

A woman with long blonde hair, wearing a light-colored bikini, stands on a rocky outcrop in the foreground. She is looking across a calm, clear lake towards a dense forest of evergreen trees. In the background, a range of rugged, rocky mountains rises under a clear sky. The overall scene is peaceful and natural, suggesting a connection to nature.

PRIMAL

MODERN DAY PRIMAL LIVING



GO PRIMAL

Going Primal puts you in the driver's seat on your journey to optimal health. Sadly, conventional wisdom has perpetuated a distorted message—that we have little control over the aging process or our genetic predispositions to health problems and excess body fat. When in actuality, we have the ability to transform and reprogram many of our genes. We have the power to press the “reset” button on the runaway decline in human health that is prevalent throughout the modern world, and to reconnect with our own personal recipes for optimal health, ideal body composition, and longevity, which have been molded by two million years of human evolution.

Going Primal is for everyone. Regardless of your starting point, past failures, or bad luck with familial genes, you can transform your life into an empowered state—starting with your next meal and next workout. Your genes expect you to be lean, strong, energetic, and healthy. Going Primal facilitates optimal gene expression that improves bone density, glucose tolerance, insulin sensitivity, blood pressure, hormone balance, and has many other benefits including:



Anti-aging



Optimal immune function



Healthy blood markers



Increased muscle mass



Healthy digestion



Decrease in stress



Optimal sleep



Increased energy



Broad athletic competency
without risk of overtraining



Decreased
appetite/cravings



Decreased reliance on
prescription medications



LGN
(Looking Good Naked!)



Ideal body composition
(lose the fat!)

RESET-21 PROGRAM

Twenty-one days represents a benchmark in the gene reprogramming process and is also believed by many experts to be the length of time required to eliminate old habits and replace them with new ones. Your ideal body composition and harmony requires a true habit and lifestyle change. When you make a sincere effort to follow this program for 21 days, you set into motion a transformative experience for your life, one that will take you on a journey to optimal health for as long as you remain on the Primal path.

The 8 Pillars of the Program:

- 1 Yes, You Really Can Reprogram Your Genes
- 2 The Clues to Optimal Gene Expression are Found in Evolution
- 3 Your Body Prefers Burning Fat Over Carbohydrates
- 4 80% of Your Body Composition Success Is Determined by How You Eat
- 5 Grains are Totally Unnecessary
- 6 Saturated Fat and Cholesterol are Not Your Enemy
- 7 Exercise is Ineffective for Weight Management
- 8 Maximum Fitness Can Be Achieved in Minimal Time With High Intensity Workouts

We take an ancestral approach to helping you lead a healthy, happy and active life!





WHY A HEALTH COACH?

Creating your optimal life begins with transforming your overall health through goal-setting and habit change. For some, setting and achieving these life-changing goals can be overwhelming! Health coaches help bring alignment and intentionality to your goals, so that you can not only achieve them, but also form the habits to sustain them. Simply put, we partner with individuals to create a healthier, happier you.

A good health coach possesses knowledge and mentors you on how to overcome the obstacles that are keeping you where you are versus where you want to be. Forever in your corner, a health coach helps you create an environment where your self-efficacy can thrive. Health coaches help you to construct vital strategies and plans for lasting change while also stepping in as your personal accountability partner!

As you hop in the driver's seat to make lifestyle changes that will ultimately help you live a healthier life, partnering with a health coach will help you create the long-lasting habits to support your goals. Personalized advice coupled with practical steps based on where you are, is at the core of a good health coach. Focusing on behavioral change using motivational tactics, health coaches help you lay the foundation for a healthy life while giving you the support you need to achieve your goals!

Take the next step to begin living an empowered life to its fullest!

WHAT PRIMAL PRESCRIBED IS:

For Educational & Informational Purposes ONLY

All of the information contained on our website is for educational and informational purposes only.

HOW WE SUPPORT YOU:

Personal Responsibility / No Guarantee

Our role is to support you and bring more awareness to your overall physical, mental, and spiritual health. Your success depends on you and your agreement to be accountable and responsible for your decisions. Every person is different, and results vary based on individual make-up, effort, and commitment.

WHAT PRIMAL PRESCRIBED IS NOT:

Medical Advice

Nothing contained on our website or through any service provided by Tressa Rieser, LLC is intended to be or replace medical advice. Our website and programs are a complement to medical advice and services. We encourage your medical team to be a part of this process!



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