



ANCESTRAL
SUPPLEMENTS

BECOMING A MODERN DAY MOFO

*An Owner's Manual For Authentic Ancestral Living
In Hectic, High-Stress Modern Life.*

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At Ancestral Supplements, we are committed to exceptional product quality, unparalleled customer service, walking our talk by living the ancestral lifestyle, and giving you authentic support and encouragement on your journey. We invite you to join us in adopting ancestral diet, exercise, and lifestyle practices! We offer this eBook as a guide to optimize your diet

and lifestyle practices and help you reconnect with the ways of our ancient ancestors to achieve robust health and maximum longevity.

Male Optimization Formula w/Organs will help you fight back against the epidemic decline in male testosterone levels caused by hectic, high stress modern life. Taking this 100 percent pure, high potency product can replenish depleted cells

and reboot the energy systems and detoxification pathways necessary to turn your life around. This is honoring our ancestors by *putting back in, what the modern world has left out.*

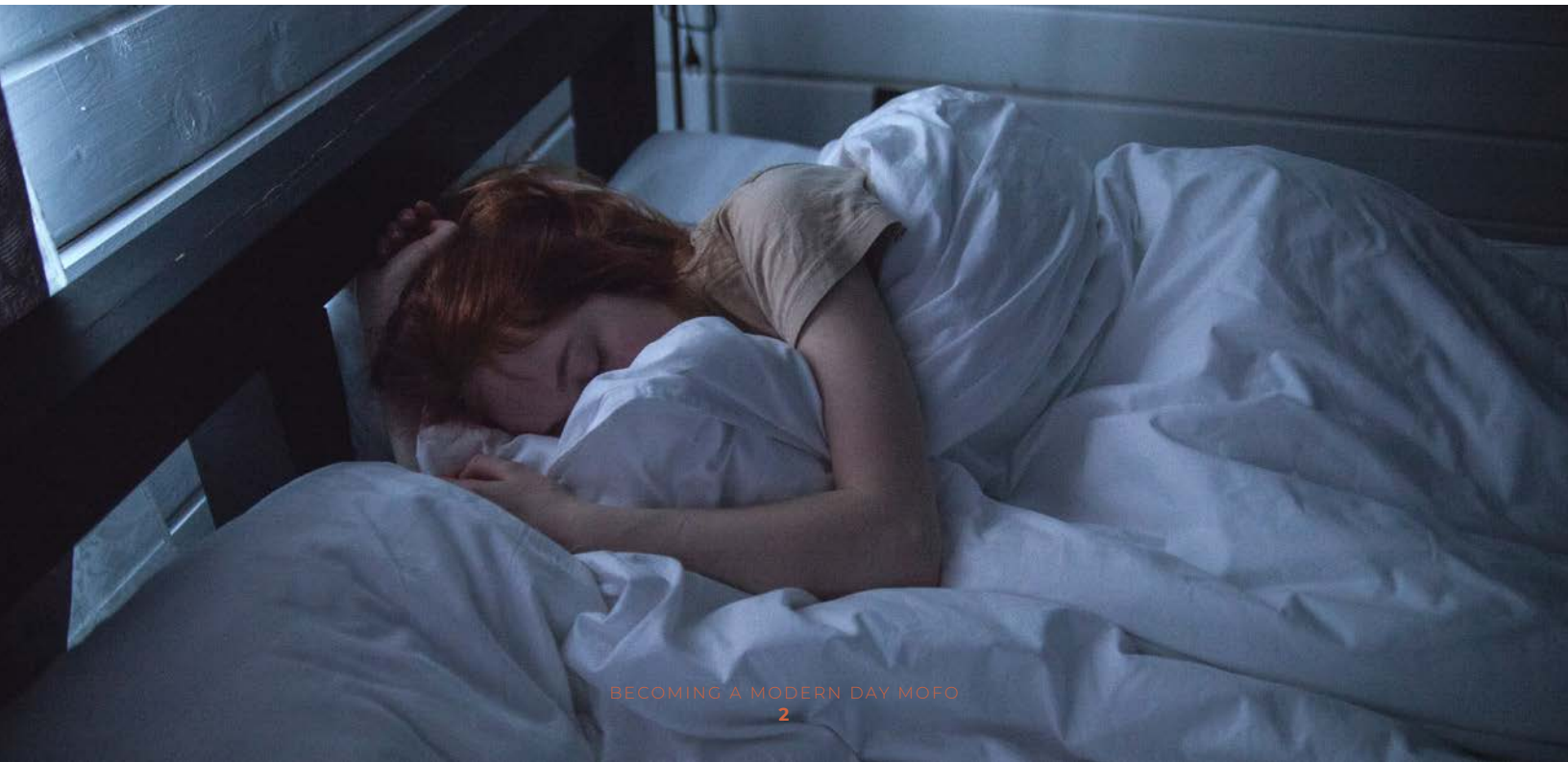
In contrast, if you are walking around malnourished and fatigued, it's going to be difficult to stay focused, disciplined, and energized enough to achieve your peak performance and healthy living goals. When you experience a hormonal reset and a cellular replenishment that builds over time, you will awaken each day with more resolve and focus to kick butt and keep kicking butt — even when life gets stressful and hectic. Are you ready to become a modern-day MOFO? Then please — don't just read, take action! Do something small from this list of objectives every day, and let momentum build naturally over time. Here we go!

SLEEP IS #1

Health, vitality, and peak performance all stem from getting adequate sleep. Do your best to minimize artificial light and digital stimulation

after dark, and maintain a bedroom that is pitch dark. Use blackout curtains or blinds, hide/cover all device charging lights and LCD displays, eliminate night lights (use a [red flashlight](#) or [miner's headlight](#) instead). Keep the room cool (64-68F is ideal), quiet (use a noise-cancelling [air filter](#) or smartphone rainfall [App](#)), and free from any clutter, such as stacks of mail, clothing, or unfinished home improvement projects. Research reveals that [just looking at clutter](#) can evoke a stress response. Absolutely no television or computer screens allowed!

If you have problems with snoring/sleep apnea or fitful sleep, consider [taping your mouth closed](#) (3M mouth tape) to facilitate nose breathing all night. Strive for a minimal padding, ideally by sleeping on the floor (read [Move Your DNA](#) by Katy Bowman, MS, for details) or with a simple [sleeping pad](#). If you can't get there right away, use the firmest possible mattress and thinnest pillows (e.g. [buckwheat pillow](#).) Minimizing the puffy pillow action will ease neck strain and optimize breathing.



At the same time every morning (ideally near sunrise) get outside and expose your eyeballs to direct sunlight. This will stimulate the desirable morning boost in serotonin and cortisol for a high-energy day. The morning sun will also help you produce melatonin on cue in the hours after sunset, helping you gracefully transition into a restful night's sleep. *A good night's sleep starts first thing in the morning!*

Hey MOFO, do these instructions seem like they'll cramp your style? If so, maybe you can ask yourself, "How badly do I want to be strong, healthy, and happy again?" If you wake up with heavy eyes, feeling stiff and dragging ass, maybe it's worth making a few simple changes that you will quickly adapt to with no trouble. Perhaps the single most influential thing you can do from this entire book is to flip the screen closed come 9pm or 10pm, instead of blasting your eyeballs with entertainment of questionable value until the very last moment before bedtime. Prioritize your sleep!

EAT ANCESTRAL FOODS

The foremost life altering, life saving dietary objective is to ditch the toxic, nutrient deficient modern foods that contribute to fatigue, fat storage, and disease. Let's make your first step simple and direct: Eliminate all sugars, sweetened beverages, grains (wheat, rice, corn, pasta, cereal), and industrial seed oils (canola, corn, soybean, sunflower) from your diet. Grains and sugars have addictive properties, so you must commit to total elimination for the first 21 days. This will help you escape carb addiction and the high risk of backsliding that comes when you let offensive, insulin-stimulating foods leak into the picture here and there.





From there, you can honor the evolutionary-tested eating patterns of our hunter-gatherer ancestors, choosing your personal favorites from the categories of meat, fish, fowl, eggs, vegetables, fruits, nuts, seeds & their derivative butters, and healthy modern foods such as high fat dairy products and high cacao percentage dark chocolate. Realize that you must completely eradicate sugars, grains, and bad oils before you even ponder more nuanced strategies, such as a ketogenic or nose-to-tail carnivore strategy. Whatever ancestral foods you choose to include/emphasize, it's an increasingly health-critical obligation to source the most nutritious foods in each category, particularly grassfed/pasture-raised/wild-caught meat, fowl, fish, and eggs.

Nose-To-Tail Carnivore

If you have been battling any kind of chronic illness or chronic digestive symptoms such as gas, bloating, indigestion, or inflammatory conditions like leaky gut, IBS, or colitis, consider a 30-day experiment of strict nose-to-tail carnivore eating. Many people (often unknowingly) are allergic to the natural toxins contained in plant foods (vegetables, nuts, seeds, grains, and legumes, but not so much with fruit). These agents, known as *anti-nutrients*, *antigens*, or *plant toxins*, include *lectins* (gluten is the most offensive, but there are many other lectins prominent in grains, seeds, and legumes), *phytates* (prominent in nuts and seeds), *oxalates* (prominent in leafy greens), and *saponins* (prominent in beans and legumes) that can cause a chronic inflammatory and/or autoimmune response in the body. Health and medical experts agree that inflammation and autoimmunity represent the root cause of virtually all disease.

Why then, have we been told forever that plants are super-healthy, high antioxidant foods that should

form the centerpiece of a healthy diet? Contrary to common misunderstanding, the mechanism by which we obtain the lauded benefits of eating “high antioxidant foods” is the internal [antioxidant defense response mounted](#) by the body when you ingest mild plant toxins. This chronic mild poisoning can wear the body down, especially among people who are more sensitive to gluten and the rest, or have less than robust overall health.

Many people have experienced a rapid health transformation by giving their systems a break from plant antigens and emphasizing incredibly nutrient-dense, easy-to-digest foods from the animal kingdom. Visit [MeatHeals.com](#) to read some remarkable stories of reversing disease with a carnivore strategy. While few people are highly reactive to routine plant foods, there are many other positive attributes of nose-to-tail carnivore style eating. For one, you are eating extremely nutrient-dense, highly satisfying meals. Your appetite and energy are automatically regulated without having to obsess over portion sizes or macronutrient calculations. This is what makes carnivore incredibly effective for reducing excess body fat, especially for those who have struggled with other dietary strategies. The diet is simple to understand, easy to follow, and with none of the struggle and suffer elements of traditional weight loss strategies.

Eating Well

Beyond your food choices, be sure to always eat in a calm, quiet, low stress environment, with meal-times being one of the great celebrations of life with family and friends. Eat at a relaxed pace, one where you chew each bite completely as a fundamental element of the digestive process (experts say chew 20-30 times; yeah, that’s a lot!). You must also strive to limit your digestive function to a maximum window of 12 hours each day, for digestive



activity can interfere with overnight cellular repair and hormonal restoration. Try your best to finish eating earlier in the evening, leaving the final two hours for relaxing and winding down. This will improve circadian rhythm alignment, give your digestive system a needed break, and promote high quality sleep. A popular ancestral-inspired practice is to eat in a narrower time window of 6-8 hours per day. This allows you to unlock the tremendous metabolic, immune, and cognitive benefits of fasting and ketone production during the other 16-18 hours without food. Experiment to discover what works best with your lifestyle, fitness goals, and food preferences, but always stay within the ancestral parameters and avoid toxic modern foods.

The Magic Of Fasting

If you want the most effective anti-inflammatory and cellular repair diet ever known to science, fasting is the clear winner. You can't really experience the intended benefits of fasting until you become fat adapted. In general, carbohydrate dependent dieters will activate the stress response to make glucose internally if they aren't prepared for fasting. Work toward being able to last comfortably from an 8pm dinner until 12 noon the following day — even with a morning workout thrown in! Next, try to extend even further occasionally, having your break-fast at 1pm or 2pm. Get into a rhythm where you always eat inside a 12-hour time window, and progress toward a 6-8 hour daily window.

After several months of fasting and eating in a narrow time window, consider attempting a 24-hour fast — early dinner to early dinner works great here. Liver King and his wife Barbara engage in five-day, water-only fasts every

quarter. Fasting delivers such profound cellular repair and disease protection benefits that it can literally reverse the aging process in your body. Research shows that after a few days of fasting, [organs actually shrink](#), as inflamed and damaged cells are snuffed out and cellular repair and renewal kicks into high gear. Visit the Internet's most precious health resource, the [Ancestral Supplements About Us](#) page to learn more about fasting, including a protocol for breaking an extended fast.

Superfoods

True MOFO's must also strive to include superfoods in their diet; things like liver and other organ meats, bone broth and bone-in cuts of meat, pastured eggs, collagen supplements, salmon eggs, fermented foods like natto, sauerkraut, yogurt, and kombucha, and fresh, local, in-season berries. Review the details of Liver King's incredibly nutrient-rich daily diet at the [Ancestral Supplements About Us](#) page.



Raw Lamb Liver

Liver King Typical Meal

- Homemade bone soup (simmered for 2-3 days with tons of golden marrow)
- Fermented fish sauce or another fermented animal product
- Avocado with fish eggs or Icelandic cod liver with lemon juice and Himalayan sea salt
- Grass fed butter, ghee, or tallow (2 table-spoons)
- The occasional salad of dark leafy greens (only when in season) and Himalayan sea salt
- Grass fed organs: 16 to 24 ounces of various animal parts, nose-to-tail, sometimes raw or lightly baked/pan-fried
- Wild-caught, skin-on, bone-in sardines, wild fish eggs, or whole cod livers

SUPPLEMENT LIKE A MOFO

Even among the most devoted healthy eaters, it's still easy to fall short of ideal, due to unhealthy cultural forces and/or lack of availability of the highest quality food. What happens over time is you get the calories you need to fuel your busy life, but can experience a gradual and often imperceptible depletion of the vitamins, minerals, antioxidants, phytonutrients, and micronutrients you need to thrive. In particular, many healthy eaters have dutifully ditched grains, sugars and

bad oils, but are eating mostly feedlot animals, conventionally grown produce, and excessive restaurant and take-out meals (almost certainly made with toxic industrial oils). Many will have a near-total absence of organ meats, collagen-rich meats, bone broth, fermented foods, or other superfoods in their diet. And when it comes to treats and indulgences, the description "occasional" might mean two, three, or four times a week of junk leaking into the picture!

If you are cracking a few conventional eggs and frying a few slices of nitrate-laden bacon for a so-called ancestral power breakfast, please compare and contrast with the phenomenal array of premium ingredients in a typical Liver King smoothie. This is one of his go-to break-fasts that typically happens around 3pm (details at [Ancestral Supplements About Us](#) page):

Liver King Smoothie

- Fresh, raw pastured milk
- Fresh, raw pastured eggs
- Grassfed yogurt
- Organic ghee, grassfed tallow (1 Tbl) or Ancestral Supplements Grassfed Tallow capsules (9)
- Organic almond butter
- Ancestral Supplements Grassfed Collagen capsules (9)
- Organic grassfed whey protein powder
- Himalayan seal salt

Coupled with the Johnson family's typical evening meal, you can see that this goes far beyond a take-out burrito bowl, bacon burgers, or farmed Atlantic salmon (not only nutrient-deficient but also often containing toxins). A macronutrient analysis of Liver King's diet would reveal a highly ketogenic, nose-to-tail carnivore-ish baseline pattern. However, Liver King also engages in occasional carb reloads, typically in the hours following particularly strenuous workouts like the Barbarian. Here are some recommended nutrient-dense carbohydrates for reloading depleted glycogen stores:

- Sweet potato and other starchy, in-ground vegetables (squash, taro, rutabaga, zucchini)
- Raw local honey: great to flavor a smoothie or full-fat yogurt
- Fresh, local, in-season berries, stone fruits, and watermelon
- Dark chocolate: high cacao percentage (80%+), bean-to-bar, Fair Trade brands

Ancestral Supplements Products

- **MOFO:** 6 capsules daily, minimum 90 days, hopefully forever, to optimize internal testosterone production, promote reproductive and urinary tract health, reduce disease risk, and enhance dietary nutrient density.
- **Grassfed Liver:** If you aren't eating the most nutrient-dense food on the planet regularly in daily life, make this product mandatory.



- **Grassfed Collagen:** If you aren't consuming bone broth or bone-in cuts of meat several times per week, make this product or other supplemental collagen mandatory.
- **Grassfed Tallow:** Find fresh sources from your local butcher if possible. If you can't get a regular supply, this is a highly beneficial supplement.
- **Ancestral Supplements specialized organ products:** Put back in what the modern world has left out by choosing products associated with specific organs or health conditions that you may be dealing with. If you have symptoms of leaky gut, try **Grassfed Intestines**. To battle allergies or the cold/flu season, try the powerful immune boosters of **Grassfed**





Thymus and **Grassfed Spleen** (perhaps not daily, but when you are feeling run down). If you get frequent headaches or afternoon brain fog, try our surprisingly popular **Grassfed Brain**. Males in their 60s and beyond might address their heightened prostate cancer risks by taking **Grassfed Prostate**, even though MOFO has a respectable amount of prostate in the formula. **Grassfed Adrenal** provides targeted adrenal support (again, use sparingly for a boost when you are dragging.) **Grassfed Bovine Tracheal Cartilage** helps with injury recovery, and so on down the line — you get the picture!



Other Supplements

- **Magnesium:** With some 75 percent of modern citizens estimated to be magnesium deficient, this is our favorite recommendation outside of our own product line. Magnesium is most efficiently absorbed through the skin, so apply transdermal magnesium oil spray

to feet before bedtime, as magnesium helps with sleep.

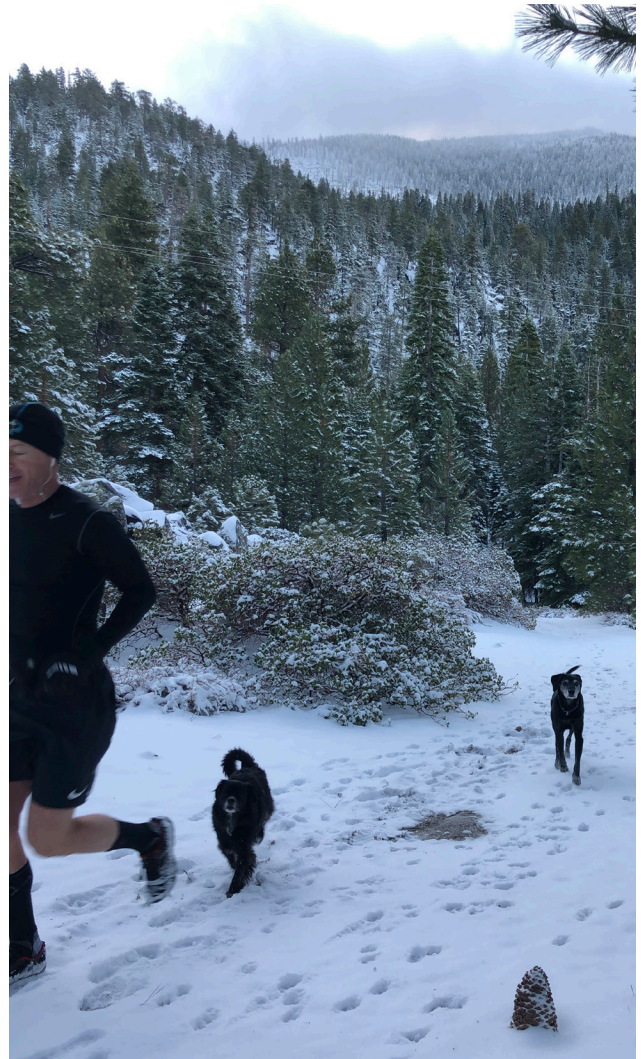
- **Vitamin D3:** Vitamin D deficiency is also epidemic due to our indoor-dominant lifestyles and irrational fear of the sun. It's far superior to meet your Vitamin D needs by exposing large skin surface areas to the sun during the peak times of day and year of solar intensity in your area. You can also get good Vitamin D from SMASH fish (Sardines, Mackerel, Anchovy, Salmon, Herring), wild fish eggs, blubber, or grassfed tallow. If you get insufficient sun and/or fall short on these food recommendations, consider a high quality supplement free of additives.
- **Vitamin K2:** You'll get plenty of K2 from marrow, tallow, and egg yolks, which should always be central elements of your diet. Otherwise, consider a high quality K2 supplement to promote bone, cardiovascular, renal, and cognitive health.
- **Blue light-blocking eyewear:** This totally sneaks into the list here! Get a pair and start donning the orange lenses after dark as a habit. The inexpensive [UVEX glasses](#) are rated highly effective. If you need blue light blocking lenses with a prescription for reading or computer use, check out young health leader Matt Maruca's line of stylish, premium quality lenses at [RAOptics.com](#).
- Also, install the outstanding [eye protection software program Iris](#) to custom design a less offensive screen light experience. Iris eliminates the harmful invisible flicker and minimizes the intensity of blue light emissions that are so harmful after dark.

MOVE IN NATURE EVERY DAY

From paleoanthropological evidence of hominid fossils to observations of modern day hunter-gatherers, we learn that humans are hard-wired to be constantly on the move, interacting with nature. An active, outdoor-dominant lifestyle facilitates peak cognitive, immune, metabolic and hormonal function. In contrast, numerous recent studies in the “sitting is the new smoking” realm reveal that inactivity drives today’s most prominent disease patterns — diabetes, cancer, heart disease, and cognitive disease. Sitting for just 30 minutes causes decreased glucose tolerance, diminished cognitive function, and can slow metabolic rate by 90 percent! When we sit, we get tired, lazy, hungry, and mentally dull. Leading obesity/inactivity researcher Dr. James Levine, an endocrinologist at the Mayo Clinic, asserts that, “The chair is out to kill us.”

If you walk less than 4,000 steps per day, a UCLA study reveals that you’ll have a thinner, less efficient, slower functioning brain with higher disease risk than if you can achieve modest, bare minimum movement objectives. A study of 9,000 Australians revealed that each additional hour of daily television increases risk of death by 11 percent. Unfortunately, modern humans spend an average of 93 percent of our time indoors: 13 hours sitting (work, commute, screen entertainment) and eight hours sleeping. That leaves only three hours a day to avail any form of movement. This is a huge genetic disconnect, one that requires immediate attention.

Get out there and implement a new habit of walking (or swimming) in a natural environment every single day — your humanity depends on



it! Start with a commitment of a few minutes to make sure you get out the door. You’ll naturally extend your time outside because it makes you feel so calm, peaceful, and clear-headed. Liver King starts every morning with a 30-minute walk, calling it his “cup of coffee.” This is a time to clear his head and prioritize the busy day ahead. Every afternoon, during that natural dip in circadian rhythm and when your cognitive powers are likely getting depleted, Liver King takes a 20-30 minute walk, calling it his “afternoon nap.” After dinner, the entire tribe takes a walk — whether mud, rain, sleet, snow, or steamy Texas summer heat. Studies have shown that a post-meal walk of 15 minutes at the incredibly modest speed of 1mph is sufficient to moderate the insulin response to a meal by half!



Walking is the fundamental objective here, even if it's just around the office courtyard for a quick work break. However, it's also essential to immerse into natural environments (as best you can in dense urban areas), leave your devices behind, and engage all your senses with nature. The popular practice of *earthing* entails connecting your bare feet with natural earthen surfaces (grass, soil, gravel, sand.) Similarly powerful effects are observed when you immerse yourself into a natural body of water for a refreshing swim. Achieving a direct connection with the earth's energetically charged negative ion molecules has been shown to greatly improve cellular and immune function. As with the use of the aforementioned grounding devices in the home, grounding to the earth helps

stabilize your atoms and mitigate the potentially damaging effects of EMF radiation. Earthing and grounding have become more essential than ever, not just because of the increases in EMF, but also because we spend virtually our entire lives either indoors or wearing shoes outdoors. We have become almost entirely disconnected from the earth's powerful energetic field that has helped optimize human genetic and cellular function for millions of years.

Fortunately, health-conscious folks across the globe are becoming more aware of the benefits of nature immersion, and science is validating the varied hormonal and psychological benefits. The Japanese have a national public health program they call *shinrin-yoku*, translated as "forest bathing." Japanese researchers have produced extensive evidence showing that even a short visit to a natural environment can lower stress hormones, heart rate, and blood pressure, and boost mood and energy levels. Forest bathing has also been shown to help reduce anger, depression and anxiety, and improve evening sleep. Get outside, get barefoot, get into nature, and put one foot in front of the other every single day!



Immersion into water delivers powerful grounding and anti-stress benefits (so does staying on the wake surfboard though, Brad!)

COLD THERAPY

Our virtually 24/7 existence in comfortable, temperature-controlled environments is high on the list of our modern genetic health disconnects. Modern humans have gone soft in mind and body due to our obsession with convenience and luxury. Oh sure, we know what it's like to sweat for a couple hours at a summer picnic or hike, or deal with a winter storm where you get cold and wet for a few minutes (or heaven forbid — a couple hours!) before rewarming with a hot shower and a night in front of the fire. But modern luxuries can actually contribute to atrophy of mind, body, and spirit. A practice of brief daily exposure to cold air or water has been scientifically proven to deliver an incredible array of positive hormonal and psychological benefits. Cold exposure is known as a *hormetic* stressor — a brief, natural stressor that triggers an adaptive response. A daily practice helps build resilience to not only cold temperatures, but all other forms of stress you face in life.

Our early ancestors were routinely subjected to cold temperatures, which helped optimize their metabolic and immune function. Cold water exposure is particularly therapeutic because the greater molecular density of water (versus air) drains body heat 25 times faster than air. Hence, even brief exposure via a cold shower, or immersion into an icy tub or chest freezer filled with chilled water, has been shown to deliver a fantastic boost of energy, alertness, and euphoria. You are tapping into ancient adaptive processes and response mechanisms that are hardwired into our genes. Finnish research reveals that immersion into 40F (4.4C) water for even as little as 20 seconds spikes the prominent mood, focusing, and motivation hormone norepinephrine by 200-300% for up to one hour!

Check out Brad's real-life experience of this phenomenon with the [Unfrozen Caveman Runner](#). What an awesome natural energizing morning ritual that's vastly superior to the artificial and temporary boost of a high carbohydrate breakfast.

Dr. Rhonda Patrick of FoundMyFitness.com explains some of the science: "Cold exposure increases the production of *cold shock proteins*, including one in the brain that repairs damaged synapses, and in muscle that prevents atrophy. A cold-induced catecholamine boost lowers inflammation and pain by decreasing the levels of three inflammatory mediators." Cold exposure provides an immune boost by stimulating the production of the internal super-antioxidant, *glutathione*. The cardiovascular benefits of cold exposure are also substantial. We have a 60,000-mile network of blood vessels throughout the body. These blood vessels are lined with smooth muscle that constricts or dilates based on our perception of temperature. This process of vasoconstriction and vasodilation caused by cold exposure is like a workout for your blood vessels. To read more, download Dr. Patrick's [free 22-page report detailing the scientific benefits of cold exposure](#).

The intangible psychological benefits of cold exposure are profound as well. When you are able to turn that handle to cold for the last two minutes of your shower, or go MOFO and jump into an icy river or lake, ice bath, or chest freezer with water in the 30s, 40s, or 50s for a few or several minutes, you develop focus, discipline, and resilience that carries over into all other peak performance endeavors in life. Motivational guru Tony Robbins is a huge cold plunge enthusiast (he has [custom pools installed at all seven of his luxury homes](#) around the world), explaining that his daily immersion into cold water is an example

of, “My brain telling my body what to do; to not hesitate, but to act. In the cold water, every cell in my body is alive. Strong mind, strong body!”

Give It A Try!

Start in the shower by switching between cold and hot for 30 seconds at a time. Yes, it’s uncomfortable at first, but after a week you’ll habituate and deeply appreciate the refreshing energy boost you obtain from contrast showers. Next, try to end every shower with two minutes of full blast cold. Once you become a cold shower expert, consider upping your game to a bathtub filled with ice, and then to the ultimate affordable 24/7 home temperature therapy strategy of a chest freezer filled with water chilled to your desired temperature. What’s happening is the adaptive mechanisms, including the smooth muscle that lines the blood vessels, become efficient at doing what they were designed to do. Your psyche also adapts; you become more disciplined, resilient, and centered.

Check out [Brad Kearns’ Chest Freezer Cold Therapy Video](#) to get a great demo and all the guidance you need to get started. Every morning, Brad plunges into a 15 cubic foot chest freezer filled with water chilled to 34-38F, year-round. He submerges fully for 20 seconds, then catches his breath and commences a meditative exercise of 20 deep, diaphragmatic breath cycles. Breath control is the secret to enduring the cold! By focusing intently on deep breathing, you override the initial panic reaction of the sympathetic nervous system and are able to exist comfortably for longer than you might imagine. Brad reports that his initial forays lasted three minutes, and he can now handle six minutes in near freezing water without any shivering, suffering, or ill effects.



It’s important to emphasize that this is not a tough guy contest to see how freezing and miserable you can get. You must be patient and unforced with the adaptation process, and should never have to suffer or compromise your health. As noted cold therapy enthusiast [Dr. Kelly Starrett](#) explains, “Get out before you start shivering. If you stay in too long, you’re just showing off.” By controlling your attitude and your breathing, and forming the intention to not only endure, but appreciate the hormetic stressor of cold exposure, you will be surprised by how long you can last. When you build your cold exposure skills, you’ll realize the amazing power of accessing a different dimension than the highly reactive fight or flight panic mode you have triggered throughout your entire life when faced with immediate stressors.



Dutch extreme cold water guru Wim Hof, aka “The Iceman”

Overcoming the fight or flight reaction through breath work and intentionality is how legendary cold exposure champion and breathing expert [Wim Hof](#) is able to perform his superhuman feats, and train others to do the same. Check out investigative journalist Scott Carney’s book, [What Doesn’t Kill Us: How Freezing Water, Extreme Altitude, and Environmental Conditioning Will Renew Our Lost Evolutionary Strength](#), detailing how Carney quickly transitioned from high skepticism to performing amazing cold exposure and endurance feats with Hof’s guidance. *Note:* If you have pre-existing health conditions such as thyroid or adrenal dysfunction, or have any symptoms of minor illness, skip the cold exposure objective until you regain your basic level of health.

By the way, heat therapy delivers many of the same benefits as cold exposure — stimulating the production of the lauded heat shock proteins for anti-inflammatory and immune boosting effects. By challenging your body with any temperature change from homeostasis, you kick into action what temperature therapy expert and biohacker

extraordinaire [Dr. Jack Kruse](#) calls “ancient pathways” of cellular repair, renewal, and resilience — not to mention turbo-charging fat burning. An intensive contrast therapy protocol, such as going back and forth from a 200-degree sauna to near freezing water is something that has been a mainstay of Finnish culture for over 1,000 years. Clearly, it’s a fantastic hormetic experience, and enthusiasts of contrast therapy describe ending their protocol in a blissful state of relaxation.



Scott Carney (Left) climbed Mt. Kilimanjaro in record time under the guidance of Wim Hof (Center)

Check out Brad’s comprehensive book on the cold therapy called *Take The (Cold) Plunge!*, detailing health benefits and how to get started with your own at-home cold therapy practice.

PROTECT YOURSELF

For the first time in the history of humanity, we face a number of extremely health-destructive influences caused by modern technology. Living ancestrally entails taking action to minimize many high-tech environmental hazards as follows:

EMFs

Limit your exposure to radiation emitted from portable devices, WiFi signals, and assorted other sources like cell towers, high voltage power lines, and unnecessary X-rays. If you have chronic health problems, recurring headaches, or afternoon fatigue, consider eliminating WiFi in your home. Instead, use a [long Ethernet cable](#) — that's the protocol at the Ancestral Supplements offices as well as the Liver King residence. Keep your portable devices in airplane mode as much as possible. Use your smartphone's speaker mode instead of holding the device to your head, and keep it out of your hands or pockets whenever possible. Even an [Otterbox](#) case can help diffuse a bit of the exposure.



Blue Light

Minimize the damage caused by exposure to artificial blue light emissions after dark by making your home environment as dimly lit as possible after the sun sets each day. Choose a few lamps

and areas where you can switch out harsh white light bulbs for [softer light tungsten bulbs](#) with an orange filament, a [Himalayan salt lamp](#), firelight, or candlelight. Get yourself a pair of inexpensive [UV-blocking orange lenses](#) or [quality prescription blue-blocking lenses](#) and wear these religiously in the final two hours before bedtime. This is hugely beneficial and super easy to do!

Grounding

You can minimize the harmful effects of EMF by using [grounding mats](#), or [grounding sheet](#) or canopy for your bed. These devices diffuse the harmful effects of electromagnetic radiation on your cellular function. Advocates suggest that grounding, especially for sensitive people, can [help improve chronic fatigue and pain conditions](#), [reduce inflammation](#), [stabilize mood](#), [speed muscle recovery](#), and [improve sleep](#).

Consumer Hazards

Ancestral living entails second-guessing the decadence, consumerism, and runaway corporate profit-seeking in modern society and taking personal responsibility for your health. Today, you are obligated to protect yourself from air pollution, noise pollution, toxic humans, and toxic consumer products — including mercury fillings, municipal drinking water with fluoride, chemical-laden bedding materials, artificial clothing fabrics (polyester, acrylic, acetate, water-resistant and/or moisture-wicking microfibers, etc.), and more examples from this realm. A single household plant in your bedroom will do a great job neutralizing outgassing from toxic consumer products (e.g., high tech memory foam mattresses) and stale indoor air in general.

Environmental Estrogens

Relating the previous point, we are exposed to an assortment of estrogenic compounds in high tech modern life for the first time in history. While this is an emerging field of scientific study, you may want to be on the safe side and avoid the following offenders:

Plastics: Implement zero tolerance for any plastic touching your food or drink. Nothing is worse than microwaving food in plastic containers or drinking from disposable plastic water bottles that get heated in the sun. Result: man cans and cancer.

Personal care products: Be vigilant against chemicals that touch your body like skin care products, cosmetics, perfumes and colognes, and laundry detergent. Use eco-friendly products made without chemicals, such as Dr. Bronner's castile soap.

Household cleaning products: Antibacterial products are nasty, because they compromise immune function and can make you resistant to antibiotics when you need them for infections or surgeries. Mrs. Meyers Clean Day is a good natural brand with a diverse product line.

Food: You shouldn't be eating soy, corn, or flax anyway, but note that these foods have ~100x more phytoestrogens than other plants

Stupid Ass Mistakes

Forget EMF for a moment, how about honoring the ancestral tradition of hyper vigilance and risk management to avoid causing your own demise? In ancestral times, stupid mistakes were being careless while scaling a cliff, or being inattentive to predator danger. With primitive dangers

essentially neutralized today, we still find ways to come to misfortune by texting and driving, for example.

DETOX!

Detoxification from the assorted environmental pollutants and health offenses in modern life is a highly recommended endeavor. Popular strategies include a prolonged fast, following a restrictive diet protocol, doing some intensive sauna sessions, or even heading to a retreat setting for a temporary escape from the accumulated stresses of hectic daily life. All good! However, the process of cellular detoxification may entail some temporary discomfort and health disturbances, as the body releases stored toxins into the bloodstream and then purges them through breath, sweat, urine, and elimination. During the detox phase, you may be forced to deal with a temporary overload that can feel unpleasant. For example, during aggressive fat loss efforts, toxic industrial seed oils that were locked away in storage as triglycerides are mobilized into the bloodstream as free fatty acids. The weight may come off, but dieters can feel weak, sluggish, and out of sorts as they purge poisons from the bloodstream.

Similarly, due to the high potency of Ancestral Supplements products, we have noticed that a small number of customers (around 5-10 percent) experience some form of a mild-to-moderate detoxification reaction when they begin their supplement regimen. Often these folks have a pre-existing chronic illness, autoimmune condition, or genetic variation that interferes with *methylation*, the routine DNA transcription and translation biochemical processes that promote fat metabolism, make neurotransmitters and hormones, or neutralize free radical activity in cells.

An unpleasant detox response can occur when a supplement or diet change helps bring your detoxification processes back online, and that's a good thing! In the "like supports like" model of ancestral health, the organ-specific proteins, peptides, enzymes, cofactors, and molecular bio-directors that you are ingesting are boosting your kidney, thyroid, heart, or adrenal function. With this much needed turbo-boost from the supplement (and the complementary lifestyle practices that support immune, metabolic, and endocrine function), you release a greater than normal quantity of stored toxins, metabolic wastes, pathogens, and unwanted material into your bloodstream on your road to healing. Detox responses go by many different names including healing reactions, healing crises, cleansing reactions, or Herxheimer reactions. Hallmark symptoms include nausea, headache, lethargy, dizziness, and other flu-like symptoms.

The detoxification process in the body actually happens in three phases, and you can greatly support your natural ability to detox with strategic diet, supplementation, and lifestyle practices. Phase 0 detox is *avoidance* — avoiding the toxic influences to begin with per the previous steps described in this eBook! Phase I is *mobilization*, where you leverage a catalyst like a prolonged fast, diet change, or supplement regimen to mobilize toxins out of storage and release them into the bloodstream. Phase II is *binding and excretion*, where the toxins are eliminated through breath, sweat, urine, elimination, and detox mechanisms in the liver and lymphatic system. Here's how you can help the process along:

Consume Superfoods and Supplements

Consume liver, kidney, and bone marrow in food or supplement form. Add in pastured egg

yolks, sprouted chickpeas, cruciferous veggies like cabbage and broccoli, and fermented foods like kimchi and sauerkraut.

Drink Adequate Native, Non-Treated Spring Water

Add a 2-3 pinches of high quality sea salt or Himalayan pink salt to every eight ounces of fluid that you drink, and sip on your beverages throughout the day. These practices will enhance the absorption of fluid in organs and tissues throughout the body. In contrast, if you guzzle a large volume of water right after a tough workout in the name of rehydration, you'll likely pee much of it out. This is a protection mechanism against overwhelming your body's delicate sodium balance.

Temperature Therapy

Get your cold plunge on! Start with showers and increase your commitment when you're ready. See if you can get a sauna opportunity, perhaps through a gym membership. Or, if detox is especially warranted, consider investing in a home use sauna that you can enjoy conveniently and frequently. [Almost Heaven Sauna](#) has surprisingly affordable and easy to assemble dry heat barrel saunas for your backyard. While there are many affordable infrared sauna units, dry saunas that promote profuse sweating are best for detox.





Activated charcoal

When you are in aggressive detox mode, consider taking a few capsules of activated charcoal between meals. The porous molecular texture of activated charcoal traps and binds with toxins in the intestinal tract, and then excretes them. Many travelers favor taking activated charcoal before meals to minimize the risk of digestive illness in foreign environments.

Heavy metal detox: If you have heavy metal toxicity revealed by blood test or heavy metal diagnosis, sweating in the sauna is especially helpful. Immediately afterward, scrub off vigorously in the shower with castile soap. A couple effective supplements are chlorella and cilantro, especially if you have headaches or if you have or had amalgam/mercury fillings.

Magnesium: Reference the previous discussion about the importance of magnesium supplementation and be sure to stay on top of this objective during and after detox!

Fresh air: Pay particular attention to keeping your distance from portable devices, turning off WiFi at night (or all the time, choosing Ethernet instead), minimizing your overall EMF exposure, adding houseplants to help neutralize some of the emissions of Volatile Organic Compounds (VOC) in your indoor environment (fireplace, cleaning products, toxic emissions from new carpet/flooring/paint), and choosing natural consumer and personal care products as mentioned earlier.

The ultimate detox: A five-day water only fast will turbocharge *autophagy*, the natural internal cellular detoxification process. Pre-cancerous, damaged, and dysfunctional cells in organs throughout your body will be extinguished, and renewal and regeneration will occur like no other time in your life. Of course, you have to be highly prepared for such an effort with long-term, fat-adapted eating patterns, but this is the ultimate detox strategy. Details can be found at the [Ancestral Supplements About Us](#) page.

THE EVOLVED DEFINITION OF A MODERN DAY MOFO

The male *Homo sapiens* evolved as a fighter, hunter, and protector. Life was about persevering through daily struggle and ultimately winning the battle to the top of the food chain. Through the exhilaration of battle and the deep satisfaction of victory, our ancestors enjoyed the bursts of dopamine and androgenic hormones that gave them more focus, discipline, and resilience to go to battle and win again and again. This exquisite genetic recipe for creating the baddest mammalian predator who has ever walked the earth has been passed on to you through the withering selection process of human evolution.

Tragically, modern life has disconnected us from the life or death challenges and daily interactions with the natural environment that made our ancestors true warriors. While no one is suggesting that we trade the safety and comfort of modern life for the harsh circumstances of primal times, the least we can do is honor the *Homo sapiens* warrior legacy. Today, we are obligated to orchestrate challenges that allow us to experience the thrill of victory and a life lived to the fullest. That's what organized sports are all about! Similarly, when you take a sauna or a cold plunge, lift heavy things that have handles or numbers on them, or solve a difficult mathematical calculation at your drafting table, you are channeling your ancestors by expanding your comfort zone and becoming a better, stronger, more vibrant human.

Granted, after a hard day's work or any well-fought modern battle, you can certainly justify a little Netflix time or even a luxury automobile purchase.

But you must be extremely vigilant against the cultural forces pushing you to life of softness in mind and body. Evolutionary biologists confirm that for the first time ever in the 2.5 million year human evolutionary timeline, we have stopped evolving due to the absence of the two main evolutionary selection pressures: starvation and predator danger. In fact, a variety of statistics validate the idea that we actually *devolving* as a species. Today's inhabitants of the most developed nations are the fattest and least fit populations in the history of humanity. Our life expectancy is certainly better than in primitive times, but this is due to modern medical advancements keeping fat, sick humans alive with an often pathetic quality of life.

To truly thrive as a modern male, you must first wake up to the ridiculousness of consumerism culture and choose an alternate path. Of course, you must nail all the diet, exercise, and lifestyle objectives detailed in this eBook, but you need to feel compelled to take it one step further to achieve MOFO status. This entails cultivating courage, an inner fire, an innate competitive intensity, and a willingness to take risks in daily life — and apply this concept broadly to virtually everything that you do. Sure, you can go jump out of an airplane or enter an obstacle course race, but a true MOFO will extend the mindset out to asking that girl you greet every day on the elevator for a lunch date, quitting the firm to launch your own consulting operation, or turning off the television and heading out to your own round of golf or a pickup basketball game. Doing stuff that scares the shit out of you becomes a daily norm, such that you expand your comfort zone and your sense of what is possible in life. The Barbarian workout (details shortly) represents blasting through the confines and regimentation of the modern fitness club's machine circuit, or even a lively CrossFit workout, and exploring the outer limit of your human

potential on something most people would not only be afraid to attempt, but also scoff and declare it as, “insane.” In the fattest, laziest society in the history of mankind, maybe being sane and normal is overrated, eh?

In 1954, the late Sir Roger Bannister became the first human to run a sub-four minute mile. The world’s top middle distance runners had been stalled at this mythical barrier for nine years prior to Bannister’s historic feat. [Watch Bannister collapse at the finish line](#); athletic and medical experts of the day had believed the human heart might explode if it were pushed to the extent of a 3:59.4 mile performance! We can all take inspiration from Bannister’s epic quote, “Struggle gives meaning and richness to live.” Of course he was talking about the struggle of athletic peak performance, and not struggling through a life of bad habits, fears, and behavior ruts. As the popular American poet, author and naturalist [Diane Ackerman](#) puts it, “Where there is no risk, the emotional terrain is flat and unyielding, and, despite all its dimensions, valleys, pinnacles, and detours, life will seem to have none of its magnificent geography, only a length.” In the context of a lifetime, these realizations and moments of intensity are ours to carry with us. They help expand the proportions of our living. They create a certain kind of energy that extends beyond our flesh. They fill a well that sustains the life we go back to.



Roger Bannister

TIME TO CHANGE!

If you feel like you’re stuck in a rut, too distracted, fatigued, and discouraged to live your best life, let’s turn things around — starting today. The keys to focus on are *change* and *primal purpose*. Our DNA thrives on novelty and generalization, but the modern world is all about routine and ever-increasing specialization of labor. Check out David Epstein’s book, [Range: Why Generalists Triumph In A Specialized World](#), for a compelling argument that broadening your skills and interests makes you better in your core field of expertise anyway. Think of [Steve Nash’s lifelong affinity for soccer](#) applied to his NBA Hall of Fame basketball career. Change what you do, what you see, how you think, how you feel, how you are. Be on the lookout particularly for self-limiting beliefs and behavior patterns that you might be able to challenge, reframe and take decisive action, as in: “I can’t do that; I’m too old; That’s too hard; That’s crazy.” Strive to ascend to a higher level of mind, body, and spirit to become a better version of yourself. It’s not too late — that’s for sure!

Starting today, throw some chaos into the mix, large and small. Start with simple things like brushing your teeth with the other hand, creating a standup desk option in your workspace, taking a different route to work, or trying a challenging new workout — perhaps making it up as you go along. Make a commitment to disengage from autopilot and be present, focused and enthusiastic — even with simple and mundane stuff in order to hone your skills. Chop some wood and build a fire in your backyard. Get on the field and participate at your kid’s next soccer practice. Buy a set of daggers and practice your throwing proficiency. Yes, even a first person shooter game will light up your brain for struggle, victory, and the hormonal payoffs that ensue.



Have you tried a cold shower yet? If not, write a sticky note that says “Cold” and put it on the nozzle right now, so you’ll do it next time for sure. After that shower, assess how you feel. Perhaps you feel alive again in some small way, with an inclination that you’re capable of facing struggle, both real and imagined, emotional and physical? Have you tried fasting from dinner until lunch-time yet? Build some confidence and momentum with fat adaptation, then consider a 24-hour fast when you are ready. Imagine a five-day water fast someday — the ultimate low-tech anti-aging genetic reset. Paleo forefather Dr. Art DeVany explains that fasting activates pathways of renewal and regeneration, allowing you to repair the routine cellular damage that we erroneously believe is an inevitable consequence of chronological aging. For example, DeVany’s prescription to combat depression is to “starve and exercise,” explaining that fasting/calorie restriction prompts the destruction of damaged synapses in the brain, while exercise helps develop healthy new neural circuits in the brain.

PRIMAL PURPOSE

Since the inception of our species, we have been driven by purpose greater than ourselves. Our primary purpose was to protect and serve the community; otherwise the community would not be able to survive. We awakened every day with a deep, programmed drive to guard the perimeter of camp from predator danger, to hunt and forage to feed the tribe, to build the tools and weapons of survival, to reproduce to grow the tribe and further the cause of humanity, to cultivate wisdom and traditions, to nurture and teach the youth to take over one day. Of course, our ancestors also indulged in the deepest and most authentic parasympathetic states of rest and relaxation. This allowed them to harness maximum possible energy and resilience to wake up and fight the battle another day.

Everyone in the primal tribe had a purpose, deep social connections, and a strong identity and sense of belonging forged by their essential contribution to the greater good. Pretty heavy stuff! Especially

when you consider how today, virtually every one of the aforementioned core life purposes has been compromised or extinguished entirely from our lives. Psychologists have tracked today's epidemic rates of depression and anxiety to the profound sense of emptiness that comes when one's life purpose is unclear. While evolving gender roles and increased personal freedom represent progress for humanity, the fact remains that we have a propensity to be lonely like never before. This might mean living alone, being single or not reproducing (whether by choice or otherwise), or just feeling lonely — even when surrounded by family, friends, and co-workers — due to relationship disconnection and dysfunction.



Even with healthy social connections, it's possible to drift into a life that actualizes Theodore Roosevelt's classic quote, "...to rank with those poor spirits who neither enjoy nor suffer much, because they live in a gray twilight that knows not victory nor defeat." After all, food can be foraged with the click of a button, and we have mitigated virtually all forms of physical and environmental danger, except stupid mistakes. Sadly, the main occasions for truly banding together today are tragedies like hurricanes, fires, or mass shootings. We harbor illusions of connection and community support, but these have been compromised

by consumerism, hyperconnectivity, and political divisiveness. Our ancestors always knew their place in the world, and in their tribe. Today, many of us don't feel comfortable with our place in our own homes.

If you want strength, health and happiness, you have to go out and create your own purpose, just like our ancestors had to go out into nature and create their own meals. Strive to connect with a community of any kind, starting with your own family, your neighborhood, and your workplace. Cut across the tired formalities, programmed reactions, and defense mechanisms that create distance between you and your partner, children, extended family, close friends, and co-workers. When you take action to connect and discover a purpose bigger than yourself, you will awaken the primal spirit within that can actually make or break your physical health. No kidding! Dr. Lissa Rankin is a former Ob/Gyn, TEDTalk expert, and author of the *New York Times* bestseller, [*Mind Over Medicine: Scientific Proof That You Can Heal Yourself*](#). She quit her conventional medical practice in 2007 to go on a journey of discovery and natural healing. The essence of her message is that while diet and exercise are critical, laughter (tribal bonds), camaraderie (tribal bonds), a happy marriage (tribal bonds), and doing what you love for a living (tribal purpose), are the most prominent determinants of health.



Even the seemingly trivial matter of owning a dog can reconnect you with ancient energy and purpose, for the human connection with dogs is far stronger than you may realize. A 2015 Japanese study revealed that making eye contact with a dog stimulates the release of the bonding hormone [oxytocin in each creature](#). Domestication of man's best friend has been happening for [around 15,000 years](#). Some researchers believe that the Eurasian gray wolf (whom all modern dogs descend from) may have been [following humans around over 40,000 years ago](#), looking for food scraps. Finally, a dog provides the best motivation ever to get out and exercise. You may be able to flake on yourself, but how can you deny that adorable face, waiting patiently by the door for hours for even the slightest possibility of an exercise outing?!

BEHOLD THE BARBARIAN

Liver King has achieved worldwide fame for performing one of the craziest workouts you will ever hear about. Forget about the glitz and elaborate gym contraptions of the spectator-friendly CrossFit Games for a moment, Brian's "Barbarian" is a global exemplar of ancestral-inspired full body functional training. This ultimate primal workout simulates an ancestral hunt by presenting the simple objective of dragging extra weight — a boat-load of extra weight! — for an entire mile. Would-be participants (yes, the entire team at Ancestral Supplements enjoys the challenge!) strap up for this drudgery as follows:



Males

- 70lb kettlebell in each hand
- 70lb backpack
- 20lb ankle weights
- 120lb sled pull on asphalt, 70lb sled pull on concrete (more friction). Sled pulled with shoulder straps

Females (and males over age 55)

- 53lb kettlebell in each hand
- 50lb backpack
- 20lb ankle weights
- 85lb sled pull on asphalt, 50lb sled pull on concrete

Every step is unsteady, off balance, as if trekking through shin-deep mud and carrying a fallen comrade back from battle. Shoulders and upper back remain lit up with absolutely no semblance of a rest interval. Grip, grit, and absolute resolve are measured one step at a time, with not a single step taken for granted. Completing a 26.2-mile marathon is no joke, but imagine hitting the dreaded “wall” at mile zero and having to soldier on from there — that’s the Barbarian!

Brian has established a stunning record time of 58 minutes, 38 seconds for the mile slog through his property in the Houston, TX area. It’s not uncommon to see attempts carry on for *four hours* before a participant will drop out after making it only halfway. Brian’s commentary about his favorite workout:



“Yeah, it’s totally barbaric! It garners all kinds of looks, comments and sympathy from outsiders (aka neighbors). I do the Barbarian just about every Wednesday. The effort reminds me that there’s really nothing harder in life (at least my life!), and that all other seemingly challenging obstacles will require less physical, mental, and emotional wherewithal.

A time of 90-120 minutes is definitely badass. A real freak of nature Barbarian with a powerful force of will might knock this thing out in under an hour. Anyone finishing this workout has proven that they are capable of giving absolute maximum effort, that they belong at the tip of the ancestral spear. I gain inspiration from the thought that our barbaric ancestors performed this kind of backbreaking work on a regular basis, most likely without whining or complaint. During the workout, I feel the power of being a direct descendant of these badasses, so I might as well make the most of the opportunity.”



Yes, crawling is allowed during the Barbarian, thanks for asking...

Good Luck, MOFO!

Always remember that your quest for optimum health is a journey, not a destination. Around every corner in the modern world is an ancient ancestral practice — cast aside and overrun by consumerism, apathy and straight up laziness — waiting for you to rediscover it and light up your life. Each of the aforementioned elements in this eBook will contribute greatly to your health and healing. Trust that the body is absolutely amazing in its ability to heal, if you just provide the right environment for it to do so. Are you getting the deep restorative sleep that your biology needs to recover, rebuild, and repair? Are you consuming a varied diet, nose-to-tail emphasis, including superfoods? Are you staying on track with your commitment to supplement with MOFO, and perhaps also our Liver, Beef Organs and Bone Marrow? Are you currently getting plenty of sun exposure over large skin surface areas of your body during the peak times of day and year? Are

you eating wild fish eggs or taking tallow for its vitamin D3? Are you eating kimchi, natto, or other fermented favorites for the K2?

Look, we know that life is busy and you don't need the stress of feeling overwhelmed with too many health objectives. You don't have to go crazy here, but you must find a way to prioritize sleep, healthy eating, and an active, outdoor, fit lifestyle. Your life, vitality, happiness, and contentment depends on it. It's okay to chip away at the objectives presented in this eBook in a manner that feels comfortable and empowering to you. Don't ever get overwhelmed or discouraged that you are falling short or falling behind some arbitrary standard. Rack up some victories, build some confidence, then add a few more new challenges and behavior changes to the mix. Notice how you can leverage positive changes, like going to bed earlier, into success in other areas.

When the primal urge to explore new frontiers and shatter limitations strikes, maybe you'll go from cold showers to popping for a [15 cubic foot chest freezer \(free delivery from Home Depot!\)](#). How about strapping on some weights and trying to walk an entire lap around the park, or down to the corner store and back? If you have a 5k road race on the calendar, how about doing something that scares the shit out of you: Take it out much faster than your usual pace and seeing how long you can last. Yeah, you'll probably crash and burn, but you'll be that much tougher at the next race. Maybe the girl on the elevator at work will reject you, but you'll still get a confidence boost once you've stepped up and made the effort! After all, as mega-bestselling new age author Dan Millman ([Way Of The Peaceful Warrior](#)) reminds us: "There are no ordinary moments." So, go for it! You have nothing to lose.



RECOMMENDED
BOOKS
AND
WEBSITES



Books

[Ageless Body, Timeless Mind](#) by Deepak Chopra, MD

[Brain Maker: The Power of Gut Microbes to Heal and Protect Your Brain for Life](#) by David Perlmutter

[Carnivore Cooking For Cool Dudes](#), by Brad Kearns, Brian McAndrew and William Shewfelt

[Cure Tooth Decay: Remineralize Cavities and Repair Your Teeth Naturally with Good Food](#) by Ramiel Nagel

[Deep Nutrition: Why Your Genes Need Traditional Food](#) by Catherine Shanahan M.D.

[Earthing: The Most Important Health Discovery Ever!](#) by Clinton Ober, Dr Stephen T. Sinatra M.D. et al

[Eat Dirt: Why Leaky Gut May Be the Root Cause of Your Health Problems and 5 Surprising Steps to Cure It](#) by Dr. Josh Axe

[Effortless Healing](#) by Dr. Joseph Mercola and David Perlmutter M.D.

[Go Wild: Eat Fat, Run Free, Be Social, and Follow Evolution's Other Rules for Total Health and Well-Being](#) by John J. Ratey, Richard Manning, et al

[Great Plains](#) by Ian Frazier

[Keto Adapted](#) by Maria Emmerich

[Keto Clarity: Your Definitive Guide to the Benefits of a Low-Carb, High-Fat Diet](#) by Eric C. Westman MD, Jimmy Moore, et al.

[Keto Cooking for Cool Dudes](#) by Brad Kearns and Brian McAndrew

[Keto For Life](#) by Mark Sisson with Brad Kearns

[Lame Deer, Seeker Of Visions](#) by John (Fire) Lame Deer

[Lights Out: Sleep, Sugar, and Survival](#) by T.S. Wiley and Bent Formsby

[Move Your DNA](#) by Katy Bowman

[Nourishing Broth: An Old-Fashioned Remedy for the Modern World](#) by Sally Fallon Morell and Kaayla T. Daniel

[Nourishing Traditions: The Cookbook that Challenges Politically Correct Nutrition and Diet Dictocrats](#) by Sally Fallon , Mary G. Enig , et al.

[Nutrition and Physical Degeneration](#) by Weston A. Price

[Primal Fat Burner](#) by Nora Gedgudas CNS NTP BCHN — Required reading for the entire tribe here at Ancestral Supplements... a godsend gift to us Sapiens.

[Sapiens and Homo Deus: The E-book Collection: A Brief History of Humankind and A Brief History of Tomorrow](#) by Yuval Noah Harari

[The Biology Of Belief: Unleashing the Power of Consciousness, Matter & Miracles](#) by Bruce Lipton

[The Keto Reset Diet](#) by Mark Sisson with Brad Kearns

[The Paleo Cure](#) by Chris Kesser / [Your Personal Paleo Code](#) by Chris Kesser

[The Primal Blueprint](#) by Mark Sisson

[The Primal Connection](#) by Mark Sisson

[The Tao of Health, Sex, and Longevity](#) by Daniel Reid

[The Wahls Protocol](#) by Terry Wahls M.D. and Eve Adamson

[The Way of Men](#) by Jack Donovan.... an absolute must read for men > Follow it with his other book [Becoming A Barbarian](#) > Finish it with [A More Complete Beast](#)

[The Wisdom of the Native Americans](#) by Kent Nerburn

[Tribe: On Homecoming and Belonging](#) by Sebastian Junger

[Way of the Peaceful Warrior: A Book That Changes Lives](#) by Dan Millman

[What Doesn't Kill Us](#) by Scott Carney and Wim Hof

[Wired to Eat: Turn Off Cravings, Rewire Your Appetite for Weight Loss, and Determine the Foods That Work for You](#) by Robb Wolf

[You Are the Placebo: Making Your Mind Matter](#) by Dr. Joe Dispenza

Websites

[Ancestral Health Center of California](#)

[Ancestral Health Society](#)

[Brad Kearns](#)

[Chris Kesser](#) — particularly helpful is “Why Your ‘Normal’ Thyroid Lab Results May Not Be Normal,” which can be found [here](#).

[Chris Masterjohn, PHD](#)

[Found My Fitness](#)

[How To Have The Healthiest Babies](#) - Summary: Pregnant females/nursing mothers must make a special effort to add more nutritionally dense superfoods: liver, bone marrow, egg yolks and wild fish eggs. For details and scientific support, see our blog post, [The Ultimate Ancestral Guide To Fertility](#).

[Mark's Daily Apple](#)

[Mercola](#)

[Paul Saladino](#) — A leading voice in the carnivore movement offers breakthrough insights and scientifically supported arguments.

[Physicians For Ancestral Health](#)

[Robb Wolf](#)

[Stop The Thyroid Madness](#)

[The Paleo Diet](#)

[Weston A. Price](#)