

YOUR GUIDE

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# Ancestral Health

LEARN TO LIVE HUMAN AGAIN  
AND TO APPROACH HEALTH  
HOLISTICALLY

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# hi.

## MY NAME IS KEVIN

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Glad to meet you here!

This guide will help you to get an insight into holistic health. The way we look at health is through the lens of human evolution.

I will take you by the hand and guide us through my concept of the 4 pillars of Ancestral Health. We'll look at nutrition, environment, temperature, and light along the way.

I hope the guide helps you live a more ancestral and connected life! If you want, let's stay in touch and become part of the community - the best way to do so is on Instagram and our Newsletter.



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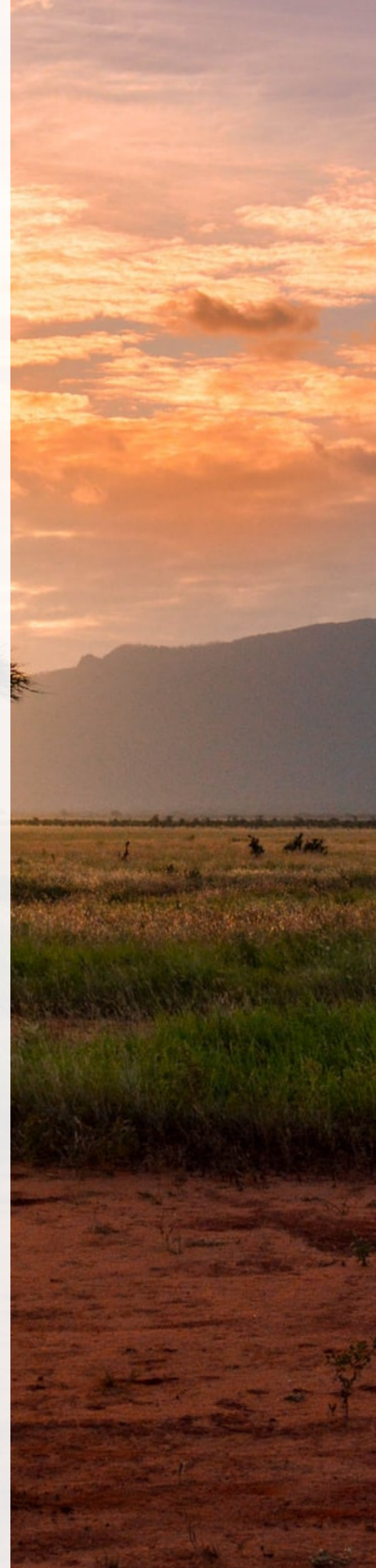
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# module 1

HOLISTICALLY

OUR  
INTERPRETATION

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Health is often viewed like a car - as something that needs to be repaired. In addition, the word holistic is sometimes associated with esoteric nonsense

My approach brings perspective and sits at the intersection of evolution & modern scientific knowledge.

Nowadays we get sick because we don't live in harmony with our nature. This is the new guiding principle!

Instead of the reductionist view of health breaking it down into topics that only Ph.D.s understand, we make the basic idea simple and practical.

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# No regurgitated Dogma



I will not teach you any dogma here, no veganism 2.0. In the end, you decide what you do with the tips.

What I want is to help you to restore the circumstances that our ancestors evolved with for millions of years. Restoring the software our body runs on.

This way we can regain our health and tackle the problems of modern society proactively and holistically.

To do this, we look at the 4 pillars of human health:

- Nutrition
- Environment
- Movement
- Our social nature

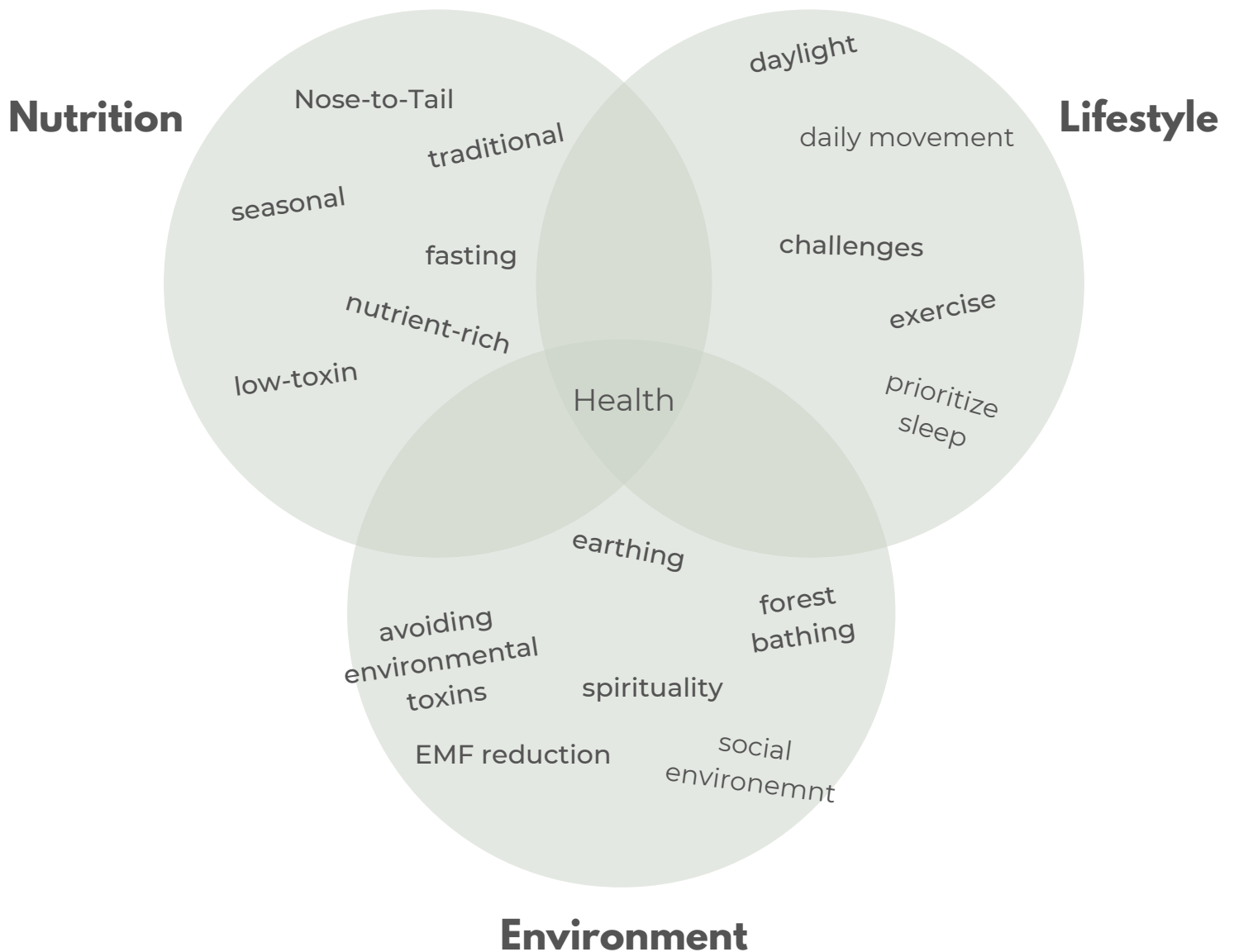


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# holistic

All 4 pillars together = health.

Some are more important than others, such as sleep and light.



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## ANIMAL-BASED NUTRITION



The value of animal products is clearly evident, and was first facilitated in our transition from plant-eating apes towards apex predators throughout the Neolithic.

The change in food sources brought with it an explosion in brain mass. Read more about evolution [here](#).

Humans & late hominids lived primarily animal-based lives. Animals provide us with an abundance of nutrients and energy. They also require the least amount of energy to acquire. Plants as their own ancient kingdom of animal life also know how to defend themselves through chemistry.





# Eat animal- based & low in toxins

The goal of any diet should be nutrient richness. You want to be a Nutrivore.

You can only accomplish this by eating offal & meat regularly:

- Aim for 6-80%+ of your total energy from animal products.
- Eat from nose-to-tail
- Consume around 1.8-2.2g of protein per kg of body weight, 2g of fat per kg, and 0-100g of carbohydrates from seasonal plants

Plants also want to survive. They protect themselves through chemical warfare. And while healthy humans have an inherent potential to deal with them, most modern humans have trouble with certain foods.

That said elimination of some is the solution (e.g. gluten, soy, nuts, etc.), other plants should be prepared ancestrally (e.g. sourdough, soaking,... ). The huge degree of individualism further complicates the situation and makes individual testing the only solution.

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# **Food energy is omnipresent. Paradoxically, also nutrient-poverty.**

Nowadays humans starve despite a surplus of energy. And we have lost an important stimulus through the constant presence of food - not eating.

Our basic status today is full, rarely hungry, certainly not for days at a stretch. Fasting helps to reintroduce this stimulus.

The simplest is nocturnal fasting, meaning eating only when the sun is out. This should be the absolute standard for EVERYONE. However, most who eat animal-based find their sweet spot at 2 meals a day in a 6-10hr window.

Eating breakfast containing ample fat & protein is paramount for leptin function, best followed up with lunch and an afternoon snack. Additionally, be sure not to eat anything at least 2h before bedtime as systematic insulting suppresses melatonin release & leptin binding to the hypothalamus.

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# Get Nutrients

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The most important part of any diet is to eat nutritiously. optimally you'd get all your nutrients from your diet - grass-fed beef, various organ meats, wild-caught fish, seafood, and seasonal plants. Unfortunately this doesn't work all the time - that's where our supplements support you!



## OPTIMAL NUTRIENT SUPPORT

Our Organ Mix covers a broad range of 5 organ meats and supplies your body with plenty of nutrients daily and even on the go.

HAVE A LOOK

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# environment

## THE ROLE OF LIGHT FOR HEALTH

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EVERY living organism must adapt its metabolism to the prevailing 24h rhythm.

Circadian rhythms were never a problem for humans before - at least before the advent of artificial light and indoor living. Artificial light shifts natural rhythms, and indoor living keeps us far from natural daylight.

Here are the best circadian routines:

- 10-30 minutes of daylight in the morning & evening.
- Try to be exposed to 2 hours of daylight during the day
- Block ALL artificial light when the sun is not shining.

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## Cold & heat are ancestral stimuli - often within 24h.

Go to a Finnish sauna 2-3 times, for 1-3 sets of 10-20min.

Cold therapy is easiest with a daily cold shower (start with warm/cold), or later 2-3 ice baths per week with total duration around 15min.

Our ancestors regularly encountered weather extremes.

Getting hot and cold is a traditional stimulus, with some benefits:

- Heat: Shock Proteins, Cardiovascular Benefits, Heat Adaptation, Optimizing Sweating, and many more!
- Cold: Cold shock proteins, Brain-Derived Neurotrophic Factor (BDNF), thermogenesis.



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# Avoid Environmental Toxins



Even though modern chemistry brings many benefits, it has been acquired at a price: Our environment accumulates a variety of these industrial poisons

The spectrum of poisons is broad, and so are their effects. Some manipulate your sex hormones, others increase oxidative stress, and some accumulate inside us.

Living toxin-free is impossible these days. The solution is avoidance:

- Filter your drinking and shower water
- Eat animal-based, and pasture-raised foods.
- Buy only organic plants
- Avoid all plastic packaging
- Turn off your WLAN. Use LAN for best results.
- Buy non-toxic furniture/clothing/kitchen utensils.



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# ressources

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All links to our offers for you become the healthiest version of yourself!



ANCESTRAL  
HEALTH GUIDE



OUR  
SUPPLEMENTS



OUR  
INSTAGRAM



OUR BLOG

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# 4 e r d m

## MADE TO MOVE



As part of the animal kingdom, we are always in motion, even when we sleep.

If we look at human movement nowadays, the first thing that comes to mind is - training! But this view is very limited

Movement is only a small part of training - to be exact  $\frac{1}{24}$ , if you are shooting 1h per day. And that is already above average. The rest is daily exercise and with its  $\frac{23}{24}$ ths much more important.

So the first optimization factor is to improve your daily movement.

Training is also important and a powerful intervention. Our daily life needs little physical strength, training is the answer here to keep it.

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# Daily Movement



In this age of comfort and technology, physical labour is a rarity.

As a counter, we actively plan for movement and try to create an environment that is movement-affirming.

- You can walk to work or haul your groceries on foot
- Take 10,000 steps every day
- Sit on the floor
- Wear minimal shoes
- Buy movement-positive furniture, such as a height-adjustable desk, or beanbags
- Set a timer to remind yourself to move
- Hang from a bar when you walk through the door, or squat whenever you brush your teeth



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## What is the role of fitness & exercise?

The scientific answer is at least 2-3 strength workouts per week of 45-75 minutes each, mostly consisting of heavy full-body exercises with or without weight, with the goal of gaining strength.

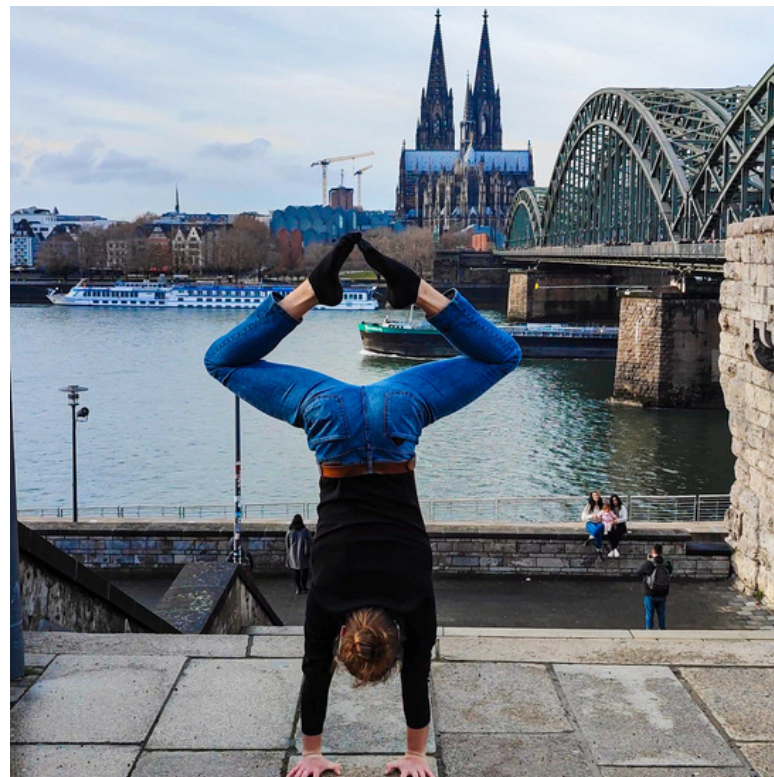
Endurance training should be a total of 120 minutes per week, with a load around 70% of your maximum heart rate.

Do not allow yourself to become fragile & weak.

Exercise is definitely important and manages to bring some of the harder stimuli into our soft daily lives.

Nevertheless, I believe that the lives of our ancestors are often over-athleticized.

Without booty pressure, however, even the weakest manage to get by today. So how much training does it take to avoid physical decline?



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# Supplements



## NOT SURE?



Let's revolutionize your health together!

We want to make sure you feel well with your purchase and get exactly the support you're looking for!

That's why we offer free consultations. Reach out to us via email and we will provide you with the best personalized solution.

REACH OUT

# module 5

## SOCIAL ENVIRONMENT

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People are social beings. In the past, being antisocial usually meant death. Therefore, exile was the maximum punishment of ancient societies, not quick death.

Modern science reflects this. A few high quality relationships are immensely important and have a similar impact on health as the great fundamental pillars: sleep, light & not smoking/drinking.

Therefore, nurture your close relationships - familial, friendly and romantic.

Relationships are work. I think most people realize this after the many 'friendships' of youth dissolve and a few true ones remain.

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# Live close to Nature



Being close to nature can mean many things. The showcase for all these activities is the outdoors.

This can include gathering wild herbs, hiking, or even daily forest bathing.

We are part of nature and as such dependent on it. In the past, our environment performed many functions: circadian rhythm, grounding, temperature input. With our modern way of life, all these things fell away - now we have to actively think about how to integrate these impulses back into our lives.

Long story, short. So spend time in nature, outside, doing sports, walking, gardening. As much as possible.



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## Master Challenges and do the HARD thing

People need something that is worth suffering for. The goal justifies the way.

This is especially true for men, with their masculine essence. If we are deprived of our inherent meaning, many drift into trivialities that feign meaning: games, the pursuit of sex, or classics like parties & drugs.

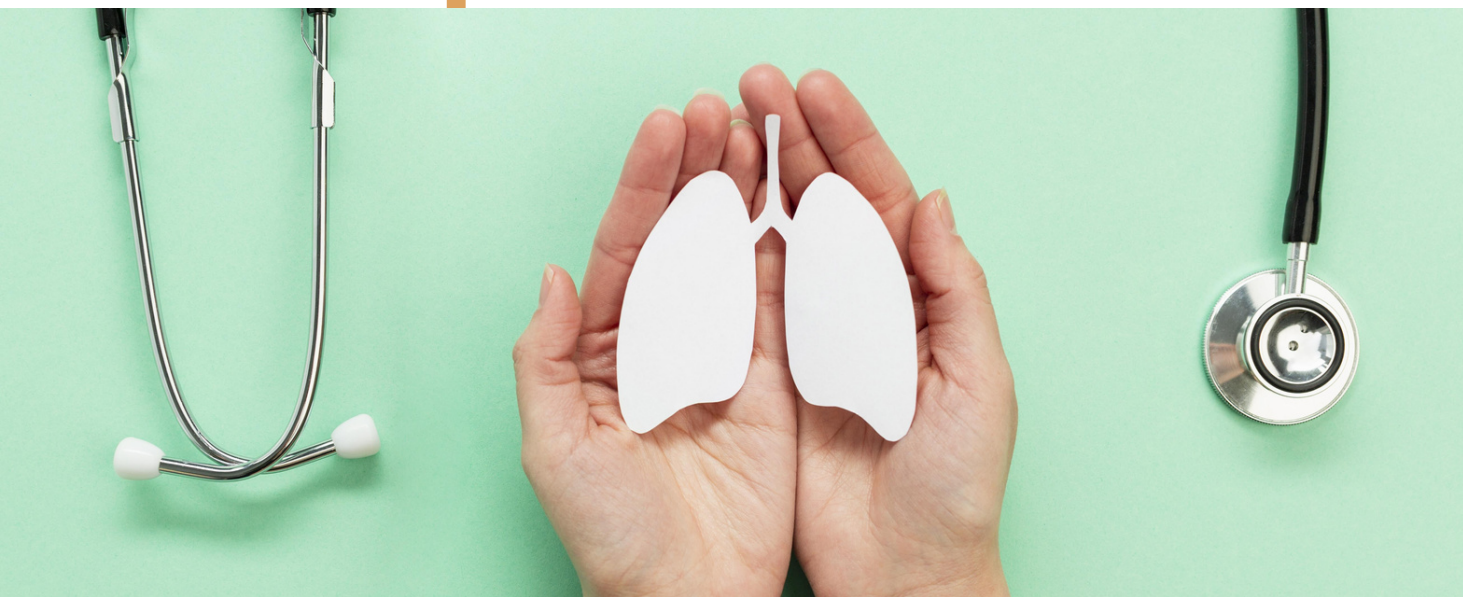
To put it in a nutshell: qualitative dopamine is replaced by the ever-present, short-lived dopamine of our society.

Therefore, look for a goal. The goal where your inner self calls you to. I firmly believe that the soul of everyone points you in the right direction - if you only listen and have the courage to act accordingly.

So what is it that you are being called to?



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Breathing is a huge problem nowadays. It is caused by lack of chewing impulse in childhood, indoor air filled with particles, as well as wrong tongue posture.

The result is people who breathe through their mouths by default, have crooked teeth, too small jaws and weak chewing muscles.

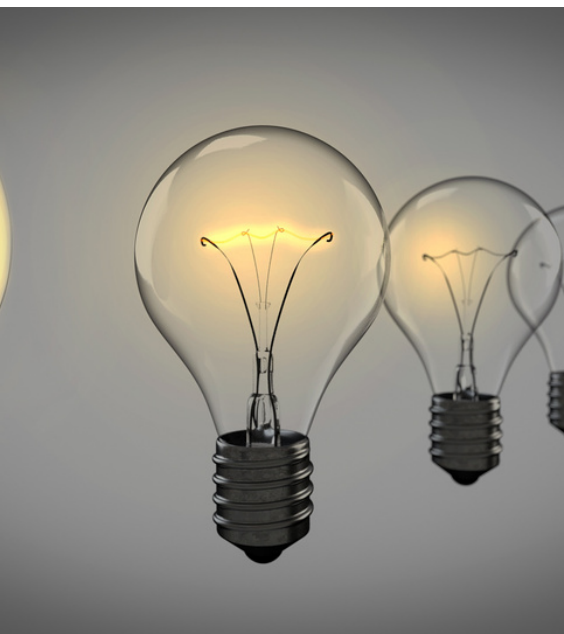
The solution is to chew more. Also, the tongue must be strengthened to find its resting position, at the palate.

In addition, breathing must be corrected. People should breathe **EXCLUSIVELY** through the nose. This needs training.

A great way to start is to tape your mouth shut while sleeping, forcing nasal breathing at night. Also, 10-15 minutes of breathing training per day will help your body get used to the increased blood gas levels of CO<sub>2</sub>/O<sub>2</sub>. Mewing, tongue training, is also a great tool!

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# Earthing



What is meant by this is being in contact of one's naked skin with the electrical charge of the earth's sphere.

When we touch the earth with our skin, electrons can flow from the earth into our body. In addition, all quantum effects take place.

To do this, imagine electrons in the body as the currency of metabolism and the earth as a nearly infinite store. In line with quantum health & biophysics, our bodies can conduct electrical charge well and are actually made to do so - cue collagen.

Earth affects many things from blood pressure, to the flow potential of your red blood cells, inflammatory conditions, and the antioxidant system.



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## HOW DO I GET STARTED?



Quite a lot of info for a small eBook, isn't it?

And I already tried to keep it short...

There is much more to say about everything. However, these are the most important things I want to give you!

There is a hierarchy between the pillars: most important are the two fundamental pillars - sleep & light. The two should be your highest priority.

After that comes nutrition & environmental toxin avoidance. Only now would I worry about exercise (so many coaches have this wrong).

The other 4 pillars are the cherry on top. Optimize them when the foundation is in place.



# step-by-step

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graph TD; 1((1)) --- 2((2)); 2 --- 3((3)); 3 --- 4((4)); 4 --- 5((5)); 5 --- 6((6));
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Short & to the point. For more context, take a look at the individual chapters on the respective topics. You'll find the protocols explained in more detail there.

1

Sleep: 7-10h per night, same sleep-wake times in 90% of all nights.

2

Light: Block blue light, prioritize morning & evening light, get ~2h of daylight.

4

Circadian Fasting: last meal at least 3h before bedtime, eat breakfast

3

Nutrition: animal-based, nose-to-tail, seasonal, keto adapt, buy organic

5

Environmental Toxins: Ban plastic, polyester & PET, filter water & air, pasture fed & wild caught.

6

Movement: Optimize daily exercise, at least 2-3x strength training, ~60min cardio per week.

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# next steps

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Lasting change takes place slowly, no one turns his life upside down in a week. Getting rid of old burdens requires constant work.

1

Implement the tips. Work through them step by step and make lasting changes.

2

Feel free to follow us on Instagram. You are not alone on your journey!

3

Always reach out if you want some advice - best on Instagram or via Mail. We're there to help!

4

Health should come weightlessly. Once everything is in place, it will be easy! :)



# Thanks!



I hope this little insight into my health coaching & the world of holistic-evolutionary health has helped you!

Of course, that's not all. The 4-pillars are a concept, which should help everyone to live better. For more on the rest, check out my coaching, social media, blog, or my other free guides.

If you have any questions, feel free to write me, the best way to reach me is on Instagram.



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