to stop eating dairy when we're weaned from our mother's teat.
4. Omega 6 fatty acids cause inflammation; omega 3s fight inflammation. The two should be eaten in balance. However, ubiquitous foods like corn oil, soy oil, safflower and sunflower oil, cottonseed oil, and other vegetable oils have a tremendous amount of omega 6s, and we're not getting the required omega 3s to balance that out.

- Sugar. Holy sugar. It makes you fat and diabetic. It promotes inflammation and lowers the immune system's ability to do its job. It makes you crabby and hyper—sometimes at the same time. And you probably eat way more of it than you think.
- Most of the foods above are low in nutrients—some more than others—relative to meat, seafood, eggs, veggies, fruits, nuts, and seeds. That means every time you put a piece of bread in your mouth instead of a Paleo food, you're wasting an opportunity to get some much-needed nutrition.

## overview of the challenge

So if you're still ready to do this, here's what you'll be eating for the next six weeks:

Yes			
meat	vegetables	<b>certain fats</b> for cooking: animal fats, coconut oil, macadamia oil, olive oil (low heat) and palm oil for eating: avocados, coconut milk, flax oil, and nuts	<b>raw honey</b> Just a teensy weensy bit, because we like you.
seafood	fruit		
eggs	some nuts and seeds		

You will NOT, by penalty of losing 1 point per "cheat," be eating the following\*:

no			
<b>grains</b> (wheat, rice, oats, quinoa, spelt, amaranth, buckwheat, etc. That means pasta, bread, cookies, pastries, oatmeal, cake, etc.)	<b>refined sugar</b> (cane sugar, "white" sugar, brown sugar, agave, fake sugars, etc.)  <b>sugary drinks</b>	<b>vegetable oils</b> like corn, soy, safflower, sunflower, grapeseed, cottonseed or other high omega-6 oils.	*If you have an autoimmune condition or you have chronic joint pain, you should consider not eating nightshades during this challenge (tomatoes, potatoes, eggplant, bell peppers, hot peppers).
<b>legumes</b> (beans, soy, lentils, peanuts)	<b>coffee</b> or otherwise caffeinated beverages	<b>dairy</b> (milk, yogurt, cheese, butter, cream, sour cream, Cheez-Its, etc.)	

*\*For those of you participating in the challenge aspect of this Quick Start Guide.*

## LogisTiCs of The Challenge

**Diet Log**—You'll be keeping a diet log to help you stay on the Paleo path. We've provided this in the back of the book.

**Point System**—You will start out every week with 100 points. Every time you eat a no-no food, you subtract a point. Every time you do something good, like exercise, you give yourself a point. Those details are in Chapter 4.

**Before and After Pics**—Come to the gym for your Weigh in and Pictures. Check the website for times. Guys wear shorts only, and the ladies should wear shorts and a sports bra. The skimpier the better (you don't have to show them to anyone, but it's very encouraging to see the difference, not just measure it on a scale).

**Before and After Workout**—Come to the gym for the before and after workouts. Check the website and gym for workout days and times. These workouts will mark your progress. The diet journal you will receive leaves space for your results.

**Food Quality**—Try to be like our ancestors and eat high-quality foods: grass-fed meats, wild and sustainably caught seafood, pastured eggs, organic produce, and as much local stuff as you can. There are more nutrients in these foods, fewer pollutants, and you can feel environmentally better about eating them.

**Meal Plan**—You will receive six weeks of meal plans, along with their corresponding grocery shopping lists and recipes

All of these tools come from the successful Paleo meal planning website, [paleoplan.com](http://paleoplan.com). The meal plans, shopping guides, and recipes have helped thousands of people transition to the Paleo diet. The meal plans will alleviate the stress of going to the grocery store when you're still not sure of what foods are Paleo and what aren't. It's all spelled out for you in the grocery lists.

If you commit to eating Paleo for six weeks (and you can do anything for six weeks, right?), you may find that some miraculous things happen. Or you may find (to our surprise) that not much changes. But at least by the end you'll know if this is for you. We can assure you of one thing, though: the Paleo movement is growing rapidly because it works. See for yourself. *We challenge you.*