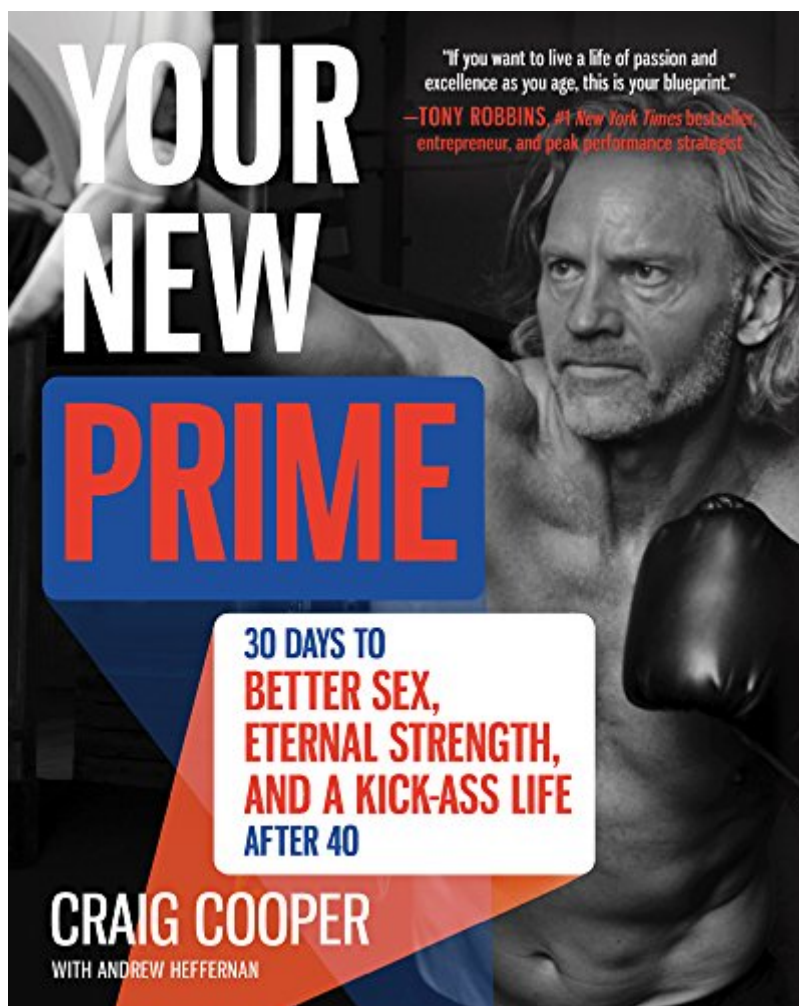


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# Your New Prime: 30 Days To Better Sex, Eternal Strength, And A Kick Ass Life After 40



## 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

This was a fantastic, extremely well-written book. It's not just for men over 40. I highly recommend it for any reader, especially younger men - the earlier you start with this kind of lifestyle, the better (I just bought another copy for my boyfriend who's turning 30 in January). I also think every woman would benefit from reading this book - it gives so much insight not just into male nutrition, but also a little male psychology. If you have a boyfriend or husband it will help you understand things from their perspective, as well as how to support them with diet and lifestyle changes that will be beneficial for both of you. As a Nutritional Therapist, I read this book expecting to know everything, but Craig provided some new information and perspectives; I especially loved what he has to say about toxic personal care products - this is an issue that gets little attention, but is extremely important when it comes to long-term hormonal health for both men and women. A great gift for any man (or woman)!

Craig Cooper's book is terrific. As a 57 year old who has taken an active approach to maintaining my physical health and well being as I have aged, I'm excited to see this sort of book both for its contents as much as it is a call to action for men over 40. The content is very well researched and communicated in a way that is both easy to understand; a careful balance of science and everyday advice. From his diet, to exercise to supplements, he gets it right. As a founding partner of Ageist, I say this as somewhat of an expert on the field of health, fitness and well being of guys over 40. Why treat age decline as an inevitable grim reality when with a few changes and a bit of work, you can be functioning and feeling as if you were in your early thirties? If you read anything about what older athletes such as Laird Hamilton do to stay in the shape they are, they are doing what Craig is talking about. The genius of Craig's book, is that he has put it all together one book. Craig contributed a number of new tweaks to my personal regime, especially the mobility exercises, which is an area I had been weak in. We all forget to practice some parts of what we need to do to stay in front of aging, and it is great to have a comprehensive program played out here.

When I first heard about this book I was thinking just another "health" book. This is so much more, and in a format I wish other authors of this type of book would use; great summaries of action steps at the end of each chapter. The chapters are long enough, but don't take you down the deep dive that the Author took to pull the information together.

I'm a 40ish doctor and a big fan of this book, recommending it to friends that are facing the choice to slide painfully into decrepitude and death through bad habits or to rage joyfully against the dying of the light and take their health into their own hands intelligently. It incorporates a lot of good stuff you'll see elsewhere, but condenses it into a no BS version that makes sense. Read this. follow as much as you can, and you will live well and longer.

Your New Prime is a practical guide to being the best man you can possibly be, in years previously considered to be beyond male prime years. Having personally experienced, much to my shock and surprise, a decline in physical performance, and the self doubt that seems to hit after 50, I found the book to be both inspirational and practical. Its not easy to accept that you might not be as fast or strong as in your 20s and 30s, but what this book makes clear is that with a different approach and focus a full and fulfilling life is within the grasp of any man, no matter what age. Craig Cooper clearly lives the advice he gives, and demonstrates that knowledge, discipline, and proper focus and technique deliver results that will improve your life. Highly recommended! Bring on 100!

I've followed Craig's work for many years. I had always known him to be both incredibly well informed and deeply passionate about his health and fitness. But nothing prepared me for the depth of research and understanding, accessibility and straight up positive usefulness of this book. In Your New Prime, Craig shows that his commitment to a strong healthy and fulfilling life is way more than just the sincere and useful stuff that I was expecting. It's deeply researched, beyond heartfelt, immediately actionable, and is one of the most inspiring things I've read for a long time. Craig has created a guide for people who live real lives. Not just the already uber-healthy. And this book works for those of us who live a life that we hope combines a viable and sustainable mix of those of some of his friends and mentors. A little Tony Robbins, some Laird Hamilton and even a sprinkling of Keith Richards (although that last one may just be me!). Very nicely done Craig. You should definitely read it. And try to live by it.

I read this book while on a plane and had a hard time putting it down when I had to get off. Craig's

writing style is so upbeat, nonjudgmental and full of energy that it keeps you turning the pages wanting to know more. Turning 50 this year and feeling like I am still in the prime of my life, this book not only reaffirms a lot of what I already was exposed to but also goes into a lot of stuff I never knew about but after reading about it know it is something that will help me lead a better life now that I am getting older. This book is a must for men that want to maintain their health and vitality as they age.

A unique and practical perspective on self-improvement from a respected individual in the US new media industry. This book opens up ideas in health and happiness for its readers and Cooper invites them to use this book as a resource, rather than reading it cover-to-cover. Readers can expect this kind of understanding and pre-emptive advice from Craig Cooper, who is a real leader in adult education. This book (as well as being a pleasure to read) is a very exciting and important new text in the health and wellness space.

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