



# Quickstart Guide & Paleo Challenge



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## CHAPTER 1 INTRODUCTIONS

Welcome to Paleo. Hopefully, you've come across this book because you want help with eating better and living more fully. If you're new to

Paleo, then you'll find lots of fantastic information in this book to explain the basics: why one food is considered Paleo, and others—especially foods you've been taught were healthy—aren't. You'll also find an explicit plan for eating Paleo for the next six weeks, with meal plans, shopping lists, and recipes.

Maybe your doctor suggested eating Paleo, or a friend has magically transformed his body. If that's the case, you're well set. You may have been encouraged to do a Paleo "Challenge" by your gym, CrossFit box, or trainer. For you, we've got some rules of the game and tips on getting the most from this challenge. Hopefully, you'll like how you perform and how you look enough to keep eating Paleo after the challenge.

**WHILE WE WHOLEHEARTEDLY ENCOURAGE YOU TO READ THIS ENTIRE SHORT BOOK, YOU CAN ALSO JUST READ THE NEXT COUPLE PAGES TO FIND OUT WHAT THE DIET AND CHALLENGE ARE ALL ABOUT IN A NUTSHELL.**

If you got this book without any knowledge of a Paleo Challenge, don't worry. You don't have to do all the before and after measurements and pictures, or the food journal. However, we do recommend it. There's something about having accountability, whether it's to yourself or a friend who's doing it with you, that helps

keep you honest and on track. We highly recommend at least reading through the challenge portion in Chapter 4.

While we wholeheartedly encourage you to read this entire short book, you can also just read the next couple pages to find out what the diet and challenge are all about in a nutshell. Then when you have more time or your interest has been piqued, read the whole book to learn about the science and history behind eating like our Paleolithic ancestors. That way, you'll be armed with sound arguments to your friends' preposterous assertions that eating Paleo will give you gout and a heart attack.



## 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 THROUGH LIFE WITH A CLEARER 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.



5. 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.

6. 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.*

