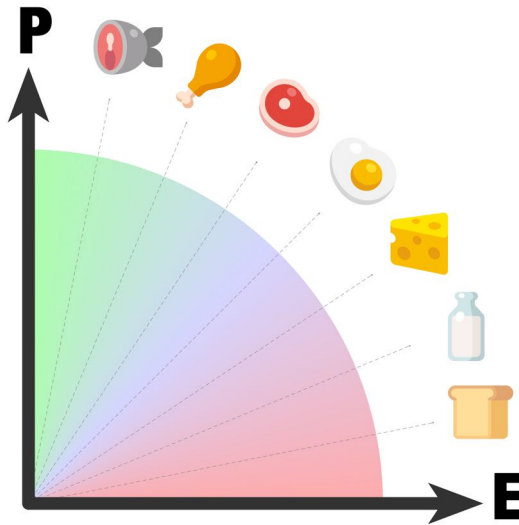


# THE P:E DIET

LEVERAGE YOUR BIOLOGY TO ACHIEVE OPTIMAL HEALTH.



# ABOUT THE AUTHORS

## TED NAIMAN M.D.

Ted Naiman is a board-certified Family Medicine physician in the department of Primary Care at a leading major medical center in Seattle. His research and medical practice are focused on the practical implementation of diet and exercise for health optimization. He has an undergraduate degree in mechanical engineering and an addiction to Ultimate Frisbee. He is a pro-level bassist in his spare time.



# WILLIAM SHEWFELT

William Shewfelt is an actor, host of the *Will to Win* Podcast and the <http://PrimalBody.co> coaching community. He is known for his portrayal of Brody the Red Power Ranger on *Power Rangers Ninja Steel* (2017-2018). He was nominated for Favorite TV Actor at the 2018 Kids Choice Awards.

By combining carnivore-style eating, a strategic blend of cardio and explosive strength workouts,

and focused goal setting, he has been celebrated for achieving a 5% body fat physique, and for guiding many others to breakthrough success on low carb diets.

William has modeled for a number of fitness apparel and mens' apparel

brands. He is a regular feature on health podcasts and co-hosts the *Better Stronger Faster* Podcast with Chris Bell.



# PROLOGUE

One hundred patient encounters a week, fifty weeks a year, for twenty years. About 100,000 physician/patient interactions. And I never cease to be amazed at the radical gradients in health. One moment I could be examining the healthiest professional CrossFitter you have ever seen, with a chiseled-from-granite body and absolute perfection for labwork. The next minute? A frail and weak shell of a human, struggling just to walk, with a problem list a mile long and failure of half a dozen different organ systems. It didn't dawn on me all at once, but somewhere in there I came to a shocking realization. Most of the time, the only difference between the fittest people on earth and the most decrepit really did just come down to two things: diet, and exercise.

I started paying extremely close attention. What EXACTLY were the differences between the diet and exercise of these healthy elites versus those plagued by chronic disease? Gradually I came to the realization that the principles at work were unbelievably simple, and equally simple to implement. The rules for diet

were so basic that I couldn't believe I hadn't realized them earlier. Target nutrient density—mostly just protein and minerals—while minimizing toxins, including the energy toxicity of exceeding your carbohydrate and fat storage. Exercise? Generate the highest tension possible in all of your muscles, for as long as possible, on a regular basis.



The only reason people aren't already doing these things? Lack of knowledge or awareness for most. For the rest, an unwillingness to experience the transient discomforts that come along with high-intensity exercise and eating a species-appropriate diet. But for those who are willing to expend a small amount of effort, this book will help provide the basic

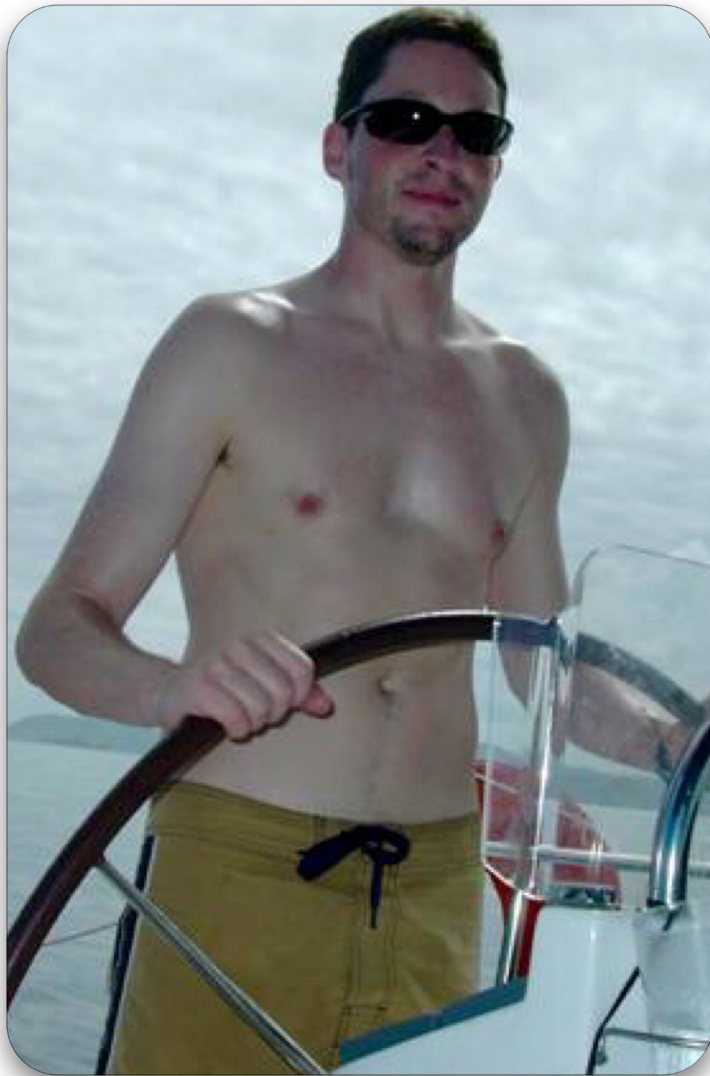
knowledge you will need on your path to optimum health.

In the end, health is everything. If you don't have your health, literally nothing else on earth matters. For this reason, it should be of the utmost importance to every single person to maximize their health potential. Fortunately, it is easy to achieve optimum health once you understand a few very basic principles. The object of this book is to explain these principles as simply as possible.

KNOWLEDGE IS POWER. Read on, and I wish you the best health possible.

TED NAIMAN MD





*Ted Naiman, before and after using the principles of The P:E Diet.*



*William Shewfelt, before and after using the principles of The P:E Diet.*

# **THE P:E DIET**

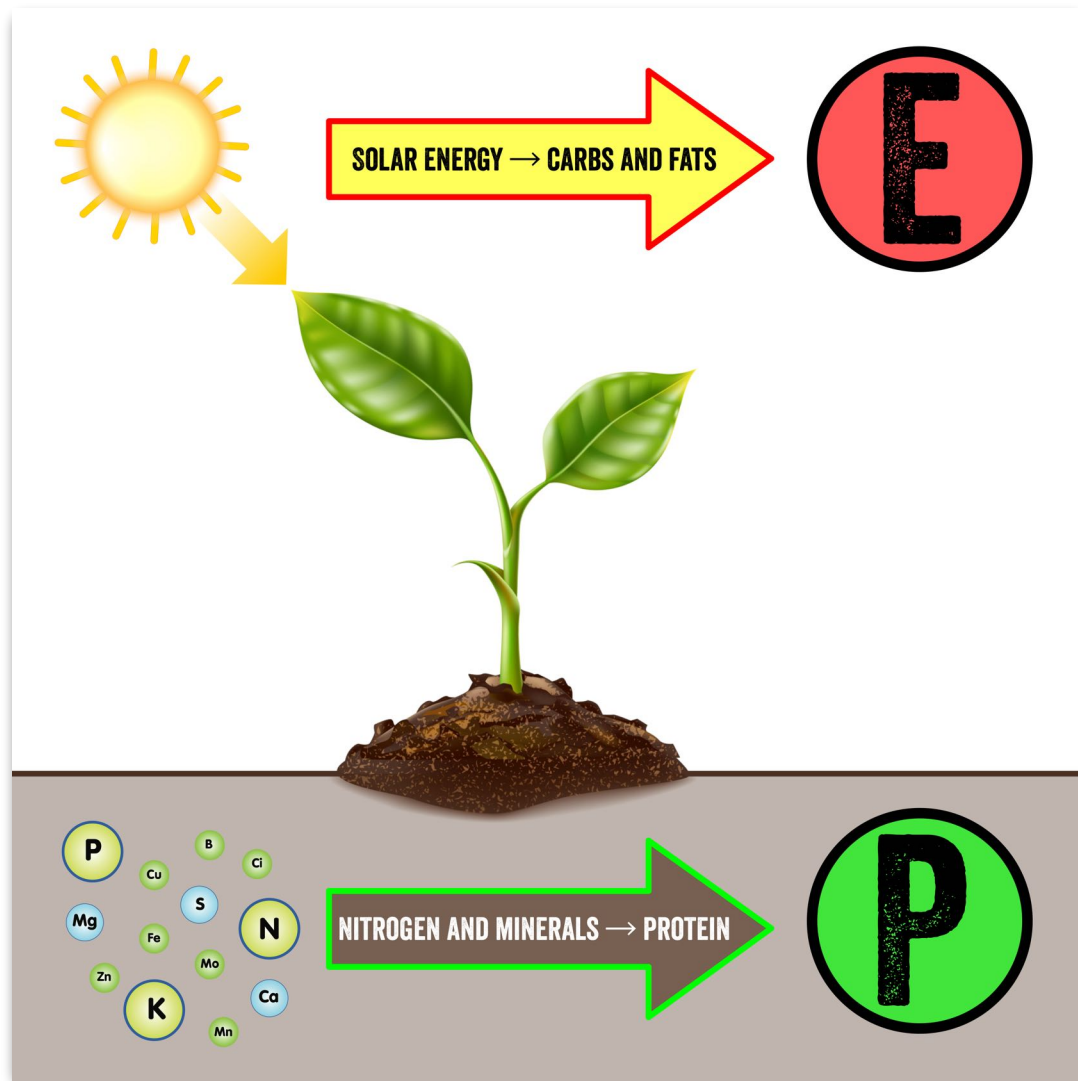
## **HIGH LEVEL SUMMARY**

**TED NAIMAN M.D.**

**WILLIAM SHEWFELT**

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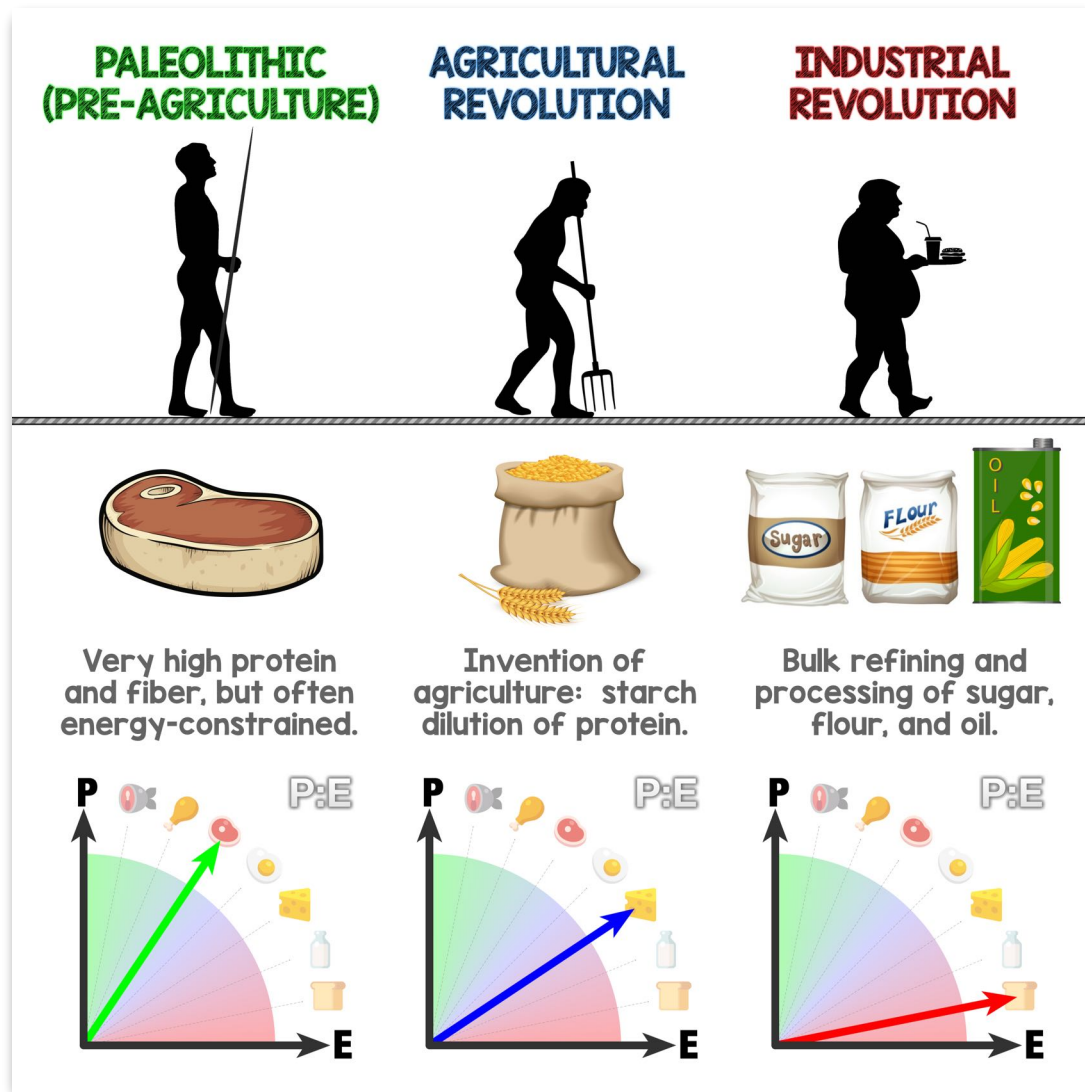
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Plants create all dietary ENERGY, storing solar energy as CARBS and FATS. Plants create all dietary PROTEIN, using nitrogen and other minerals from the soil. Animals receive both of these by eating plants (or other animals that have eaten plants).

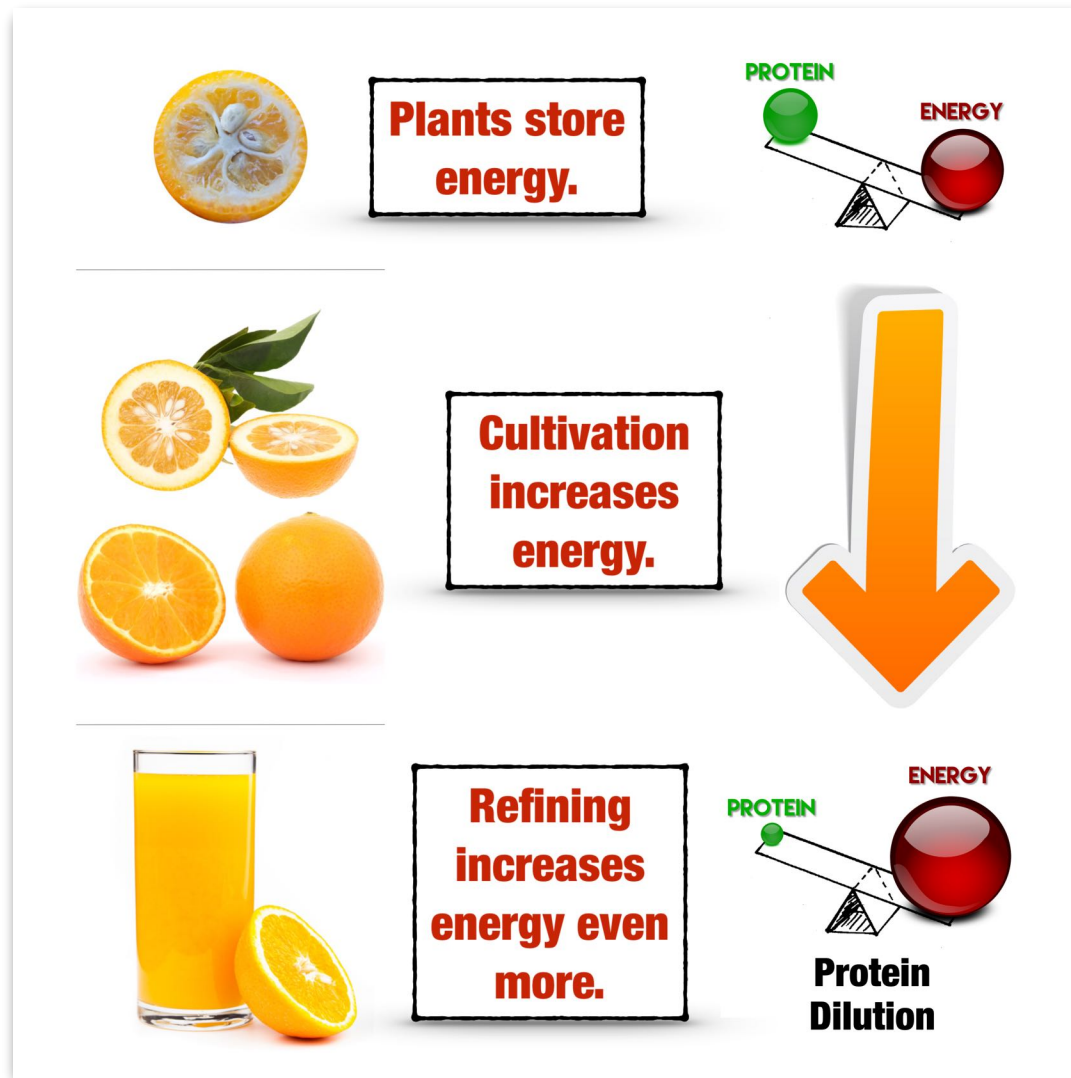


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We humans have always attempted to use technology to feed ourselves. We learned how to increase the amount of dietary energy in our environment by domesticating plants and animals. We invented agriculture, then bulk refining and processing.

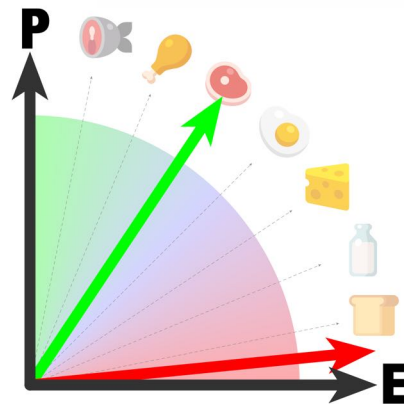
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We are hardwired to obtain the highest possible dietary energy from our environment with the least amount of energy expenditure. Our agricultural and food production practices are designed to provide the maximum amount of energy possible.

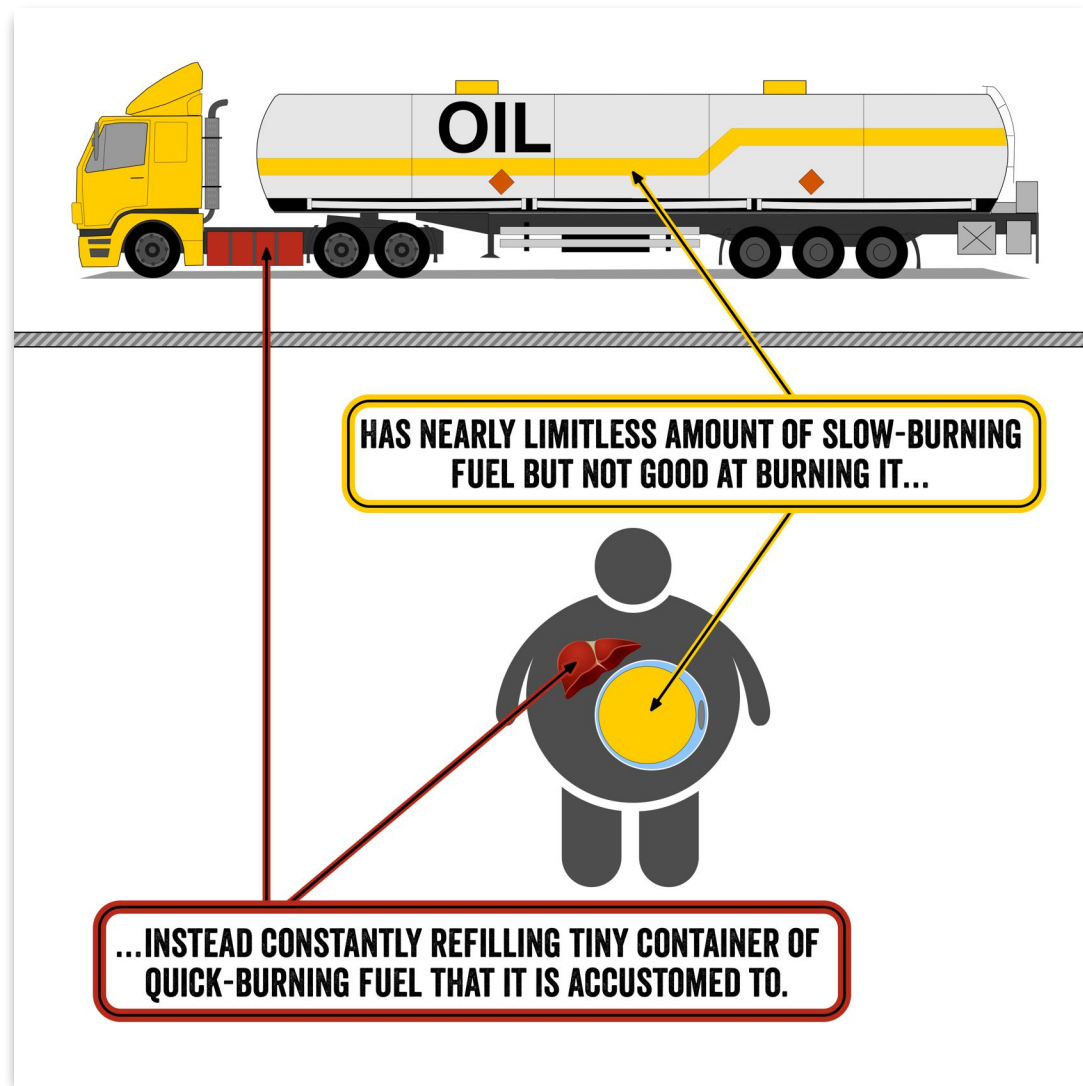
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# PROTEIN : ENERGY



Cheap and plentiful empty carb and fat energy calories have so severely diluted the protein and minerals in the human food supply that we have to massively overeat non-protein energy (carbs and fats) just to get enough protein for survival and satiety.

5/10



We eat carbs with such high frequency that we lose the ability to run our metabolism normally on stored body fat. This loss of 'fat adaptation' leads to frequent hunger, frequent eating, glucose dependence, and excess storage of dietary fat as body fat.

6/10

# CARBS + FAT

**This combination is rarely found in nature.**

**These foods produce drug-like dopamine reward in the brain and are highly addictive.**

**You can create obesity in any omnivore mammal with these junk foods.**



**We are now addicted to the food reward of carbohydrates and fats together, a combination that was designed to drive seasonal overeating when energy was plentiful so that we could survive seasonal reduction in available dietary energy.**

7/10

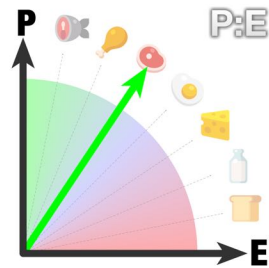
**CHRONIC DISEASES OF HYPERINSULINEMIA**

Type 2 diabetes, hypertension, dyslipidemia, degenerative joint disease, renal failure, non-alcoholic fatty liver disease, polycystic ovary syndrome, numerous cancers, sleep apnea, atherosclerosis, asthma, rheumatoid arthritis, erectile dysfunction, acid reflux, osteoporosis, sarcopenia, psoriasis, inflammatory bowel disease, stroke, dementia, and coronary artery disease are but a few of the many conditions associated with hyperinsulinemia.

**ENERGY TOXICITY**

The majority of the population is now damaged by the energy toxicity that results from chronically exceeding your energy storage capacities. This has created a tsunami of chronic degenerative diseases—truly the greatest epidemic in all of human history.

8/10



### **1. MAXIMIZE SATIETY.**

TARGET PROTEIN AND MINERALS  
FOR HIGHEST NUTRIENT DENSITY.



### **2. MAXIMIZE FAT ADAPTATION.**

USE INTERMITTENT FASTING WITH  
LOW CARBOHYDRATE FREQUENCY.

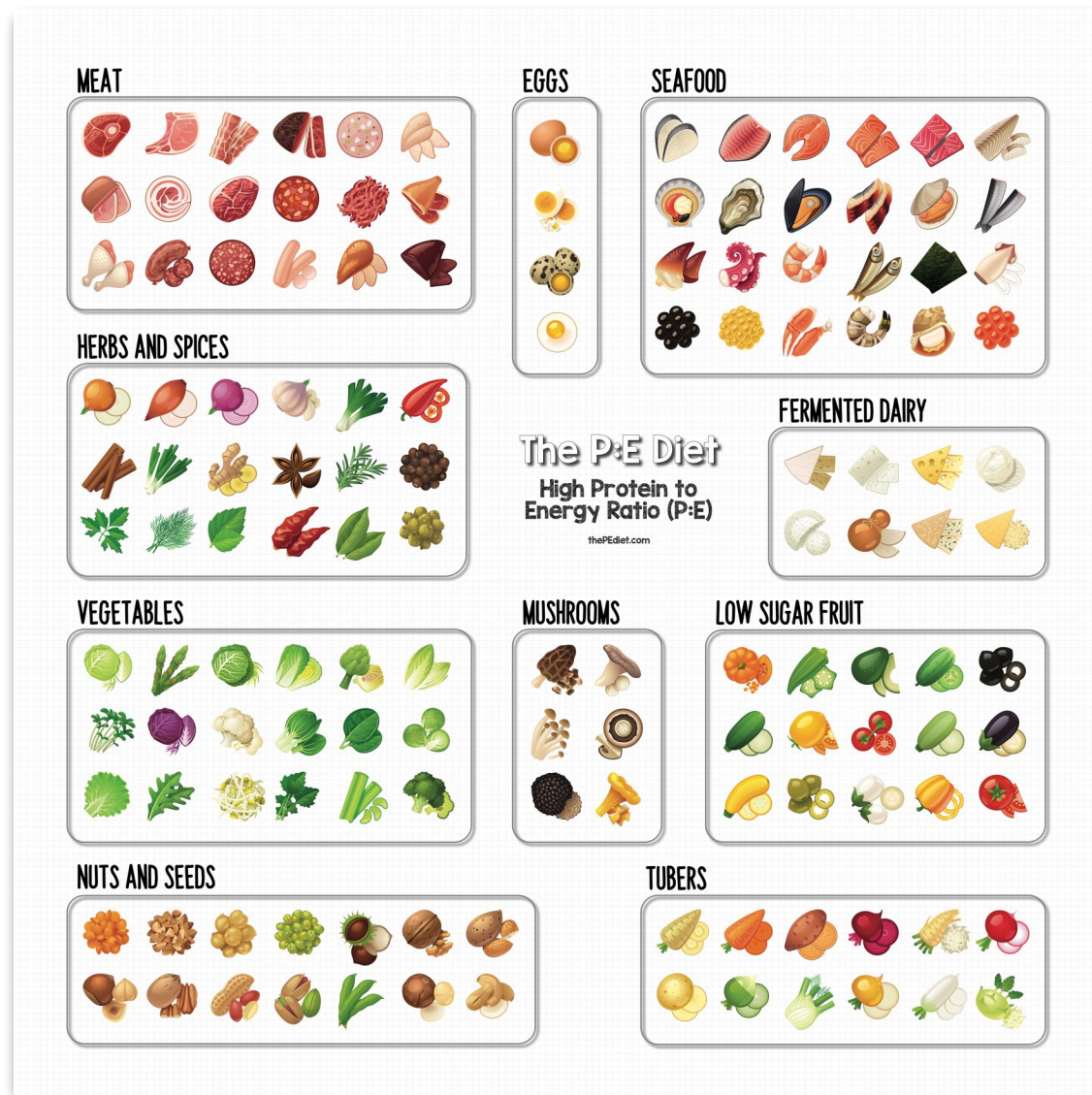


### **3. AVOID THE TRIFECTA.**

HIGH CARB + HIGH FAT + HIGH  
ENERGY DENSITY = OVEREATING.

The solution to energy toxicity? Target nutrient density (protein and minerals) over energy density (carbs and fats). Reduce carbohydrate frequency to improve fat adaptation. Avoid the overeating that results from high energy density carbs + fat.

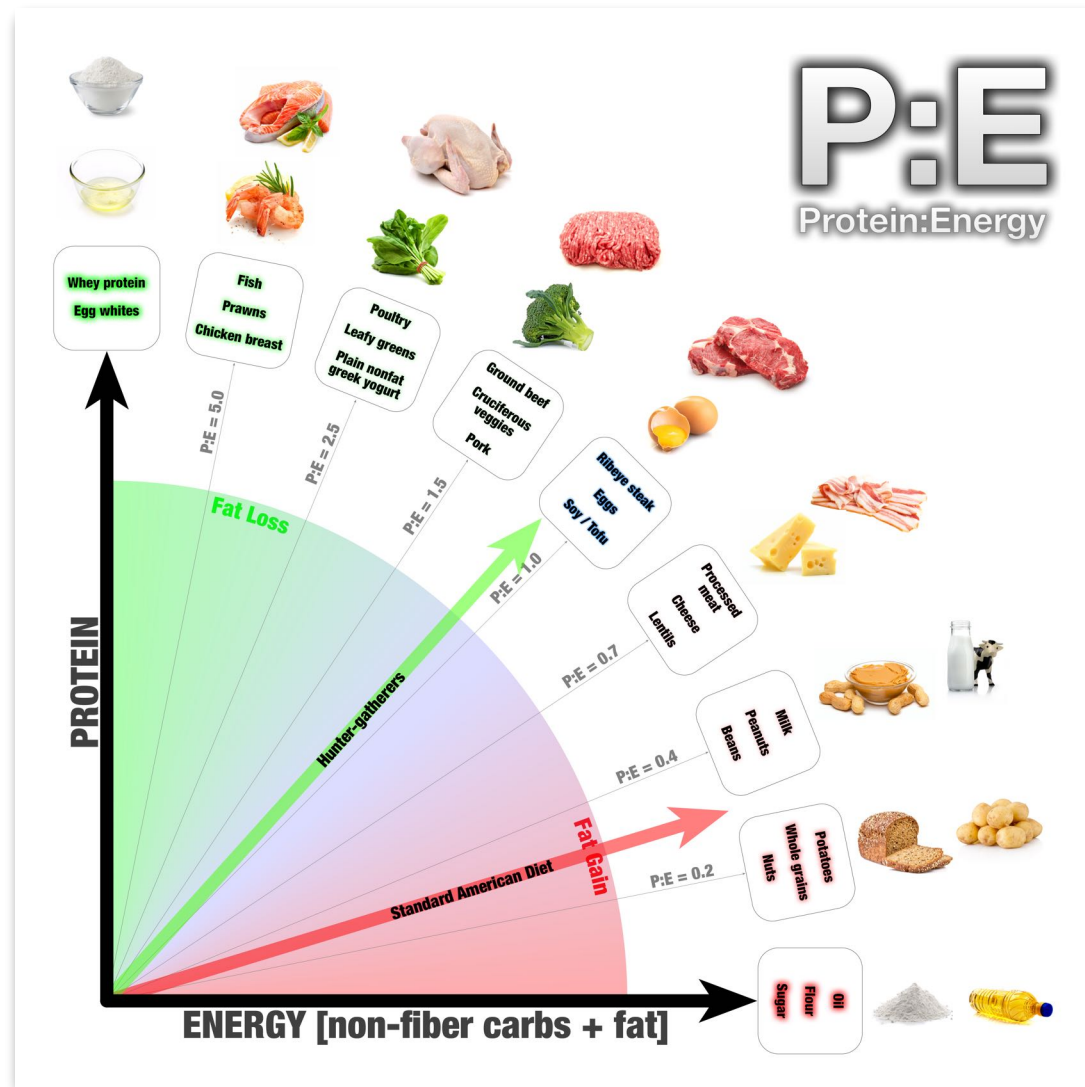
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What should you eat? A basic species-appropriate diet template would include foods that are high in protein, fiber, and minerals—while being low in refined and concentrated carbs and fats (energy).



10/10



The P:E ratio is a simple metric that allows you to evaluate various foods and make small incremental substitutions to your food choices, in order to improve the overall protein to energy ratio of your diet. This will improve body composition and health.

## THIS ENTIRE BOOK ON ONE SHEET OF PAPER:

Plants store solar energy as the high energy carbon bonds in carbs and fats.

Plants absorb nitrogen for protein, as well as other minerals, from soil.

Animals have to ingest other living organisms in order to receive both this chemical energy and these proteins and minerals.

Problems arise when we extract pure energy from plants; this is most egregious in the form of refined carbs and fats such as sugar, flour, and oil.

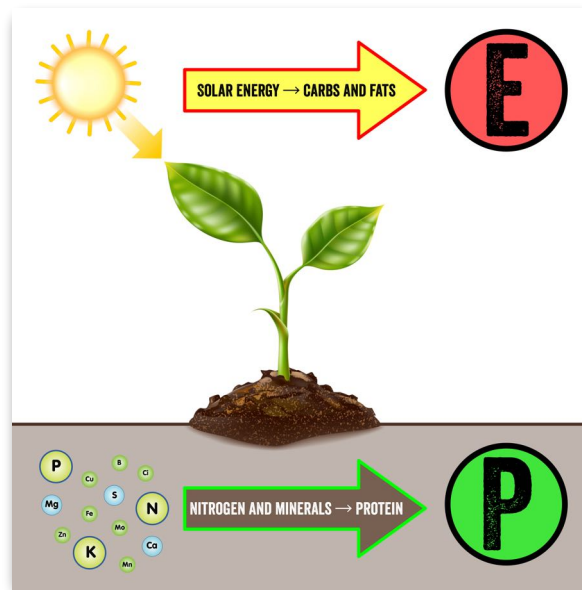
First of all, this energy is now cheap and profitable. This dilutes protein and minerals throughout the human food supply, leading to a protein and mineral nutrient hunger—we literally HAVE to eat more energy just to satisfy our nutrient needs.

Second, we really enjoy eating pure concentrated fat and carb energy, because doing so produces a drug-like reward in our brains—this kept us alive back when energy was scarce. High energy density carbs and fats together, a combination rarely found in

nature, produces the greatest brain reward of all and can be quite addictive—so we WANT to eat more.

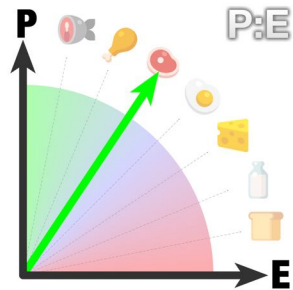
As a result of all of this, we now have a global epidemic of energy toxicity. Almost 90% of us have ingested too much energy and we are no longer metabolically healthy. This puts us at risk for obesity and chronic disease.

You can combat energy toxicity by going out of your way to target protein and minerals,



allowing yourself to reach nutrient satiety at a lower energy intake. You can also use caution with the highly addictive trifecta of foods that are high carb, high fat, and high energy density all at the same time. In addition, a lowered carbohydrate frequency can improve fat adaptation, allowing you to function properly in lower energy food environments.

Finally, for optimum healthspan, your goal should be achieving the highest lean mass (muscle and bone) at the lowest fat mass—this allows for the greatest insulin sensitivity and metabolic flexibility. However you will only maximize lean mass if you DEMAND it of your body—by placing the highest amount of tension in your muscles possible, for the longest amount of time possible. Luckily this can be accomplished with only three basic human movements: pushing, pulling, and using the legs against gravity. By targeting these three movements in a specific fashion on a regular basis, and by placing maximum tension in the involved muscles for a maximum amount of time, you can achieve optimum lean mass in the most efficient manner possible.



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## **3. AVOID THE TRIFECTA.**

HIGH CARB + HIGH FAT + HIGH  
ENERGY DENSITY = OVEREATING.

*The three pillars of The P:E Diet.*

# THE P:E DIET

AVAILABLE NOW AT:

**THEPEDDIET.COM**

CHECK OUT THE P:E CALCULATOR AT:

**PTOER.COM**