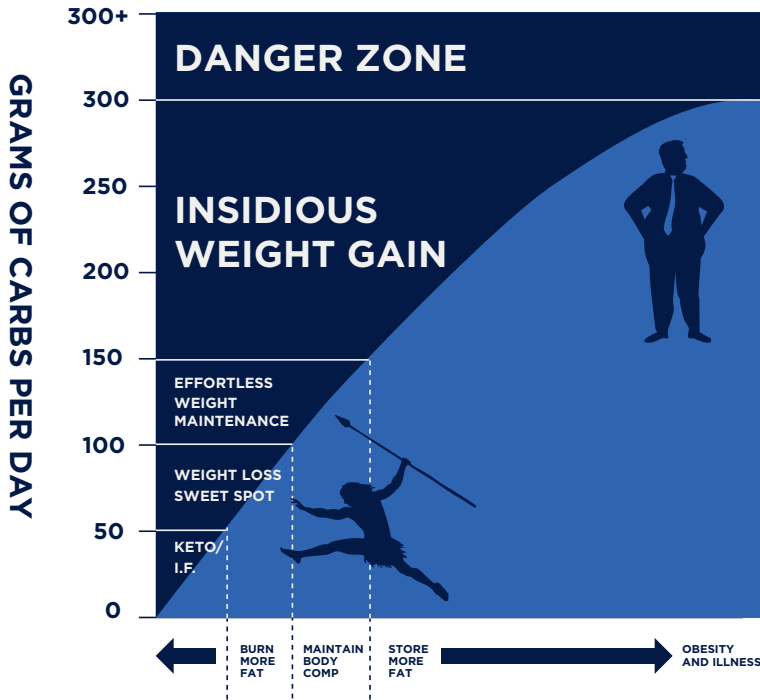


PRIMAL BLUEPRINT CARBOHYDRATE CURVE



WHAT'LL IT BE? THE "SWEET SPOT" OR THE "DANGER ZONE"?

Carb intake is the decisive factor in weight loss and disease prevention!

- **0-50g/day:** Rapid fat loss via intermittent fasting/ketosis.
- **50-100g/day:** Lose 1-2 lbs of fat per week, and enjoy satisfying Primal meals.
- **100-150g/day:** Lifelong health, effortless weight management.
- **150-300g/day:** Default zone of grain-based diet.
- **300+g/day:** Wildly excessive insulin production, disease pathology.

The curve illustrates how various levels of average daily carbohydrate intake impact your health and weight management. Moderating the wildly excessive carbohydrate intake from the Standard American Diet down to genetically optimal levels is your key to weight loss success, and avoiding today's prevalent diet-related health problems and disease.

0 to 50 grams per day: *Ketosis and Accelerated Fat Burning*

Excellent catalyst for quick reduction of excess body fat through Intermittent Fasting and/or devoted carb restriction.

50 to 100 grams per day: *Primal Sweet Spot for Effortless Weight Loss*

Minimizes insulin production and accelerates fat metabolism. Supports abundant intake of vegetables, reasonable intake of seasonal fruits, nuts, and seeds, and occasional indulgences. Enables steady reduction of excess body fat (4-8 pounds per month; 1.8-3.6 kilos) with no deprivation.

100 to 150 grams per day: *Primal Blueprint Maintenance Range*

Allows for genetically optimal fat burning, muscle development, and effortless weight maintenance. Rationale supported by humans eating and evolving in this range or below for 2.5 million years. Dietary emphasis on animal foods and vegetables, with grains and processed sugars eliminated.

150 to 300 grams per day: *Steady, Insidious Weight Gain*

Continuous insulin-stimulating effects inhibit fat metabolism and contribute to widespread health conditions. The de facto recommendation of many popular diets and health authorities (including the USDA Food Pyramid!) and easy to default into when grains are a dietary centerpiece.

300 or more grams per day: *Danger Zone!*

Zone of the average American's diet, based on grains and with soda and other sugars added on. Promotes Metabolic Syndrome, type 2 diabetes, obesity, and numerous other significant health problems. Immediate and dramatic reduction of grains, sugars, sweetened beverages and other processed carbs is critical.

Carb Curve Variables: *The 50-gram/200-calorie range within each zone on the curve*

Allows for individual disparities in body weight and metabolic rate (e.g. - small female - low end; large male - upper end). Athletes or other mega-calorie burners can adjust curve values upward by perhaps 100 grams of carbs per hour of vigorous exercise. This will ensure proper fueling for and recovery from workouts, and likely support effortless weight maintenance. Keep in mind that the curve values represent averages over the long-term. Relax, enjoy Primal-approved meals, and don't obsess about macronutrient breakdowns at each meal.