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25% SUFFER WITH **MENTAL ILLNESS**

HEART DISEASE IS THE **BIGGEST** KILLER

DIABETES RATES HAVE **DOUBLED** IN 20 YEARS

AND IS **OBESITY** ABOUT TO **BANKRUPT THE NHS?**

THE **PRIMAL CURE**

AVOID BEING A SICK **STATISTIC**

STEVE BENNETT SECOND EDITION



THE GREAT BRITISH HEALTH WARNING



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The Primal Cure – written by entrepreneur and health fanatic Steve Bennett – is the foundation for a hard-hitting campaign to make the UK see sense and help individuals live a longer, happier, healthier life.

Why? Because we deserve to live in a world void of disease and stress caused by the impacts of modern society.

British adults are now 2.5 stone (nearly 16kgs) heavier than they were just 50 years ago – and it won't be long until 1 in 3 is obese! Alarmingly, half our population will, at some point in their life, be diagnosed with cancer and dementia has grown at an epidemic rate to become the biggest killer amongst women... **How have we ended up here?**

As a nation, we are overeating and undernourished. Convenience overrides common sense. As a result we are starving our bodies of good nutrition and we are poisoning ourselves with mass-produced, artificially modified sugar loaded nonsense. We are blindly using shampoos, antiperspirants and creams made with toxins known to cause harm, without any thought to what affect they may have on our bodies. Much like food that is digested, ingredients applied to the skin can be absorbed by the body; we need to align cosmetics and nutrition and feed our bodies with only essential sustenance from entirely natural sources.

Toxic exposure affects our genes and therefore our constitution, causing life-threatening illnesses, a large majority of which are avoidable. Jumping off the carb-coaster, ditching sugars and eating as our bodies were designed is the solution to stop the obesity crisis spiraling out of control.

Steve Bennett, Founder of Primal Cure, comments:

*“Much of what we currently believe to be healthy - or at least acceptable - has been shaped by misguided research, corporate greed and outdated government advice. We need to put a halt to Britain’s decline into ill health by accepting that we have little evolved since our Primal ancestors. **We need to realign both our diet and lifestyle to the fundamental needs of the human body**”*

James Wells, General Manager of Primal Cure, comments:

“As an elite athlete and two-time cancer survivor, perhaps I’m living proof of The Primal Cure? I believe the bulk of my success has been achieved through the power of correct exercise, healthy nutrition and organic living; free of artificial rubbish and poisonous toxins, the way nature intended. By embracing a cleaner lifestyle, cancer is one such illness I believe could be averted, if we make only minor adjustments.”

Visit www.primalcure.com to find out how you can regain your health

About Primal Cure:

The Primal Cure Movement is a holistic lifestyle movement. Our mission is to advise people how to live life ‘the Primal way’ by providing a long-term approach to sustainable health.

The Primal Cure has been written after digesting copious amounts of rigorous scientific research. In getting his own health back on track, the author studied hundreds of books on diet, exercise, health, nutrition and the evolution of mankind to understand how by looking back to our caveman ancestors we can live a happier, healthier, longer life.

The book explains how a combination of poor diet, sedentary lifestyle and poisonous environment are responsible for many illnesses prominent in the modern world and throughout western society... The Primal Cure is about harnessing nature to maximise our true potential by changing the foods we eat, the cosmetics we apply and the way in which we move.

About Steve Bennett

Steve Bennett is a father of seven children and one of the UK’s most prominent business leaders. He has created many businesses and his companies employ over one thousand people around the world. His holding company, BHHG (Bennett Health and Happiness Group), works exclusively in areas where they can improve the lives of others.

One of Steve’s most well known businesses is television company Gems TV. With his involvement in sourcing gemstones from around the world, Steve has spent many years in remote countries and much of the insight in this book has been garnered during his travels.

His family founded The Colourful Life Foundation, a charity building schools in numerous countries, including India, Tanzania and South Africa.

The Primal Cure movement is also a social enterprise, whereby it provides malnourished children around the world with a vitamin or mineral they’re deficient in for EVERY supplement product we sell! The Primal Cure book is not-for-profit, with all proceeds going to the Colourful Life Foundation, providing nutritional support to under-nourished children in disadvantaged areas.”

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Journalist & Reader Reviews
INSIDE COVER

Dr Emer MacSweeney | *Re:Cognition Health* CEO &
Medical Director



As more scientific studies highlight the important role that diet, exercise and lifestyle play in reducing the risk of developing Alzheimer's disease and other forms of psychological impairment, adopting *The Primal Cure* is a good way to protect both the brain and body in order to optimise your health. A simple solution to help maximise cognitive function and safeguard against diseases.

GP and Founder of *The Health Studio* | **Dr Shan Hussain**

The top five causes of death in the UK - namely cancer, heart disease, stroke, lung and liver disease - all have preventable elements to them. *The Primal Cure* brilliantly details how realigning our diet and lifestyle to that of our ancestors underwrites prevention.



Dr Dan Maggs | GP and Founder of *Carb Dodging*



The modern world is toxic. The influence of the big food and pharmaceutical corporations has corrupted our understanding of what it means to be healthy. Our nation is getting sicker. We all need to take charge and educate ourselves about our health. Steve Bennett is the perfect teacher. Read, learn, take action and your health will improve!

Dr Malcolm Kendrick | Author and Doctor



"Fats are bad. Carbohydrates are good." – Based on this nonsense, dietary guidelines were created by those who didn't know the facts. The world of diet and health went mad seventy years ago; *The Primal Cure* is a refreshing ray of sanity.

Steve Bennett is bursting to tell the world about how he changed his diet and life around by looking at the lifestyle of our ancestors. I love his enthusiasm and I love the book. There is almost nothing here that I would disagree with – and that is remarkable for me. If you read *The Primal Cure* and take on board what is written, I can guarantee that you will be healthier, happier, slimmer and fitter.



Bennett Health & Happiness Publishing (BHHP) is a not for profit organisation. All proceeds from the sale of this book will be donated to charities that further the cause.

ISBN 978-1-9999071-3-6

£9.99



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