

OVERVIEW

The Mismatch Method is a science-based health improvement program. Using the concept of **Evolutionary Health** as a connecting framework, the program is the first systemized approach to lifestyle intervention focused on proper nutrition, physical activity, and stress management. It is supported by a multimedia platform of workbooks, online classes, guided videos, and meal plans with 80 easy and quick recipes.

The program is designed to improve health by addressing the serious physiological and mental effects of persistent stress, poor diet, and physical inactivity, with the goal of reversing insulin resistance and metabolic hormonal dysfunction which, in turn, can broadly improve bodily system functioning.

The Mismatch Method is supported by over 100 peer-reviewed and frequently cited research papers and seeks to reduce stubborn weight gain, Class 1 and 2 obesity, and moderate hypertension, as well as to make improvements in lipid profiles, arteriosclerosis, cardiovascular and pulmonary health, menopausal symptoms, chronic inflammation, muscle mass, and some types of depression and anxiety.

The program can also help prevent the development of serious diseases linked to hormonal dysfunction and chronic inflammation such as type 2 diabetes, cancer, cardiovascular disease, pulmonary disease, autoimmune disease, cancer, Alzheimer's disease, and other mental illnesses and disorders.

EVOLUTIONARY HEALTH

Our species, Homo Sapiens, has existed for more than 100,000 years. The human mind and body evolved to thrive in the world as it existed thousands and thousands of years ago. Our ancestors were hunter-gatherers who lived in small tribes and walked miles daily foraging for available foods of plants, meat, and fish. Through thousands of generations of mutation, genetic drift, and natural selection, ancient human minds and bodies became interdependent with the world in which they lived. The natural foods they consumed and the daily activity level they routinely performed were required for their bodily systems to function optimally.

However, in the 21st century, humans are exposed to harmful levels of stress, toxic artificial foods, and inactive sedentary lifestyles. As a result of these evolutionary mismatches, the bodily systems of most modern humans are dysfunctional, resulting in an increase in debilitating ailments and diagnosed chronic diseases.

1. Human Stress 50,000 years ago vs the 21st century

Early humans experienced the stressors associated with survival (e.g. predators, natural disasters), which resulted in occasional activation of their sympathetic nervous systems (i.e. fight-or-flight response). However, in the 21st century, new types of stressors generated by our modern human culture continuously over-activate

the sympathetic nervous systems of humans. This results in persistent flooding of the body with epinephrine and cortisol resulting in hormonal dysfunction and body inflammation throughout the body which, over time, can develop into serious illness & disease, increased morbidity, and premature mortality.

2. Human Diet 50,000 years ago vs the 21st century

While the exact foods eaten by prehistoric humans are unknown, fossil, chemical, and genetic archaeological evidence suggests that their diet primarily consisted of fresh plant life filled with nutrients and antioxidants, fresh meat and fish containing essential proteins and healthy fats, and an abundance of water for hydration. Today, however, most humans consume diets primarily composed of artificial foods made from sugars, oils, and chemicals that are toxic to metabolic processing and do not contain the nutrients and antioxidants required for optimal functioning of our bodily systems. A diet of artificial foods can also lead to hormonal dysfunction and body inflammation that typically develops into life-threatening chronic diseases. Additionally, a majority of modern humans neglect proper hydration, accelerating inflammatory damage to their bodies.

3. Human Physical Activity 50,000 years ago vs the 21st century

Our ancient ancestors were tribal nomads who walked up to 10 miles in a day seeking food, water, and shelter. Their bodies evolved over thousands of generations to require this level of physical activity for the proper functioning of their bodily systems. But today, technology enables humans to live sedentary lives—driving cars, sitting at desks, and streaming media. As a result, most people perform a fraction of the physical activity their evolutionary design requires. This also results in hormonal dysfunction and body inflammation which can develop into one or more chronic diseases and eventually result in premature death.

Evolutionary Mismatch

Most people are completely unaware that the human body has a genetic design not adapted to the 21st century. Our bodily systems and functions are unable to process the persistent stress, artificial foods, and sedentary lifestyles of the modern world. Anthropologists call this phenomenon evolutionary mismatch, and the hormonal dysfunction and chronic inflammation it creates in our bodies leads to debilitating ailments. These include weight gain, chronic fatigue, digestive issues, body aches, brain fog, insomnia--even some types of depression and anxiety. Over time, the hormonal dysfunction and inflammation resulting from our evolutionary mismatch can cause or contribute to the development of heart disease, autoimmune disease, diabetes, obesity, cancer, and mental illnesses and disorders.

THE MISMATCH METHOD

The Mismatch Method can improve your patient's health by providing them with the knowledge and tools to resolve the three core drivers of poor health caused by our evolutionary mismatch. It is a complete system, built upon the most scientifically researched, accepted, and agreed-upon activities and practices to address

persistent stress, poor diet, and sedentary lifestyles, all presented in a framework of evolutionary health that is easy to understand, logical, and relatable.

A. Stress Control

The Mismatch Method includes a patented Stress Control System® that uses active relaxation techniques scientifically proven to physically alter structures and functioning in the brain to become more resistant and resilient to daily psychosocial stressors. The program's guided videos illustrate how to perform three active relaxation activities which take just 15 – 30 mins daily to help downregulate the sympathetic nervous system.

Brain Training #1 – Stretch

Combines somatic movement, gentle yoga poses, and a variety of breathing techniques (10 – 20 mins daily).

Brain Training #2 – Focus

Combines practices from a mix of meditative traditions with various breathing techniques (5 – 10 mins daily).

Brain Training #3 – Reflect

A twice daily prompted gratitude practice combined with simple diaphragmatic breathing (5 – 10 mins daily).

B. Ancestral Diet

The Mismatch Method nutrition plan includes quick, easy, 15-minute recipes using nutrient-rich foods similar to those eaten by early humans—foods that nourish instead of damaging the body. It emphasizes regular meals comprising lean essential proteins, healthy polyunsaturated fats, and plant-based carbohydrates rich in nutrients and antioxidants, steering clear of processed foods (containing added sugars and omega-6 oils) and artificial additives (containing chemicals and preservatives). Easy-to-follow meal logs recommend types and amounts of healthy foods that can be combined to create thousands of delicious and nutritious meals.

C. Aerobic Exercise

Daily physical exercise helps raise activity levels to one that more resembles the daily movement of our distant ancestors. The goal is to complete 30 consistent minutes of moderate aerobic activity each day. All that is required is walking for 30 minutes daily. While many patients may need to build up to 30 minutes, research indicates this level of activity can be reached within a few weeks. This simple exercise can be broken up into shorter sessions to accommodate busy schedules—the health benefits will be the same. While walking is recommended, other aerobic activities that provide the same health benefits.

CONCLUSION

The Mismatch Method offers a holistic approach to health improvement, addressing the evolutionary mismatches inherent in modern lifestyles through a systemized and guided intervention. By empowering individuals to make informed choices regarding diet, exercise, and stress control, the program seeks to optimize health outcomes and mitigate the burden of chronic diseases.