

# DO IT & DIET

## The Paleo Diet

(NAPSA)—A remarkable new book is showing Americans how to lose weight and get healthy by eating the food they were designed to eat. The book, *The Paleo Diet* (John Wiley & Sons, \$24.95), was written by the world's leading expert on Paleolithic (Stone Age)

# The Paleo Diet

"We can't recommend  
*The Paleo Diet* highly enough!"  
—Michael and Mary Dan Eades, M.D.  
authors of *Protein Power*

As seen on  
*Dateline*  
NBC

Lose Weight and Get Healthy by Eating  
the Food You Were Designed to Eat

- Learn the secrets of our Stone Age ancestors
- Eat lean protein to maximize your metabolism and energy
- Prevent and heal heart disease, cancer, and Syndrome X
- Over 100 delicious Paleo recipes and 6 weeks of meal plans

Loren Cordain, Ph.D. 

**THEN AND NOW—A modern version of the diet our Stone Age ancestors grew up eating is helping modern day Americans eat healthy and lose weight.**

nutrition, Dr. Loren Cordain. The Paleo Diet is a low-carbohydrate, high-protein plan with one major difference from all other low-carb diets: you get to eat all the fresh fruits and nonstarchy vegetables you want.

In his book, Dr. Cordain demonstrates how you can lose weight while eating your fill by returning to the diet your genes were made for. He points out that the genetic makeup of 21st century humans is virtually identical to that of early man and woman. Paleolithic people were fit, slender and active, and free from heart disease, cancer and many other modern diseases.

The book offers over 100 delicious Paleo recipes that provide flavor and variety. It is now available at bookstores everywhere.