

PRIMAL BLUEPRINT PRESENTS

PRIMAL BLUEPRINT TRANSFORMATION SEMINAR

An Evening That Will Change Your Life – Time to Get Primal!

Location: CrossFit RVA
900 W Leigh Street
Richmond, VA 23220
804-313-9348

Date: Saturday, November 15, 2014
Event Time: 3:00PM–5:30PM
(Sign-in 2:25PM)

Registration: Seminar fee is \$85. Register online at primalblueprint.com. Club members get \$10 off. Use online promo code **PBTSEMINAR10OFF** at checkout. Discounts for couples registering together (\$20 off) and groups of 10 or more.



The Primal Blueprint Transformation seminar emphasizes the 8 Key Concepts and 5 Action Items detailed in [The Primal Blueprint 21-Day Total Body Transformation](#). These concepts and action items provide a “cut to the chase” practical guide to transition smoothly and quickly into a Primal lifestyle. Major emphasis is placed on dialing in your Primal eating strategy, so you can transition out of a carbohydrate-dependent metabolism into a fat burning beast!

This is a fast-paced, 2 1/2 hour seminar, consisting of a live presentation, entertaining slide show and audience question and answer interaction. When you leave, you’ll know exactly what to do in order to “get Primal” in the following 21 days, including:

- Specific instructions for how to shed excess body fat and maintain ideal body composition primarily through diet, by eating Primal foods and ditching the whole grain-based diet promoted by Conventional Wisdom.
- Understanding the best-to-worst choices in each category of food; how to shop and forage in the modern world!
- Rejecting chronic exercise patterns in favor of a Primal Blueprint Fitness blend of low-level movement, regular brief, intense strength training sessions, and occasional all-out sprints.
- Slowing life down to reconnect with your genetic requirements for health, including optimum sleep habits, minimizing the stress of artificial light, digital stimulation, sedentary jobs, and the hectic pace of modern life.

The Transformation seminar is for all levels of interest and experience in Primal living, from experts who’ve read the book and blog to newcomers.

Presenter: Mike DiLandro is a Primal Blueprint success story and corporate wellness champion. Mike has inspired his entire family to lose over 100 pounds, and transformed his corporate culture to appreciate health and fitness, with assorted Primal special events, fitness activities, a regular newsletter from Mike with recipes and health tips, and his infectious enthusiasm.

Each participant receives a copy of [The Primal Blueprint 21-Day Total Body Transformation](#), various other Primal goodies, and special raffle prizes.

REGISTER NOW!

Go to primalblueprint.com and click on “EVENTS”, or Call 1-888-774-6259

Space is limited and sellout expected.