

"This is a book about breaking the rules that are breaking us."

— Pilar Gerasimo

ABOUT THE BOOK

What kind of society makes being healthy and happy so difficult that only a single-digit percentage of the population can hope to pull it off?

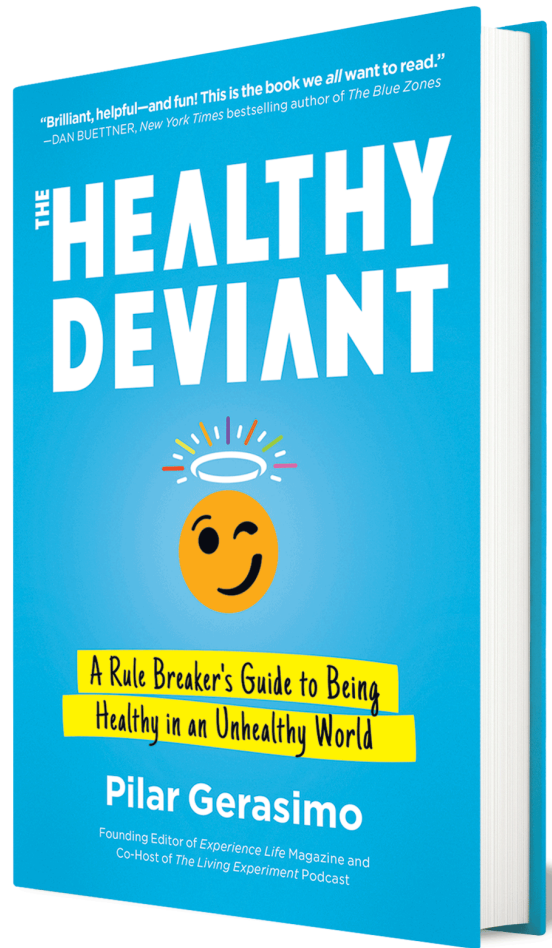
The answer: *A sick society.*

And within a sick society—one where illness, anxiety, and depression are the prevailing norms—what does it mean to be one of the few people to buck those unhealthy odds? It means bucking a lot of your society's norms and rejecting a lot of its conventional health prescriptions.

It also means acknowledging a disturbing truth: *If you aren't breaking the rules, you're probably breaking yourself.*

That's the simple, provocative philosophy behind *The Healthy Deviant*, a seasoned health journalist's quest to reframe healthy choices as a positive form of social rebellion. Combining infographics and statistics with insights from sociology, psychology, evolutionary biology, and neurochemistry, this category-defying book rejects the idea that diet and exercise alone can save us—or are even the best places to start.

Part manifesto, part whispered wake-up call, *The Healthy Deviant* is a modern-day survival guide for being a healthy person in an unhealthy world. Starting now.



ABOUT THE AUTHOR

Pilar Gerasimo is the founding editor of *Experience Life*, an award-winning national print magazine that reaches more than three million people nationwide. She is also co-host (with Whole30 cofounder Dallas Hartwig) of the top-rated podcast, *The Living Experiment*. Pilar has served as top health editor for *The Huffington Post* and Chief Creative Officer for the Institute for Integrative Nutrition. She teaches at leading retreat centers like Kripalu, 1440 Multiversity, and Rancho La Puerta, and is a popular keynote speaker at universities, conferences, and health symposiums. She has appeared as an expert guest on Dr. Oz on Oprah & Friends Radio, CBS, NBC, and ABC television affiliates, and on Mayo Clinic TV. Pilar lives on an organic family farm in Wisconsin. Learn more at PilarGerasimo.com and HealthyDeviant.com.



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#HealthyDeviant

A CONVERSATION WITH PILAR

Q: Who are you talking to in this book?

I'm talking to a growing, cross-generational group of health seekers like me—people who have had enough of unrealistic, perfect-body ideals and are questioning the outdated advice to just “eat less and exercise more,” or to swallow a new pill for every ill. Really, this is a book for anyone who has found conventional health-improvement programs lacking, and who is ready to approach their health in a deeper, more thoughtful and rewarding way.

Q: Can a person interested in Healthy Deviance combine your approach with a program like Weight Watchers, Noom, or Whole30?

Sure, because Healthy Deviance is first and foremost an experimental state of mind—one where you are guided to notice what does and doesn't work for *you*. The book's 14-Day Healthy Deviant Adventure program is designed to support whatever health interventions you decide to undertake. I suggest reading the book *before* diving into any new diet or workout program, though. Why? Because the “fix me” mindsets involved with a lot of those programs are a big part of what keeps too many of us stuck.

Q: You write that for most of us, trying to be healthy and happy is like playing a game that has been rigged from the start. What do you mean?

We live in a society where superficial images of health are heavily promoted, but where most of the easy, automatic, affordable choices are health-sapping. By the time most of us have finished grade school, we've been deeply influenced by unhealthy norms, attitudes, beliefs, and behavioral defaults that set us up for chronic illness and anxiety. Then we're offered a lot of counterproductive, quick-fix solutions to our problems, many of which are impossible to maintain in the context of our daily lives. Meanwhile, what we're typically *not* taught are the most basic skills for safeguarding our vitality and resilience in the face of the real-life obstacles. The more we buy into conventional solutions that don't work, the more disempowered we become. Happily, it is possible to slip that trap. It just requires some non-compliant strategies and perspectives.

Q: You illustrated this book yourself. Why?

Including images was important to me because pictures help translate and anchor ideas in ways words sometimes can't. I wanted my figures to be “everyperson” stick figures, though, and I wanted the charts and graphs to be so simple that even a child could understand them. So I wound up drawing them myself. I'd never done that before, and it turned out to be a lot of fun!

About The Book

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That's the simple, provocative philosophy behind *The Healthy Deviant*, one seasoned health journalist's quest to reframe healthy choices as a positive form of social rebellion.

Rejecting the notion that health improvement is all about diet and exercise, *The Healthy Deviant* reframes the act of being healthy in an unhealthy world as a creative, heroic, and profoundly exciting act of social rebellion.

It demonstrates how we can leave tired, counterproductive health-improvement models behind, and instead carve out more direct and rewarding paths toward our own ideals of resilience and vitality. Starting now.

“Pilar has changed my life (no joke) and she's about to change yours with this book. Read it. You can thank me later.”

— CARL RICHARDS, *NY Times* “Sketch Guy” columnist and author of *The Behavior Gap*



TITLE/AUTHOR

The Healthy Deviant: A Rule Breaker's Guide to Being Healthy in an Unhealthy World
by Pilar Gerasimo

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A book about breaking the rules that are breaking us.

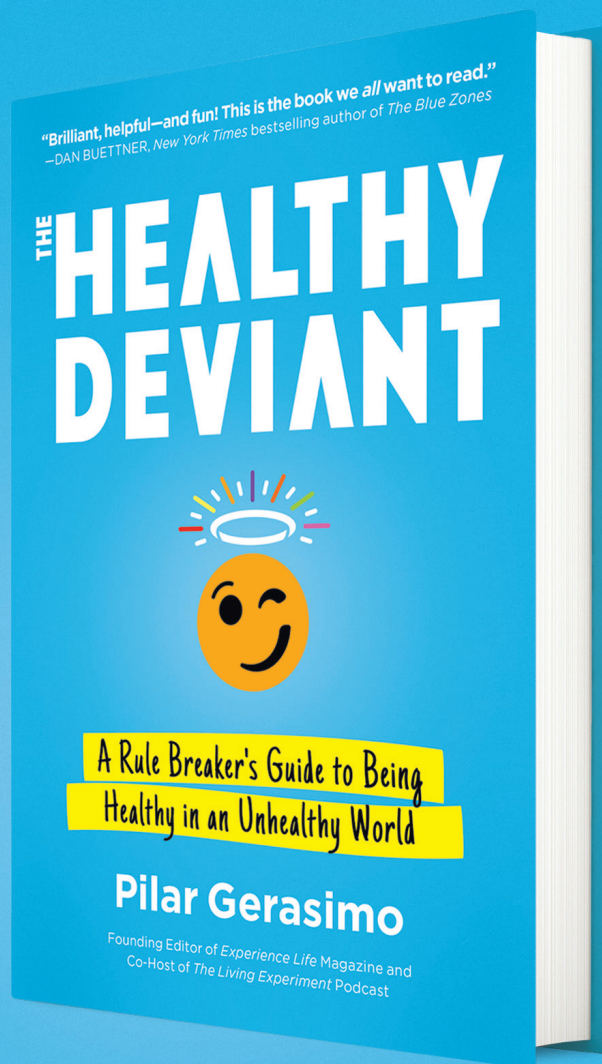
“Pilar’s work is life-changing, world-changing. *The Healthy Deviant* is going to make a huge difference for a whole lot of people.”

— MARK HYMAN, MD,
Director of Cleveland Clinic
Center for Functional
Medicine and 11x *NY Times*
best-selling author



“In a world where following the norms makes us sick, sad, and exhausted, the principle of Healthy Deviance is a powerful, beautiful game-changer.”

— DALLAS HARTWIG,
NY Times best-selling
author of *The Whole30* and
It Starts With Food.



“Magical, wise, important, dead on, vital, disruptive — those are the words I’d use to describe Pilar and her Healthy Deviant work.”

— GENEEN ROTH,
#1 *NY Times* best-selling
author of *Women,
Food and God*



“Pilar is a wellness trailblazer. She is not afraid to ask the tough questions or share the brightest solutions. I’m proud to call her a friend and a sister revolutionary.”

— KRIS CARR,
#1 *NY Times* best-selling
author of
Crazy Sexy Diet

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