

The Science Of Maximum Potential

**“The Ultimate Guide to Thriving in a Stressed-Out,
Toxic World”**



By

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The Time Is Now

Congratulations! *You have taken the first step in transforming your life.* It all starts here. What I am about to share with you in the following pages will not only transform your health in a massive way if you apply the teachings, but will also give you a better understanding of what health is, and what it is not.



You are probably reading this because you are either looking for ways to live a more fulfilled balanced, healthy life, or you are looking to overcome a chronic condition in which you don't want to turn to drugs and surgery for.

I respect that. As the health of our great nation continues to deteriorate, more and more people are looking for 'alternative' answers. And in reality, the answers people are finding in my office are not really alternative at all. In fact, they're just plain common sense when you stop to think about them.

This is NOT another book you will read once, then put aside. **I'm giving you THE proven formula for real, long-term and sustainable robust good health . . .**

In 6 simple steps, you'll learn how YOU can implement this healing model for yourself, and *claim your share* of the unlimited health and abundance that is now readily available and waiting for you...

I'm Going To Show You:

- ✓ How to regain a sense of empowerment. Yes, there are natural solutions to your chronic disease or pain. And yes, even though we live in a stressed out toxic world, we CAN still thrive and live amazing lives.
- ✓ How our DNA really works, and why these new findings are to your ADVANTAGE.
- ✓ How stress impacts your health and what CRITICAL information you need to know about your body.

- ✓ How ESTABLISH an alkaline body pH, one that makes it virtually impossible for sickness and disease to live in.
- ✓ How to remove nerve system disturbance so that your master control center is FREE to communicate with all your body's cells efficiently and effectively.
- ✓ How to REMOVE the toxic sludge that has been building up in your body, leading to fatigue, weight gain, brain fog and chronic conditions.
- ✓ How to gain access to a REVOLUTIONARY technology that is capable of reprogramming your nervous system so it no longer reacts inappropriately to food, environmental substances or chemicals.
- ✓ How to HAVE a fat busting, fatigue fighting workout program in 10 minutes or less.
- ✓ How to CORRECT the electromagnetic imbalances created from your home, car, and electronic devices.
- ✓ How to heal old traumas and scars that are creating INTERFERENCE FIELDS that are robbing you of your youth.

So Who Am I Exactly?

Well, my name is Dr. Brant Larsen and I'm a chiropractor, applied kinesiologist, fitness enthusiast, and cleansing coach. I absolutely LOVE being a doctor because of the limitless opportunities for growth, expansion, and creation... I'm all about pushing myself to reach my full potential in life and inspiring others to do the same.

I believe we all have a unique purpose, a specific contribution that we are meant to make. And I'm incredibly passionate about helping people reach their health potential so they may bring their strengths and talents with greater energy into the world. When you have optimal brain chemistry, abundant energy, and are living life pain-free, success comes so much more easily. **Your life is no longer something you "have to do", but something you LOVE to do.**

I know first-hand just how powerful this shift can be... In fact, my life has undergone a pretty radical transformation in the last several years...

To make a long story short, I grew up 'healthy' and very athletic, but I had some nagging problems such as terrible allergies that would wipe me out, along with chronic ear infections.

My problems hindered my athletic career causing me to have recurrent injuries, which was extremely aggravating. As I got older, the ear infections faded away... But the chronic congestion and sneezing still plagued me.

Discovering My Life Purpose...

My passion had always been fitness and learning about how the human body operates. Because of my own problems, I set out on a quest for answers. After ending my college track career due to injury in my first meet, the stage was set.

It was very difficult to have my track career end so prematurely, but this turned out to be a total blessing in disguise because I was forced to do some serious soul searching... I started doing yoga, meditating, reading tons of books, and discovered my passion for cultivating a greater "self-awareness".

It was my deeply engrained passions for the mysteries of the human brain and body that really led me down the path of health and personal growth.. And for that, I'm so incredibly grateful! I had found something that really set me on fire and got me going in the morning...**Now I needed to make a career out of it!**

My journey started with chiropractic and applied kinesiology, and just kept on going. More and more amazing technologies and systems of healing were being revealed to me. My body started to unravel old traumas, which was extremely encouraging.

Becoming A Doctor...

By chance or divine intervention, I stumbled across chiropractic, applied kinesiology, cleansing and advanced energy medicine techniques. I entered chiropractic school with a burning desire to learn everything I could to not only help myself, but also to apply what I learned to help the millions of suffering people looking for answers.

Having treated many patients with numerous painful conditions, I know how frustrating and challenging it can be to struggle. You can't sleep, it affects your family life, you can't concentrate, and it changes relationships. Not what you signed up for. I am here to help, and this book is your first step to some amazing changes in your life.

Using the techniques myself, I am more flexible, have tons of energy, and no longer have any allergies or nasal congestion... I couldn't be happier and now believe ANYTHING is possible... And hopefully my story has inspired YOU to reach for your dreams and live the life you were MEANT to.

And after reading this book here today, you'll have the exact ACTION PLAN you need to turn your health dreams into reality.

Get On Board With The New Era Of Health Care...

It's unfortunate, but most people have NO CLUE how to really achieve and sustain vibrant good health. Making the necessary changes in your life can be very confusing. Our world is very different than it was even 10 or 20 years ago:

- ✓ There is more pollution and POISONS in our food, air and water than ever before...
- ✓ The quality of the food and nutrient content has drastically declined in the last 100 years...
- ✓ STRESS is at an all time high and is causing 80-90% of our nation's health challenges...

It is very important for you to team up with the RIGHT holistic and allopathic (Western) medical practitioners who can guide you in the direction of optimal health.

I'm teaching you here today how to build an ASSET that will serve you the rest of your life. Phenomenal health is the CORE FOUNDATION you need to achieve happiness, abundance, and massive success in your life.

Things are rapidly changing in our world...

The “old world” is no longer here anymore. Good health takes effort and knowledge. Fifty years ago, health was just something that happened by accident, but it can no longer happen that way. There are too many variables...

So make sure you take action on the 4 steps that I’m giving you today... And if you’re looking for further help or instruction, just know that I’m here to support you.

Enjoy the book and I look forward to assisting you in the next amazing chapter of your life.

To Your Unlimited Health,

Brant Larsen, D.C.



www.DrLarsen.com

The Next Evolution Of Health Care and Anti-Aging

There's a heck of a lot of buzz around health care in these times...The last few decades have changed the way we look at health and wellness forever. But unfortunately, most people attempting to use the health care system are going about it in a completely backwards way...

Our health care system is NOT a system of health. It is a place for crisis care and last ditch efforts. Don't get me wrong, I would never want to be in another country if I have an emergency, but it shouldn't be mistaken for health.

Instead, focus on growing your knowledge, taking care of yourself, and then... you can *have the energetic, robust life of your dreams.*

You've been using the wrong health care model for day to day life. Most of the information on health care that is floating around the media and at your local clinic is completely outdated and actually MISSING core elements that are crucial to your future health.

So today, I'm revealing the *next evolution of health care*... It's the only real model that will get you the results you're looking for in your health WITHOUT needing to spend thousands of dollars in excessive medical tests and hoping your insurance or the government will take care of you. With this formula, your health is in YOUR own hands and you can build a thriving, extremely vibrant body investing less than 30 minutes a day.

It's a health care model for massive amounts of energy, ultimate potential, and living a life full of passion and purpose. It's a model that solves all the frustrations and complications that you might be currently experiencing with the current health care model. And it'll make so much sense to you the moment you see it.

It's really quite simple...

Make sure you take the time to watch this quick video where I outline the health care model for you and give you the 'bigger picture' to creating the lifelong health and wellness that's possible:



[\(Click here to play the video\)](#)

With this next evolution of health care, you can be the one in charge of your health, instead of an insurance company. It's time to take your power back.

Ok, so now that you've seen the 'big picture' in the video above, it's time to go into more detail with each of the 4 steps.

Again, it's a simple formula that ANYONE can implement. And this is EXACTLY how I help people transform their lives, live life on purpose, and help inspire people on a daily basis... Now, it's your turn to tackle YOUR dreams.

Step 1: Define Your Passion and Create Your Vision

Without a doubt, the best long-term strategy you could possibly have to KEEP the body and life of your dreams is ***defining your passion and creating your vision***. And with this new model, this is definitely step one. Your vision is an asset that lasts a lifetime and is what *gives* you the ability to succeed when you want to quit.

When you step up and ***define in writing*** why you want to get healthy, create a new body and live life with zest, you build a solid foundation that will carry you through thick and thin.

So you want to start thinking about all the reasons WHY you need to be successful with your vision. This chapter will give you some great ideas and get your mind flowing.

And whatever you do, do NOT underestimate this step! This is the single biggest reason why people don't reach their goals... of any shape or form. Not having a strong vision is like driving without a destination in mind. You will get easily sidetracked along the way.

Now to get started, we need to cover some simple terms. Two different attitudes really.

Are you motivated or inspired?

Motivation: provided with a motive for action

Inspiration: Imbued with the spirit to do something

You see, when you motivate yourself you are using force, trying to push your way to your destination. It takes a lot of effort, and easily leads to burn out and frustration. And, it's way easier to quit. Just think about it, when somebody MAKES you do something, are you happy? Are you excited to do it?

Of course not!

It's no different when you make YOURSELF do anything. You are not happy and excited. Essentially, you are mad at yourself. You resent what you are trying to make yourself do, which is why ***motivation does not last***.

Inspiration on the other hand is completely different. It comes from deep within. When you wake up in the morning you are naturally in action on your goals and dreams because you feel compelled to do so. It's like a giant magnet pulling you forward. Nobody, not even yourself is pushing you or making you do ANYTHING.

This can only happen when you find out WHY you want what you want. It has to have deep roots. When you find a greater purpose you will naturally be excited and inspired.

So, you'll want to discover what you're passionate about.

If you're not sure what your passions are, I'm here today to help you...

I'd like you to take a few moments, sit still with your eyes closed, and feel into your body. You might even want to go somewhere in nature, by a stream or just out in the sun. Get centered and grounded and then take out a pen and paper. Ask yourself the following questions and write down the first responses that come to you.

Do NOT over-think this.

Your conscious mind has been programmed to kill all your dreams. Let your inner voice, your subconscious come out instead. This is why I recommend going out in nature. Naturally, different brain waves will be produced leading you to get more in-tune with your inner desires.

So let's get started:

- ❖ Why am I really wanting to change my health?
- ❖ Who supports my success?
- ❖ Who needs me to succeed?
- ❖ What inspires me in life?
- ❖ What do I want to accomplish?
- ❖ Is my WHY important enough?

Once you've spent some time writing down your answers, take a look at your notepad. Really let it sink in. It is critical to get in touch with why you want change to happen in your life.

Just know that you can reach all of your goals much easier when your body is functioning correctly. Finding out your purpose in life can be very powerful to helping you create the reasons why you will stay on a weight loss program or a fitness program. Each one of the questions is important.

Let Me Share a Bit More About My Story as an Example...

I already mentioned a little about my purpose in life and some of my passions being a doctor, but let's look a little deeper at why I might want to have a highly energetic body.

When I was first introduced to health and fitness I was in my early teens, if not younger. I wanted to be the best athlete I possibly could. Jump the highest, run the fastest, and be the strongest. Sports are just so much more fun when you are better than your opponent!

So, I started studying, and the more I studied, the more I realized what goes in the body, is what comes out. Here is where being super healthy came into play. Not only did I want to be extremely fit, but I also needed to be extremely healthy. I wanted every possible advantage I could have.

As I have gotten older, my vision has shifted somewhat. I may not want to work as hard and as many hours as I once did on improving my strength, speed, and jumping ability, but instead I want to feel young enough to keep up with my kids for as long as possible. I want to be able to play with them, hike with them and more. I want to be able to play volleyball with my wife until I am ancient. To wake up every morning feeling refreshed, energized and pain free is the ONLY way I want to live my life. Just like it's more fun to play a sport when you are really good at it, it's more fun to go on vacation when you feel amazing.

I want extreme mental clarity and a brain that fires on all cylinders. Why? Because LIFE is so much better when you can think straight!

So my kids are my passion. My wife is my passion. My LIFE is my passion.

Do you see how this gives you a greater vision? If I had just said I want to be in shape and pain-free it would have been a wish.

Nothing is at stake.

My brain would not have connected the dots. But, as soon as I put all the reasons behind it, then my brain can give me the alarm if I have strayed off course.

LIFE IS AT STAKE.

[Your inspiration is what fuels your success...](#)

This is your opportunity to really create an amazing life! I know that most people in our world get stuck in a rut and they can't get out. Five, ten, or 30 years go by and nothing has changed for them. They may want change, but they don't know where the answers lie.

Well, this is your time. There is a reason why you are reading this. The doors of opportunity are opening up for you. All you need to do is walk through them.

It sounds simple, but this is where many people get stopped! The opportunity comes and they let it pass right on by. Don't let that happen to you. **DECIDE** right now to take the path less traveled.

If you feel doubt creeping in, whether it be doubting yourself or doubting this information, **CHOOSE** not to believe it. You are the creator of your experience. You can do this.

And you know what? Even if you don't have this step totally nailed down you can start to take action on Step 2. It starts with our **DNA** program.

Health can be simple. A little bit of common sense goes a long way. We are born to be healthy. There are only 3 major reasons why we lose our health:

1. **Detoxify:** We have too much of what our body doesn't want (viruses, bacteria, heavy metals, unhealthy foods, yeasts, chemicals, pesticides, etc.)
2. **Nourish:** We don't have enough of what it needs (vitamins, minerals, amino acids, healthy fats, antioxidants, water)
3. **Adapt:** Stress! (physical, emotional or mental)

It's just common sense really. If we can reverse these 3 processes, then we can live vibrant amazing lives and heal from any known malady as long as it isn't too late.

Instead of chasing or masking symptoms, our goal is to get to the source of where your body is overwhelmed, helping you find the missing piece to solving your health puzzle. When we support your body at this level, you and your family can experience gains in health that are dramatic and sustainable.

Move on, take action and let the transformation begin!

Step 2: Detoxify the Body

Having a cleansing and detoxifying program in your daily repertoire is undoubtedly one of the most foundational and vital steps to success...

Toxicity is such an incredible problem in our world today that we recommend detoxification programs for every person who we cross paths with no matter what complaints they have, or even if they have any complaints at all.

While your body is designed to detoxify every second of every day, the burden is now too great to bear. The detoxification organs such as the liver, kidneys, colon, bladder, lungs, etc. are overburdened. Toxins pile up and chronic disease sets in. We ingest toxins everyday through the air we breathe, the food we eat, the water we drink, and the beauty supplies we put on our skin.



Never before in history have we been exposed to so many poisons. Currently, there are over 87,000 chemicals produced in North America! According to the Center for Disease Control (CDC), our average ‘body burden’, the poisonous chemical cocktail we carry around inside our bodies, includes over 100 environmental toxins.

Among them are:

- Pesticides, such as DDT are linked to brain, liver, lung, endocrine and immune system damage.
- PCB’s, which are known carcinogens, and are extremely toxic at even low levels.
- Phthalates, which are toxic to the liver, nervous system, and male reproductive development.
- Dioxins, which are endocrine disruptors, and are also toxic to the liver and nervous system.

In ***The Hundred-Year Lie***, Randall Fitzgerald states, “For nearly 100 years, food and drug manufacturers have been engaged in a mass experiment-and you, your friends and your loved ones are the test subjects. It sounds hard to believe, but the

truth is neither the FDA nor food and drug manufacturers can really know that manmade chemicals are safer for long-term use. Think about it. Does a six-month study uncover the true effects of using a product for years?"

An article from The Lancet, October 2002 states, "In parts of the developing world, pesticide poisoning causes more deaths than infectious disease." "Use of pesticides is poorly regulated and often dangerous."

And in a landmark study of newborn umbilical cord blood released by the Environmental Working Group, it was found that an ***average of 200 industrial pollutants were found in blood from 10 babies***. Of the previously mentioned 87,000 synthetic chemicals registered in the United States, only 7 percent have toxicological screening available. If we apply this to the 200 chemicals found in the infants, this number could theoretically jump to 2800. Interesting that the CDC only mentioned about 100, when there are studies out there proving far more.

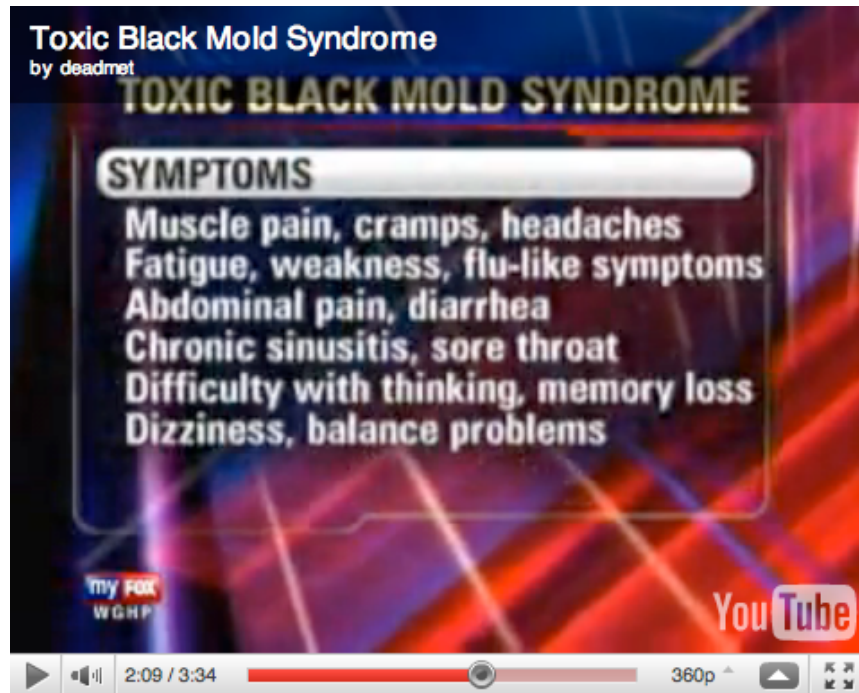
But, toxins don't just come from man-made chemicals. Our natural environment can be host to a myriad of poisons also.

[Biotoxin Illness](#)

Many types of organisms produce substances that are toxic for humans. These can include various molds and fungi, bacteria, parasites, spirochetes, etc. Many people have a hard time eliminating biotoxins, leading to chronic conditions.

Both the infection itself can be toxic along with the byproducts the organism produces. These biotoxins are almost always involved in any chronic condition.

The following are a few videos on the subject of black mold in houses and buildings. I encourage you to watch both of them. This is a very important subject because houses are being built tighter and tighter. Up to 10 million people in the United States may be affected by toxic black mold exposure.



[\(Click here to play the video\)](#)



[\(Click here to play the video\)](#)

What Are The Symptoms of Chronic Poisoning?

So, I hope you get the picture that detoxification is extremely important for your success. Next to balancing the body pH, which comes naturally with our DNA program, detoxification is probably the most important factor in good health. Without support to the detoxification organs, the body starts to break down and any number of named and blamed diseases will start to appear.

Here are the symptoms of chronic poisoning:

1. Fatigue
2. Sleep Disturbance
3. GI Distress
4. Headaches
5. Allergy Symptoms
6. Confusion
7. Anxiety

Lian, HK. Clinical evaluation of the poisoned patient and toxic syndromes. Clin Chem. 1996; 42(8b): 1350-1355

Sounds like the majority of the population, does it not? And this isn't all. We find that even conditions such as back pain, stiffness, nagging shoulder problems and more, have a direct correlation to toxicity.

So, How Do I Correct Toxicity?

If you are looking for improved health or simply want to ensure your family has the best health for years to come, here are the steps to take:

- a) Identify current toxic body burden and become aware that you are toxic.
- b) Identify and eliminate home and environmental sources of toxic body burden.
- c) Design a cleansing program for short term and long term use for yourself and your entire family.

Identify Toxic Body Burden

First and foremost is identifying what is currently happening inside the body. In our office, we do this utilizing lab testing, such as blood tests and hair analysis to check for heavy metals and the effects of these poisons on our body physiology. We also utilize techniques such as applied kinesiology or muscle response testing. These tests are simple, painless and incredibly powerful.

While all of this testing can be incredibly useful and ENLIGHTENING, it isn't always necessary before you begin. In fact, most of the people we work with don't need it. We coach people from *all over the country* who are not able to come to our office.

What you really need to know is ARE YOU TOXIC? And the answer is a resounding yes, unless of course you have been living in a bubble.

You can take a short survey [here](#), to see just how toxic you are.

Clear Out Your Home

Now that you know your specific body burden it's time to start eliminating things from your home and environment that may be contributing to your toxicity. These include things like household cleaners, skin care products and even foods.

According to the journal *Environmental Health, 2009*, "Potentially, the largest exposure of Americans to the neurotoxin mercury is through the consumption of products containing High Fructose Corn Syrup."

If you are reading this at home, stop right now and go to your refrigerator and cupboards. Pull out all the condiments and other packaged products. You will be amazed at how many contain this poisonous ingredient.



No matter what you hear on tv, this is not something you want to be putting in your body!

For a list of our top 10 toxic things to get out of your house, [click here](#).

Cleansing Program

And finally, we need to put ourselves and our family on a program that will ensure lifelong vibrant health. The ideal way to clear the body burden of toxins is to enhance the body's natural detoxification pathways first. Therefore, your body will need minerals, vitamins, enzymes, amino acids and other phytochemicals. The only really effective and efficient method of doing this is with nutritional supplements combined with good quality food.

So go to the grocery store, health food store, or discount vitamin shop to buy your supplements? Not a chance. Most of what you will find in a retail store is cheap, poor quality, and sometimes toxic. It's amazing what companies get away with.

And, you're going to want to have a cleansing coach, somebody who will be there for you to help you along the way. This makes all the difference in the world. In fact, it can be the difference between *success* or *failure*. Because this is so incredibly important, we actually do all of our cleanse coaching for free! Yep, you read that right. Many doctors charge hundreds or even thousands of dollars for the level of service we offer.

If you are interested in working with us simply email larsencleansecoaching@gmail.com and we will help you on your journey. We will set up the entire program for you and coach you all the way.

Once good nutrition and cleansing herbs are being used, you can utilize some of the following other techniques that will help your body clear out poisons.

Techniques to assist detoxification:

Detoxification Baths

Sauna

Detox foot baths

Exercise

[Detoxification Baths](#)

These are essentially healing baths in the bathtub. They help rid the body of poisons through the skin. For some people who are incredibly toxic, doing one of these baths 2-3 times per week can make all the difference. You can get a copy of the healing baths by [clicking here](#) or by visiting www.drlarsen.com and clicking on the resource tab.

[Sauna](#)

A sauna is a phenomenal way to help the body get rid of poisons. Our wastes are eliminated by the body: 3% by the bowel, 7% by the urine, 20% by the skin, and 70% by breathing.

“A sauna used to be thought of as a luxury. But studies now confirm that diet and environmental chemicals cause 95% of cancers. Furthermore, as the first generation of man exposed to such an unprecedented plethora of daily chemicals, we have learned that stored or undetoxified chemicals can mimic any disease. ‘Incurable’ chronic diseases that were thought to have no known cause often disappear once toxic chemicals are gone. Since the popular far infrared sauna is the safest, most efficacious and economical way of depurating stored toxins, this makes it a household necessity.”

Sherry A. Rogers, M.D., Northeast Center for Environmental Medicine
Internationally known expert in environmental medicine
Author of *Tired Or Toxic?* and *Total Wellness*, and
the best-selling *Detoxify or Die*.

[Foot Bath](#)

Foot baths are excellent ways to recharge the body and help it remove toxins. There are a few options. One is to use a machine and another is to use a powder that you put into water.

[Exercise](#)

Of course we can't forget about exercise. With exercise we sweat more, breathe harder and get the lymphatic system pumping. It is a critical component of any health program, especially toxin elimination.

You should be sweating everyday from exercise!

I have several programs that I recommend, which you can learn about [here](#), but the main thing is you need to find something that YOU ENJOY.

The bottom line is that if we are to THRIVE in the 21st century, we need to be supporting our body's detoxification organs. First and foremost this must come from our food, supplements, and herbs. Only after we have firmly established a proper dietary regimen will we be able to safely and effectively utilize the other methods. Without the proper fuel coming in, we are stripping the body of its reserves and depleting it in the long run.

Step 3: Nourish the Body

“You don’t have to take supplements to get the nutrients that you need, you just need to eat BUSHELS of food.” ~ John Parks Trowbridge, M.D.

It’s here and it’s real. Food alone will not sustain a vibrantly healthy body in the 21st century.

So what does this mean? It means we can either succumb to the diseases of modern society and try to get by with eating food alone, or we can take superfoods that will boost our nutrient content daily and provide our bodies with what they need to THRIVE.

In 1997 UCLA did a study on spinach and found that it would take **43 bowls** of spinach in 1997 to equal just 1 bowl from 1953!

Furthermore, it’s been shown that there has been a **50% decrease in antioxidant** content in food in the past 25 years.

So what is happening? Why is our food supply failing?

It’s simple really, and it’s a 2 part problem:

- Over-farming depleting the minerals in the soil
- Pesticides sterilizing the soil so the plants cannot convert an inorganic rock form of mineral into an organic, useable mineral by the plant, and therefore the consumer

We are able to grow a big carrot, but there isn’t anything in the carrot! Traditional fertilizer is nitrogen, phosphorus, and potassium (NPK). But, there are at least 60 other trace minerals needed to support vibrant health. Minerals such as zinc, manganese, chromium, etc. are needed by the body to produce critical functions.

Minerals are the "sparkplugs" of life. They are involved in almost all enzyme reactions within the body. Without enzyme activity, life ceases to exist.

Modern farming practices do not take care of the soil like it should be. Crops are not rotated as much, therefore depleting the soil. The plants become weak and susceptible to disease (just like the human body). Which leads us to the need for...

Pesticides, insecticides, and herbicides.

We use harsh chemicals to kill the pests, which are killing our weak crops. The problem with this is that the pesticide is not selective. It kills the ‘good guys’ AND ‘bad guys’. This would be similar to taking antibiotics for an infection. You kill off the infection, but your normal gut flora is also killed off further weakening your body.

The pesticides effectively sterilize the soil. When this happens, the plants can no longer convert the rock formation of minerals into the plants, further compounding our mineral deficiency problem.

So that’s the story on our severe mineral problem and why it is occurring, but what about the rest of our food? There are other major problems with our food supply which we will cover in the next section.

5 Changes You Can Make Right Now

Here we are. 5 changes that you can make right now that will make a huge impact in your life. This is where the rubber meets the road. These are the action steps to take. Before reading on, make sure you re-visit your vision from step 1. You will have no doubt heard some of these 5 changes before, but it’s your strong vision and passion that will pull you through this time.

So, here we go...

1. Grass-fed, free-range meat
2. Eat REAL fat
3. Limit processed sugar
4. Organic, local produce or grow your own
5. Eat superfoods

Grass-fed, Free-Range Meat

Let me ask you this question... What are cows supposed to eat? Many people never stop to think about this, but it is important. What they are fed commercially is corn and grain, but what they are SUPPOSED to eat is grass.

Grass fed animals have very different fatty acid ratios than corn or grain fed animals. I'll keep it simple, a corn/grain fed animal leads to sickness and disease, while a grass fed animal leads to health.

If you would like to learn more in detail about why this is the case [click here](#) to go to a video I have prepared.

Another problem with commercial meats are that they are much higher in antibiotics, pesticides, and hormones. The farther you get up the food chain, the more concentrated poisons can become in the tissue. Also, commercially raised animals are not raised in situations that promote healthy animals. Many of them never even see the light of day and *can't even walk*. They are injected with hormones to grow bigger, and given rounds of antibiotics to keep them alive. If you want to see this in action, watch the movie Food, Inc.

You will never look at meat the same again. It's appalling what we put our animals through. And then, to top it off, we put it into our mouths!

A grass fed animal on the other hand is healthy, gets to see the sunshine, and doesn't need antibiotics merely to stay alive. Check your local area for farmer's who you can buy direct from. Whether it be eggs, beef, chicken or whatever else you need. Just be sure to check with any local, or state laws.

[Eat REAL Fat](#)

That is exactly right, eat fat to stay healthy. But, it has to be the right fat. You see, all fat is NOT created equal. Some are pro-inflammatory, and some are anti-inflammatory. Some are made by man, and some occur naturally in nature. So let's look into this a little more...

The first term you need to be familiar with is *trans fat*. Trans fat is a man-made fat. For those of you who had Organic Chemistry in college this will be a refresher, but for those who haven't, just basically think of them as different structures of the same fat.

We have cis and trans. To form the trans version, chemists push more hydrogen into the oil to make it stiffer, and more solid so it will have a longer shelf life. So, the once healthy oil is now 'hydrogenated' or 'partially hydrogenated'. I am sure you have seen these terms on the back of your packaged food.

Limit these as much as you can! There are receptors on each cell and when you eat these junk trans fats, they compete for these receptors with the healthy cis fats.

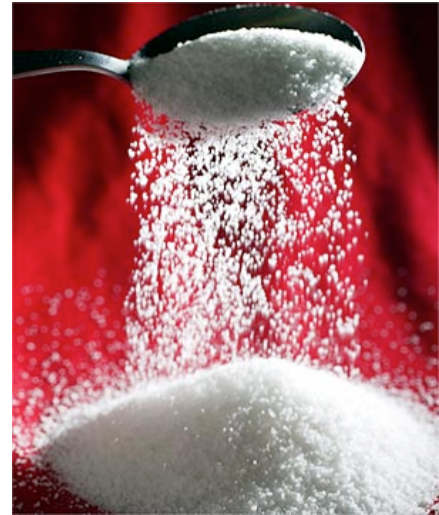
Trans fats have a half-life of 51 days, so 50% of that cookie you ate today is still going to be affecting you 51 days from now!

So whatever you do, get these out of your kitchen!

Limit Processed Sugar

One of the obvious ones right! Sometimes it can be easier said than done. The exact numbers vary, but in the mid 1800's the average person was consuming around 12 pounds of sugar per year. Now, we are consuming on average more than 120 pounds per year.

A 10 fold increase! Our bodies were just not meant to handle this massive rise in sugar consumption. And this includes such things as white rice, white pasta, and white bread.



We know that elevated sugars contribute to heart disease, cancer, ADD/ADHD, diabetes, and pretty much any chronic disease you can think of.

Sugar fuels degeneration of body tissues. Plain and simple.

But how do you control your cravings you ask? Well, my first several years in practice I tried to tell people to stop consuming junk, and I can tell you it doesn't work all that well. For one, I didn't have people going through the step 1 exercise on finding your passion and your vision. That is certainly important because you are going to make decisions in the moment about what you want to do and what tastes good if you don't have a bigger vision.

Second, I found that if I can get people to eat 'treats' that are also extremely good for them, the success rate skyrocketed.

After having people start our powerful nutritional cleansing and replenishing program *people would literally 'forget' to have a can of pop for an entire week.* These were the same people that would have several a day. Or they would 'forget'

to stop at a fast food restaurant on the way home to get their french fries. Again, the same people that would usually do this daily.

It was astonishing to hear the stories at how people's powerful cravings had literally vanished. Our new program was changing their brain chemistry for the better so many of their urges subsided. Again, if you would like more information on this program email us at larsencleansecoaching@gmail.com.

Organic, Local Produce or Grow Your Own

There has been a big shift towards eating locally in the past several years. While it hasn't completely caught on (mainly due to the media and lack of education on the consumer's part) there are groups popping up all over.

First off, organic is going to limit the number of poisonous compounds such as pesticides and herbicides on your food. Sometime organic is more expensive in the store, and surprisingly sometimes it isn't. You just have to look!

Local produce is also another area to really consider. Throughout the summer months local farmer's markets can offer some of the freshest food you will find. Compare this to the grocery store where the average piece of food has traveled 1500 miles!

What a WASTE of natural resources, time, money, and more. Get to know the farmer's in your area.

And the third option is growing your own food. When I was growing up my parents always had a big garden. It was just normal for my dad to get home from work, walk out to the garden, and pick some fresh corn, green beans, peas, tomatoes or whatever else we wanted for dinner that night. I am so glad I had the opportunity to grow up that way.

Fresh food is not only healthier for you, but it tastes so much better too. So grow your own garden, and if you are in an apartment or in the city, you would be surprised at how creative you can be. Find videos on YouTube or google urban gardening.

My wife and I had a house with a small lot in town, not large enough for a garden, but instead of planting shrubs on the side of our garage, we planted raspberries instead. So get creative!

[Eat Superfoods](#)

This to me is a very important category. With the every mounting pollution and poisons in our environment, and lack of nutrients in our soils, eating superfoods is becoming extremely important.

So what is a superfood? To me a superfood is any healthy food that has been condensed into a smaller package. An example would be juicing.

Juicing allows you to take the powerful nutrients from many fruits and vegetables and condense them into a smaller drink. Instead of eating a bushel of apples and carrots you can get the vitamins and minerals from them condensed into a drink.

I first bought a juicer when I was in college. It was a lot of fun making new recipes, but one thing I learned with juicing is that it can get old real fast. And I'm talking about having to buy all the produce, prepare it, and clean up.

It's just not practical!

I am all for juicing, but I really like things SIMPLE and I like to recommend things that fit in with people's busy lives. I mean little Johnny has soccer practice, Sally has piano lessons, mom is working 2 jobs, and dad just got home from work at 7:00.

We are busy!

This is why my wife and I along with everybody we know uses our nutritional cleansing and replenishing program. It's fast, it's easy, and it's all done for you. They have taken the top superfoods in the world, herbs and plants that you and I would not have access to, and put them into easy to use and great tasting products.

And, it's incredibly affordable. Certainly far more affordable than if you tried to track down the ingredients yourself and tried to make your own concoction. Let the experts do that! You worry about living your amazing life.

So there you have it, NOURISH your body!

Step 4: Adapt

“Health is dependent on the healthy functioning of the cells. Stress has an impact on the cellular level - depriving cells of their energy supply. When a cell cannot function properly, it becomes weak and damaged. The body gradually breaks down as disease and aging processes begin.” - Dr. Stephen Fulder

Stress! It’s a huge part of life, especially in our modern world. Never before in history have we been exposed to so much of it and for such long periods of time.

In fact, current medical research states that ***95% of all diseases/illnesses are caused by stress***. That leaves just 5% coming from genetic origin.

Well, why do so many people blame their health conditions on genetics then? It seems like we’ve been sold a bill of lies...

In order to thrive in this modern world, we need to be able to ADAPT to the stressors in our lives.

We have learned a tremendous amount in regards to the way stress affects our lives, what stress really is, and how our DNA actually works (in contrast to how most people still think it works).

To start out with, let’s talk about the 2 causes of disease:

1. Genetic
2. Environment

“Although enormous in both number and complexity, all human diseases derive from two fundamentally different sources. Either they are caused by external agents or they arise throughout some inherent defect in the human organism itself.”

A Means to An End The Biological Basis of Aging and Death, William R. Clark

So, we have two causes of disease, but the question becomes, which is more important?

According to Jeffrey Bland, Ph.D. in his book Genetic Nutritioneering, “75 percent of an individual’s health after age 40 is dependent on what the person has done to his or her genes, not to the genes themselves.” (the environment!)

Scientific research has shown that although we cannot choose our genetics, we do have the ability to influence which of our genes are expressed. We have the ability to turn on genes which promote health, and turn off those which code for illness and disease.

How can we do this?

The answer is surprisingly simple...

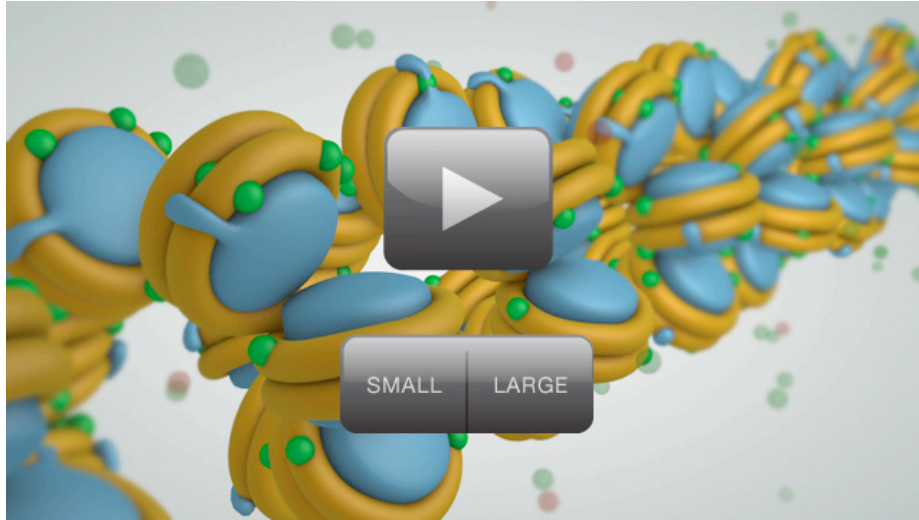
Our lifestyle habits, including our diet, exercise, and thoughts dramatically affect the expression of our genes. We used to think that our DNA determined everything...from the color of our hair to the health of our body. Now science has discovered that our DNA is only a blueprint. From this simple blueprint, there are over 30,000 variations which can be built from each gene. A whole new branch of medicine is developing called "epigenetics." Epigenetics simply means, "above the genes".

...But Don't Genes Control Everything?

This idea of being able to control our genetic expression is a very new concept for many individuals. To help get you jumpstarted, we have included some great videos and information. The following movies are from the top epigenetic researchers in the world to empower you with the knowledge that you truly have the ability to create the health of your body. Don't be afraid! Each video is short, but very important to your future health.

The Epigenome at a Glance

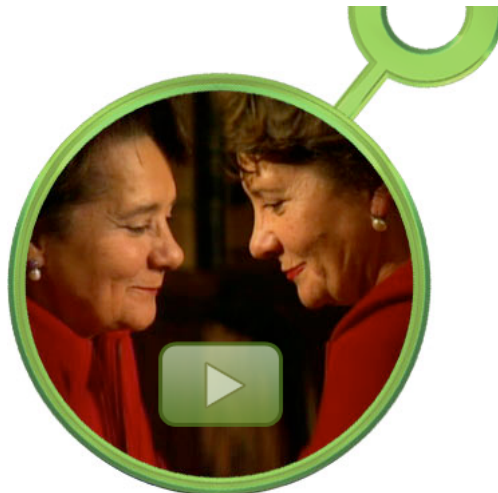
This is a great introductory video from the Genetics department at the University of Utah. This video will help you learn how genes can be turned on and off.



[\(Click here to play the video\)](#)

A Nova Documentary featured on PBS: Epigenetics

Our lifestyles and environment can change the way our genes are expressed, leading even identical twins to become distinct as they age. This movie documents research which proves that our lifestyles dramatically affect the outcome of our genes and ultimately our health.



[\(Click here to play the video\)](#)

So, what we DO to our genes is the most important thing. These new findings give us power and control over our health.

The first 3 steps will dramatically affect how you age. Finding your passion in life and creating a vision will give you a new outlook on life. Detoxifying your body and nourishing it will give it all the building blocks it needs to express healthy DNA.

Now, let's dive a little deeper into the brain and endocrine system and find out what we can do about stress. We will limit our discussion to two main areas.

- Autonomic Nervous System (ANS)
- Adrenal Glands

Don't be scared now!

[Autonomic Nervous System](#)

The ANS is nothing more than the part of your nervous system that you are not consciously aware of. It's the part that is digesting your lunch, beating your heart, and causing you to blink right now.

This system holds the key to helping your body balance stress. There are two parts to the ANS, the sympathetic and the parasympathetic.

Let's use an example to help demonstrate the two systems. Imagine right now that you had the urge to get up, run around your house 5 times and then come back and sit down.

While you are running, your sympathetic system kicks in. Your breathing becomes faster, your airways dilate, your heart beats faster, sexual function decreases, and digestion decreases. In essence, you are in the fight or flight mode. All non-critical functions for survival RIGHT NOW are halted or at least decreased.

Now contrast this to when you sit back down. The parasympathetic system now kicks in bringing the body back to the resting state. You start to breathe slower, your heart rate slows down, your airways no longer need to be dilated, and your body can again resume functions like digestion or the ability to reproduce.

It is CRITICAL that these two systems stay in balance. However, most people are stuck in one or the other. Their brain is not as flexible as it should be. A Neuroinfiniti Stress Response Evaluation (SRE) will show you exactly how your brain and nervous system function under stress and how it recovers from stress.

This can be some of the most important information you will ever obtain on yourself. If you would like to know more, head over to <http://drlarsen.com/services/neuroinfiniti-stress-response-evaluations> There you will find more information on this incredible technology.

Adrenal Gland Dysfunction

Now, for the *adrenal glands*. Talk about a gland that has just been pummeled in our society.

These little glands are about the size of a walnut and sit on top of the kidneys. Their job is to produce hormones that help regulate the stress in the body. They are the reserve tank for the body to fall back onto in times of intense stress.

These glands are frequently depleted by stress. In fact over 95% of the patients I see in the office fall into this category. Because the reserve tank has been depleted in most people, it takes longer for the body to heal from whatever ailment it has. And, for those people who have really depleted their adrenal glands, bigger diseases start popping up such as fibromyalgia, chronic fatigue, cancer and any of the other autoimmune diseases.

The body just doesn't have the capacity to keep up. With this in mind, let's look at what we can do to protect ourselves.

Bring Yourself Back Into Balance

There are a few things that bring a brain and nervous system back into balance. First and foremost you must identify your stressors and take strides in controlling them. I have already mentioned a few of them.... Detox/Cleansing and Nutrients.

But, there are others.

You also must identify emotional stressors, allergies/sensitivities, and electromagnetic pollution along with feeding the body herbal adaptogens.

Limiting the effects of each of these will lower your accumulated stress overload.

Retrain the Brain

If you would like to learn more about an amazing technology that helps to retrain the brain, that you can do in the comfort of your own home go to www.DrLarsen.com/services/brain-fitness

The technology has the potential to change your life in so many ways, and with a fast-paced society such as ours, it will soon be a necessity.

It works by stimulating the brain with flashing light, sound, and healing messages. Just a 20 minute session is like sleeping for 3-4 hours! The brain is guided through the proper frequencies, which effectively allows it to de-stress and reprogram itself to a higher level of function.

Substance Specific Neurological Stress Reduction

Allergies/sensitivities to foods, chemicals and environmental compounds are nothing more than a stress reaction by the body. The body has become poisoned and toxic, along with different emotional stressors, and then because of it has created a stress response to various non-harmful substances.

This is increasingly common in our society and is a huge part of many chronic conditions. The symptoms can be virtually anything from joint pains and headaches to digestive troubles, all kinds of skin conditions or the typical allergy symptoms.

I myself was an allergy sufferer, which is why I have done so much research on trying to find a solution for it. Fortunately, I have found the solution. One that works remarkably well, is pain-free (no shots, been there done that), and doesn't take years to correct.

This is a service that needs to be done in the office, but can easily be the key that unlocks the door for full expression of your health potential. I have seen some amazing things with this technology.

For more information go to www.DrLarsen.com/services/bax-aura or go to www.MNAllergyRelief.com

This technology has saved thousands of people from needlessly suffering from allergy related illness.

Electromagnetic Pollution

Electromagnetic pollution is another issue that is increasingly become more problematic. 100 years ago there was barely anything running through our air. Now, we have millions of different frequencies being spread all over from television, cell phones, radio, satellite television, and more.

We are literally swimming in a sea of electrical frequency and it is making us sicker by the year.

In my office I use a simple muscle test to show people how toxic for them their cell phones are. Some people if they are really well hydrated, take superfoods and live a life low of stress can withstand the radiation, but most people fail miserably.

We then take a strip of negatively charged tape and apply it to the phone and recheck the muscle. Most of the time the person incredibly, is able to withstand the pressure.

We can do this simple test with any electrical device including your car and your circuit breaker in your house. The point is that we need to be aware this is occurring and take steps to remediate the problem.

Send me an email at drbrant@drlarsen.com if you would like more information on how to clean up the electrical pollution that is occurring in your house and all around you.

Herbal Adaptogens for Robust Health

One of the most powerful strategies I have found for helping the body cope with stress is by taking herbs that are known to be what are called adaptogens.

Adaptogens are natural substances found in a few rare plants and herbs that shield the body against the impact of stress - by balancing and harmonizing the body systems. Adaptogens are not in the food we normally eat, and must be added to the diet through supplementation. And of course, if I am recommending them, they are all natural and definitely safe.

Without helping the body to adapt to stress by using adaptogens on a daily basis I have found that my patients need to come see me far too often. The ligaments and tendons can't keep up with the demands placed on them.

People will come in with recurring back and neck pain, shin splints, plantar fasciitis and more. In order to truly help them I recommend adaptogens. And, as you may suspect I don't recommend just any supplement from the store because of the vast amounts of quality difference. If I put my name on something, I have thoroughly researched and tested it to make sure it does what it is supposed to do.

For more information on the adaptogens I recommend, contact larsencleansecoaching@gmail.com. It fits perfectly in our entire cleansing system. In fact, it's one of the 4 main pillars of that program.

Adapt and Thrive

So there you have it. Adapting to the stressors in life is critically important. More so now than ever before in history, with 95% of all diseases being directly related to stress.

By taking these steps you will be well on your way to building the health and vitality of your dreams.

The Time Is Now

There's never been a better time for you to invest in your health, heal your chronic conditions, and thrive in this crazy world. What I presented for you is a blueprint for your ongoing health, happiness, and success.

Things are not going to get better anytime soon. The longer you wait, the harder it will be to get your body working at its best. We are not decreasing the amount of poisons in our environment, we are adding to them...daily.

Our food is not getting more nutritious, it's getting worse every year.

And, stress in all forms is escalating by the minute. More job stress, not less. More technology contributing to electrical pollution, more divorce, etc.

It's time to jump off that hamster wheel and get on the fast track to amazing health. There has never been a better or more critical time to do so.

Together, we are pioneering a movement for a new health care model to emerge...

In the new model, people are encouraged to learn how their body is functioning and take care of its most basic needs, the needs that are at the root of most all health conditions.

Are you ready to join the movement?

You have a unique purpose, a contribution that you came here to make. Are you living it? Are you living the infinite potential you have inside you, or is your body holding you hostage?

I'm here to inspire YOU to fully know and realize that you are the creator of your own life. You have the choice to start living the life of your true potential at any moment. You have within you ALL that is needed to create the life of your dreams, your body is a perfect vehicle if given the right fuel and is taken care of correctly...

And now that you're aware of the core foundation laid out before you in this ebook, there has never been a better time to truly go after that **amazing body you deserve**.

So what DO you really want? What does the body of your dreams look like? How would it feel to be living and operating at your highest potential as a human being and fully **living the life you came here to live?**

In taking action on everything I shared with you today, you truly have the ability to step into your true power, and become the person you were born to be. It really is a full-spectrum health care model that can satisfy you in every way...

To Your Unlimited Potential,

Brant Larsen, D.C.



www.DrLarsen.com

P.S. It's time to spread this message of empowerment with as many people as possible. You are totally free to share this ebook with ANYONE and EVERYONE you care about. Blast it out to your friends and followers on Facebook, share it with your family, friends and co-workers, email your list if you have one... We are galvanizing a community for true transformation and health for all, so let's extend the invitation as far as we can reach.