

THE PALEO DIET: EATING LIKE A CAVEMAN



The **Paleo diet** — sometimes called the **cave man diet** — is based on the idea that eating foods similar to those consumed by our hunter-gatherer ancestors is the healthiest, most successful path to sustainable weight loss and optimal health.

WHY PALEO WORKS:

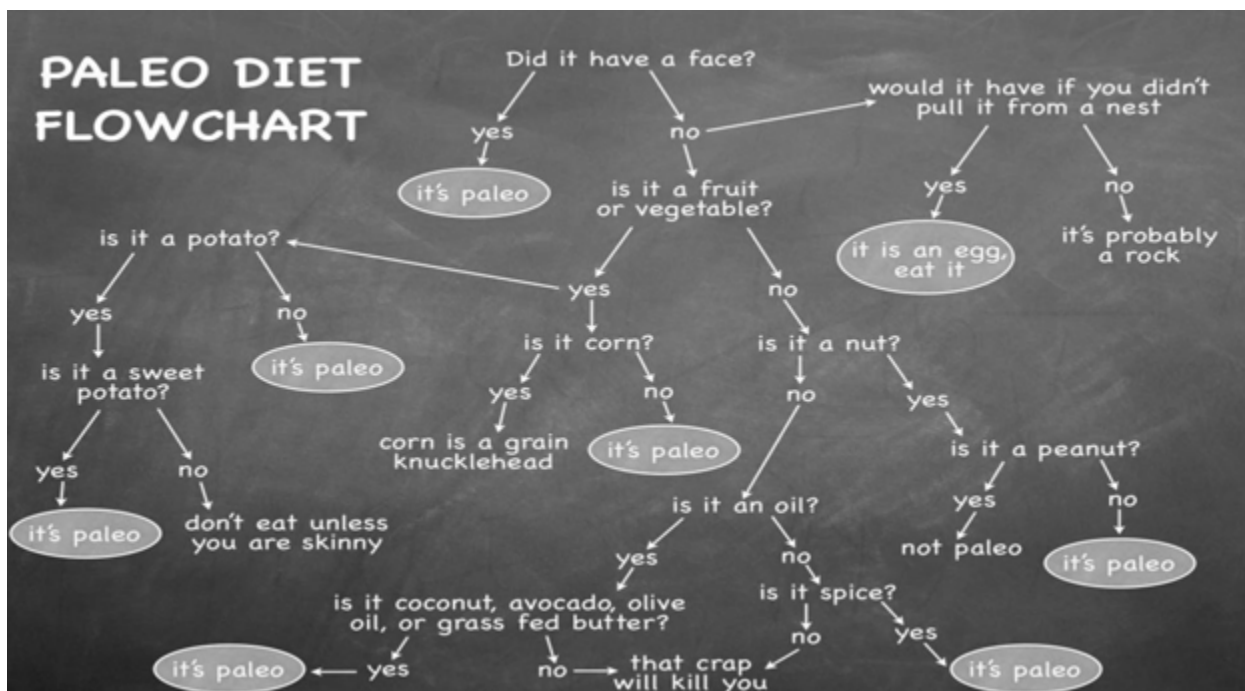
The **Paleo diet**, unlike most fad diets, is sustainable long-time and promotes health, well-being and longevity. A lot of the diets out there focus on a specific goal like weight loss, athletic performance or disease management. Unlike those diets, the Paleo diet promotes positive gene expression and ideal hormonal balance, which leads to ideal general health, well-being, body composition and athletic performance.

WHAT YOU SHOULD EAT:

- Build your meals around animal protein sources, vegetables, fruits, and naturally occurring, high-quality fat sources.
- As much as possible, eat grass-fed, organic, pasture-raised meat and poultry and wild-caught fish and seafood.
- Eat a wide variety of vegetables (including starchy vegetables, like sweet potatoes and winter squash) and fruits (especially berries).
- Enjoy a wide range of naturally occurring fats, including coconut products (milk, flakes, butter, and oil), avocados, olives, and olive oil.

WHAT YOU SHOULD AVOID:

- Avoid all gluten and grains, including wheat, rice, corn, quinoa, buckwheat, barley, spelt, and oats.
- Avoid all seed and industrial oils, including canola, soy, and corn.
- Avoid dairy, including milk, cream, half-and-half, cheese, and yogurt.
- Avoid all processed and packaged foods.
- Avoid all added sugars and artificial sweeteners. (The naturally occurring sugar in fruit is okay.)



HELPFUL HINT: Keep your grocery shopping to the perimeter of the store and avoid aisles filled with food that is processed and full of preservatives.