

5 Reasons Why a

by Mark Sisson

Primal Fitness & Nutrition Program

Will Benefit Your Practice

Chiropractic care is much more than managing your patients' neck and back pain. It is a healing art that guides and supports patients in all aspects of their well-being, and that includes helping them understand how diet and exercise choices affect their overall health.

Perhaps you've noticed that nutritional counseling is popping up as an in-demand service in chiropractic practices. While the benefits are mostly concentrated on the musculoskeletal system and its associated problems, guiding your patients' transition to a healthier eating and exercise plan can also help with obesity, cancer, migraines, heart disease, and diabetes. If you're looking to add nutritional counseling to your offerings, or would like to expand your current diet and exercise recommendations, then a primal nutrition and fitness program may be a good fit for your practice.

My name is Mark Sisson, and I've dedicated my life to health and wellness. I'm a leading figure in the ancestral health movement, and I developed my primal program after healing my body of severe musculoskeletal problems triggered by a decades-long career as an elite endurance athlete. Motivated by the desire to empower others to likewise take full responsibility for their health and wellness, I began documenting my primal journey in 2006 on Mark's Daily Apple, a top-ranked health blog that now has more than 2 million unique visitors each month. Since then, I've written a plethora of books, many of them best sellers, and developed instructional programs to gracefully guide people to their best body and effortless health.

In a nutshell, the primal nutrition and fitness program is based on the groundbreaking science of epigenetics, and how we have the ability to switch our genes on and off according to the signals we send them via food, activity, and lifestyle behaviors. Let's explore five ways a primal fitness and nutrition program can benefit your patients, and thus your practice.

1. **Put Out The Fires Of Inflammation**

The primal nutrition program advocates eating clean, unprocessed foods in their most natural and nutrient-dense state, and has a proven track record of alleviating chronic inflammation. You can control your patients' inflammation response with proper dietary choices, thereby easing muscle and joint pain and improving mobility and joint function.

Primal nutrition ensures your patients eat an abundance of anti-inflammatory foods, like garlic, broccoli, spinach, kale, onions, and peppers to name a few. This complete allergen-free nutrition program gets your patients off toxic diets loaded with sugar, processed carbohydrates, industrial fats, gluten, and factory-farmed meat, and on a diet replete with a balanced ratio of omega fatty acids, antioxidant-rich vegetables, wild-caught fish and seafood, and grass-produced meats. And it does so without sacrifice or calorie restriction, so that the efforts made are enjoyable and the results are long lasting.

2. **Overcome Obesity Obstacles**

According to World Health Organization (WHO) 2014 statistics, more than 1.9 billion adults, 18 years and older, were overweight. Of these, over 600 million were obese.

Obesity is the biggest perpetrator in musculoskeletal problems, so it stands to reason that chiropractic therapy would include nutritional guidance to patients battling weight issues and associated problems. Excessive weight puts excess strain on muscles, bones, ligaments, and

internal organs. Obesity triggers everything from migraines to heart disease, and is most likely contributing to your patients' arthritis, bone loss, muscle strains and tears, and other skeletal system ailments.

Nutritional counseling for obese and overweight patients not only helps with weight loss, but also helps to reduce degree of pain, recovery time from an injury, and the likelihood of chronic, residual effects from musculoskeletal trauma. I've seen the benefits time and time again in the clients I've coached back to health.

3. **Fortify The Body And Spine With Easy And Accessible Strength Training**

The food your patients eat and the amount and type of exercise they practice directly affects the body's ability to heal and protect itself. Sending your patients home with an individualized exercise prescription will help accelerate recovery and strengthen their musculoskeletal health.

Primal fitness requires minimum effort for maximum effect and is, by its very nature, collaborative and easy to individualize alongside a customized physical therapy program. Because the body is comprised of dozens of muscles, ligaments, joints, and bones all performing separate functions as a unified whole, primal fitness consists of moves that incorporate the most body parts at once. It takes us back to our ancestral roots and gets us moving the way our bodies were made to move.

Humans have been squatting, horizontal pressing, vertical pressing, climbing, and using their torsos to resist pushing and pulling forces for millions of years, and primal fitness uses these primal essential basics to bring our bodies back in alignment. All primal exercise recommendations are accessible to everyone regardless of fitness level and strength, and can be modified according to

the needs of your patients.

4. **Restructure The Body By Increasing Movement**

We've been running really quickly for millions of years. And we've been walking long distances at slow paces for millions of years. Primal fitness primes the cardiovascular system for ultimate fat burning and heart health. And your patients don't have to be athletes or gym rats to start moving their bodies in the most efficient manner possible.

Primal fitness focuses on moving frequently at a slow pace. Slow movement is the foundation of fitness. Walking, hiking, gentle cycling – these aren't about burning calories; they're about maintaining the movement and the ability to move.

The primal fitness program eschews chronic exercise, which has proven deleterious to health, and instead incorporates occasional sprinting, which is brutally effective and highly efficient at promoting growth hormone release, fat burning, and lean mass building. Of course, sprinting is customizable with low-impact cycling and other options for less mobile patients.

5. **Lifestyle Habits For Longevity And Optimal Health**

Many diet and exercise programs stop at nutrition and fitness recommendations, but the primal nutrition and fitness program is a comprehensive wellness plan that helps your clients make the best lifestyle choices across the board, all of which are supported by the latest health and wellness science. Primal nutrition counseling includes sleep suggestions, tackles the sedentary living epidemic with sitting and standing guidance, manages the



symptoms of stress and anxiety, encourages adequate rest and plentiful play, and even advises on safe sun and ample vitamin D production. By following the primal prescription for health, your chiropractic care truly becomes complete.

Chiropractic care works to guide and support patients in all aspects of their well-being. By helping your patients' transition to a healthier eating and exercise plan you can also help with obesity, cancer, migraines, heart disease, and diabetes. If you're looking to add nutritional counseling to your offerings, or would like to expand your current diet and exercise recommendations, then a primal nutrition and fitness program may be just what you're looking for.

About The Author: Mark Sisson, a former elite endurance athlete, is a leading figure in the ancestral health movement. Learn more about his primal fitness and nutrition program at his health and wellness blog, Mark'sDailyApple.com, or visit www.primalblueprint.com.