



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 WHOLE FEARTEDLY
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:

- 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	
seafood son	fruit ne nuts	certain fats for cooking: animal fats, coconut oil, macadamia oil, olive oil (low heat) and palm oil for eating: avocados, coconut milk, flax oil, and nuts	raw honey Just a teensy weensy bit, because we like you.

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

NO						
grains (wheat, rice, oats, quinoa, spelt, amaranth, buckwheat, etc. That means pasta, bread, cookies, pastries, oatmeal, cake, etc.)	refined sugar (cane sugar, "white" sugar, brown sugar, agave, fake sug- ars, etc.) sugary drinks	vegetable oils like corn, soy, saf- flower, sunflower, grapeseed, cot- tonseed 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			
legumes (beans, soy, lentils, peanuts)	coffee or otherwise caffeinated beverages	dairy (milk, yogurt, cheese, butter, cream, sour cream, Cheez-Its, etc.)	challenge (tomatoes, potatoes, eggplant, bell peppers, hot peppers).			

^{*}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—Make sure you strip down and take some pictures before you start the diet and then again after the six weeks are over. 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—Do a workout at the start of the challenge, and then do the same workout at the end to mark your progress. The diet journal in this book 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—There is a six-week meal plan in the back of the book in Chapter 8. You'll find six weeks' worth of menus, along with their corresponding grocery shopping lists and recipes. Although there are six weeks of meal plans available to you, you can just use four of them if you're only doing a month-long challenge.

All of these tools come from the successful Paleo meal planning website, 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. At the end of the challenge, if you want meal plans and grocery lists delivered to your email inbox every week, go to www.paleoplan.com to sign up for the \$9.99/month service.

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.

CHAPTER 2 ABOUT THE DIET

So what's this Paleo thing all about? Let's delve into some details: history, guidelines, and what the research says. But first, are you even a

candidate for the Paleo diet? Could you benefit from eating the way our Paleolithic ancestors ate? If you answer yes to more than two of the questions below, then it's definitely worth a shot.

PALEO QUIZ

	Are you overweight?
	Do you get fatigued often or easily?
	Do you depend on coffee to get you through your day?
	Do you have pain in your joints?
	Do you get bloated, or have diarrhea or constipation regularly?
	Is your skin inflamed with acne, eczema, psoriasis, etc.?
	Are you feeling older than you actually are?
	Do you have mood swings often, especially when you're hungry?
	Do you have heart disease or any signs of it?
	Do you have diabetes, high blood glucose, or insulin resistance?
	Are you depressed?
	Are you or your partner having trouble getting pregnant?
	Do you want more muscle tone?
	Are you addicted to sweets and "can't live without them?"
	Do you have an autoimmune disease like celiac, lupus,
	rheumatoid arthritis, Hashimoto's, or type 1 diabetes?
	Do you have heartburn, ulcers or GERD?
	Do you have seasonal allergies?
	Do you have thyroid issues?
_	

It may be surprising to know that while most Americans will say yes to several of these questions, you don't have to live that way. We've seen a proper diet change people's lives over and over, removing almost all of those symptoms listed above.



A LITTLE HISTORY

We started evolving as tool-using, human-like apes about 2.5 million years ago, which was the beginning of the Paleolithic era. The Paleolithic transitioned into the Neolithic era around 10,000 years ago, when we started settling down and raising animals and growing crops for food instead of solely hunting and gathering.

Up until we started farming and raising animals, higher-protein crop foods like grains and beans were eaten infrequently, since gathering that many seeds and cooking them up properly was time-consuming and inefficient.

Archaeological evidence points to most of our ancestors eating a diet rich in meat, with plant foods (fruits, veggies, root veggies, herbs) filling in the gaps when they were available.

While settling down and having a fairly stable source of food was paramount in our social evolution (it allowed us to develop written language and gave us time to philosophize about religion and academics), some of the foods we developed have definitely contributed to the slow demise of our health.

You probably thought that our barbaric, cave-dwelling ancestors lived brutal, short lives wherein they dragged their mates around by their long, tousled hair. Short, brutal lives that could only have been made better by modern amenities like McDonald's, TV dinners, and microwaves. Let's put an end to this life-span myth right now. The average lifespan of a Paleolithic person, judging by carbon dating of bones, etc., was about 33 years. However, after people reached the age of 15 and had escaped the high child mortality rates of the period, life expectancy was 54. Today, the world average lifespan is 67 years. We now have medications to ward off infectious diseases, which are mostly what our Paleo ancestors were dying of. Either that or just plain old age.

What they were not typically dying of was heart disease, cancer, or diabetes, which are among the leading causes of death in the United States and other Western countries. Over the last two hundred years, a lot of studies have been done on hunter-gatherer people who live a lot like we imagine our Paleolithic ancestors lived. It's been found that traditional, primitive societies like the Inuit, the Kitavans, the Maasai of Africa, the San Bushmen of Namibia, the Mbuti Pygmies of the Congo, and the Aboriginal Australians are much healthier than Westerners are. They're physically fit, have good blood markers for health, and have much less mental illness among them.



	BREAKFAST	LUNCH	SNACK	DINNER
SUNDAY	scrambled eggs with bacon and vegetables	taco salad	jerky & fruit	baked sea bass with capers and lemon, with steamed broccoli
	0	2	8	4
MONDAY	sausage stir fry breakfast	leftover taco salad	pb&j Paleo style	chicken & sweet potatoes with shallots, with sautéed kale
	breakfast smoothie	leftover chicken & sweet	deli meat & vegetables	gingery broccoli and beef
TUESDAY	OPT PREP: make simple salad dressing	potatoes with shallots, with mixed greens and simple salad dressing		
	9	0	0	• • • • •
WEDNESDAY	western omelet	leftover gingery broccoli and beef	Paleo trail mix	spicy breaded pork chops with roasted asparagus
	almost oatmeal with 4	leftover spicy breaded	leftover Paleo trail mix	chicken cutlets with
THURSDAY	chicken sausage links (2 per person)	pork chops with roasted asparagus	& jerky	olives and tomatoes, with spicy spaghetti squash with almonds
	•	18	19	20
FRIDAY FLEX	eggs with avocado and salsa	leftover chicken cutlets with olives and tomatoes, with mixed greens and simple salad dressing	jerky & fruit	cilantro turkey burgers with roasted green beans
	a	22	23	24
SATURDAY	savory zucchini fritters with 4 slices bacon (2 per person)	graze leftovers from fridge	graze leftovers from fridge	beef and vegetable chili (freeze leftovers in meal-size portions for use throughout the challenge plan)
	25	26	2	28



SHOPPING LIST 1

14-4-					
MEAT		NEED	MEA	۱LS	
8 slices of bacon			0	4 5	
☐ 1/2 lb pork sausage links			6		
4 chicken sausage links			T		
☐ 1/2 lb deli meat			0		
1/4 lb ham			B		
1 lb lean ground beef or tur	rkev		2		
11b ground turkey	ile,		2		
1 lb sea bass fillets			4		
8 (4-6 oz each) chicken breasts	/		8	0	
boneless, skinless				22	
☐ 1 lb petite sirloin steak				4	
4 (4-6 oz each) pork chops			16		
2 lbs beef stew meat			28		
3/4 lb jerky*			8	Ð	(23)
— JITIN JEINY					
OTHED					
OTHER		NEED	MEA	-/-	
olive oil*		-4	mar		
coconut oil*			mar		
☐ 17 Irg eggs				9	₿
			4		4
1/2 c chunky almond butte	r*	/	0	_	
2 (150z) cans sliced black oliv	/es		3	20	22
2 T capers*			4		4
1 (150z) jar salsa			2	$\overline{}$	
1 (280z) can plum tomatoes				22	
1 (280z) can diced tomatoes			23		
2 (40z) cans diced green chil	is		23		
1 (40z) can diced jalapenos			23		
lemon juice*			8	10	Ø
1/2 c chicken broth			Ø		
1 cup almond milk			9		
1 (13.60z) can unsweetened co	oconut milk		Ø	23	
simple salad dressing			10	22	
1-1/2 c unsweetened apple	sauce*		Ø		
2/3 c unsweetened, shredd	ed coconut*		9		
1-1/2 c almond flour*			16		
☐ 1 T coconut flour*			25		
SPICES			_		
sea salt*	☐ groun	d cumi	n*		
freshly ground black pepper*		salt (gra		garlic)	*
☐ bay leaf*		nutme			
ayenne*	orega				
ground chipotle*		pper f	lakes	*	
Chili powder*	☐ thyme		anco		
Cinnamon*	cityiile	•			
- Cimanion					
*Item on Staples List		016 pa	leon	lan	com

NEED MEALS	VEGETABLES	NEED	MEALS
0 25	☐ 1-2 bunches cilantro		2 2 2
5	2 sprigs dill (may sub dried dill weed)		4
Ū	2 sprigs on (may subtree on weed)		80
0	5 sprigs parsley		20 22
B	5 sprigs burstey		20 22
2	6 handfuls (cups) spinach		0 6 8
2	3 romaine hearts		2
4	1-1/4 lbs kale		802
8 0	4 handfuls (cups) mixed greens		10 2
29 29	☐ 5 med (6-8") zucchini		0 25 28
0 0	☐ 1 med (6-8") yellow zucchini		28
6 8	☐ 3 med tomatoes		0 2 B
23	2 lbs broccoli		4 2
3 9 3	☐ 5 med carrots		12 23
	1 green bell pepper		ß
NEED MEALS	1 red bell pepper		28
many	20 spears asparagus		6 8
many	1 lb green beans		24
0 9 B	2-8 med (1-1/2" each) mushrooms		28
2 2	3 med (5-6" each) sweet potatoes		8 0
7 0	1 spaghetti squash		29
2 20 29	2" fresh ginger root		12
4	4 yellow onions		5 8 2 2
2 2	1 sm red onion		24
@ @	4 shallots		80
23	1 bunch green onions		12 (1) (2)
28	☐ 12 cloves garfic		0 8 0 B
			4 2 2 2
3 0 B	2 servings veggles of choice		0
2	NUITC		
	NUTS	NEED	MEALS
ut milk 17 28	2 T pine nuts		8 0
	☐ 1 T flax seeds or flax meal*		12 14
e* 17 conut* 9	☐ 1 c whole almonds*		(5)
conut* 9 6	☐ 1/2 c whole cashews*		15
25	☐ 1/2 c raw pumpkin seeds*		15
	☐ 1/2 c raw sunflower seeds*		(5
	1 c slivered almonds*		20 21 22
	_ rosilvered dimenses		
ground cumin*	FRUIT	NEED	MEALS
garlic salt (granulated garlic)*		NLLD	
whole nutmeg*	☐ 2 avocados		2
oregano*	☐ 1/2 a rejeine (relder werested)*		5
red pepper flakes*	1/2 c raisins (golden suggested)*		6
thyme*	1/2 c dried currants*		6
	1/2 c dried blueberries* 4 servings fruit of choice for snacks		3 3
© 2016 paleoplan.com	2 (100z) bags frozen berries*		79
	LI E HOW DOUS HOZEH DELLES.		- -

ANTS ON A LOG

Makes a snack for two. Approximate cooking time: 5 minutes.

Ingredients

- 2 celery stalks
- 4 Tbs cashew or almond butter
- 1/4 cup raisins or dried currants

Instructions

- 1) Wash celery.
- 2) Spread cashew or almond butter on each stalk.
- 3) Top with raisins or dried currants.

ALMOND FLOUR PANCAKES

Makes breakfast for two. Approximate cooking time: 30 minutes.

Ingredients

1 cup almond flour 1/4 tsp freshly grated nutmeg

1/2 cup unsweetened applesauce 1/4 tsp sea salt

1 Tbs coconut flour coconut oil

2 eggs fresh berries

1/4 cup water (consider soda water for slightly fluffier pancakes)

Instructions

- Combine almond flour, applesauce, coconut flour, eggs, water, nutmeg, and sea salt in a bowl, and mix together completely with a fork. The batter will appear a little thicker than normal mix.
- 2) Heat a non-stick frying pan over medium-low heat with 1 tsp coconut oil.
- 3) Drop 1/4 cup of batter onto the pan once it is fully heated. Spread out batter slightly if desired.
- 4) Flip like a normal pancake when the bubbles start showing up on the top, and cook for another minute or two.
- 5) Add more oil to the pan and repeat with remaining batter.
- 6) Top with fresh berries.



ALMOST OATMEAL

Add fresh or dried fruits and/or nuts for additional texture and flavor. Makes breakfast for two. Approximate cooking time: 10 minutes.

Ingredients

- 1-1/2 cups unsweetened apple sauce
- 4 Tbs raw, chunky almond butter
- 2-3 Tbs raw, unsweetened coconut milk

cinnamon to taste

dash of fresh grated nutmeg (optional)

Instructions

1) Combine all ingredients in a small pan over medium heat, stirring often.



BAKED EGGS IN BACON RINGS

Makes breakfast for two. Approximate cooking time: 35 minutes.

Ingredients

6 strips nitrate-/nitrite-free bacon melted bacon fat for brushing tins

- 4 eggs
- 1 small to medium tomato, cut into 4 (1/2") slices
- 1/3 cup onions, chopped
- 3-4 white button mushrooms, chopped
- 1/2 tsp freshly ground black pepper

Instructions

- 1) Preheat the oven to 325°.
- 2) Cook bacon in a skillet over medium heat until it begins to shrivel (about 3 minutes). Remove bacon from pan and set aside.
- 3) Discard all but a shallow film of bacon fat in the bottom of the skillet.
- 4) Brush 4 cups in a muffin tin or 4 small ramekins with bacon fat from the pan.
- 5) Add chopped onions and mushrooms to hot pan with remaining bacon drippings in the skillet and cook over medium heat until softened.
- 6) Meanwhile, place a tomato slice in the bottom of each cup. Circle the inside of each cup with 1-1/2 strips of bacon.
- 7) Break an egg into each muffin cup and season with pepper.
- 8) Add sautéed mushrooms and onions over the egg.
- 9) Fill any unused tins with water to protect from burning.
- 10) Bake in the oven for 20 minutes.
- 11) To serve, loosen the edges of the eggs with spatula and transfer the eggs to plates.

