



A Shining Example

Matt Monarch is remarkably healthy; he has vibrant energy, takes no medication and has not been ill in almost a decade. Matt eats 100% raw vegan food – uncooked, unprocessed, straight from nature - mainly raw vegetables, fruits, nuts, seeds and seaweeds. Matt has been eating this way consistently since 1999 and enjoys extraordinary good health, bountiful energy, clarity of mind and a deepened connection to nature. Born and raised in California, Matt is one of the main modern-day proponents of raw food lifestyles, though he certainly didn't grow up eating this way. He has released two well-loved books on eating raw and also lectures regularly worldwide, spreading this simple, healing message.

Prior to 'going raw', Matt worked in a demanding corporate environment and ate a standard American bachelor's diet, including cooked meats, dairy, bread, greasy foods and candy. Despite this, when he went 100% raw at the age of 24, his overall health was good - other than a few pimples, he was in great shape. Matt did not go raw therefore to relieve any major health issues - he simply received and whole-heartedly embraced the raw lifestyle as something that made complete sense to him. He was particularly attracted to the fact that this lifestyle offered increased longevity and freedom from degenerative disease.

Matt dove head-first into a 100% raw vegan lifestyle after reading Dr Norman Walker's classic raw food book 'Become Younger'. His initial detox and weight loss concerned family and friends, but he was fascinated with this new way of living and persisted. Matt's interest led him to thoroughly research the many different ideologies in the raw movement and delve into his own experiments. He was most impressed by the work of raw food pioneer and 50-year nutritionist Dr Fred Bisci, PhD. Matt and Fred went on to forge a strong friendship and co-created www.TheRawFoodWorld.com as a resource centre of tools to help people live free from degenerative disease. They are dedicated to sourcing and providing the best products available. www.LivingNutritionals.com was also created as a separate venture by Matt to reach out to those beyond the raw community who are interested in nutrition but are not necessarily motivated to go raw at this stage.

After five years of eating a 100% raw food diet, Matt was inspired to write a book called 'Raw Spirit'. He wanted to reflect in particular on some of the dramatic physical challenges he experienced from going raw (e.g. much softer skin, increased energy, digestive mishaps, etc), along with the amazing shifts he experienced on the spiritual level. Matt went from being the President of the



biggest drinking/partying fraternity at his college to being a man who now meditates daily and understands much more clearly the subtle intricacies of his interactions with the Universe. He really feels he is 'on his true path' in life now and his dedication to this path inspires countless thousands.

Matt's first book 'Raw Spirit' is one of the best-selling raw books available: people appreciate his honest approach and his willingness to discuss aspects of transformation that often go unmentioned. Two years later, Matt wrote his second book, 'Raw Success', which he considers to be like his "Bible" for the Raw Lifestyle. The simple, yet ground-breaking concepts shared in this book truly have the potential to shift how modern medicine is practiced today.

Matt is committed to the raw lifestyle and passionate about spreading this message of health. He emphasises that it is not necessary for anyone to be 100% raw to be healthy – the main key is to avoid processed, highly unnatural foods. He loves sharing his enthusiasm and simple, sustainable approach to healthier living with both his readers and live audiences. He feels very blessed to be able to help people reverse diseases and embrace more vibrant lives.

For more information, see Matt's main site – www.RawSuccess.org or contact matt@rawsuccess.org.