

A black and white portrait of a man with short, slightly graying hair and a light beard. He is looking directly at the camera with a serious expression. The background is dark and out of focus.

STEVE BENNETT

**PRIMAL CURE**

*The Secret*

TO WEIGHT LOSS AND A  
HEALTHY LONG LIFE THAT GOVERNMENT,  
FOOD & PHARMACEUTICAL CORPORATIONS  
MIGHT NOT WANT US TO KNOW

A black and white portrait of a man with a beard and mustache, looking directly at the camera. He is wearing a dark t-shirt. The background is dark and out of focus.

## ABOUT THE AUTHOR

“ Steve Bennett is a father of seven children and one of the UK's most prominent business leaders, employing more than 1000 people around the world. Steve's holding company Bennett Health and Happiness Group works exclusively in areas where they can improve the lives of others. Along with his family, in March 2011 he established the charity The Colourful Life Foundation, which to-date has built schools in countries including India, Tanzania and South Africa.

One of Steve's most well known businesses is the television company Gems TV. With his involvement in sourcing gemstones from around the world, Steve has spent many years in re-

mote countries and much of the insight in this book has been garnered during his travels. With a keen sense for adventure, Steve and his son-in-law Jake have trekked to the North Pole, and more recently he has walked from the east to the west coast of England with two of his sons Jack and Tom. He has sailed across the Atlantic with six of his family and ran several marathons. In his younger years he twice won British titles in dinghy sailing.

Steve openly admits to spending most of his adult life overweight, but at the age of 50 he decided that enough was enough. This book details the picture as it unfolded for Steve on his journey to restoring his own health and wellbeing.

Sir Richard Branson



## ACKNOWLEDGEMENTS

To my personal trainers Sam, Warwick and Ben, for not only getting me in shape, but also for convincing me that age does not put a ceiling on what can be physically achieved. To Benjamin Way and John Bennett, for taking on the challenging task of editing this work and to Kati Elliott for her beautiful layout and design. To Ashley Pearson for his wonderful photography. To my entire family, all 27 of you, for always being supportive, especially my wife who has for the past two years had to put up with my obsessive behaviour in researching what is Primal and what is not. To all of the wonderful doctors, authors, nutritionists and medical professionals, for giving up so much of their valuable time. Finally to my youngest son Louie for being the catalyst, inspiration and on-going motivation to getting the book finished.





## PREFACE

The blueprint held within our DNA is designed for a lifestyle that has all but disappeared. With the passing of each generation – even each decade – the speed at which we travel away from what we were designed to be is accelerating at an alarming pace. As a result, our true health – that which is hidden below a camouflage of modern medicine – is progressively deteriorating.

In a nutshell, Steve explains how living Primally is about focusing on three distinctive areas of our lives: diet, lifestyle and environment. By diet, he means the food and drink choices that we make. Under lifestyle he includes sleep, sunshine, stress, sense of purpose, family and exercise. Finally, drawing inspiration from the lives of the people on the isle of Ikaria, Steve explains how we should do everything possible to protect our personal environment by avoiding toxins and chemicals.

Living Primally helps us lead a life more in keeping with what nature intended for us. While many of the ideas in this book are essentially little more than common sense, there is a huge hurdle to overcome: our brains. The human brain is a gigantic interconnected information processor that derives intelligence from real-life experiences and a combination of other third-party influences. Through the dynamic interplay of these neural messages, our brain collates an overall stance on everything from what we should eat for breakfast to interpreting what is happening in a movie, from telling stories to forming opinions on brands. But there is a huge problem when it comes to our health.

Some of the biggest food companies have gravely influenced and then manipulated medical research. They have conducted subliminal advertising and marketing techniques targeted at our subconscious, that have fuelled our desire for what is essentially harmful food dressed up and labelled as if it offers us certain health benefits. Steve discusses how the government, in conjunction with both the pharmaceutical conglomerates and giant food corporations, in his opinion may have secretly manipulated the issue, such that today we are now eating the worst possible diet Homo sapiens have ever consumed.

In order for you to regain full control of your health, Steve is going to 'dislodge your pendulum of thinking'. What does that mean? Put simply, by providing you with the truth about what we eat and by revealing what Steve believes might be a secret agenda of governments, food and pharmaceutical giants, he is going to dislodge the effects of indoctrination and conditioning, and provide you with the knowledge and hopefully the motivation to control the destination of your health, happiness and longevity.

Steve's mission is to help reverse the developed world's decline into unhealthiness by providing individuals with both the encouragement and knowledge of how to live a happy, long and healthy life.

Knowledge is power. Armed with this new power, you will be able to control your destiny and decide your own fate.

- MARCUS WILLIS





## THE IKARIA STORY

On a small mountainous Greek island, just a stone's throw from the Turkish coast, lives a small community of people who, when it comes to living healthily into old age, are breaking all sorts of records. On the isle of Ikaria it's not uncommon to see people in their 70s, 80s, 90s and beyond walking several miles daily up and down steep mountain paths. Nobody wears a watch and, as long as they have enough to buy food and wine, nobody seems to care about money.

Most evenings you find elders wandering into their neighbour's homes and sharing freshly prepared meals and several glasses of locally-produced wine. Here they don't send parents into care homes, they remain together in strong family units. Laughter rings out all day long, except in the afternoons when most people are found taking a nap. Their sense of community seems all but lost on the rest of the Westernised world.

Atop a hillside, you can see the neighbouring island of Samos, full of tourists and million-euro properties. Here, just 10 km away from Ikaria, life is conduct-

ed at a far quicker pace and its town centre is full of fast food outlets. The life expectancy on Samos is no different to that of the rest of the developed world. Back on Ikaria, many of the elders are found outdoors working their gardens or relaxing in the sun; whilst others are in the bedroom having sex. Research suggests that four out of five people between the age of 65 and 100 are still sexually active with their partners - a tribute to their health, wellbeing and strong relationships.

The Ikarian diet is typical of communities across the Mediterranean where living a long, healthy life is the norm. Fish, seasonal vegetables, herbs (such as sage and rosemary) and loads of olives form part of the staple diet. Meals are also very varied, with locals gathering and harvesting more than 150 different varieties of greens, many of which are often tossed uncooked into a salad.

Those living into their 90s and beyond all seem to have a sanctuary where they take time out from their daily lives. For some it's the church, for others it's



meditating or just relaxing in their garden during the afternoon sun. Up in the hills it's not just the food that's fresh, but the air too. There's no pollution in the atmosphere or chemicals in the soil. The water is clear and untreated.

Retirement isn't in the vocabulary of the elder Ikarians. The vast majority continue working in some capacity, right up until death, and their sense of feeling needed and having purpose in their lives gets them out of bed in the morning and hugely contributes to their health and longevity. Heart attacks, obesity, diabetes, cancer, stress and mental diseases are all far rarer in Ikaria than on the neighbouring island of Samos.

On the opposite side of our planet lies a small island to the south of Japan called Okinawa, where there is a very similar community to that on Ikaria. It is home to some of the oldest people alive and has been recognised as having possibly the highest number of centenarians anywhere in the world. Just as in Ikaria, there is a real sense of family, love and commu-

nity here. Their diet is of simple foods, nothing processed, plus lots of garlic and turmeric. Most food is grown in people's gardens, and just as in Ikaria, nobody seems to retire. In fact the word doesn't even exist in the Okinawan dialect.

Both of these islands, and there are several more I could have mentioned, adhere to a far more Primal lifestyle than most of us and as a result live longer, healthier lives. Unfortunately, for individuals that uproot and move to the mainland, their life expectancy rapidly diminishes comparable to that of their new neighbours, proving that the state of our health and how long we live is not preprogrammed in our genes, but relates to a combination of our lifestyle, diet and the environment in which we live. What can we learn from the people of Okinawa and Ikaria? What is it about their lifestyle, environment and diet that seems to facilitate such happy, long and healthy lives?

Welcome to living Primally.

# CONTENTS

## CHAPTER 1: PRIMAL EVOLUTION - PAGE 16

Our modern diet is not what we're meant to eat and it's doing us harm from the inside out. This chapter introduces you to the Primal Cure, the problems that it addresses and how it can work for you. You will gain an excellent understanding of what our food does to and for us, and the different Primal choices we can make to live a longer, happier and healthier life.

## CHAPTER 2: PRIMAL FOOD PRINCIPLES - PAGE 88

These are the foundations that Primal Cure is built on. Key concepts are examined and explained, and we take a long hard look at the things on sale in our supermarkets and what they do to our body and our health. Our good and bad dietary decisions are explored and a number of ill-conceived beliefs are exposed in the process. It's time to relearn our relationship with food and what's good to eat.

## CHAPTER 3: INTERMITTENT FASTING - PAGE 140

An overview of what regular fasting involves and how it can turn us into a fat-burning machine once we start eating the right ingredients! We look at the numerous diseases that can be prevented and even cured by adopting this core principle of Primal Cure, and how easily it can be incorporated into our lives and the benefits we will reap as a result.

## CHAPTER 4: 'MAX OUT – MOVE MORE – SPRINT' EXERCISE PRINCIPLES - PAGE 160

An introduction to the basics of Primal exercise and how we are designed to benefit from short, intense bursts of physical activity. For too long endurance sports such as running and long-distance cycling have caused havoc with our body, and in many instances been shown to not do us any good at all. In conjunction with the Primal Cure app you can learn a whole new way to train your body to lose fat and build muscle in a fraction of the time.

## CHAPTER 5: GENERAL HEALTH PRINCIPLES - PAGE 196

Living Primally isn't all about diet and exercise – it's a lifestyle change. Find out how simple things like the amount of sleep we get, and the stress we have to deal with, can be optimised to help us live a Primal life. Sunbathing, sleeping, vitamins and even the role of coconuts are all put under the microscope to determine what's right for each of us.



## CHAPTER 6: GUT FEELING – TAKING CARE OF OUR MICROBIOME - PAGE 232

The modern diet causes havoc with the natural flora and fauna of our gut, which can often make us seriously ill as a result. With more and more scientists concluding that many modern diseases such as diabetes, Parkinson's, Alzheimer's and various cancers are caused by poor gut health, this chapter looks at what we can do to fix and optimise our microbiome and enjoy a new lease of life.

## CHAPTER 7: VITAMINS, MINERALS, HERBS, SUPPLEMENTS AND MEDICINE - PAGE 248

This comprehensive overview explores the essentials needed for good health and how they can be obtained from our diet, created by our body or supplied through supplements. Plus a look at the limitations of modern medicine and why we shouldn't rely on drugs to fix us.

## CHAPTER 8: FOOD – THE SUPERFOODS THROUGH TO THE UGLY - PAGE 288

The Primal pantry is absolutely stuffed with healthy and delicious things to eat. Discover the organic meats, fruit and vegetables we can put on our menu, and more importantly the things we need to avoid to boost our health, happiness and longevity. And because living Primally does not involve tedious calorie counting we're not forced to eat tiny portions that leave you wanting more.

## CHAPTER 9: DISEASES THAT PLAGUE US AND HOW TO AVOID THEM - PAGE 364

Our modern diet, and the environment we live in, are exposing us to countless toxins that are making us ill. On the whole people did not suffer from these conditions around 100 years ago, so what can we do to avoid them today? This chapter shows you what you need to know.

## CHAPTER 10: CONCLUSION - PAGE 382

A Primal summary of what we've learnt and how to implement these important lifestyle changes now and in the future. Making these adjustments requires a bit of determination and willpower but once we do, our life will be transformed forever – and that's guaranteed.

## GLOSSARY - PAGE 394

## INDEX - PAGE 396

# INTRODUCTION

Our environment and the food we eat have changed more over the past 100 years than over the past 1 million and there are now more sick people than ever. So much for progress!

How would you feel if I told you that most of what we have been conditioned and brought up to believe about food and health is simply wrong? In Chapter 1 we will discuss how these beliefs have formed, but for now feel free to read through the following list full of scepticism and doubt - by the end of this book you will wholly understand the truth about our health, wellbeing and longevity.

Here are some of the biggest health misconceptions of modern times:

“Don’t skip breakfast – it’s the most important meal of the day.” Wrong! It’s the most dangerous meal of the day and does not set us up properly as we have been taught to believe. (See page 124)

“Our health is predominantly hereditary.” Wrong! It’s our diet, our lifestyle and our environment that ultimately shapes our health and longevity. (See page 64)

“We should eat a balanced diet.” Wrong! If you uncover something that’s bad for your health you should avoid it. The only place we should occasionally balance is on the bathroom scales! (See page 68)

“Never eat red meat or fat as it causes heart conditions.” Wrong! Organic grass-fed meat is one of the healthiest foods we can consume. In fact it is what we are designed to eat. (See page 110)

“Never sunbathe as it causes skin cancer.” Yes it can, but there is a far greater chance of developing other internal cancers, osteoporosis or heart conditions by avoiding the sun. (See page 198)

“Eat three meals a day and eat little but often.” Wrong! Eating this way actually triggers disease as our body never goes into repair mode. Intermittent fasting is how we were designed to eat. (See page 141)


“Consume 0% or low-fat everything.” Wrong! We now understand that quality fats are not our enemy. Food labelled as low fat or zero fat are stuffed full of sugars to replace these missing fats, and it’s these sugars that are deadly. (See page 361)

“Don’t skip meals because your metabolism will slow down.” Wrong! Unless we go a whole four days without food, skipping meals actually speeds up our metabolism. (See page 141)

“Brown bread, brown rice and whole grain cereals are all healthy.” Wrong! They are actually unhealthy foods dressed up in a nutritional outfit. They still turn into poisonous sugar in our body and could eventually cause many to develop type 2 diabetes. (See page 112)

“Educate yourself on what food labels mean.” Wrong! Real food needn’t have a label. (See page 76)





“Prawns, eggs and other food high in cholesterol will raise your cholesterol levels and should be avoided.” Wrong! Just because a certain food type is high in dietary cholesterol has little correlation to what happens when you have consumed it. (See page 58)

“Artificial sweeteners don’t make you put on weight.” Wrong! They might not in themselves be very calorific, but they damage our healthy gut bacteria and switch off the satiety hormone, which informs us when we are full. (See page 359)

“Counting calories helps us to lose weight.” Wrong! The body processes calories from carbohydrates, fat and protein differently, therefore using calories as a measure is, in the main, futile. Plus who wants to spend their entire life doing maths? (See page 74)

“Slogging our hearts out by jogging for endless hours is healthy.” Wrong! It’s actually detrimental to our heart and instead we should learn to exercise in short intervals. (See page 162)

As we have been conditioned for so long to believe that fat is the devil - that it causes catastrophic heart failure for those that overindulge, that it’s fat that makes us fat and therefore to lose weight we need to consume a low-fat diet - the contents of this book might make you think that the author is just some sort of “outrageous fool who has just bought into some idiotic extremist way of living”. Why the quotation marks? Because those are the exact words I said to my sister in 2005 when she arrived back in the UK after living in Australia for nine years and put our dad on the Atkins diet. I was furious with her. How dare she risk our dad’s health based on some wacky idea from America that suggested he should do the opposite of what everyone else believed was the safer way to lose weight!

At the time, I was preparing to run a marathon and eating everything from the low-fat/no-fat shelf in the supermarket. Suggesting that dad ate bacon and eggs for breakfast and beef for dinner, dripping

in butter, and a side salad with lots of cheese and olive oil just flew in the face of everything I thought we knew about food. My pleading worked and within days dad was back in the supermarket buying the same low-fat products as I was.

To my sister, I apologise for shooting you down without doing any research into what you were saying. I now acknowledge that what you were recommending wasn’t a wacky belief or a marketing idea as I suggested, but just a natural diet for Homo sapiens. To mum and dad, I’m really sorry that for the past 12 years, you have not been as healthy as you could have been if you had listened to the advice of your daughter, and not your ill-informed son. I know I can’t undo the harm my advice caused my parents, but hopefully this book will help others to dislodge their pendulum of thinking and to start living Primally. While it might not suit the government, pharmaceutical industry and food corporations it is, after all, what Mother Nature intended for us.



Why write this book? First of all I believe it is pure serendipity... but I also hate being conned! I despise big corporates and I built my real gemstone business on a campaign of 'Fake Nothing'. So after discovering the secret, I couldn't sit back and watch corporate businesses being responsible for so many illnesses.

Governments have at last made it common knowledge that cigarettes can kill us and that too much booze is dangerous, but they have yet to highlight possibly the biggest killer of all: carbohydrates and sugar. As a father of seven, I want to ensure my kids and grandchildren are fully aware of the basic mechanism of how to live a long, happy and healthy life.

From my late twenties until December 2014, I always carried way too much weight around my midriff, despite the fact that I had strictly adhered to lots of diets and regularly participated in various endurance sports. However, when my wife (after a gap of eight years) announced that she was pregnant with our fifth child, I thought, "holy crap I am going to be 50 years old with a one-year-old child!" I worried that I wouldn't be able to play sport with my new son or daughter like I have with my other children.

Let me not beat about the bush. The advice I received over the years from doctors and specialists about my excess weight was simply wrong. The low-fat diet I followed on and off led to a life of being constantly overweight. I had ran several full marathons, trekked to the North Pole, sailed across the Atlantic, walked from the east coast to the west coast of the UK, but no matter how much I exercised, I always had a big ugly gut. But I was in many ways lucky – at least it hadn't killed me.

Why call the book Primal Cure? After intensive research and speaking with many experts, I have three core beliefs about how to live a healthy life: we need to eat a diet that is low in carbohydrates and high in quality fats and probiotics (as did Primal man); we should intersperse this food regime with intermittent fasting (as did Primal man); and we should supplement all of this with short sessions of high intensity exercise (you guessed it – as did Primal man). When

living Primally, our body can self-heal and numerous ailments and illnesses can be cured.

A combination of carbohydrate overload, eating too frequently and a sedentary lifestyle are responsible for many illnesses that have arisen in the modern world. Primal Cure simply focuses on what we are designed to eat. It is the natural diet of our species and the food our body has adapted to. It also pays close attention to when we eat and looks at the various types of exercise that will aid our health, rather than those that are now understood to cause long-term damage.

Is Primal Cure a diet book? That depends on your view of what a diet is. The word 'diet' is derived from the Greek word 'diaita', which means 'way of life', and in this respect Primal Cure is the ultimate diet. But it is definitely not a diet book by the current interpretation of what the word means. As living our daily lives more Primally is enjoyable, it provides a long-term approach to sustainable health. There is no calorie counting or any strict regime on recipes. I also don't believe that one approach to health fits all. We are all biologically different, we all have different genes and we all live different lifestyles.

What works for an 18-year-old male who has lots of spare time to exercise will be very different to what will work for a 40-year-old mother who has little free time and a stressful home life. What works for an 80-year-old male who plays regular golf is very different to a 25-year-old female executive who works 12 hours a day. What amount of water we should drink, vitamins we should take and calories we should consume vary hugely due to a wide range of factors: our body size, how old we are, whether we are active or sedentary, and so on. Just like we wouldn't tell all 14-year-old boys to wear size nine shoes or 30-year-old females to wear size 10 dresses, you can't really tell everyone that they must eat 32g of protein a day or 80mg of vitamin C.

When it comes to trying to lose our excess weight for good, if we keep doing the same thing that we have always done, then we can't expect different re-

sults. If you have tried to diet once or twice before and you simply repeat a traditional diet again, I'm sorry but you will probably end up right back where you started. There is no such thing as a quick-fix diet – what we have to do is to make small adjustments to our lifestyle that better align us to the way we were designed to be. Think about it. If traditional diets had any lasting effects, then there would be no need for Slimming World or Weight Watchers. If all those types of diets really work, how is it that right now six out of 10 adults across the UK and USA are trying to lose weight?

The single biggest mistake people make when trying to shed those extra pounds is following a diet they don't enjoy. As you work through this book and try different things, some will suit you and others won't. While I believe that the more Primal concepts we follow the more healthy we will ultimately become, even if you only adopt a few it will be a step in the right direction to curing your body naturally.

The intention of Primal Cure is to help you understand what it is that makes us both sick and fat. Even if you are not fat, living Primally helps to both slow down the ageing process and prevent many modern Westernised diseases.

I am not a doctor, but I am a father of seven wonderful children. I am not a trained dietician, but I am a grandfather to one wonderful granddaughter. I am not a biologist, chemist or psychologist and to be quite honest I am a dyslexic who left school with no formal qualifications worthy of mention. However, I have spent 27 years building many businesses and have never been afraid to shout out when I see things that I believe are wrong. I simply want to make it as easy as possible for as many people as possible to know the truth about the food we eat, and the lifestyle choices we make.

I did copious amounts of rigorous scientific research in writing this book. In getting my own health back on track, I have read and considered the advice in hundreds of books on diet, health, exercise, the history of humankind, nutrition and almost anything that

could help me get a better understanding of how to live healthily and for as long as possible. I would like to thank all of the authors, doctors, personal trainers and medical advisors who have been so helpful and supportive to me on this quest to unveil the true secrets about our health and wellbeing.

Over the years I have employed thousands of wonderful people in the various companies that I, along with my brother, sister and wife, have started from scratch. Ask anyone that has worked in any of our companies about our family's approach to business and they are likely to mention something called CPI. It's a concept that's proved fundamental in us twice building the UK's fastest growing privately owned companies (according to The Sunday Times annual FastTrack reports).

CPI stands for Continual Performance Improvements. What this means is that there's no perfect way of doing things, just the best way that we have currently found. It means every team member in an organisation should always be looking at ways to improve everything that they do. When we find something new, something that's better than the way we used to do things, we have to be open and honest, and never afraid to recognise that we did it wrong in the past but can now adopt a better, smarter method. Why am I mentioning CPI? Because while this book reflects my current research regarding our happiness and health, I am sure that over coming years as more and more health research is conducted, one or two of the principles might need to be modified.

If and when I discover any of the content needs updating, I will place the information on the Primal Cure website ([www.primalcure.com](http://www.primalcure.com)). If you subscribe to our weekly blog, then we can alert you of any changes, and developments of, our health principles.

This book represents what I believe to be correct today. It's the principles I teach my own children and recommend to all of my family and friends, and it's the same principles I would like to recommend to you. I have written Primal Cure because I want to make people aware of the huge amount of utterly

bad advice, dishonesty and misguided research that is being circulated by companies in search of profit. I want to provide a base understanding of what makes us healthy and what doesn't.

PRIMAL CURE: SOCRATES TAUGHT, "THERE IS ONLY ONE GOOD, KNOWLEDGE, AND ONE EVIL, IGNORANCE". OF COURSE HE IS CORRECT – KNOWLEDGE IS CERTAINLY A GREAT THING. BUT NO LONGER IS IT JUST IGNORANCE THAT IS EVIL, IT'S MISGUIDED INFORMATION, THAT IN MY OPINION MIGHT BE BEING PEDDLED FOR CORPORATE OR GOVERNMENTAL BENEFIT.

Does Primal Cure work? Can it cure certain diseases? Can it make me lose weight forever? Will it reduce my likelihood of dying of disease? Can it make me happier? The answer is yes, yes, yes. Not just yes to these questions, but to many more as well. But actions speak louder than words ever will, so let me make you a promise. Indeed, let me make you a guarantee. If, after reading this book, you implement some of its ideas and you don't feel happier and healthier, simply send me an email with a copy of your receipt attached and I will refund you in full.

You might think there must be some kind of catch, but there really isn't. Let me explain. I wrote my first two business books without the intention of selling them to anyone, but as an internal guide for the incredible team members in our companies. In 2014, I wrote a 1400 page book on gemstones and jewellery, again not with any intention of making money from it, but because I wanted to share my love for gemstones with anyone who felt the same connection with nature. After uncovering the secret to a healthy life, I started writing Primal Cure as a reference for my own children. But as I steadily increased both the quality and quantity of my research, the further I used my own body as a human guinea pig, the more amazed I became at how simple it was. And more importantly, how enjoyable the whole approach became. So I decided I wanted to share it with anyone who wanted to take responsibility for their own future health and happiness.

Enjoy the new 'Primal you' with my guarantee that it works. It might take a little longer for some individuals to start reaping the benefits, but trust me, the benefits will come. Although, before we get going, I want you in turn to promise me that you will keep the advice I provide in context. Without cutting ourselves off from the rest of the world, it's unlikely that we will be able to follow all of the principles in this book all of the time. Above all I want you to be both happy and healthy, and I also want this to be a lifestyle change – and for that to happen, we must enjoy it. The more of the philosophies you follow, the healthier you will be, but if after trying some you find that you don't like them, then leave those out and just follow the rest.

This book is written in the spirit that it uncovers the secrets of what makes us healthy and what does not, then provides sufficient information for you to figure out what is right for you and your family. Are you ready to rock the very foundations of what you believe about food? Are you ready to start providing your body with what Mother Nature created it to devour? Are you ready to reduce, even eliminate the prospect of you contracting many of the diseases we face in the Westernised world? Are you ready to stop dieting and learn to eat naturally?

Excellent, then let's begin the journey.

INDIVIDUALLY PRIMAL: TO BOTH LOSE WEIGHT AND TO LIVE A LONG HEALTHY LIFE, WE ALL HAVE SLIGHTLY DIFFERENT EXERCISE AND NUTRITIONAL NEEDS, FASHIONED A LITTLE BY OUR GENETICS, OUR AGE AND WHERE WE LIVE, BUT ALSO BY THE DAMAGE WE HAVE PREVIOUSLY INFLICTED ON OUR METABOLISM.



This book is an honest and open account of how over the past two years, I have improved my health, happiness, and hopefully improved my longevity.



ABOVE IS ME WHILST COUNTING CALORIES AND RELIGIOUSLY CHOOSING LOW FAT AND ZERO FAT PRODUCTS OVER TASTY FULL FAT ITEMS. GETTING UP EXTREMELY EARLY 2 OR 3 MORNINGS A WEEK TO GO JOGGING AS WELL AS SEVERAL GYM SESSIONS IN THE EVENINGS.

TO THE LEFT, IS ME NOW, NO LONGER JOGGING; EATING LOVELY FULL FAT FOODS, STAYING IN BED LONGER AND HITTING THE GYM JUST TWICE A WEEK FOR ONLY AN HOUR AT A TIME.



# CHAPTER ONE





The background of the image is a close-up of a textured, reddish-brown rock surface, likely a cave wall. Faint, dark brown or black prehistoric paintings of animals are visible. On the left, there is a large, somewhat abstract shape that could be a bull or a horse. To its right, there is a more distinct painting of a deer or antelope with long, thin antlers. Further right, there is a large, dark, somewhat rectangular shape that might be a bison or a large animal. The overall tone is warm and earthy, with the rock's natural texture and color variations providing a sense of age and history.

# **PRIMAL EVOLUTION**



This chapter will provide a background to the Primal Cure wellbeing principles that I will start to describe in Chapter 2. To truly grasp the subject of health, we are first going to discuss a little about how our cave-man ancestors survived and thrived, and how we have evolved since man first set foot on the planet. I will then cover a little biology to help you develop an understanding of what happens to various food types when they enter our body. Then we will look at how in a modern age, with so much research and technology, we are facing a global health disaster

where 50% of our planet's population will soon be overweight or obese. I will explain how we got into such a mess with our health, and why our governments and various authorities have very little motivation to do anything about it.

How is it that the contagious diseases that caused so much devastation 100 years ago have been virtually eradicated, yet we now face a completely new array of deadly conditions? This book is about to reveal all.



## TODAY'S ALARMING HEALTH FACTS

- 2017 – two out of three British adults are now overweight, and according to the UN Food and Agricultural Association, one in four Brits are obese.
- 2050 – the year that the NHS currently predicts that one in every two Brits will be obese.
- 300 million people now have diabetes and the number is growing globally at 2% every year.
- Today, one in two Americans suffer from a chronic disease.
- At some time in their life, one in two people in Britain will suffer from cancer.
- Both Britain and America have among the lowest life expectancy of any developed country.
- The average weight of an adult in the UK is approximately two and a half stone heavier than it was 50 years ago.

# PRIMAL EVOLUTION

To understand the principles of living a Primal lifestyle, we need to first develop a basic understanding of our evolution. Here is a very stripped back timeline of Earth and the progression of our species. There are various events on this path that are said to be the birth of the human race, but for now we won't concern ourselves with that. Later we will put our flag in the sand, and explain at which point our current DNA evolved from and therefore the point at which we

should all base our food and lifestyle choices upon. While, as a way to establish the principles of Primal Cure, I am going to provide a brief insight into early man, the most comprehensive and insightful book I have ever read about our ancestors is Sapiens: A Brief History of Humankind by Yuval Noah Harari. It is a book I thoroughly recommend to anyone who is interested in learning about where we have evolved from.



## THE PRIMAL TIMELINE

- OUR EARTH IS 4.5 BILLION YEARS OLD.
- 3.6 BILLION YEARS AGO, THE FIRST MICROSCOPIC ORGANISMS FORMED.
- 230 MILLION YEARS AGO (MYA), THE HERRERASAURUS WAS THE FIRST DINOSAUR TO ROAM OUR PLANET.
- 6 MYA, BIPEDAL APES DEVELOPED THE ABILITY TO WALK ON TWO LEGS.
- 3 MYA, SOME HUMAN-LIKE APES BEGAN USING TWO LEGS AS THEIR MAIN METHOD OF MOVEMENT.
- 2.5 MYA, HUMANS STARTED TO USE HAND TOOLS, AND FOR MANY PALEOANTHROPOLOGISTS AND ARCHAEOLOGISTS THIS EVENT MARKS THE TRUE BEGINNING OF THE HUMAN RACE.
- 200,000 YEARS AGO, HOMO SAPIENS EMERGED IN EAST AFRICA.
- 100,000 YEARS AGO, HOMO SAPIENS LEARNT TO CREATE FIRE TO HEAT FOOD.
- 70,000 YEARS AGO, THE COGNITIVE REVOLUTION
- 12,000 YEARS AGO, THE AGRICULTURAL REVOLUTION

While the human race can be traced back some 2.5 million years, for the vast majority of that time we were not at the top of the food chain. Despite what many believe, for most of our existence, we have been the hunted rather than the hunter. Certainly, for the first 1.5 million years, we lived off foraging,

collecting plants, and eating small animals. About the only time we would enjoy feasting on a larger beast would be when an even larger carnivore had moved on from its prey, leaving behind scraps for us humans. While different species of humans have been around for some 2.5 million years ('Lucy' is the



skeletal remains of a female of the species *Australopithecus afarensis*), our species *Homo sapiens* only emerged in East Africa around 200,000 years ago.

Around 100,000 years ago, we moved to the top of the food chain when we learnt to create fire and cook our own food. Prior to this, all food that we foraged or killed had to be eaten raw and cold, making much of it hard to digest. When we began to cook, our intestines were able to shrink as we evolved over a period of several tens of thousands of years. 'So what?', I hear you say. Many experts believe that the shrinking of our intestines, an organ that required a huge amount of energy, provided an extra source of energy that allowed our brains to grow. This led to what Yuval Noah Harari describes in *Sapiens* as the 'cognitive revolution' that happened around 70,000 years ago.

Both before and after we learnt the ability to heat our food, meat from small animals such as rabbits and wild sheep, bugs, snails and insects were the backbone of our natural diet. But with heat came the ability to eat more fibrous and tough foods.

When meat could not be found or caught, then berries, figs, mushrooms, nuts, roots and leaves were also consumed. At this point in our history there were no settlements and human life was nomadic. From season to season our ancestors would travel looking for new sources of food. What they ate in the summer would vary dramatically from what they ate in the cold winters. This brings us nicely to the start of our Primal Cure Principles, in that our early diets were very diverse and provided a wide array of crucial nutrients.

## 12,000 YEARS AGO

There were just a few million humans on Earth. That's like the population of Birmingham spread across the entire planet. With so much space and freedom, why would any human want to settle down? When there were plenty of healthy wild animals, nutritious bugs and organic plants, why would you change anything? But for some reason they did. As humans migrated from East Africa, they came across what we know today as Turkey and Iran. And for some reason they seemed to like it there, so decided to settle. They started to raise sheep and goats and began to plant seeds. This was the beginning of the Agricultural Revolution and the turning point in our evolution. This became our first step away from eating what we were designed by nature to eat.

## 6000 YEARS AGO

Saw the first development of agricultural carbohydrates. Their arrival in Southern Europe has been associated with an average decrease of six inches in height and a shortening of lifespan by 10 years. The nomadic cultures of America that ate buffalo and the meat-eating Maasai of Tanzania and Kenya, who all avoided agriculture carbohydrates, remained tall and lean.

## 2500 YEARS AGO

Humans discovered that you could extract and dry the sap of sugar cane. Just a little over a century ago, sugar was still so rare that it was extremely expensive and only affordable by the rich.

So we were designed by nature to eat whole foods rich in vitamins and minerals, but when we settled down and started growing crops in an organised fashion, we began to depart from what we were intended to eat.







## THE SPEED OF EVOLUTION

As a species we evolve very slowly. Have you ever wondered why it is that when we get out of the bath our fingers and toes are all wrinkly? Let me tell you – it's because thousands of years ago we used to catch fish with our bare hands and feet. Our toes and fingers went wrinkly so that our feet could grip onto the rocks, and fish did not slip through our fingers. Do we need to do this today? Of course not! It is, however, going to take our DNA a very long time to catch up. The principle of Primal Cure is we have to consume food and undertake a fitness regime in tune with the design of our DNA. It is not about counting calories, or doing what the big food corpo-

rations with their misguided and sometimes dishonest research tell us we should do. It's simply doing what nature has designed us to do.

Writing this book, I truly believe evolution takes tens of thousands of years, so my starting point for most of my advice is in searching for ancestral precedent. Asking 'how long does it take for us to evolve?', is similar to asking 'how long is a piece of string?' The scientist François Jacob, who won the Nobel Prize in Physiology or Medicine in 1965, said: "Evolution is a tinkerer, not an engineer". So, as evolution is not an exact science, Primal Cure focuses on 'food that is

natural to eat'. For that, we should surely look at the period before our ancestors started planting foods and, without question, before we started to genetically mess with them.

Think of evolution in another way. The further we live away from the equator, the paler our skin has become in order to maximise the diminishing amount of sunshine. So, if evolution were a quick process, within a few generations people of African descent would start to develop paler skin. Yet scientists suggest that it can take more than 1000 years to wit-

ness even the tinniest degree of change. Still, I would assume that lightening skin tones so as to absorb more sunlight, and therefore create more vitamin D, would not be as big a challenge for evolution as trying to deal with new types of incoming foods!

Today, so many people are on medication mainly because they are consuming foods that the body was not designed to deal with, and evolution hasn't had time to adapt to. An analogy would be that it's like putting the wrong type of fuel in our car and then stuffing it full of additives to try to make it perform!

PRIMAL CURE PRINCIPLES ARE BASED ON THE VARIED DIETS OF THE HUMAN RACE, FROM BEFORE THE AGRICULTURAL REVOLUTION, WHICH TOOK PLACE 12,000 YEARS AGO.







WE ARE

WHAT

WE EAT





## A NEW YOU

Every five or six years, you and I almost become an entirely new person. Our skin is constantly dying and being replaced, in fact our entire outer covering is replaced every single month. Our complete skeleton is regenerated every 10 years or so. Our lungs are replaced every six weeks, our liver in less than six months, and our tongue's 9000 taste buds are rejuvenated every 10 days. Sadly, the one body part most of us would love to be self-regenerating at high speed – our brain – is, in the main, as old as we are. In fact most things in our head are permanently ours. The eyes don't replace themselves and once our adult teeth come through, that's our lot. The rest of our body, cell-by-cell, day-by-day, is in a state of continual repair, rebuild or replace... or it should be.

All of this replacing, regenerating and rejuvenating is fuelled by one thing and one thing only: what we consume. Hence the saying, 'we are what we eat'. If we eat junk food, our new body parts will be created by junk and will not be quite as good as the cells they are replacing. That's what causes ageing. Rubbish input equals rubbish output, or 'garbage in, garbage out' (GIGO) as computer scientists say. However, eat the right foods, drink enough water and get the right nutrients, and we are going to make some pretty good body parts and at the same time delay the ageing process.

# FAT, PROTEIN, CARBOHYDRATES

Everything that lives – whether it be a plant or a spider, a vegetable or a human, a dog or a strawberry – is made of the same basic ingredients: fat, carbohydrates (dressed-up sugars) and proteins (amino acids). Fat, protein and carbohydrates are the three macronutrients that, either by themselves or combined, makes up all of the food we eat. The human body needs both fat and protein to survive and flourish but, contrary to popular belief not a single ounce of carbohydrate is necessary.

Everything we eat - no matter what it looks like, its texture or its taste - is broken down in our gut into one of the three components mentioned above, which we call macronutrients. Later in this book we will learn about micronutrients - which are other foodstuffs such as minerals, phytonutrients, fibre and vitamins - but first we need to get a clear and simple understanding of fat, protein and carbohydrates.

Why do we eat? There are two prime reasons. Firstly, in order to stay alive, from time to time we need to provide fuel to our organs. Secondly, to help repair and replace worn-out parts of our body, we need to consume certain minerals and vitamins. As it turns out, humans need roughly the same balance as all living animals. From koala bears to pigs, from giraffes to lions, from horses to humans, we all have similar needs when it comes to food and nutrition.

Let me start this section on macronutrients with something that came as the biggest shock to me, and something that I still have the hardest time in convincing some of my more stubborn friends. Of the three macronutrients, it's not fat that makes us fat, it is carbohydrates. We could purchase the flabbiest cut of meat on sale in our butcher's and serve it up with a baked potato, and it would be the potato that makes us fat and not the flabby meat. You see, it's quite simple, our body has no intention of storing fat as fat! Our body has a preference to use fat as fuel. Now, there are some healthy fats and some deadly fats (especially when it comes to cooking

oils), but we will get to these later.

For now it is important to really understand these two very important and possibly life-changing facts:

1

EATING FAT DOES  
NOT MAKE US FAT.

2

CARBS AND OTHER SUGARS  
ARE THE ONLY MACRONU-  
TRIENT (RARELY PROTEIN  
AND CERTAINLY NOT FAT)  
THAT IS EASILY CONVERTED  
INTO BODY FAT.

PRIMAL CURE PRINCIPAL:  
PUT SIMPLY, FAT IS NOT THE ENEMY. WE  
HAVE DEMONISED AND VILIFIED THE GOOD  
GUY FOR MORE THAN 50 YEARS, AND ALL  
THE WHILE THE SICKLY SWEET KID HAS BEEN  
GETTING AWAY WITH MURDER!

