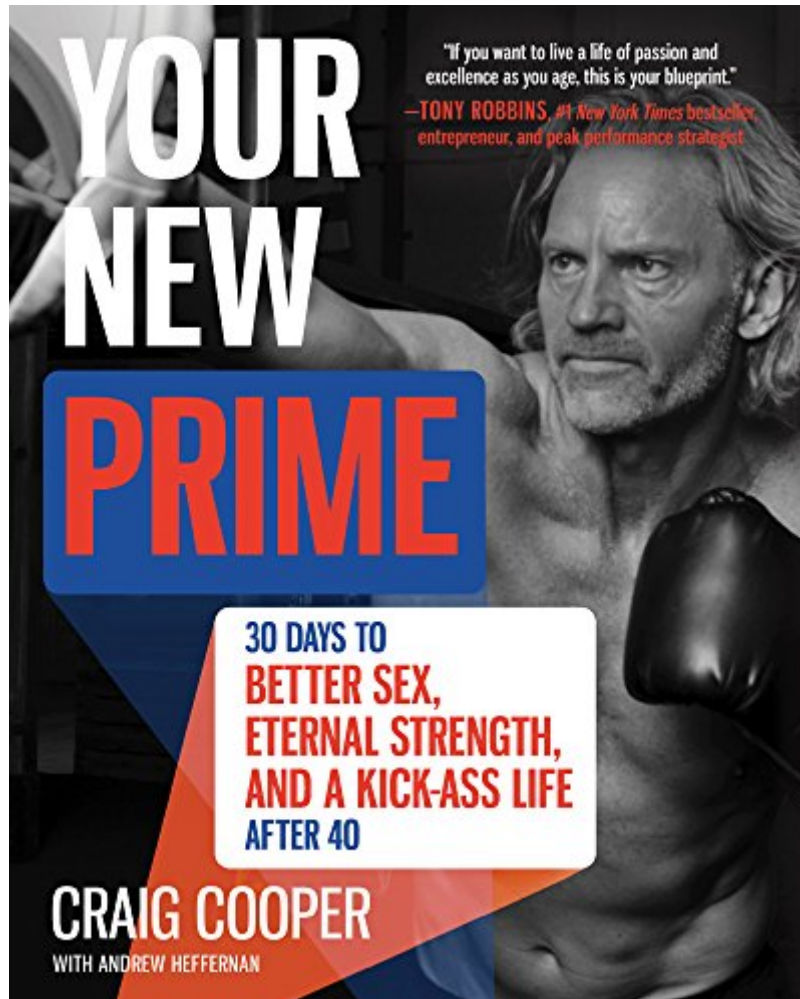


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# Your New Prime: 30 Days To Better Sex, Eternal Strength, And A Kick Ass Life After 40



## Synopsis

Feel great and perform at your best in the boardroom, weight room, bedroom, and beyond with this indispensable health and wellness guide: *Your New Prime* debunks current thinking about men's health and shows how every man can continue to operate at his peak at any age. Getting older may be inevitable, but in *Your New Prime*, serial entrepreneur and men's health expert Craig Cooper shows men that they don't have to accept the "natural" aging process. Based on the latest scientific research and Cooper's personal experience warding off diabetes, preventing cancer, and naturally increasing his own testosterone, *Your New Prime* is a comprehensive guide to the questions every man has as he ages. Tailored specifically for the "New Primers," men forty years old and up, the book covers a wide range of vital topics—from improving sexual health and the impact of decreasing testosterone to proper nutrition, preventing memory loss, surviving the "mid-life crisis," and achieving peak physical fitness. *Your New Prime* provides an indispensable 30-day program designed to help you lose weight, boost energy, and transform eating habits. Divided into easy-to-navigate sections, the book also contains essential information about how to influence "epigenetic" traits and reverse the effects of aging, while quizzes, audits, charts, tables, and callouts help readers determine and address their specific personal needs. Practical, honest, and vitally informative, *Your New Prime* details a lifelong strategy for maximum health and will help any man perform his best, no matter what his age.

## Book Information

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## Customer Reviews

Youâ™re a man of a certain age. And you have come to grips with the fact that your chance of being a Menâ™s Fitness cover model has come and gone. Oh well. And you realize that what you need now is simply a plan to be healthier--longer, tailored for this stage of your life. Sadly, it just isnâ™t out there. For young guys, thereâ™s plenty of advice; right now Tim Ferrissâ™ 4 Hour Body is very popular, but itâ™s not tailored for the body over 40. Thereâ™s also tons of info targeting âœmatureâ• men, those guys who are a little too happy doing random things in all the prescription drug commercials on TV. But you, Mr. Fighting-it-every-step-of-the-way, it seems you are on your own. So you collect ideas from all overâ”from friends, who sound very sure of themselves; from the random on-line article that flicks by; occasionally from your doctor; and if you're really concerned, heaven forbid, from WebMD. But you know you need a better roadmap. A Waze, that can redirect you and help you get where you want to go faster. Your New Prime is it. I came across Craigâ™s blog and I always thought the information and advice was well sourced and easy to swallow (except for that part that says I should be eating sardines. I can't swallow that.). So I pre-ordered and just finished reading straight through it. This book is not like any other source Iâ™ve seen. Your New Prime is great because every aspect of your life as an over 40 male is covered. Itâ™s holistic--diet, sleep, exercise, relationships--it's all in there and it's backed up by the latest science. The plan is easy to understand and it reads like Craig is just sitting across the table, talking to you about it and encouraging you. This is like having a buddy you trustâ”who is also a health researcher.

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