# THE LIVING PROOF CHALLENGE

Building evidence-based lifestyle habits to optimise longevity.

1.2–1.6
grams of protein

Plant Fats

≥ 30
unique plants per week

12
hour eating window

3 servings of fermented foods

≥ 8000
steps

150
minutes of cardio

16
minutes of high intensity cardio per week

2
resistance training workouts per week

8
hours of sleep

10
minutes of morning light

15
minutes of something joyful

Give
be of service to someone

**SIMON HILL, MSC, BSC.** Nutritionist, Physiotherapist, Author, and Host of The Proof® Podcast.

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The information contained in this program is for educational and informative purposes and should not be misconstrued as individual medical advice. Any statements made on these platforms are not intended to diagnose, cure, treat or prevent any disease or illness. You should always consult your doctor or other healthcare professionals before starting this or any health or fitness program to make sure it is appropriate for your unique needs. This is especially important if you have an existing medical condition and are under the care of a physician. When in doubt, please consult with your doctor.

# ACKNOWLEDGMENTS

A project like this only happens as the result of the generous efforts of a community of like minded people. I'm grateful to have one of the best teams there is.

To all the guest experts who have shown up for podcast interviews and tolerated my many hours of questions, thank you. You've shared your knowledge, insight, and expertise so generously and I know I'm not the only one who is smarter for it.

Drew Harrisberg, thank you for the hours of banter, inspiration and camaraderie. You're my copilot and flying wouldn't be half as enjoyable without you.

Amy Bach is our content coordinator and if not for her, nothing would come together. She's the behind-the-scenes wizard that keeps me on track and everything in motion.

Lizzy Swick, MS, RD, and her team member Rebecca Stiles, provided assistance with the copy and nutrition research. Her energy, and passion for nutrition science made collaborating on this project joyful.

Heartfelt thanks to Chloe Gordon, our design guru. She blends creativity and an eye for detail to turn all the complex ideas in my head into incredible visuals. Her knack for bringing science to life strengthens my ability to educate.

Rich Roll, for pushing me to tie all of this information together into an accessible package, and sharing it with his community.

Saving the best for last, thank you to *The Proof* community and all the listeners of *The Proof Podcast*. You guys are the reason I do what I do, and I hope this resource repays you in some small way for all the support you give me to show up more inspired each and every day.

Let's live better for longer, together.

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# THE LIVING PROOF 12-WEEK CHALLENGE PARTNERS

This challenge is brought to you by the kind support of our partners.

Get to know more about them and their offerings here:

38TERA

I·M·8®

Function

Momentous®

EIGHT SLEEP

DEXAFIT

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# CHOOSE YOUR OWN PACE

## 2 pacing options, your pick.

Stick to the original 12-week format with lifestyle habits progressing in intensity each week, or spread the journey across 12 months for a more gradual transformation. Both options are equally powerful-you'll still see life-changing results as long as you stay consistent. On the day of registration, you'll select your desired pace, and we'll provide tailored email coaching to guide you based on your chosen timeline.

### 12-Week Option:

Follow the plan as originally designed, measuring your "10 truths" at baseline and again at the 12-week mark.

### 12-Month Option:

Take your time! Focus on the Week 1 plan for the entire first month, the Week 2 plan in Month 2, and so on. Measure your 10 truths at baseline and at 12 months.

## CONSISTENCY OVER PERFECTION

Whether you choose 12 weeks or 12 months, the key to success is being consistent, not perfect. We know life happens, and perfection isn't realistic-or necessary. What matters is showing up, being committed, and giving your best effort. Consistently imperfect progress will lead to incredible results.

This is your journey. Choose the pace that feels right for you.

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# INTRODUCTION

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# ABOUT

Simon Hill, a physiotherapist and nutrition scientist, is dedicated to simplifying health and nutrition information. He began his career interested in the physiology and anatomy related to optimal athletic performance. Then, encouraged by his Dad's heart attack, he turned his attention to nutrition's role in preventing disease and optimising health. Concerned about misleading wellness industry trends, he completed a Master of Science in Human Nutrition at Deakin University.

Today, Simon hosts a podcast featuring experts translating research into practical advice. He authored "The Proof is in the Plants", advocating for a plant-rich diet based on current nutrition research.

On it's debut week *The Proof is in the Plants* was the #1 non-fiction book in Australia. He continues to deepen his understanding of human health by being actively involved in research investigating the links between nutrition and mental health.

His podcast, *The Proof*, a space where he sits down with domain-specific experts, has surpassed 40 million listens, exploring various lifestyle factors impacting well-being. Simon now conducts immersive longevity experiences, aiming to empower people to live better for longer.

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# A NOTE FROM ME

## HI FRIENDS,

Humans are living longer than ever before. Yet, the majority of us are overweight, undernourished, sedentary, and experience more years of chronic illness as they age. In fact less than 7% of American adults are considered to be metabolically healthy. We may be living more years, but those years often contain more suffering.

There's a better way.

The Living Proof 12-Week Program is a science-based, habit-building challenge designed to optimise your physical and mental well-being, reduce your risk of chronic disease and help you live longer. It's our way of challenging you (and ourselves!) to make progress toward the goal of not only living longer but living better.

Here's how. Using the wealth of scientific information at our fingertips, we can gauge our risk of developing disease and living a shortened life. By measuring certain predictors, also called biomarkers, we can get a clear picture of our current health status and the trajectory our health is heading in the future.

These objective biomarkers allow us to design specific science-based protocols to reverse-engineer our health. That's what I've done with this 12-week challenge. Over these 12 weeks, you'll engage in science-based lifestyle habits to shift your personal predictors of poor health in a more favourable direction so you can enjoy more years of quality life.

Now, you may have seen or even participated in health challenges before. But here's why this challenge, and our approach to longevity, is unique - we're not impressed by speculation.

Instead we focus on concrete predictors that actually matter, that are easy to measure, and can be positively influenced with science-based protocols. With this approach our time is efficiently well-spent resulting in the strong likelihood of positive health outcomes at the end of the 12-weeks. Less speculation, more science.

Think of it like this: creating habits for optimal health is like throwing darts at a dartboard trying to hit the bullseye of longevity. Yet, most current online health programs are essentially asking you to throw darts with the lights off. Without guidance from clear, objective measures of health and longevity, and science-based protocols to influence those measures, your chances of hitting the target are slim.

We're using science to turn the lights on. Using validated predictors of longevity and accurate testing protocols, we'll gain a clear picture of where your longevity stands. This allows you to focus your time and attention on the science-backed interventions your body needs most. Eye on the target, clear path to your goal.

I know I'm asking a lot of you. However, I also know you're probably fed up with being misinformed online and not getting results you desire. If you're ready to make a real difference in your personal health and longevity, you're in the right place. At the end of the 12 weeks, you'll have physical PROOF that you're on the path to a longer, better life.

Will you join me?

- Simon Hill, Msc, Bsc

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# CHALLENGE OVERVIEW

Welcome! I'm so glad you're here, ready to change your health for the better. Let's get started.

This challenge is based on a TEST-INTERVENE-RETEST model. Here's what that looks like:

### STEP 1 - TEST:

We know the biomarkers that predict physical and emotional health and longevity. I like to call them The 10 Truths. Let's measure them. You'll then use your test results to give you a longevity score.

Calculate here

### STEP 2 - INTERVENE:

Once you have your score, it's time to shift those predictors of health with science - based protocols. Let's do it. Over the 12-week challenge, you'll intervene with lifestyle habits proven to improve your longevity biomarkers.

Ready to register? Jump in now

### STEP 3 - RETEST:

At the end of the 12 weeks, you'll retest the biomarkers and get a new longevity score. Let's see how your health has shifted. My hope is you'll not only feel better but also see the proof in your hard work in a higher longevity score.

Calculate your score

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# THE TEN TRUTHS

I've spent a lot of time combing the literature and having 100s of hours of in-depth conversation with experts on my podcast, *The Proof Podcast*. Taking all this information, together with my colleagues and team, I've come up with a list of biomarkers and functional tests that meet 3 key criteria:

1. Best predictors of long-term health and longevity
2. Are easily measurable
3. Can be improved with specific science-supported lifestyle interventions

I call these markers *The 10 Truths*, and they provide a window into four body systems critical for longevity.

| SYSTEM | WHAT IT INCLUDES | INFLUENCE ON LONGEVITY |
|---|---|---|
| **CARDIOVASCULAR - RESPIRATORY SYSTEM** | Heart, blood, blood vessels, and lungs | Heart disease is the #1 cause of death worldwide. Protecting the heart is one of the top goals for health and longevity. |
| **METABOLIC** | Liver, pancreas, and the broader physiology that mediates the production and storage of energy | Maintaining optimal mitochondrial function and reducing fat storage around the organs are vital steps to increase longevity. Healthy metabolic function also reduces the risk of type 2 diabetes, dementia, non-alcoholic fatty liver disease, and certain cancers. |
| **MUSCULOSKELETAL** | Bones, muscles, ligaments, tendons, and cartilage | Maintaining strength and bone density protects against frailty and loss of function as we age and supports the optimal health of every body system. It's essential for quality of metabolic health due to muscles' unique role as a glucose "sink." More muscle mass means greater carbohydrate tolerance. |
| **PSYCHOLOGICAL WELL-BEING** | Emotional health and overall functioning | Finding meaning in life and enjoying quality relationships enhances our well-being and is linked to longer lifespan. Healthy relationships require effort to foster and maintain but the evidence shows it's worth your time - authentic connection is the #1 predictor of happiness and longevity. |

Maximising the function of these four systems is the best science-based way to increase long-term health and longevity. The 10 truths provide a road map to guide our interventions in these systems.

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# THE TEN TRUTHS

Each marker that falls in this range scores 1 point when calculating your longevity score. All 10 must be in the optimal range to score 10/10.

| MARKER | OPTIMAL RANGE | HOW TO MEASURE | WHAT IT TELLS US |
|---|---|---|---|
| **ApoB** | ≤80 mg/dL if low risk for CVD<br>≤60 mg/dL if moderate to high risk for CVD | Blood Test | Risk for atherosclerosis and heart disease |
| **VO2 MAX** | Follow this link for a table with values for different ages/ genders. | Lab/beep | Fitness of the cardiorespiratory system, risk of heart disease and death from all causes |
| **BLOOD PRESSURE** | Systolic 90-120 mmHg<br>Diastolic <80 mmHg | Blood pressure cuff | Risk of heart disease, stroke, and vascular disease |
| **HbA1c** | <5.7% | Blood Test | Risk of diabetes |
| **FASTING BLOOD GLUCOSE** | 72-100 mg/dl | Blood Test | Risk of diabetes |
| **TRIGLYCERIDES** | ≤80 mg/dl | Blood Test | Risk of heart disease and metabolic syndrome |
| **WAIST CIRCUMFERENCE TO HEIGHT RATIO** | <0.5 | Tape measure | Risk of heart disease, type 2 diabetes, hypertension, metabolic syndrome, and all-cause mortality |
| **GRIP STRENGTH** | Follow this link for a table with values for different ages/ genders. | Dynamometer | Predictor of mortality and indicator of muscular fitness |
| **BONE MINERAL DENSITY (BMD)** | T score of ≥1 | DEXA scan | Risk of osteoporosis, fractures, and all-cause mortality |
| **FLOURISHING SCALE** | Score ≥48 | Questionnaire | Measure of happiness and longevity |

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# INTENTIONALITY

Now, before we go any farther, I want to address a few questions I hear a lot, because maybe at this point you're wondering:

"Why do I have to be this intentional?"

"Why can't I just exercise and eat better without worrying about this level of detail?"

"How come people in the Blue Zones don't worry about these things and yet live long, happy lives."

Here's why I think this level of intention and detail matters. The Western environment most of us find ourselves in can be compared to a maze. It's designed for us to fail. The industrialised ecosystem we're currently in tempts us to take wrong turns, and end up in places we didn't expect.

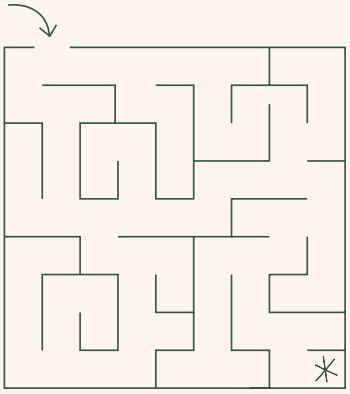
We can easily choose to drive when walking would be a better option. Sometimes our communities aren't even viable for walking due to safety hazards and improper city planning so even with the best of intentions, we find ourselves stuck. Same can be said of our food landscape, sleep, and ability to connect with others from the heart.

The maze of industrial technology is important and even in this challenge we harness it for the good; technology isn't all bad. Yet, without careful intention to guide our health choices, we're essentially wandering through this maze with no clear path out. The best most of us do is hope our haphazard exercise and nutrition habits will, against the odds, magically lead us to the exit. But we can't rely on hope, we need a plan. Otherwise, we are throwing darts in the dark and will end up in the same position as the majority of people.

Contrast this with the Blue Zones, those areas of the world that contain some of the longest living people. It's inspiring to learn that these communities natural way of life is a labyrinth. There's only one way to walk, and that's a clear path to health. The cultures and traditions that form the environment in these parts of the world create ideal conditions for longevity, so less intentionality is required to succeed.

**MAZE**

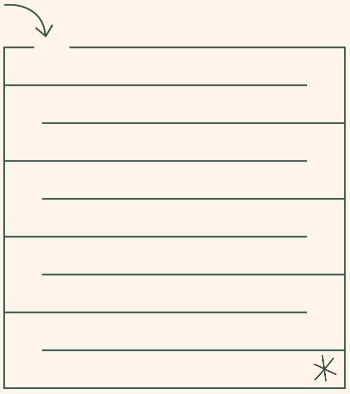
WESTERN COUNTRIES



Designed to get you lost

**LABYRINTH**

BLUE ZONES



Designed for you to effortlessly find your way

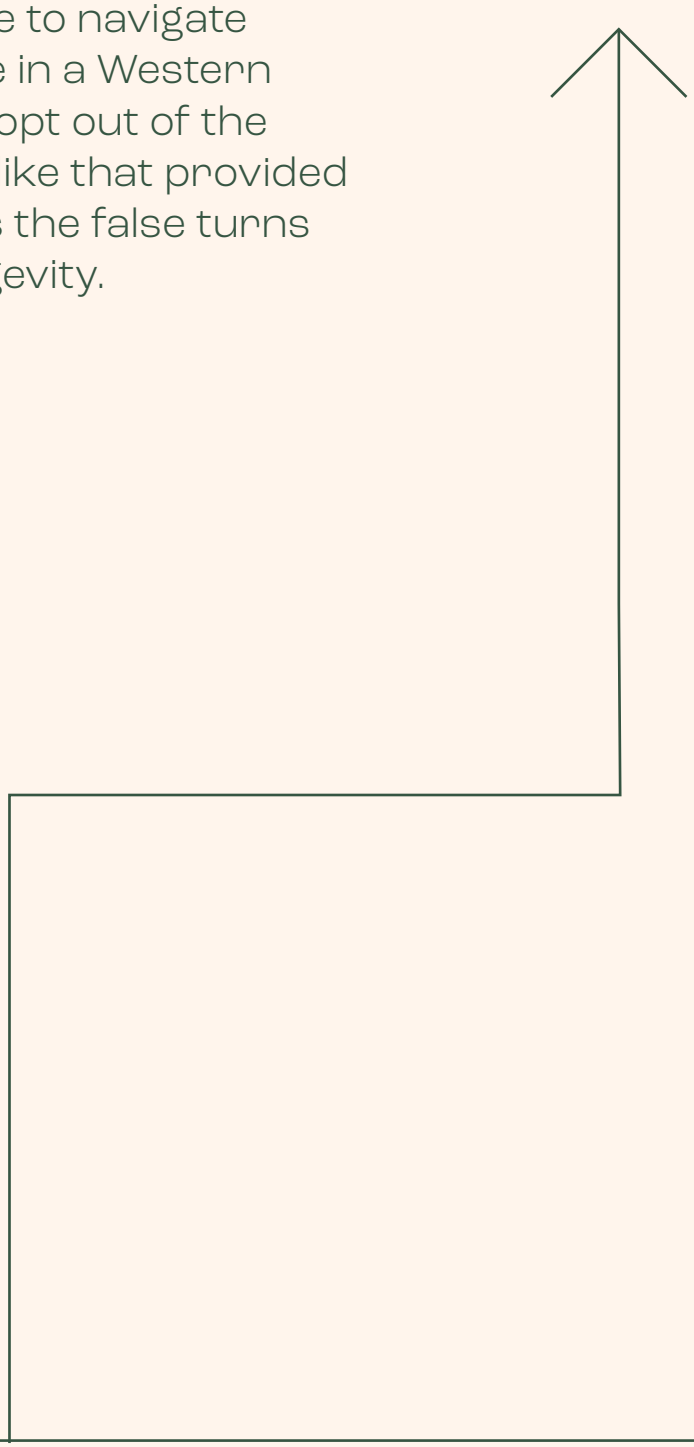
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# INTENTIONALITY

We all want things to be easy but we have to be real about our current situation. It's not going anywhere fast so instead of wasting your time choosing directions at random and having to backtrack or wander about aimlessly, we've done the hard work to guide you through the maze.

The 10 Truths, and the 12 habits you'll learn over the course of these next 12 weeks, provide a science-based path you can take to navigate towards better health. If you live in a Western environment, there's no way to opt out of the maze, but with clear intentions, like that provided in this program, you can bypass the false turns and succeed on the path to longevity.

Let's get started.



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# TESTIMONIALS

2024 was the inaugural year for *The Living Proof Challenge*.

We had thousands of people sign up and go through the challenge, successfully optimising their health and improving upon their longevity score. Here are a few of the reflections we received from our community members:

★★★★★

Simon and team, thanks for the challenge. It was a great opportunity to learn and improve health.

I've created this post for sharing final results.

- **ApoB:** from 70 to 55 mg/dL
- **VO2 max:** from 42 to 51.5 mL/kg/min (estimated with Apple Watch)
- **Blood pressure:** 100 / 60 mmHg (no change)
- **HbA1c:** from 4.9% to 4.8%
- **Fasting glucose:** from 80 to 88 mg/dL
- **Triglycerides:** from 55 to 41 mg/dL
- **Waist circumference:** 76 cm (no change)
- **Grip strength:** from 44 to 50 kg
- **BMD t-score:** from 0.0 to 0.1
- **Flourishing scale:** 53 (no change)

— Rafael

★★★★★

The challenge was an amazing gift!

I used the information and scorecard to optimize my numbers. I was motivated to obtain a first time ApoB score to ensure my cholesterol levels were optimal.

I learned so much valuable information from the challenge and at 62 years of age, I was very pleased with my overall score. I tweaked my exercise plans to improve my VO2 Max and continue to monitor my plant based diet for any nutritional deficiencies. I added creatine to my supplement regimen and have seen overall body recomposition which helped me to meet my goals.

Thank you for this wonderful program that I will use as my benchmarks for years to come!

— Anonymous

★★★★★

I am a 69 Year old female and while my initial longevity score was 5/10, my finishing score is 7.5/10. I am honestly so much more knowledgeable about how to improve my health and body from having participated in this challenge. It was a challenge and I am much better and healthier for having done it. And for bonus compensation my waistline is down 5" and every woman in the world would gladly make that happen.

Thank you and Rich Roll for introducing me to this program during a podcast. I went from completely overwhelmed and intimidated to owning it.

I am forever grateful to you and Rich Roll.

— Anonymous

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# PART ONE: TEST

## MEASURE WHAT MATTERS AND GET YOUR LIVING PROOF LONGEVITY SCORE

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# TEST

We know you're excited to jump into the 12-week program, but first, there's some prep work to be done. Remember, we're not throwing darts in the dark over here. First we need to turn the lights on.

Step 1 of this challenge is TEST. Don't guess. What gets measured can be optimised! So, before you make any changes, you need the most accurate data to see where your health and longevity stand right now.

It's true that testing requires some effort on your part, but we truly believe it's worth it. Some of these tests you may be able to get through your primary physician if they're aligned; however, not every doctor tests markers such as ApoB and grip strength, so we'll guide you on the easiest ways to access these tests on your own because it's imperative you know where you stand here.

Using The 10 Truths as our guide, you'll undergo 7 tests to give you the raw data that forms the basis of your longevity score.

Please note: We highly recommend sharing your test results with your doctor. While we encourage a lifestyle approach to health and longevity, there is a place for medical management of biomarkers when warranted. When in doubt, talk to your doctor. Especially if you have a chronic disease and/or are taking prescription medications.

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| TEST | WHAT IT MEASURES | HOW TO TEST | TIPS FOR TESTING |
|---|---|---|---|
| **BLOOD TEST** | • ApoB<br>• Triglycerides<br>• HbA1c<br>• Fasting blood glucose<br>• Lp(a)* | • Contact your primary care doctor to see if they can order these specific blood tests. If you're based in the USA, you can use Function Health as a convenient way to measure these important biomarkers and more.<br>• Function Health helps you take charge of your health with advanced blood testing and personalised insights, giving you the tools to live better for longer. With two lab visits a year and access to over 100 biomarkers, it's a simple way to track key health markers like cholesterol, glucose, and vitamin D. Own your health for $365 a year. That's a dollar a day. Learn more and join using my link. Visit functionhealth.com/simonhill and use gift code SIMON25 for a $25 credit toward your membership. | You must be fasting prior to your blood test to get accurate results. A general rule is no food or drink for 8–12 hours. Try to eat your normal dietary pattern prior to the test. |
| **LAB OR BEEP TEST** | VO2 Max | • Visit the DexaFit website to learn about unique package offerings and special prices for DEXA scans and VO2 Max testing. Tests can be redeemed at any DexaFit location nationwide. Visit a testing location near you to get specific details on pricing opportunities.<br>• Use code LIVINGPROOF for up to 40% off<br>• Or conduct your own beep test using the instructions in the PDF. | |
| **BLOOD PRESSURE READING** | Blood pressure | • Visit your primary care doctor and ask them for a blood pressure reading.<br>• Purchase an at-home blood pressure cuff. We recommend the Omron wrist cuff as a great option. Potentially better to do at home to avoid "white coat syndrome." | Pause to relax and breathe before taking a blood pressure reading. Allow yourself to settle in. Take your BP several times a day to understand how circadian rhythm impacts your personal readings. |
| **WAIST CIRCUMFERENCE MEASUREMENT** | Waist circumference to height ratio | 1. Using a flexible tape measure, stand and place the tape measure around the waist just above the hip bones.<br>2. Make sure the tape measure is level all the way around.<br>3. Keep the tape measure firm around the waist, but don't compress the skin.<br>4. Take the measurement after a relaxed exhale.<br>5. Divide your waist circumference (in cm) by your height (in cm). | Measure before a meal.<br><br>If you're a menstruating woman, don't measure the days leading up to your cycle, or during the first 3 days of your cycle. |
| **GRIP STRENGTH TESTING** | Grip strength | • Using a dynamometer such as this one from Camry.<br>• Follow this link for instructions. | Don't do grip strength measurements after a workout when your grip will likely be fatigued. |
| **DEXA SCAN** | Bone mineral density (BMD) | • Talk to your primary care doctor to see if they can order this for you.<br>• Or visit the DexaFit website to learn about unique package offerings and special prices for DEXA scans and VO2 Max testing. Tests can be redeemed at any DexaFit location nationwide. Visit a testing location near you to get specific details on pricing opportunities.<br>• Visit dexafit.com/livingproof and use code LIVINGPROOF for up to 40% off | |
| **FLOURISHING SCALE QUESTIONNAIRE** | Psychological well-being | • Print the questionnaire from this link.<br>• Fill it out and follow the directions to calculate your score. | Don't overthink these answers; respond as authentically as you can. |

✳ **Lp(a) is a one-time test that measures a genetically linked marker of heart disease risk. It's a good-to-know number that can tell you if you're at a higher lifetime risk of heart disease. Because it's not something that can be modified with lifestyle changes, it's not one of our 10 truths. However, we do use it to help calculate your longevity score. If your LP(a) is elevated it means we target a lower ApoB level which our calculator factors in when determining your longevity score.*

Although not in the 10 truths it's recommended to complete a hearing and eye exam if you haven't in the past 5 years.

Uncorrected vision and hearing loss have both been found to increase the risk of developing dementia as outlined in episode #337 of *The Proof* with Preventive Neurologist Dr Kellyanne Niotis.

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# Function

*US Only

## Optimise Your Health with Function Health's Comprehensive Testing

Thanks to advancements in modern science, we now have the ability to assess our risk of disease and take action to course-correct long before it develops. **Function Health** makes this possible by offering advanced blood testing, evidence-based insights, and a personalised plan to help you optimise your health so you can live better for longer.

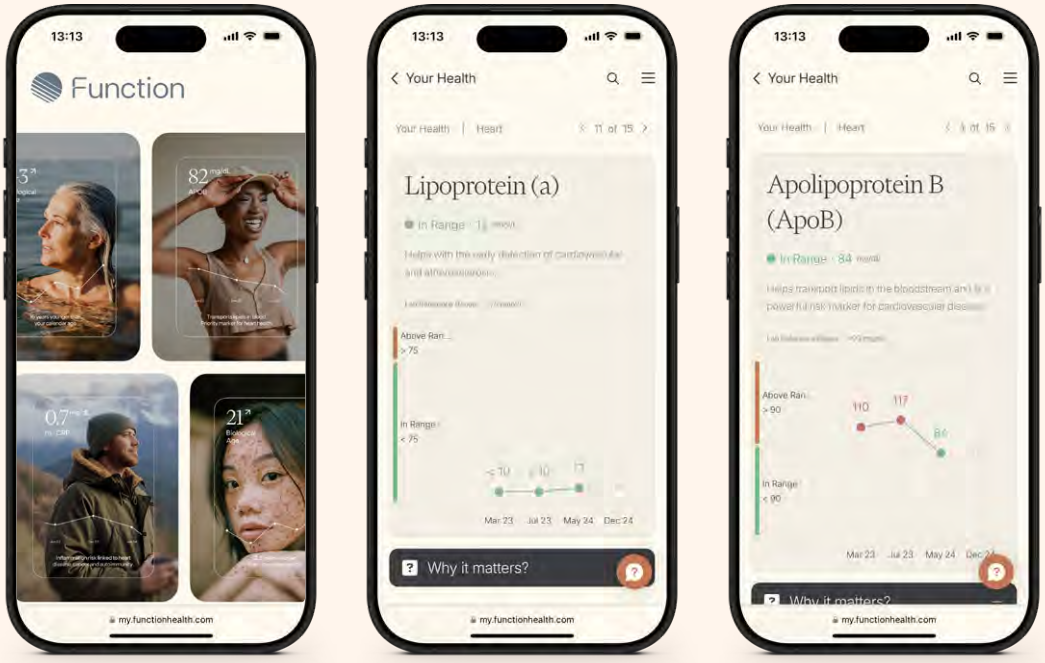
For just $1 a day, you get two lab visits and access to 100+ biomarkers. With a network of over 2,000 labs across the U.S., it provides a practical solution to track key health markers such as cholesterol, blood glucose, and essential nutrients like vitamin D.

The results are simple to access and come with personalised feedback from experienced clinicians that align with the recommendations in *The Living Proof Challenge*. Using **Function Health** is a sensible approach to staying on top of your health, no matter where you're starting from.

Head to functionhealth.com/simonhill and use gift code SIMON25 for a $25 credit toward your membership.

Signing up with **Function Health** conveniently gets you access to your results for 5 of the 10 truths in *The Living Proof Challenge* - LP(a), ApoB, triglycerides, Hba1c and fasting glucose. The first two, LP(a) and ApoB, are typically not included in routine blood work.

Not only is **Function Health** more comprehensive than our previous blood test partner, but at $1 per day is also more affordable.




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# GET YOUR LONGEVITY SCORE

Once you have all your test results in hand, you're ready to put them together into a big-picture number and get important feedback on how your diet and lifestyle are interacting with your genetics and environment.

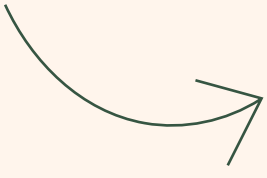
Visit theproof.com/longevityscore to enter your data and get your longevity score.

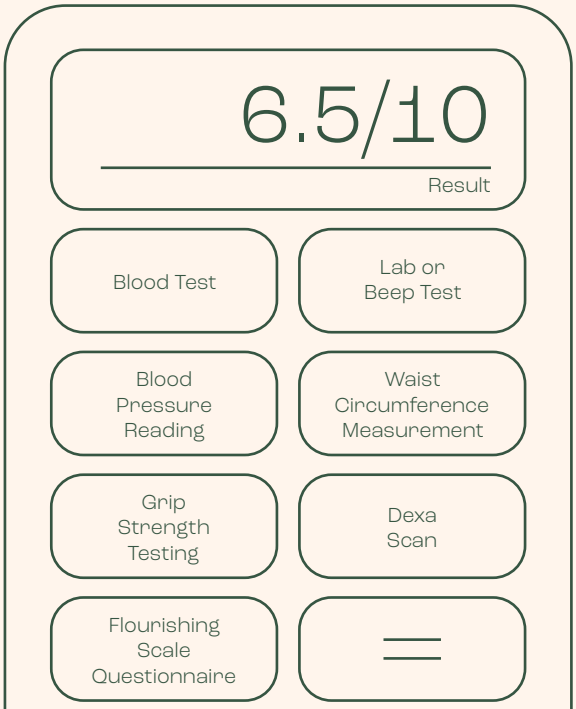
We designed the longevity scoring system to provide a useful snapshot of where you're at right now in your health journey. Here's how it works:

- You get 1 point for each of THE TEN TRUTHS that are within the optimal range that we recommend for longevity.
- You get 0.5 point if your results are within the normal range but outside of the optimal target range.
- You get 0 points if your results are outside of the normal range.
- 10/10 indicates that all of your measurable biomarkers are within the optimal ranges. Long-term, 10/10 is the goal.

Once you have your longevity score, head to theproof.com/livingproofregistration and enter your email address on the exact day you'd like to start your 12-week challenge. By registering on that day, you'll be signed up for the weekly challenge emails full of tons of useful information to help you progress through these next 12 weeks.

**CALCULATE YOUR LONGEVITY SCORE**






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# THE TEN TRUTHS RESULTS TRACKER

If you'd like to keep a digital breakdown of your score easily accessible as you're reading this PDF, you can enter your test results here. You might also find this Tracker helpful if you're working with your local physician. Prior to your doctor's appointment print your Tracker to help guide any necessary medical interventions. You can also use this Tracker to continue monitoring your Score long after these initial 12 weeks are over. Remember, the goal isn't perfection as much as progress. Even small improvements in your Score are meaningful.

| MARKER | YOUR TESTING RESULT | YOUR SCORE FOR THIS MARKER |
|---|---|---|
| ApoB | | |
| VO2 MAX | | |
| BLOOD PRESSURE | | |
| HbA1c | | |
| FASTING BLOOD GLUCOSE | | |
| TRIGLYCERIDES | | |
| WAIST CIRCUMFERENCE TO HEIGHT RATIO | | |
| GRIP STRENGTH | | |
| BONE MINERAL DENSITY (BMD) | | |
| FLOURISHING SCALE | | |
| DATE OF TEST | | |

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# PREPARE

While you work through the testing phase, it's also important to take time to prepare in other ways. Part of what we hope will make this challenge effective is the work you do in advance to set yourself up for success.

## PREPARE YOUR BODY

We will all enter this challenge at our own unique starting point. Depending on your current lifestyle habits, some aspects of the next 12 weeks may be a change from what you're used to. That's what makes it a challenge!

We recommend you begin by paying attention to your current habits. No need to make any changes yet; just bring awareness to what's happening in your day-to-day life. This is another way to turn on the lights!

- Notice your current dietary habits. Where does the majority of your protein come from? How much of your diet is built around animal products and animal protein sources? What sources of fat are predominant in your diet? How do you usually feel after certain meals?
- Assess your current level of fitness. How many times a week do you exercise? What barriers get in the way of consistent exercise? What type of exercise do you gravitate towards and what do you avoid? Why? How do you feel after you exercise?
- Track your sleep habits. How many hours do you spend in bed every night? How many of those hours do you sleep? Do you feel rested when you wake up? If you could change one thing in your evening routine to get to bed earlier, what would that require of you?

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# PREPARE

## PREPARE YOUR MIND

Your mind is a powerful tool that can influence longevity. Throughout this challenge, we'll offer plenty of support in the weekly emails to help you focus positively on your goals.

Our Living Proof mantra is "Don't let perfection be the enemy of good." Expect to be imperfect and welcome "failure." The goal is to grow and take steps in the right direction. We know life will happen. It's not getting off your rhythm that matters; it's about getting back on.

To prepare your mindset, reflect on past efforts.

- What limiting beliefs have held you back in the past?
- What barriers might you expect to experience?
- How can you plan to overcome them?

At the end of the day, this challenge is all about creating healthy habits. This might take longer for some habits than others so be patient. Your longevity depends on it. Setting realistic goals and building successful habits are skills you can cultivate, and we hope you'll do so during this challenge. Tapping into the power of mindfulness to break unhelpful habit loops will also help you be successful. Two resources we highly recommend on these topics are:

- Atomic Habits by James Clear
- Craving Mindset by Judson Brewer

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# PREPARE

## GET READY TO GO

You're almost ready to start your 12-week challenge. Here are the last few logistical steps.

- Tell your friends and family. We think this is an important one because supportive relationships can have a significant impact on your success. Spread the word to those closest to you and maybe even invite them to join!
- Pick a date to begin. Once you have your test results in hand, have received your longevity score, and registered, it's GO TIME!
- If you don't already have one, consider investing in a fitness tracking device for monitoring your daily steps, providing information about your heart rate, sleep habits, and overall markers of well-being. We love and use the WHOOP system. Go to join.whoop.com/simon and get your first month free. If you sign up, join *The Proof* community on WHOOP using the code *COMM-1F5693*.
- As part of the program, we recommend a few supplements scientifically proven to influence The 10 Truths.

Reminder, register with us the exact day you plan to start your challenge.

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# PREPARE

## SUPPLEMENT PROTOCOL

| SUPPLEMENT | DOSE | PURPOSE | RECOMMENDED BRANDS | TIPS |
|---|---|---|---|---|
| **DHA/EPA ALGAE/FISH OIL**  | 1 g of combined DHA/EPA daily | These essential fatty acids provide crucial anti-inflammatory benefits, reduce the risk of chronic disease, and promote metabolic health.<br><br>Check out this episode of *The Proof Podcast* for more details. | • Momentous Vegan Omega-3 — Use code THEPROOF for up to 35% off your first order.<br>• **AU** — Deva Vegan Omega-3, DHA-EPA. Recommended serve is 2 capsules per day. | Take with your largest meal of the day for optimal absorption. If taking a fish oil-based supplement, it can help to freeze them to reduce the dreaded "fish burps."<br><br>It is possible to test your omega 3 status with Omega Quant to know your Omega 3 Index. If you start supplementing, wait 4 months prior to testing. Ideally, test before you start supplementing and then 4 months later. An optimal Omega 3 index is 8-12%. |
| **MULTIVITAMIN**  | 1 serving per day | A quality multivitamin provides extra insurance against any nutritional gaps for common hard-to-get nutrients such as vitamin D, Vitamin B12, iron, and zinc. | • IM8 Daily Ultimate Essentials — Use code SIMON for an exclusive 10% off your first order with a free welcome kit. | Take with food for optimal absorption. |
| **PREBIOTIC**  | 1–2 servings per day | Prebiotics provide essential support for a healthy microbiome which functions in digestion, immunity, cancer prevention, metabolism and so much more.<br><br>Check out this episode of *The Proof Podcast* for more details. | • 38TERA DMN — Use code THEPROOF for 10% off. | Start out slow with this one to give your gut time to adjust. Don't be concerned with a little rumbling or activity at first, stick it out. |
| **CREATINE**  | 5 g/day for muscle and strength building 10 g/day for possible bone health benefits. Best consumed after working out with a meal. | Supports muscle development and strength building. Some evidence to support the benefit of improved bone health.<br><br>Check out this episode of *The Proof Podcast* for more details. | • Momentous Creatine — Use code THEPROOF for up to 35% off your first order. | Mix 1 scoop with 6-8 fluid ounces of water or your preferred liquid daily.<br><br>Take with food or after a meal. |
| **PROTEIN**  | 30-40 g protein per serve. One serving per day or more if you struggle to meet goal protein levels. (See Week 1: protein) | Adequate protein is essential for maintaining muscle mass and supporting normal body function as we age.<br><br>Check out this episode of *The Proof Podcast* for more details. | • Momentous Protein — Use code THEPROOF for up to 35% off your first order. | Use in a meal replacement smoothie or supplement your plant-based diet by simply stirring in 12 ounces water or plant milk of choice. |

# OVERVIEW

You've completed the testing, you know your longevity score, and you're as prepared as can be. It's time to dive into the 12-week challenge.

## HERE'S HOW IT WORKS

1. In the following pages, you'll find details about each week of the challenge. At the beginning of each week, read the corresponding pages and print the tracking sheet for that week's goals.
2. If you haven't yet, head over to theproof.com/livingproofregistration to get on the weekly email list. You'll receive two emails each week with additional resources to support your habit-building efforts.
   *Note: Make sure you enter your email on the exact day you intend to start the challenge.*
3. Every week, we'll dive deep into one of the 12 lifestyle habits that make up the challenge. We recommend you plan 15-20 minutes at the beginning of the week to take advantage of the recommended reading and listening resources.
   We know you're busy. We'll keep it brief!
4. Each week, you'll receive 2 emails aligned with that week's learning and challenge goals. We're here to keep you motivated and help you overcome barriers. Don't worry, we have them too so we'll share what's helped us along the way.
5. Go easy on yourself. Remember, progress over perfection. This challenge is meant to challenge you, but it shouldn't leave you feeling discouraged. Every step in the right direction counts.
6. At the end of the 12 weeks, you move into the RETEST phase. This is the moment to see for yourself the proof of all your hard work.
7. Lastly, we'll share information on next steps and how you can keep your habit-building longevity journey going for the long haul.

Let's get started!

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# READY TO DO THIS, TEAM?

When you're ready to begin the challenge, start here.

It all starts right here.

When you're ready to start the challenge, make sure you register here, so we can be in touch with you every step of the way.

This is an essential step to completing the challenge. Make sure you do this on your start day.

**REGISTER NOW**

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# PART TWO:

## 12 WEEK CHALLENGE

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# PROTOCOL OVERVIEW

Here we go; it's time to begin your 12-week challenge. For the next 12 weeks, you'll incrementally integrate 12 science-based lifestyle habits to move your longevity score towards better health.

You'll work towards integrating these habits into your daily rhythm at a pace appropriate for you. Each week, you'll expand your knowledge of the "how" and "why" for each goal with our weekly Learnings. In our experience, the deeper you understand the purpose these habits serve, the easier it will be to build motivation and sustain these lifelong habits over time.

Three habits we won't address but that are worth mentioning are oral health, smoking and alcohol use.

Oral health is underwhelmingly spoken about with regards to longevity and disease risk. One study examining the link between oral health, all-cause mortality (ACM), and cardiovascular disease (CVD) found that adults with tooth loss, dry mouth, and 3 or more oral health problems had an increased risk of all-cause mortality (46%), while adults with periodontal disease were at a 49% increased risk of CVD. Another study demonstrated that adults with good oral hygiene such as regular tooth brushing and dental visits reduced their risk of future CVD. Even just one additional brushing a day reduces CVD risk by 9%. Visiting the dentist once or more per year reduces risk by 14%. Although the ADA recommends visiting the dentist twice a year so best to attend both visits for optimal dental hygiene and overall health. The reason why your dentist wants you to care for your oral health is because doing so prevents dysbiosis of the microbiome of the mouth and reduces inflammation in the gums.

We know it may seem like a simple thing, but it has a ripple effect throughout other body systems. Take care of those teeth!

Smoking is a significant predictor of disease and early death, and quitting smoking is the most critical thing you can do for your longevity if you're a smoker. Even occasional nondaily use has been linked to all cause mortality. Risk goes down with increased cessation so today is a great day to quit.

Excessive alcohol intake increases your risk of heart disease, diabetes, liver disease, and cancer, to name a few. Alcohol intake within the "moderate" range currently offered by many health guidelines as safe (often 4-7 drinks/week for women and 10-14 drinks/week for men) has conflicting evidence in the literature. But increasingly, health organisations are coming to the conclusion that there is no safe level of alcohol consumption. We recommend avoiding alcohol as the healthiest choice for longevity. If you do choose to consume alcohol, drink as little as possible. Save it for rare special occasions.

We are aware it's not always easy to quit a substance. If you need help, there is great courage in asking for it. Here are some of our favorite resources:

- www.aa.org
- www.cdc.gov/tobacco/campaign/tips/quit-smoking/quitstart-app/index.html
- www.lung.org/quit-smoking/i-want-to-quit

Here are the 12 lifestyle habits you'll work on in the coming weeks and the goal for each.

Keep in mind the goal listed isn't the starting point but a long-term endpoint you may achieve by the end of 12 weeks, or you may continue to work toward over months and years. It's not the *starting point, it's the goal!* Over the next 12 weeks, you'll make progress toward the ultimate goal listed in this chart.

*Progress, not perfection, is the ultimate goal.*

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# THE 12 HABITS

| HABIT | WHY IT MATTERS | TRUTH/S IT INFLUENCES | ULTIMATE LIVING PROOF GOAL |
|---|---|---|---|
| **PROTEIN** | Muscles are the largest reservoir of protein in the body. Without adequate protein from the diet, the body taps into muscle stores to get what it needs to function. You need enough protein from your diet to build strength and prevent muscle breakdown as you age.<br><br>Muscle is also the largest site for glucose metabolism making it an incredibly important organ for metabolic health. | · Grip strength<br>· Bone mineral density | Consume 1.2-1.6 g/kg of protein per day.<br><br>At least 60 of those grams from plant proteins. |
| **PLANT FATS** | The type of fat in the diet matters. Polyunsaturated fatty acids, such as those found in healthy plant fats, are linked to improved metabolic markers and a lower risk of chronic disease. | · ApoB<br>· Triglycerides<br>· Fasting glucose<br>· HbA1c<br>· Waist circumference to height ratio | Olive oil or avocado oil for dressings and cooking (instead of butter, tallow, coconut or palm oil)<br><br>Canola oil can be used for baking. |
| **PLANT DIVERSITY** | A diet rich in a variety of whole plant foods is linked to better metabolic function, decreased visceral fat stores, and a lower risk of chronic disease. Diversity of plants results in greater gut microbial diversity which has been linked to increased overall systemic health. | · ApoB<br>· Triglycerides<br>· Fasting glucose<br>· HbA1c<br>· Waist circumference to hip ratio<br>· Blood pressure<br>· Gut Microbiome Health | Consume at least 1 serving of 30 or more unique plants for the week |
| **FERMENTED FOODS** | The microbiome in the gut plays an important role in metabolism, weight control, immunity, and disease prevention. Eating ferments boosts the diversity of microbes in the gut, reduces inflammatory markers and increases the overall health of the microbiome. | · Triglycerides<br>· Fasting glucose<br>· HbA1c<br>· Waist circumference to height ratio | 3 servings/day of fermented foods |
| **EATING WINDOW** | The human body is designed to benefit from daily stretches of time without food. When you limit eating to a daily window of 12 hours or less, the body uses that time to reset the digestive tract, improve metabolic function, boost energy and sleep quality. | · ApoB<br>· Triglycerides<br>· Fasting glucose<br>· HbA1c<br>· Waist circumference to height ratio | Eating within a 12-hour eating window or less. No food 2 hours after waking or 2 hours before bed. |
| **DAILY STEPS** | Sedentary lifestyles are associated with decreased longevity and poorer biomarkers of health. The more steps you take, the closer you are to improved cognition, metabolic health, improved sleep and mood. | · Fasting glucose<br>· HbA1c<br>· Waist circumference to height ratio<br>· Blood pressure<br>· Bone mineral density | At least 8,000 steps/day on average. If under 60 years of age, target at least 10,000 steps per day. |

Continued on next page

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# THE 12 HABITS (CONTINUED)

| HABIT | WHY IT MATTERS | TRUTH/S IT INFLUENCES | ULTIMATE LIVING PROOF GOAL |
|---|---|---|---|
| **CARDIOVASCULAR EXERCISE** | There is no substitute for exercise that elevates your heart rate to different cardio zones. Studies show specific benefits of exercise in zones 2/3 and zones 4/5 to increase VO2 Max, a significant marker of cardiovascular and respiratory health. | · ApoB<br>· VO2 Max<br>· Waist circumference to height ratio<br>· Blood pressure<br>· Bone mineral density | 150 minutes of dedicated Zone 2/3* training per week.<br>AND<br>4 x 4-minute HIIT interval/week in Zone 4/5* |
| **RESISTANCE TRAINING** | Loss of strength as we age is a significant predictor of frailty and decreased longevity. Resistance training is essential to preserve muscular strength, protect the cardiovascular system, maintain bone density, and improve markers of metabolic health. | · ApoB<br>· Grip strength<br>· VO2Max<br>· Waist circumference to height ratio<br>· Blood pressure<br>· Bone mineral density | Resistance training at least 2 x per week (At least 45-60 min sessions) |
| **LIGHT EXPOSURE** | Your circadian rhythm impacts every single body system, including processes that influence aging. Morning sunlight, and avoidance of stimulating light exposure late in the day modulate your circadian rhythm to improve your sleep, metabolic health markers, and overall functioning. | · Fasting glucose<br>· HbA1c<br>· Blood pressure<br>· Waist circumference to height ratio | Expose yourself to natural light for 10 minutes within the first 2 hours of waking<br>AND<br>At nighttime, dim house lights after the sun sets. Avoid bright screens or put into night-shift mode at least 1 hour before bedtime if not more as lifestyle permits. |
| **SLEEP DURATION** | During sleep, the body carries out essential repair functions. Adequate, quality sleep reduces stress, lowers blood pressure, improves metabolic health, and gives you energy to build healthy, longevity boosting habits. | · Fasting glucose<br>· HbA1c<br>· Blood pressure<br>· Waist circumference to height ratio<br>· ApoB | In bed for 8 hours/night |
| **SOMETHING JOYFUL** | Engaging in activities that bring us joy and tap into our gifts promotes life satisfaction and reduces stress. It's the things we aren't taking action on, perhaps due to fear of being judged by others or ourselves, that are the most likely things we will regret at the end of our lives. To live well longer, take action on even the smallest thing you've always wanted to do - learning guitar, going on a retreat or trying a new recipe! Don't put off till tomorrow what could bring you true joy today. | · Flourishing scale<br>· Fasting glucose<br>· HbA1c<br>· Blood pressure<br>· Waist circumference to height ratio | Spend 15 minutes daily working on something that you've always wanted to start but haven't. Or have started but stopped. Something that brings you joy and stimulates your mind. |
| **BE OF SERVICE** | Caring for others is rewarding. Being of service provides a buffer against stress and boosts mental health which in turn improves markers of longevity. Having quality relationships in your life is among the #1 predictors of happiness and longevity. | · Flourishing scale<br>· Fasting glucose<br>· HbA1c<br>· Blood pressure<br>· Waist circumference to height ratio | Do something daily that makes someone you care about or a stranger feel loved and appreciated. |

**We've taken the guesswork out of calculating your Max HR and Target Heart Rates for moderate and high intensity exercise so you can focus on challenging yourself. Go to theproof.com/trainingzones to get your guidance on heart rate targets*

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# WEEK ONE

## Welcome to your first week of *The Living Proof Challenge*! Let's get started.

Start the week off right

- Print the Week 1 tracking sheet on page 35.
- Map out your workout early in the week and schedule them as if they were meetings. This is the time to also make a shopping list, and prepare for the week ahead. Planning is essential to success.
- Pro Tip: Failing to plan is like *planning to fail*. If you want to meet your goal, you have to take time for this crucial habit. The habit of planning will eventually become automatic but at first it might take some getting used to. You'll quickly reap the benefits that come from having a plan because you'll execute necessary steps to get where you want to go and nothing feels more rewarding than that.
- If the weekly goals feel overwhelming, stop and reassess. Remember, this challenge is about progress, not perfection. If it's too much to do at once, choose just a few of the weekly goals to focus on. Maybe you even choose just one. Adapt the challenge to fit the reality of your life. Sometimes, *less is more.*

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# WEEK ONE

## WEEK ONE LEARNING – PROTEIN

As we age, the risk of declining muscle mass, strength, and bone density increases. In individuals over the age of 50 years, in the absence of training, muscle mass is lost at a rate of 1-2% per year and strength at a rate of 1.5-3% per year. These numbers add up fast. By the time you hit 75, you'll have lost at least a quarter, if not half your muscle mass and as much as 30% of your overall strength.

As muscle mass and strength decline, bone density declines along with it, increasing the risk of osteoporosis and potentially life-altering fractures. Post-menopausal women are especially vulnerable as hormonal changes lead to significantly steeper losses of bone density compared to men. Put together, unmitigated changes in muscle mass and bone density contribute to a declining quality of life and a shorter lifespan.

These losses may be common, but they are not inevitable. Optimising your diet and training disrupts the process of age-related decline. And while you may not be as agile at 80 as you are now, building habits to support strong muscles and healthy bones will pay off in later years.

In addition to resistance training (the primary stimulus) the amount of protein you consume greatly influences your ability to maintain or gain muscle mass, strength and bone mineral density. For this challenge, you measured two markers of musculoskeletal strength: Grip strength, which is a good proxy for overall strength, and bone mineral density (BMD), which tells the story of how well you've loaded your bones over the course of your life.

In the preparation phase, we also asked you to begin paying attention to the type and amount of protein foods in your diet. Beginning this week, you'll work towards optimising your protein intake to allow for improvements in muscle strength, grip strength, and BMD.

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# WEEK ONE

## WEEK ONE LEARNING – PROTEIN

Studies show the optimal amount of protein in your diet is within the range of 1.2-1.6 g/kg/day. This level of intake promotes muscle development, satiety at meals, weight control, and better markers of health. Take a moment and calculate your personal protein goal. For example, a 150-pound woman would need -

150 ÷ 2.2 = 68.2 kg

68.2 kg x 1.2-1.6 = **82 - 109 g protein** per day

Once you know your range, it's time to take it a step further. It's not just total grams of protein that matter for longevity. Where that protein comes from matters, too. Meaning, we aren't after an arbitrary amount of protein, it's about the quality of where that protein comes from and what it's packaged with. For example, you can easily meet your protein goals but simultaneously surpass your allowance of saturated fat while doing that. We see this regularly in the low carb keto pattern. The ultimate goal is to judiciously select protein options to achieve The 10 Truths, which by default encourages a plant predominant pattern. Reducing some of the protein in your diet from animal foods by choosing plant sources of protein will move you closer to an optimal dietary pattern.

Starting this week, we want you to work on getting your protein intake into your personal goal range, while also choosing 40 of those grams from plant protein sources. If this feels overwhelming, break it down into 2-steps.

- First, work on swapping for plant protein. Odds are, not only will you notice improvements across the board in energy, satiety, function and performance just getting the right amount of protein but when you swap out for plant protein you're bound to notice even more of a positive effect. Don't take our word for it, play around with it yourself! Check out the Protein Sources chart on page 92 to get a sense for the types of plant foods that will help you meet your goal.
- Next, consider adding a protein supplement to help you reach your total daily protein intake. If your intake is regularly falling short of your goal, add one to two protein shakes to your menu. We recommend Momentous Essential Protein - a plant-based protein blend that tastes great and has an excellent amino acid profile. Use code THEPROOF for 20% off.

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# WEEK ONE RESOURCES

To dive deeper into this topic, check out these resources:



**LISTEN:**

*The Proof Podcast* episode 390 - The 5 most important protein questions answered with the latest science with Dr Matthew Nagra



**DOWNLOAD:**

Plant Performance: High-protein plant-based recipes



**READ:**

Is soy safe for men?

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| HABIT | WEEK 1 GOAL | DAY 1 | DAY 2 | DAY 3 | DAY 4 | DAY 5 | DAY 6 | DAY 7 |
|---|---|---|---|---|---|---|---|---|
| PROTEIN | Consume 1.2-1.6g of protein per kg/day. At least 40g/day of plant protein | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| PLANT FATS | Olive oil or avocado oil for dressings and cooking (instead of butter, tallow, coconut or palm oil) | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| PLANT DIVERSITY | Consume at least 1 serving of 10 or more unique plants for the week | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| FERMENTED FOODS | 1 x serving/day of fermented foods | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| EATING WINDOW | Eat within a 14 hour eating window or less. No food 1 hour after waking or 1 hour before bed. | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| DAILY STEPS | At least 6,000 steps/day average | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| MODERATE INTENSITY CARDIO | 50 minutes of dedicated Zone 2/3 training per week | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| HIGH INTENSITY CARDIO | 2 x 1 minute HIIT interval/week. Zone 4/5 | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| RESISTANCE TRAINING | Resistance training at least 1 x per week | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| MORNING LIGHT EXPOSURE | Get outside and get natural light exposure for 10 minutes in the first 2 hours after waking | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| NIGHTTIME LIGHT EXPOSURE | At nighttime, dim house lights when the sun sets. Avoid bright screens or put on night-shift mode. | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| SLEEP DURATION | In bed for 8 hours/night. Pro tip: Track your sleep more closely with Eight Sleep and their intelligent mattress covers. | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| SOMETHING JOYFUL | Spend 5 minutes daily working on something that you've always wanted to start, but haven't. Or have started, but stopped. Something that brings you joy and stimulates your mind. | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| BE OF SERVICE | Do something once a week that makes someone you care about, or a stranger, feel loved and appreciated. | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| PERSONAL GOAL | Optional | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| WEEKLY REFLECTIONS | Optional | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |

# WEEK TWO

On to week 2. We hope you experienced some big wins in week 1 and are excited and motivated to keep going.

Start the week off right

- Print the week 2 tracking sheet on page 39.
- Reflect on how last week went. What worked well? What barriers did you face? What might you do differently this week? Regardless of how week 1 went, don't beat yourself up. Identify what worked and build on that success. Progress, not perfection.
- Take time to plan for the week ahead. Look at your calendar and schedule workouts, healthy meals (or quick meals on days when time is short), and plenty of time for sleep.
- If you're feeling overwhelmed, pause and assess. If you're struggling with a specific habit, don't try to up the goal this week. A good goal is one that is achievable, so be realistic about the right amount of challenge for you.

## WEEK TWO LEARNING — PLANT FATS

The types of fat you eat have a significant impact on many of The 10 Truths. Specifically, you'll work to decrease saturated fat in your diet by replacing animal sources of fat with plant sources. Saturated fat is the primary dietary driver of atherosclerosis, the leading cause of cardiovascular disease. In addition, saturated fat negatively affects metabolic health, contributing to fat levels in our liver, as well as disrupted insulin and glucose levels.

To protect ourselves from the longevity-damaging effects of saturated fat, there's no way around it; we have to eat less of it. But there is more we can do. Plant fats contain mono- or polyunsaturated fatty acids, two types of fat linked with beneficial health effects. Diets high in plant sources of fat are associated with a decreased risk of cardiovascular disease, diabetes, cancer, and all-cause mortality.

The simplest way to begin switching from saturated to plant fats is to swap out foods like butter or coconut oil and use olive or avocado oil instead. Use olive or avocado oil when cooking, baking, or making dressings or sauces. Canola oil is perfectly healthy for baking and in fact is a rich source of polyunsaturated fats that may have benefits for lipids, ApoB levels and diabetes prevention.

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# WEEK TWO

| | MONO- AND POLYUNSATURATED FAT * | SATURATED FAT |
|---|---|---|
| **FOOD SOURCES** | · Nuts and nut butter<br>· Seeds and seed butter<br>· Flax seeds, oil, and meal<br>· Olive oil<br>· Avocados and avocado oil<br>· Tofu and edamame<br>· Salmon, Anchovies, Mackerel, Sardines, Herring<br>· Oysters, Mussels, Clams, Scallops | · Butter<br>· Cheese<br>· Fatty cuts of meat<br>· Coconut and palm oil<br>· Full-fat dairy products<br>· Processed meat<br>· Many processed foods, such as cakes, cookies, candy, and fried foods |
| **EFFECT ON THE 10 TRUTHS** | • ↓ ApoB<br>• ↓ Triglycerides<br>• ↓ Fasting glucose<br>• ↓ HbA1c<br>• ↓ Waist circumference to height ratio | • ↑ ApoB<br>• ↑ Triglycerides<br>• ↑ Fasting glucose<br>• ↑ HbA1c<br>• ↑ Waist circumference to height ratio |
| **IMPACT ON DISEASE RISK** | • ↓ Risk of cardiovascular disease<br>• ↓ Risk of diabetes and metabolic disorders<br>• ↓ Risk of stroke<br>• ↓ Risk of certain cancer<br>• ↓ Risk of certain neurodegenerative conditions<br>• ↓ Risk of all-cause mortality | • ↑ Risk of cardiovascular disease<br>• ↑ Risk of diabetes and metabolic<br>• ↑ Risk of stroke<br>• ↑ Risk of certain cancers<br>• ↑ Risk of certain neurodegenerative conditions<br>• ↑ Risk of all-cause mortality |

✳ *If you don't eat seafood see our supplement recommendations on page 24.*

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# WEEK TWO RESOURCES

To dive deeper into this topic, check out these resources:



**LISTEN:**

*The Proof Podcast* episode 393 — Food truths from the world's top nutrition scientist with Walter Willett, PhD



**WATCH:**

*The Proof Podcast* Clip episode 266 — How vegetable and seed oils can be good for the heart



**READ:**

Saturated fat: friend or foe?

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| HABIT | WEEK 2 GOAL | DAY 1 | DAY 2 | DAY 3 | DAY 4 | DAY 5 | DAY 6 | DAY 7 |
|---|---|---|---|---|---|---|---|---|
| PROTEIN | Consume 1.2-1.6g of protein per kg/day. At least 40g/day of plant protein | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| PLANT FATS | Olive oil or avocado oil for dressings and cooking (instead of butter, tallow, coconut or palm oil) | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| PLANT DIVERSITY | Consume at least 1 serving of 10 or more unique plants for the week | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| FERMENTED FOODS | 1 x serving/day of fermented foods | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| EATING WINDOW | Eat within a 14 hour eating window or less. No food 1 hour after waking or 1 hour before bed. | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| DAILY STEPS | At least 6,000 steps/day average | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| MODERATE INTENSITY CARDIO | 50 minutes of dedicated Zone 2/3 training per week | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| HIGH INTENSITY CARDIO | 2 x 1 minute HIIT interval/week. Zone 4/5 | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| RESISTANCE TRAINING | Resistance training at least 1 x per week | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| MORNING LIGHT EXPOSURE | Get outside and get natural light exposure for 10 minutes in the first 2 hours after waking | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| NIGHTTIME LIGHT EXPOSURE | At nighttime, dim house lights when the sun sets. Avoid bright screens or put on night-shift mode. | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| SLEEP DURATION | In bed for 8 hours/night. Pro tip: Track your sleep more closely with Eight Sleep and their intelligent mattress covers. | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| SOMETHING JOYFUL | Spend 5 minutes daily working on something that you've always wanted to start, but haven't. Or have started, but stopped. Something that brings you joy and stimulates your mind. | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| BE OF SERVICE | Do something once a week that makes someone you care about, or a stranger, feel loved and appreciated. | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| PERSONAL GOAL | Optional | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| WEEKLY REFLECTIONS | Optional | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |

# WEEK THREE

You've made it through your first 2 weeks of the challenge. By now, you've probably found some habits that are working for you and others that meet the definition of a *challenge*. This is the week to lean in and build on your daily wins to keep moving forward.

Start the week off right

- Print the week 3 tracking sheet on page 43.
- Reflect on last week. Go through your tracking sheet from week 2 and look for trends. Are certain days of the week harder than others? Are certain habits easier for you? Strategise how you can use this data moving forward.
- Plan for the week ahead. Schedule workouts for the week, make your grocery list, and assess what's on your calendar and how it will impact your goals.
- Now that you're in week 3, you should be getting a sense of what preparation is helping you and what is not. Don't reinvent the wheel every week. Reuse grocery lists, try to establish daily rhythms, and above all, make sure you're getting 8 hours in bed so you have the energy to get it done!

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# WEEK THREE

## WEEK THREE LEARNING – PLANT DIVERSITY

We've all been told to eat our fruits and vegetables, and this is advice worth taking to heart. But, for longevity, it's time to take your diet to the next level. For this challenge, we're asking you to incorporate a greater diversity of plant foods, including fruits and vegetables to your plate. And there are good reasons why.

Inside your gut resides a colony of bacteria, viruses, and fungi we call the microbiome. These microbes thrive off the fibre and nutrients in plant foods. When the microbiome is well-fed, it becomes a diverse, balanced community that supports immunity, digestion, disease prevention, and longevity.

A happy microbiome is one that is fed a wide diversity of different types of plant foods. The more unique plant foods you consume, the better the range of fibre and nutrients your microbes receive. This diversity in plant foods supports more robust colonies of healthy bacteria, improving microbiome function.

While the connection may not seem obvious, your microbiome significantly influences The 10 Truths. Your metabolic biomarkers, such as ApoB, triglycerides, fasting glucose, and HbA1c respond to what's happening in the microbiome. Optimal microbiome function reduces the risk of cardiovascular disease, cancer, and diabetes, specifically by improving your biomarkers of longevity. If you focus on eating well for your gut microbes, they turn around and reward you in all areas of these 10 Truths. The complexity of healing really can be that simple.

If you're used to eating the same menu of plant foods every week, it's time to expand your repertoire. By the end of the challenge, your goal is to have a serving of at least 30 unique plant foods hit your plate every week. But start slow. At this point, your goal is 10.

For more information on what counts as a serving of plant foods, check out page 91 in the resource section.

Tips to eat more diverse plants:

- Switch up your greens. If you routinely eat salads, try arugula, kale, spinach, dandelion, or mustard greens for variety.
- Make a smoothie. Add nuts, seeds, seasonal or frozen fruit, flax, chia, plant milk, avocado, herbs, or hemp seeds.
- Eat seasonally. Shop your local farmers' market and try out what's in season in your area throughout the year.
- Add beans, grains, vegetables, herbs, and spices to soups.
- Add vegetables to everything! You can even bake with veggies - grate some carrots or zucchini into Sunday pancakes or weekday muffins.
- Try a morning grain bowl made from quinoa or oatmeal, and add a variety of fruit, nuts, seeds, flax, chia, and hemp.
- Don't forget sprouts! Our friends at The Sprouting Company have a great range of seeds and sprouting equipment so you can do this at home for pennies on the dollar. Use code LIVINGPROOF for 10% off.

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# WEEK THREE RESOURCES

To dive deeper into this topic, check out these resources:



**LISTEN:**

Importance of plant diversity



**READ:**

Fiber Fueled by Will Bulsiewicz, MD

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| HABIT | WEEK 3 GOAL | DAY 1 | DAY 2 | DAY 3 | DAY 4 | DAY 5 | DAY 6 | DAY 7 |
|---|---|---|---|---|---|---|---|---|
| PROTEIN | Consume 1.2-1.6g of protein per kg/day. At least 40g/day of plant protein | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| PLANT FATS | Olive oil or avocado oil for dressings and cooking (instead of butter, tallow, coconut or palm oil) | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| PLANT DIVERSITY | Consume at least 1 serving of 10 or more unique plants for the week | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| FERMENTED FOODS | 1 x serving/day of fermented foods | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| EATING WINDOW | Eat within a 14 hour eating window or less. No food 1 hour after waking or 1 hour before bed. | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| DAILY STEPS | At least 6,000 steps/day average | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| MODERATE INTENSITY CARDIO | 50 minutes of dedicated Zone 2/3 training per week | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| HIGH INTENSITY CARDIO | 2 x 2 minutes HIIT interval/week. Zone 4/5 | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| RESISTANCE TRAINING | Resistance training at least 1 x per week | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| MORNING LIGHT EXPOSURE | Get outside and get natural light exposure for 10 minutes in the first 2 hours after waking | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| NIGHTTIME LIGHT EXPOSURE | At nighttime, dim house lights when the sun sets. Avoid bright screens or put on night-shift mode. | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| SLEEP DURATION | In bed for 8 hours/night. Pro tip: Track your sleep more closely with Eight Sleep and their intelligent mattress covers. | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| SOMETHING JOYFUL | Spend 5 minutes daily working on something that you've always wanted to start, but haven't. Or have started, but stopped. Something that brings you joy and stimulates your mind. | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| BE OF SERVICE | Do something once a week that makes someone you care about, or a stranger, feel loved and appreciated. | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| PERSONAL GOAL | Optional | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| WEEKLY REFLECTIONS | Optional | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |

# WEEK FOUR

You're entering your 4th week! Now is the time to lean into the success you've had and not get discouraged when you "fail." Life happens, and you will get off track. It's getting back on track that truly matters.

Start the week off right

- Print the week 4 tracking sheet on page 47.
- Look back at your tracking sheet from last week. Identify which habits you're feeling really good about and which habits feel overwhelming. If it's helpful for you, choose one of those overwhelming habits to break into smaller goals for your week. Instead of what feels like a giant step, take one or two small steps in the right direction.
- Plan for the week. Leverage what has worked well the last few weeks to streamline your planning process. Acknowledge the parts of your weekly plans that have not been successful and brainstorm new ideas. This is a good time to crowdsource with your community.

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# WEEK FOUR

## WEEK FOUR LEARNING – FERMENTED FOODS

This week, we're spotlighting fermented foods, one of our key nutrition habits for longevity. Powering up the microbiome with ferments provides essential protection from premature aging and the development of chronic diseases that shorten lifespan.

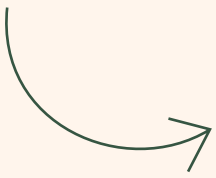
Fermented foods are those that contain live, active cultures. We like to think of them as "nature's probiotics." Studies show they are more effective at improving microbiome diversity than probiotic supplements. So, instead of another pill, you're going to tap into the power of food for microbiome support.

A diverse microbiome contains a wide range of microbe strains, each providing unique benefits. The more different types of microbes present in your gut, the more you experience the protective benefits your microbiome is designed to carry out. A diverse microbiome also prevents the overgrowth of bad bacterial strains that can wreak havoc on your digestive system.

Your microbiome creates a protective barrier in your gut that prevents pathogens from invading the body. And a whopping 60-70% of your immune processes are linked to your microbiome. For your immune system to prevent chronic illness, reduce inflammation, and fight off cancer, your microbiome has to function at a high level. This requires lots of fibre and an extra boost from fermented foods.

For the 12-week challenge, we're asking you to gradually introduce fermented foods to your daily diet. Beginning with just one serving a day, you'll work your way up to 3 servings, a level associated with diversity-boosting microbiome benefits.

Here's what a serving looks like:



| FERMENTED FOOD | SERVING SIZE |
|---|---|
| PLANT YOGURT OR KEFIR | 6 oz (170 g) |
| KOMBUCHA | 8 oz (240 ml) |
| SAUERKRAUT OR KIMCHI | 2 Tablespoons (30 g) |
| TEMPEH | 3 oz (85 g) |
| NATTO | ½ cup (100 g) |

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# WEEK FOUR RESOURCES

To dive deeper into this topic, check out these resources:



**LISTEN:**

*The Proof Podcast* episode 191 — Fermented foods, fibre, and immunity with Justin Sonnenburg, PhD, and Christopher Gardner, PhD



**DOWNLOAD:**

Plant-Based Ferments — Simple, affordable, and super-delicious recipes to take your fermented food game to the next level

| HABIT | WEEK 4 GOAL | DAY 1 | DAY 2 | DAY 3 | DAY 4 | DAY 5 | DAY 6 | DAY 7 |
|---|---|---|---|---|---|---|---|---|
| PROTEIN | Consume 1.2-1.6g of protein per kg/day. At least 40g/day of plant protein | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| PLANT FATS | Olive oil or avocado oil for dressings and cooking (instead of butter, tallow, coconut or palm oil) | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| PLANT DIVERSITY | Consume at least 1 serving of 10 or more unique plants for the week | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| FERMENTED FOODS | 1 x serving/day of fermented foods | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| EATING WINDOW | Eat within a 14 hour eating window or less. No food 1 hour after waking or 1 hour before bed. | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| DAILY STEPS | At least 6,000 steps/day average | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| MODERATE INTENSITY CARDIO | 75 minutes of dedicated Zone 2/3 training per week | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| HIGH INTENSITY CARDIO | 2 x 2 minutes HIIT interval/week. Zone 4/5 | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| RESISTANCE TRAINING | Resistance training at least 1 x per week | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| MORNING LIGHT EXPOSURE | Get outside and get natural light exposure for 10 minutes in the first 2 hours after waking | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| NIGHTTIME LIGHT EXPOSURE | At nighttime, dim house lights when the sun sets. Avoid bright screens or put on night-shift mode. | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| SLEEP DURATION | In bed for 8 hours/night. Pro tip: Track your sleep more closely with Eight Sleep and their intelligent mattress covers. | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| SOMETHING JOYFUL | Spend 5 minutes daily working on something that you've always wanted to start, but haven't. Or have started, but stopped. Something that brings you joy and stimulates your mind. | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| BE OF SERVICE | Do something once a week that makes someone you care about, or a stranger, feel loved and appreciated. | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| PERSONAL GOAL | Optional | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| WEEKLY REFLECTIONS | Optional | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |

# WEEK FIVE

You've made it to week 5. The halfway point is in sight! Now that you're several weeks in, you are hopefully noticing some of the benefits these longevity habits bring. Keep the good stuff coming!

Start the week off right

- Print the week 5 tracking sheet on page 52.
- Recommit to build on what IS working. It's human nature to seek out what's not working – our brains are wired with a negativity bias to protect us. But it's easy to feel discouraged by the goals you are not meeting, when ultimately making a conscious effort to cheer yourself on will result in more confidence and more success. Take time each day to congratulate yourself on what you did well. Write it down on your tracking sheet as a win. Steady progress towards your goal is what matters most.
- Plan for the week. By now, this should be a routine part of your week. It's an essential habit to make your positive changes successful long-term, and it doesn't even have to take long. Schedule your workouts, make a grocery list, and adjust your plans based on the week ahead.

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# WEEK FIVE

## WEEK FIVE LEARNING – EATING WINDOW

The average person in Western countries eats over a 15-16 hour eating window. Assuming someone is in bed for 8 hours, that could mean having breakfast right after popping out of bed and eating right up until time to sleep.

But research shows that our physiology is optimised for digesting and utilising nutrients during a daily period of "fasting," coinciding with the hours humans traditionally didn't eat. During the hours leading up to sleep, while we sleep, and in the hours after we wake, important physiological processes take place that regulate metabolism and support healthy digestive and microbiome functions.

Research examining the link between daily meals, fasting times, and cardiovascular disease found participants who had a smaller eating window and avoided eating within a few hours of sleep had a lower risk of cardiovascular disease. An interesting note from this study is the finding that having an eating window earlier in the day, for example, from 8 am to 8 pm, was more cardioprotective than eating windows that began later in the day, say 10 am to 10 pm. This may be good news for early risers, but more research is needed to say for sure. For now, avoiding food late at night, before bed, has a strong scientific backing to guide our habits.

Another significant benefit of maintaining a smaller eating window is its effect on weight control. By confining food intake to a set time frame, you may find it easier to meet your nutritional needs without overconsuming. Your waist circumference to height ratio and your blood markers of metabolic health can all benefit from this simple habit. In the long term, these improvements in the 10 Truths translate to a decreased risk of heart disease, cancer, diabetes, and overall mortality.

Following the science, we recommend you avoid food 2 hours before bed and wait 2 hours upon waking before eating. Once you factor in 8 hours of time in bed each night, this automatically reduces the eating window to 12 hours or less each day, in line with science-based recommendations.

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# WEEK FIVE

Everyone's body is different, so for some of you, this may be very easy, while for others, it's a struggle to hold off on breakfast when you wake up or skip snacking in the hours before bed. To start out the challenge, we're easing you in with just 1 hour of buffer on either end of your night's sleep. Ideally, you'll expand that buffer to 2 hours, but where you ultimately land will come down to how your body responds to this habit.

In the first 1-2 hours after waking, it's ok to consume water or plain coffee or tea (no sugar/milk). That's good news for those of us who start our day with a bit of caffeine. After that, see how you feel in an hour. In general, the body adapts to consistent habits and, with practice, may learn to be more metabolically flexible, allowing you to eventually stretch your morning fast to 2 hours.

For your evening eating cut-off, it's helpful to have a consistent bedtime routine. That will guide you in planning when to have your last food of the day. If you've been a long-time night eater, ease yourself in, stretching longer and longer until you hit that 2-hour mark of no food before bed. One additional side effect of this habit is the improvement in sleep you will likely experience.

Note – if you're pregnant, postpartum or working on fertility it's more important that you listen to your body and eat to hunger cues. Additionally, if you have a history of disordered eating or an eating disorder honoring your body's hunger signal is your priority. Ultimately, everyone has a window that works best for them, and you don't need to feel any pressure that you'll miss out on making gains if you need to create your own window. You do you.

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# WEEK FIVE RESOURCES

To dive deeper into this topic, check out these resources:



**LISTEN:**

*The Proof Podcast* episode 283 — 6 lifestyle habits that will improve your health with Satchin Panda, PhD



**WATCH:**

Episode 283 on YouTube

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| HABIT | WEEK 5 GOAL | DAY 1 | DAY 2 | DAY 3 | DAY 4 | DAY 5 | DAY 6 | DAY 7 |
|---|---|---|---|---|---|---|---|---|
| PROTEIN | Consume 1.2-1.6g of protein per kg/day. At least 50g/day of plant protein | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| PLANT FATS | Olive oil or avocado oil for dressings and cooking (instead of butter, tallow, coconut or palm oil) | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| PLANT DIVERSITY | Consume at least 1 serving of 20 or more unique plants for the week | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| FERMENTED FOODS | 2 x serving/day of fermented foods | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| EATING WINDOW | Eat within a 14 hour eating window or less. No food 1 hour after waking or 1 hour before bed. | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| DAILY STEPS | At least 7,000 steps/day average | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| MODERATE INTENSITY CARDIO | 75 minutes of dedicated Zone 2 training per week | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| HIGH INTENSITY CARDIO | 3 x 2 minutes HIIT interval/week. Zone 4/5 | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| RESISTANCE TRAINING | Resistance training at least 1 x per week | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| MORNING LIGHT EXPOSURE | Get outside and get natural light exposure for 10 minutes in the first 2 hours after waking | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| NIGHTTIME LIGHT EXPOSURE | At nighttime, dim house lights when the sun sets. Avoid bright screens or put on night-shift mode. | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| SLEEP DURATION | In bed for 8 hours/night. Pro tip: Track your sleep more closely with Eight Sleep and their intelligent mattress covers. | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| SOMETHING JOYFUL | Spend 10 minutes daily working on something that you've always wanted to start, but haven't. Or have started, but stopped. Something that brings you joy and stimulates your mind. | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| BE OF SERVICE | Do something twice a week that makes someone you care about, or a stranger, feel loved and appreciated. | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| PERSONAL GOAL | Optional | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| WEEKLY REFLECTIONS | Optional | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |

# WEEK SIX

This week hits the halfway mark of the 12-week challenge. By this point, you should be noticing changes in your energy levels, sleep, and body composition. Take a moment to acknowledge all your hard work. Even if you're not meeting every single goal for this challenge, each moment of progress is moving your longevity biomarkers in a positive direction.

Start the week off right

- Print the week 6 tracking sheet on page 57.
- Review your week 5 tracking sheet. Several of your goals became a little more challenging last week. Note how those changes went for you. What were your weekly wins and where do you hope to improve?
- As always, plan for your week. Your workouts will continue gradually changing in the coming weeks, so now is a good time to break through any barriers interfering with your exercise plan. Create your shopping list, assess your week, and you're ready to GO!

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# WEEK SIX

## WEEK SIX LEARNING – DAILY STEPS

Sedentary lifestyles are one of the key drivers of our current rates of chronic disease. And these chronic diseases are one of your biggest obstacles to a long, happy life. Spending the waning years of your life battling conditions such as heart disease, cancer, or diabetes can significantly decrease your quality of life while also robbing you of many more years.

We're going to cover a lot more details on the best types of exercise to incorporate for longevity, and those are very important to master. However, you also need more activity outside of the time you devote to exercise. It's thought that sitting is the new smoking so during this challenge we're going to infuse more movement into your daily life. This is different from structured exercise and it's pretty neat. Really. NEAT (non exercise activity thermogenesis) is the energy used for non-exercise activity when you walk the stairs versus take the lift or the steps you'll win when you walk to the café versus drive. Once you start increasing steps, it'll become a fun competitive game with yourself so be creative and enjoy it!

Tracking your daily steps provides a useful indicator of how active you are over the entire day. Studies show people who average a minimum of 4,000 steps per day have a lower risk of death than those who move less. Even better, the more steps you take the lower your risk of becomes. Once you reach 8000 steps per day or higher, your risk of death declines significantly. If you're looking for true longevity, this is the range to shoot for.

Taking more daily steps improves markers of metabolic health. Waist circumference to height ratio, ApoB, and blood pressure are other markers positively influenced by getting more steps.

More daily steps lead to improvements in insulin sensitivity and glucose metabolism, reducing the risk of diabetes. At higher step counts, it becomes biologically necessary for the body to mobilise energy (either in circulation or from storage) due to increased energy demands. Practically speaking this means that there is less fuel in circulation increasing risks to your health because increased utilisation results in fewer triglyceride and glucose postprandial (post meals).

Improvements in insulin sensitivity and glucose metabolism from increasing your daily steps is due to the increased energy needs of hard-working muscles. The more steps you take, the more metabolically active your body is, and the more efficient it becomes at using glucose and fat as fuel. Over time, this results in lower blood levels of triglycerides and glucose, two biomarkers of longevity.

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# WEEK SIX

At the beginning of the challenge, we asked you to aim for an average of 6,000 steps per day. At this point in the challenge, your goals have increased and you're working to bump that average to 7,000. Eventually, we want you to reach that 8,000-step mark and hopefully beyond. If you can maintain a daily step count of 10,000 steps, science supports it.

Some days, you may get more steps than others, so it's better to look at your steps averaged over a week than to beat yourself up about a busy workday when you are trapped at your computer more than normal. It happens to all of us. Instead of getting discouraged, aim to sneak more steps into the rest of the week to boost your overall average. Every step counts.

**Tips to meet your daily step goals:**

- Take a walk first thing every morning. This will greatly ease meeting your step goal, and as an extra bonus, it will get you out in natural light to build 2 habits at once.
- Park as far away as you reasonably can when out and about.
- Set a timer on your phone to remind you every 30 to 60 minutes to get up and move around.
- **At work:** take the stairs instead of the elevator, walk to the farthest restroom in the building, walk to your co-worker's desk instead of emailing, or start a lunch walking club.
- **At home:** be a bit inefficient when doing laundry or household chores to add extra steps around the house, stand and do stretches or light body weight movements while watching TV, have a dance party or walk with your family after dinner to get everyone more steps. If you have kids, get them moving with you – it's never too young to model healthy behavior!

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# WEEK SIX RESOURCES

To dive deeper into this topic, check out these resources:



**READ:**

Check out this review of a new study on daily steps

| HABIT | WEEK 6 GOAL | DAY 1 | DAY 2 | DAY 3 | DAY 4 | DAY 5 | DAY 6 | DAY 7 |
|---|---|---|---|---|---|---|---|---|
| PROTEIN | Consume 1.2-1.6g of protein per kg/day. At least 50g/day of plant protein | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| PLANT FATS | Olive oil or avocado oil for dressings and cooking (instead of butter, tallow, coconut or palm oil) | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| PLANT DIVERSITY | Consume at least 1 serving of 20 or more unique plants for the week | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| FERMENTED FOODS | 2 x serving/day of fermented foods | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| EATING WINDOW | Eat within a 14 hour eating window or less. No food 1 hour after waking or 1 hour before bed. | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| DAILY STEPS | At least 7,000 steps/day average | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| MODERATE INTENSITY CARDIO | 75 minutes of dedicated Zone 2/3 training per week | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| HIGH INTENSITY CARDIO | 3 x 2 minutes HIIT interval/week. Zone 4/5 | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| RESISTANCE TRAINING | Resistance training at least 1 x per week | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| MORNING LIGHT EXPOSURE | Get outside and get natural light exposure for 10 minutes in the first 2 hours after waking | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| NIGHTTIME LIGHT EXPOSURE | At nighttime, dim house lights when the sun sets. Avoid bright screens or put on night-shift mode. | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| SLEEP DURATION | In bed for 8 hours/night. Pro tip: Track your sleep more closely with Eight Sleep and their intelligent mattress covers. | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| SOMETHING JOYFUL | Spend 10 minutes daily working on something that you've always wanted to start, but haven't. Or have started, but stopped. Something that brings you joy and stimulates your mind. | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| BE OF SERVICE | Do something twice a week that makes someone you care about, or a stranger, feel loved and appreciated. | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| PERSONAL GOAL | Optional | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| WEEKLY REFLECTIONS | Optional | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |

# WEEK SEVEN

Look at you... past the halfway point now and hopefully, these longevity habits are starting to feel like a normal part of your life! For the next six weeks, you'll build on this foundation to get long-lasting results.

Start the week off right

- Print the week 7 tracking sheet on page 61.
- Review your past tracking sheets. Notice the change you've created from week 1 to week 7. Acknowledge all the positive steps, both big and small, you've taken so far.
- Plan for the week. Week 7 means an increase in some of your fitness goals. By now, your body should be ready to increase the effort and increase your fitness gains. As always, look for the sweet spot between challenging yourself and adapting the goals to fit your reality.

## WEEK SEVEN LEARNING — MODERATE AND HIGH-INTENSITY CARDIO

For optimal health and longevity, your body requires a variety of movements. This applies not only to the types of movements but also to the *intensity* of movement.

As a movement becomes more intense, i.e., more challenging to sustain, your heart rate increases, and the cardiorespiratory system must work harder to provide the oxygen and nutrients necessary to continue. Challenging the heart, lungs, and circulatory system with varying exercise intensities, causes them to adapt in unique ways, producing incredible longevity benefits.

Regularly training at both moderate and high-intensity cardio levels increases VO2 Max, a measure of how efficiently your body uses oxygen during intense exercise. A higher VO2 Max indicates a strong heart that can efficiently move large volumes of blood through the body to deliver oxygen.

More subtle metabolic changes also take place alongside a higher VO2 Max. Your mitochondria increase in number and efficiency, your body creates more small blood vessels called capillaries, and you become more metabolically flexible (able to efficiently use both glucose and fats to produce energy).

But to gain these longevity benefits you have to make sure you're actually working in the heart rate zones scientifically proven to produce results. Many people just hop on the treadmill for a certain amount of time and assume that's enough. In this challenge, we're not throwing darts in the dark. You'll calculate and track your heart rate zones to ensure you experience the longevity benefits of cardio training.

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# WEEK SEVEN

To make this easier for you, we've taken the guesswork out of calculating your Max Heart Rate and Target Heart Rates for moderate and high-intensity exercise. Check out this calculator to get your personalised goals here. Once you know your target heart rate zones, you can put all your focus on challenging yourself to get there.

When you're working at a moderate-intensity cardio, you'll get into zone 2/3 and work in that heart rate zone for a longer length of time, anywhere from 50-150 minutes performed all at once or over the course of the week. For high-intensity cardio, you'll perform short bursts in zone 4/5 with periods of active rest between. For example, If your goal for the week is 3x4 HIIT, you'll work for 3 minutes in zone 4/5 , rest for 3 minutes, and then repeat 4 times.

- Each week of the challenge, you'll gradually ramp up your time in both the moderate and high-intensity zones. Check out the moderate intensity principles guide on page 94 and the high intensity principles guide on page 96 to learn how to find these zones for yourself and the best techniques to maximise your time training at these intensities.

What's the best time of day to exercise?

- There is interesting science to support that keeping the time of day you exercise consistent can have some benefits. Research shows the body has the adaptive ability to respond best to exercise that's done at the same time of day, whether morning, afternoon, or evening. When you exercise consistently at the same time each day, your body's circadian rhythm and peak performance may shift to give you optimal results during your training sessions.

  This may prove to not just affect your performance but your metabolic health as well. We still need more science on the latter but we don't need to wait for this science to tell us that consistent training has benefits to our health and longevity! So if training at a specific time of day each day isn't feasible for you, don't sweat it, just get those workouts in! But, if you have the ability to stick to a consistent schedule, do it.

| | MODERATE-INTENSITY CARDIO | HIGH-INTENSITY CARDIO |
|---|---|---|
| ZONE | 2/3 | 4/5 |
| % OF MAX HR | 60-75% | 85-95% |
| HOW TO TRAIN | Moderate intensity activity at a sustained pace over a longer length of time. | Maximally intense activity that can only be sustained for minutes, done in bursts for a short amount of time. |
| WHY IT MATTERS | Improves mitochondrial function ↑↑<br>Increases VO2Max ↑<br>Increases density of blood vessels ↑↑ | Improves mitochondrial function ↑<br>Increases VO2Max ↑↑<br>Increases density of blood vessels ↑ |
| IMPACT ON THE 10 TRUTHS | Blood pressure ↓<br>ApoB ↓<br>Triglycerides ↓<br>Fasting glucose ↓↓<br>HbA1c ↓↓<br>And, of course, VO2 Max ↑ | |

We've taken the guesswork out of calculating your Max HR and Target Heart Rates for moderate and high intensity exercise so you can focus on challenging yourself. Check out this calculator to get your personalised goals here.

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# WEEK SEVEN RESOURCES

To dive deeper into this topic, check out these resources:



**LISTEN:**

*The Proof Podcast* episode 279 — Zone 2 takeaways and an evidence-based 3 day cardio program for longevity with Drew Harrisberg, BSc



**WATCH:**

*The Proof* Clip EP 277 — Are you training in Zone 2? Here's how to find out!



**READ:**

Bone health and exercise. The degree to which cardiovascular training affects bone mineral density depends on the relative 'impact' of the exercise.

| HABIT | WEEK 7 GOAL | DAY 1 | DAY 2 | DAY 3 | DAY 4 | DAY 5 | DAY 6 | DAY 7 |
|---|---|---|---|---|---|---|---|---|
| PROTEIN | Consume 1.2-1.6g of protein per kg/day. At least 50g/day of plant protein | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| PLANT FATS | Olive oil or avocado oil for dressings and cooking (instead of butter, tallow, coconut or palm oil) | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| PLANT DIVERSITY | Consume at least 1 serving of 20 or more unique plants for the week | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| FERMENTED FOODS | 2 x serving/day of fermented foods | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| EATING WINDOW | Eat within a 12 hour eating window or less. No food 2 hours after waking and 2 hours before bed. | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| DAILY STEPS | At least 7,000 steps/day average | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| MODERATE INTENSITY CARDIO | 100 minutes of dedicated Zone 2/3 training per week | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| HIGH INTENSITY CARDIO | 4 x 2 minutes HIIT interval/week. Zone 4/5 | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| RESISTANCE TRAINING | Resistance training at least 2 x per week | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| MORNING LIGHT EXPOSURE | Get outside and get natural light exposure for 10 minutes in the first 2 hours after waking | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| NIGHTTIME LIGHT EXPOSURE | At nighttime, dim house lights when the sun sets. Avoid bright screens or put on night-shift mode. | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| SLEEP DURATION | In bed for 8 hours/night. Pro tip: Track your sleep more closely with Eight Sleep and their intelligent mattress covers. | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| SOMETHING JOYFUL | Spend 10 minutes daily working on something that you've always wanted to start, but haven't. Or have started, but stopped. Something that brings you joy and stimulates your mind. | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| BE OF SERVICE | Do something twice a week that makes someone you care about, or a stranger, feel loved and appreciated. | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| PERSONAL GOAL | Optional | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| WEEKLY REFLECTIONS | Optional | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |

# WEEK EIGHT

It's incredible to think you're entering your 8th week of this challenge. That's almost 2 full months of building longevity habits and optimising your life. Are you feeling the benefits?

Start the week off right

- Print the week 8 tracking sheet on page 65.
- Review your tracking sheet from week 7. Reflect on what's working well and what habits are a struggle at this point in the challenge. As your goals progress over the next few weeks, remember you can always opt to stay at a certain goal level until you feel you're ready to increase. Whether you get to the end goal with all these habits is less important than sustaining these habits long-term. Each week, expect life to happen. Instead of being frustrated when life throws you off schedule, use it as an opportunity to foster greater compassion for yourself. You're human, not a machine.
- Plan your week. Integrate the techniques that are working for your exercise sessions, menu planning, and sleep.

## WEEK EIGHT LEARNING – RESISTANCE TRAINING

Losing a certain amount of muscle as you age is inevitable. You're unlikely to be as strong at 70 as you were at 30. But HOW MUCH muscle and strength you lose depends on the amount of strength you develop in your prime years and how hard you work to maintain it over your life span.

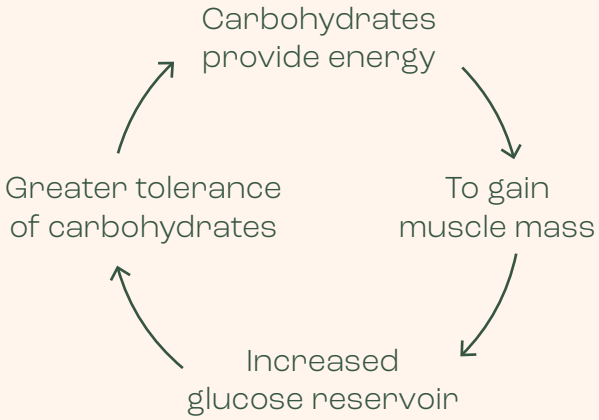
Your muscles follow the "use it or lose it" principle. Without regular training and load, your muscles gradually lose mass and strength. To maintain strength throughout your life, there is no substitute for loading your muscles, and for most of us, that means resistance training.

An effective resistance training program builds strength, increases muscle mass, improves body composition, and reduces loss of bone mineral density. Lifting weights also challenges the heart and lungs to increase efficiency and output, improving their overall health.

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# WEEK EIGHT

The more subtle effects of resistance training include improvements in metabolic health. Strong healthy muscles have excellent glucose processing power, so your HbA1c and fasting glucose should improve. The nutrition benefit here is you'll gain increased tolerance of carbohydrates. Carbohydrates help you perform better so it's a positive feedback loop:




Remember my rule of thumb: when it comes to carbs a jelly bean is a far cry from a black bean. Prioritise whole food sources of carbohydrates rich in fibre to fuel your workouts and optimise your metabolic health.

At the beginning of the challenge, you measured your strength by testing your grip strength, a good proxy for overall muscular fitness. Throughout these 12 weeks, as you get in the habit of moving heavy loads with resistance training, your grip strength will increase, indicating stronger muscles and an improved marker of longevity.

To get the full benefits of resistance training, HOW you train matters. Instead of just throwing some weights around in the gym, you'll use science-backed training principles to maximise your effort and gains.

To grow muscle and stimulate bone strengthening, you must overload during training. Research shows that progressively adapting your weight, sets, and reps produces consistent gains in muscle strength.

What this means is you have to lift weights heavy enough to cause your muscles to fatigue, and (sometimes) fail. As your muscles grow and adapt to the weight, you must progressively increase the weight to continually challenge the muscles to get stronger. Kinda like how incrementally increasing plant diversity in your diet fortifies your gut, strategically changing weight load on your muscles works to optimise strength.

There are a lot of different ways to do this, whether with free weights, kettlebells, or gym machines.

It's also important to note that if you have low bone mineral density (BMD) based on the results of your DEXA scan, or you are a postmenopausal woman, you really need to lean into resistance training to stimulate bone density. That means working safely and progressively toward heavier weights. Additionally, impact exercises such as jumping chin-ups with drop landings and jump rope performed 50 jumps/session for at least 6 months with 3 or more days/week are recommended. Please work with a qualified physiologist to ensure all safety requirements are met.

We'll cover all this information in depth in the resistance training principles guide on page 98.

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# WEEK EIGHT RESOURCES

To dive deeper into this topic, check out these resources:



**LISTEN:**

*The Proof Podcast* episode 229 - Specific exercise to avoid disease and live longer with Dr Paul Taylor

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| HABIT | WEEK 8 GOAL | DAY 1 | DAY 2 | DAY 3 | DAY 4 | DAY 5 | DAY 6 | DAY 7 |
|---|---|---|---|---|---|---|---|---|
| PROTEIN | Consume 1.2-1.6g of protein per kg/day. At least 50g/day of plant protein | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| PLANT FATS | Olive oil or avocado oil for dressings and cooking (instead of butter, tallow, coconut or palm oil) | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| PLANT DIVERSITY | Consume at least 1 serving of 20 or more unique plants for the week | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| FERMENTED FOODS | 2 x serving/day of fermented foods | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| EATING WINDOW | Eat within a 12 hour eating window or less. No food 2 hours after waking and 2 hours before bed. | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| DAILY STEPS | At least 7,000 steps/day average | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| MODERATE INTENSITY CARDIO | 100 minutes of dedicated Zone 2/3 training per week | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| HIGH INTENSITY CARDIO | 4 x 2 minutes HIIT interval/week. Zone 4/5 | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| RESISTANCE TRAINING | Resistance training at least 2 x per week | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| MORNING LIGHT EXPOSURE | Get outside and get natural light exposure for 10 minutes in the first 2 hours after waking | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| NIGHTTIME LIGHT EXPOSURE | At nighttime, dim house lights when the sun sets. Avoid bright screens or put on night-shift mode. | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| SLEEP DURATION | In bed for 8 hours/night. Pro tip: Track your sleep more closely with Eight Sleep and their intelligent mattress covers. | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| SOMETHING JOYFUL | Spend 10 minutes daily working on something that you've always wanted to start, but haven't. Or have started, but stopped. Something that brings you joy and stimulates your mind. | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| BE OF SERVICE | Do something twice a week that makes someone you care about, or a stranger, feel loved and appreciated. | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| PERSONAL GOAL | Optional | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| WEEKLY REFLECTIONS | Optional | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |

# WEEK NINE

You're entering the final four weeks of the challenge. But, all the incredible benefits you're experiencing are yours to keep as you continue integrating these habits into your life.

Start the week off right

- Print the week 9 tracking sheet on page 70.
- Pay attention this week to which aspects of the challenge have felt particularly hard for you. Is there a habit or two that has been a struggle from day one? How can you adapt the habit to fit your life? Lean into the challenge.
- Plan your week. This week we're upping your time in the flourishing habits, so give special thought to how you can make time for things that bring you joy and ways to be of service to those around you. Don't just hope these opportunities present themselves. It takes intention to cultivate a flourishing mindset. Feeling guilty spending time on yourself? That's a normal response - it's okay. Acknowledge any resistance that comes up from this Truth and get curious about it.

## WEEK NINE LEARNING — LIGHT EXPOSURE

Most modern cultures have become increasingly "indoor" societies. A majority of our time is spent inside, using artificial light, and often staring at artificially lit screens. While there are many benefits to our ability to live this way, there are a few drawbacks as well.

The human body evolved with a circadian rhythm linked to the cycle of the sun. Exposure to light sends signals to the brain, causing the release of hormones that influence everything from hunger to sleep. Early humans had little choice but to live at the mercy of sunlight. However, now we can choose for ourselves when to have light and when to turn off the lights to sleep. For longevity, we need to use this power wisely.

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# WEEK NINE

A healthy circadian rhythm helps every system in the body function better. Your brain feels alert, your muscles more responsive, your pancreas, liver, and cardiovascular system work efficiently, and you sleep better. Conversely, a disrupted circadian rhythm leads to poor sleep, a higher risk of mental health struggles like depression, impaired muscle function, high blood pressure, and a greater risk of cardiovascular disease, diabetes, and liver dysfunction.

Building habits that support your circadian rhythm sets the stage for optimal health and longevity.

Your circadian rhythm is extremely sensitive to light exposure. Special cells in the retina of the eye send information to the brain about light levels and time of day, influencing the signals the brain then sends to the rest of the body to regulate the sleep/wake cycle. Exposure to natural light soon after waking sends a powerful signal to the brain that "it's morning; time to be awake," while creating dark conditions leading up to bed, tells the brain it's time for sleep. Your body is designed to respond to these ancient cues, and disrupting the rhythm too far unsurprisingly leads to poor health.

Your circadian rhythm helps you live longer. Let's tap into it.

- In the morning, get outside as soon as you can for exposure to natural light. At least 10 minutes is best. Even if the sun is behind clouds, your brain will respond to unobstructed morning light by starting your "clock" for the day.
- In the evening, you want to signal the brain that it's getting dark and time for bed. Turn down the lights in your house as bedtime approaches. Set night mode on any devices you use before bed, or better yet, avoid them if you can. TVs, laptops, and phones emit a type of light called blue light which suppresses the release of melatonin, the hormone that tells your brain it's lights out. Using night mode turns down the blue light on devices to minimise this effect.

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Lately I've been making a conscientious effort to upgrade my sleep.

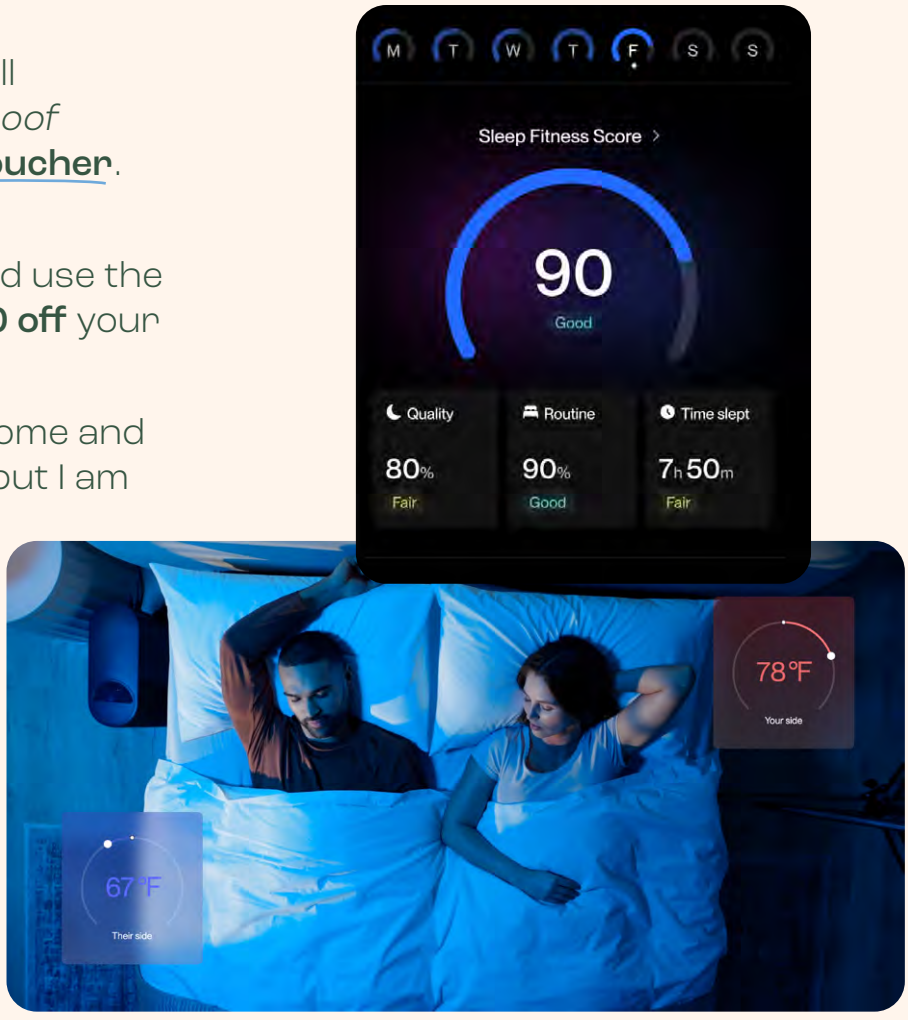
A big part of that included the **Eight Sleep** Pod 5 Ultra which is a high-tech mattress cover that transforms your existing bed into a sleep optimisation powerhouse. It's equipped with advanced technology for precise temperature regulation, elevation control, and comprehensive biometric tracking. The temperature regulation is my favourite feature. **Eight Sleep's** autopilot uses machine learning algorithms to analyse your sleep patterns and automatically adjust the mattress temperature between 12.7°C to 43.3°C (55°F to 110°F) to help initiate and maintain sleep as well as optimise the stage of sleep you're in. When you wake up, the **Eight Sleep** 8 app provides you with an overview of your sleep quality and important health metrics like resting heart rate, HRV and breath rate.

Since using the **Eight Sleep** Pod 5 Ultra not only do I feel more rested and energetic but I've also noticed my heart rate over night has lowered by about 5 beats per minute - a sign of better recovery.

**Eight Sleep** have provided all participants in *The Living Proof Challenge* with a **$350 off voucher**.

Simply head over to eightsleep.com/theproof and use the **code THEPROOF to get $350 off** your very own Pod 5 Ultra.

You get 30 days to try it at home and return it if you don't like it - but I am confident you will keep it.



# WEEK NINE RESOURCES

To dive deeper into this topic, check out these resources:



**LISTEN:**

*The Proof Podcast* episode 280 — Neglecting our bodies natural clocks is harming our health (Part 1) with Satchin Panda, PhD

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| HABIT | WEEK 9 GOAL | DAY 1 | DAY 2 | DAY 3 | DAY 4 | DAY 5 | DAY 6 | DAY 7 |
|---|---|---|---|---|---|---|---|---|
| PROTEIN | Consume 1.2-1.6g of protein per kg/day. At least 60g/day of plant protein | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| PLANT FATS | Olive oil or avocado oil for dressings and cooking (instead of butter, tallow, coconut or palm oil) | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| PLANT DIVERSITY | Consume at least 1 serving of 30 or more unique plants for the week | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| FERMENTED FOODS | 3 x serving/day of fermented foods | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| EATING WINDOW | Eat within a 12 hour eating window or less. No food 2 hours after waking and 2 hours before bed. | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| DAILY STEPS | At least 8,000 steps/day average | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| MODERATE INTENSITY CARDIO | 100 minutes of dedicated Zone 2/3 training per week | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| HIGH INTENSITY CARDIO | 4 x 3 minutes HIIT interval/week. Zone 4/5 | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| RESISTANCE TRAINING | Resistance training at least 2 x per week | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| MORNING LIGHT EXPOSURE | Get outside and get natural light exposure for 10 minutes in the first 2 hours after waking | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| NIGHTTIME LIGHT EXPOSURE | At nighttime, dim house lights when the sun sets. Avoid bright screens or put on night-shift mode. | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| SLEEP DURATION | In bed for 8 hours/night. Pro tip: Track your sleep more closely with Eight Sleep and their intelligent mattress covers. | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| SOMETHING JOYFUL | Spend 15 minutes daily working on something that you've always wanted to start, but haven't. Or have started, but stopped. Something that brings you joy and stimulates your mind. | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| BE OF SERVICE | Do something daily that makes someone you care about, or a stranger, feel loved and appreciated. | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| PERSONAL GOAL | Optional | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| WEEKLY REFLECTIONS | Optional | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |

# WEEK TEN

You've reached the last phase of the challenge. Over the next three weeks you'll work to reach the optimal level for each of the longevity habits. You may or may not be there yet, and that's normal and expected. Work towards your goals at this moment in your life. That's the real definition of success.

Start the week off right

- Print the week 10 tracking sheet on page 74.
- Review your past tracking sheets. Notice how your sleep duration goal is progressing. This week, we'll double click on that habit, so brainstorm ways to get your 8 hours in bed every night.
- Plan for the week. You know what to do. Schedule your workouts, plan your menu, and adapt your goals to what's on your calendar. Every week is different, so go into it with a strategy for how to maintain your longevity habits alongside your real life.

## WEEK TEN LEARNING — SLEEP DURATION

Most of us don't need science to tell us that sleep is important. It's something you can feel after a poor night's sleep when you wake up sore, exhausted, mentally dull, and struggling through the day.

But the effects of poor sleep go much deeper than how you feel the next morning. Regularly getting poor quality or poor quantity sleep increases your risk of heart disease, diabetes, obesity, high blood pressure, cognitive decline, and all-cause mortality (including a higher risk of accidents due to sleep deprivation!).

Interestingly, sleep disruptions interfere with protein synthesis and, over time, may lead to decreased muscle mass and strength, two markers of poor longevity. Missing out on even a day of good sleep impairs protein synthesis, hormone balance, and glucose control. Long-term sleep disruption compounds these effects.

Improving your sleep habits is one of the best things you can do for longevity, and it fuels all your other efforts.

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# WEEK TEN

When you sleep, your brain and body remain incredibly active, carrying out essential "housekeeping" functions that optimise and repair every system in your body. Your neurons build connections to improve communication and store memories, your immune system releases cytokines to battle infections, the body repairs damage and removes toxins, and muscles undergo needed repairs among many other things. Studies show sleeping too little (<7 hours per night, or too much (>8 or 9 hours) increases your risk of death by 12% and 30%, respectively.

Missing out on the repair that comes from restorative sleep prevents your body from doing the necessary tasks to keep you healthy. Over time, your immune system is compromised, your brain function struggles, and every bodily system experiences more wear due to lack of upkeep. If you want to live longer and feel better you have to get proper sleep.

Proper sleep starts with the right conditions. In this challenge, we gave you the goal to simply *be in bed for 8 hours each night*. We all know we can't make ourselves fall asleep. However, many of us don't even give our body the option of getting the sleep it needs. Building the habit of blocking out 8 hours each night for sleep and spending that time in bed increases the chance you'll hit a minimum of 7 hours. Some nights you might find yourself tossing and turning – as best you can – try to practice spending any waking time in as restful a state as possible even if it means you're still awake.

Tips to get you in bed for 8 hours:

- Count back from the time you have to wake up to find out when you need to be in bed. Stick to it.
- Ideally, your 8 hours happen at the same time each day. Your body adapts to consistency, and it will be easier to fall asleep if your brain is expecting it.
- If possible, try to fall asleep between 10 – 11 PM if your schedule allows.
- If you're not ready to fall asleep right when you get in bed, try a relaxing activity like deep breathing, reclining meditation, reading (not on your phone! Remember we want to avoid blue light), or try connecting with your partner.
- Establish consistent sleep cues leading up to your 8 hours in bed. Even the simple routine of washing your face and brushing your teeth signals your brain it's bedtime. Have a few steps you do every night before getting in bed that cue your body to shut it down.

Pro tip:

- We love and use the WHOOP system to track our sleep. Go to join.whoop.com/simon and get your first month free. If you sign up, join *The Proof* community on WHOOP using the code *COMM-1F5693*

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# WEEK TEN RESOURCES

To dive deeper into this topic, check out these resources:



**LISTEN:**

The Rich Roll Podcast episode 600 — Sleep is your superpower with Dr Matthew Walker



**WATCH:**

*The Proof* Clips EP 282 — Are you genetically a night owl? Uncover the sleep science!

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| HABIT | WEEK 10 GOAL | DAY 1 | DAY 2 | DAY 3 | DAY 4 | DAY 5 | DAY 6 | DAY 7 |
|---|---|---|---|---|---|---|---|---|
| PROTEIN | Consume 1.2-1.6g of protein per kg/day. At least 60g/day of plant protein | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| PLANT FATS | Olive oil or avocado oil for dressings and cooking (instead of butter, tallow, coconut or palm oil) | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| PLANT DIVERSITY | Consume at least 1 serving of 30 or more unique plants for the week | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| FERMENTED FOODS | 3 x serving/day of fermented foods | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| EATING WINDOW | Eat within a 12 hour eating window or less. No food 2 hours after waking and 2 hours before bed. | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| DAILY STEPS | At least 8,000 steps/day average | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| MODERATE INTENSITY CARDIO | 150 minutes of dedicated Zone 2/3 training per week | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| HIGH INTENSITY CARDIO | 4 x 3 minutes HIIT interval/week. Zone 4/5 | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| RESISTANCE TRAINING | Resistance training at least 2 x per week | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| MORNING LIGHT EXPOSURE | Get outside and get natural light exposure for 10 minutes in the first 2 hours after waking | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| NIGHTTIME LIGHT EXPOSURE | At nighttime, dim house lights when the sun sets. Avoid bright screens or put on night-shift mode. | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| SLEEP DURATION | In bed for 8 hours/night. Pro tip: Track your sleep more closely with Eight Sleep and their intelligent mattress covers. | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| SOMETHING JOYFUL | Spend 15 minutes daily working on something that you've always wanted to start, but haven't. Or have started, but stopped. Something that brings you joy and stimulates your mind. | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| BE OF SERVICE | Do something daily that makes someone you care about, or a stranger, feel loved and appreciated. | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| PERSONAL GOAL | Optional | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| WEEKLY REFLECTIONS | Optional | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |

# WEEK ELEVEN

Welcome to week 11, you're about to cross the finish line so don't slow down yet. As you enter the final weeks of the challenge, note how your energy, sleep, and mindset have changed. Take time to acknowledge and celebrate your results. This will give you the motivation to keep these longevity habits rolling even after the challenge ends.

Start the week off right

- Print the week 11 tracking sheet on page 78.
- Review your past tracking sheets. With two weeks left on the challenge and the retest phase not far off, direct your efforts to the habits most critical to increase your longevity score. Flip back to page 28 for protocol overview table at the beginning of section 2, and review which habits address the biomarkers you most need to improve. While all the habits are important, to improve your longevity score, you'll benefit most from locking in the habits that correct your sub-optimal biomarkers.
- Plan your week. This should be second nature at this point. You know the drill.

## WEEK ELEVEN LEARNING — SOMETHING JOYFUL

Rates of loneliness, depression, and anxiety are high in many developed countries, with serious consequences for health and longevity. Individuals who struggle with mental health are more likely to develop chronic illnesses such as heart disease or cancer and have a shorter life expectancy.

Living a meaningful life is as essential to longevity as exercise and eating well. Yet, it's often overlooked. Life is busy, and many of us focus on getting through our days, getting things done, and then waking up to do it all again. But, this is not a recipe for thriving.

Caring for your mental health allows you to truly flourish. Living a longer life is only one piece of the longevity picture and, of course, an important one. But, living a better life for longer is the real metric we hope to influence.

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# WEEK ELEVEN

It's essential to step back on occasion and ask yourself if you're living a good life and what that even means to you. What would your ideal day look like? What things have you always wanted to do but have never done? What's that thing you started but never finished? Five years from now, what experiences do you hope you'll have had?

Research shows people are more likely to take corrective action when failing to live up to their responsibilities than they are to take corrective action when they fail to live up to their personal goals and aspirations. Yet, when asked to share their biggest regret, 76% of people spoke about unfulfilled personal goals.

While caring for your responsibilities is often non-negotiable, at the end of your life, what do you think you'll most regret? Where will most of your dissatisfaction with life stem from? Will it be not keeping your house tidier or not taking that dance class you always dreamed about? To enhance longevity, you need to act in alignment with your values and goals and step closer to the person you want to become. It's not only okay to prioritise what matters most to you but it's *essential*!

For this challenge, we've asked you to spend a small amount of time each day doing something that simply brings you joy that you have always wanted to start but haven't, or have started but stopped. By this point, you should be up to spending at least 15 minutes every day. This goal may not seem like it accomplishes much but added up over the course of months and years, it becomes hours of time spent cultivating joy.

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# WEEK ELEVEN RESOURCES

To dive deeper into this topic, check out these resources:



**LISTEN:**

Cornell Psychologist Tom Gilovitch on Judgment, Decision making, and Regrets



**WATCH:**

*The Proof* Clips EP #285 — Beyond medication: mindfulness explored

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| HABIT | WEEK 11 GOAL | DAY 1 | DAY 2 | DAY 3 | DAY 4 | DAY 5 | DAY 6 | DAY 7 |
|---|---|---|---|---|---|---|---|---|
| PROTEIN | Consume 1.2-1.6g of protein per kg/day. At least 60g/day of plant protein | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| PLANT FATS | Olive oil or avocado oil for dressings and cooking (instead of butter, tallow, coconut or palm oil) | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| PLANT DIVERSITY | Consume at least 1 serving of 30 or more unique plants for the week | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| FERMENTED FOODS | 3 x serving/day of fermented foods | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| EATING WINDOW | Eat within a 12 hour eating window or less. No food 2 hours after waking and 2 hours before bed. | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| DAILY STEPS | At least 8,000-10,000 steps/day average | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| MODERATE INTENSITY CARDIO | 150 minutes of dedicated Zone 2/3 training per week | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| HIGH INTENSITY CARDIO | 4 x 4 minutes HIIT interval/week. Zone 4/5 | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| RESISTANCE TRAINING | Resistance training at least 2 x per week | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| MORNING LIGHT EXPOSURE | Get outside and get natural light exposure for 10 minutes in the first 2 hours after waking | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| NIGHTTIME LIGHT EXPOSURE | At nighttime, dim house lights when the sun sets. Avoid bright screens or put on night-shift mode. | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| SLEEP DURATION | In bed for 8 hours/night. Pro tip: Track your sleep more closely with Eight Sleep and their intelligent mattress covers. | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| SOMETHING JOYFUL | Spend 15 minutes daily working on something that you've always wanted to start, but haven't. Or have started, but stopped. Something that brings you joy and stimulates your mind. | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| BE OF SERVICE | Do something daily that makes someone you care about, or a stranger, feel loved and appreciated. | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| PERSONAL GOAL | Optional | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| WEEKLY REFLECTIONS | Optional | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |

# WEEK TWELVE

This is it. Your final week. After this week, you'll retest The 10 Truths and calculate your new longevity score. You are now LIVING PROOF that nothing stands in your way of accomplishing any challenge on your path to longevity. Proof time is right around the bend – let's finish up strong!

Start the week off right

- Print the week 12 tracking sheet on page 82.
- This is your last chance to shift your biomarkers before you retest. What you do this week will still make a difference, so really give it your all. Some habits may be on autopilot at this point, which is great! Recommit to the areas that are challenging and see what progress you can make. Remember, we don't expect perfection, and neither should you! Just keep moving forward. Every step counts.
- Plan your week. (You probably didn't even need a reminder at this point!)

## WEEK TWELVE LEARNING – BE OF SERVICE

There's no better way to round out *The Living Proof Challenge* Learnings than to talk about being of service. It's often easier to focus on the lifestyle habits that enhance physical health. Yet the daily habits that promote mental and emotional well-being are often neglected.

Being of service is a habit that enriches both your life and the lives of those around you. Over the last 11 weeks, we asked you to progressively devote more time to doing something to make someone you care about or a stranger, feel loved and appreciated. We hope by now you are working to do this daily.

When you do something to be of service, it activates the reward regions of the brain while simultaneously dampening the stress-related regions. We see this play out in large population studies that show people who are stressed have higher mortality while people who live stressful lives but make time to serve others, do not.

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# WEEK TWELVE

Giving, or being of service to others, appears to attenuate the negative health and longevity effects of stress. Being of service is also a way to invest in important relationships. Research tells us that quality relationships are the number one predictor of happiness and longevity.

In an interesting experiment, researchers randomised people into two groups. In one group, they played a game and won money (let's say $10) for playing. The other group played the same game and won the same amount of money, but it was automatically donated to a charity of their choice.

On day 1 of the test, both groups reported the same level of happiness after playing; however, over the next 10 days, the subjects receiving $10 reported rapidly declining happiness from winning, while the subjects giving away their winnings reported the same level of happiness throughout.

Happiness from giving appears to SUSTAIN itself. Happiness from getting does not. Cultivating a habit of service is not only the right thing to do, but also an important part of living a longer, better life. Investing in the people around you is worth every ounce of your effort.

There are many ways you can serve others and strengthen your most important relationships, so how you meet these goals will be unique to you.

Here are some ideas we came up with:

**For those close to you:**

- Take on a household task without being asked to do so. Wash the dishes, do the laundry, clean the bathroom, or whatever task you know will make them feel cared for.
- Offer to run an errand so they don't have to.
- Take them out for coffee and give them 100% of your attention. Or better yet, make them a cup of coffee/matcha. Our friends at Autonomy Foods who specialise in adaptogenic lattes have you covered. Use the code LIVINGPROOF for 20% off.
- Write a note or send an encouraging text if you know they're having a tough time.

**For strangers or your local community:**

- When out, pay for the food or beverage of the person behind you in line
- Volunteer with a local organisation
- Donate to a non-profit
- Pick up trash in your community

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# WEEK TWELVE RESOURCES

To dive deeper into this topic, check out these resources:



**LISTEN:**

*The Proof Podcast* episode 130 — Welcoming challenges into your life with Rich Roll



**WATCH:**

TED Talk by Robert Waldinger — The secret to a happy life — lessons from 8 decades of research



**WATCH:**

Tom Gilovich from Cornell Research — Judgement, decision making, and regret

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| HABIT | WEEK 12 GOAL | DAY 1 | DAY 2 | DAY 3 | DAY 4 | DAY 5 | DAY 6 | DAY 7 |
|---|---|---|---|---|---|---|---|---|
| PROTEIN | Consume 1.2-1.6g of protein per kg/day. At least 60g/day of plant protein | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| PLANT FATS | Olive oil or avocado oil for dressings and cooking (instead of butter, tallow, coconut or palm oil) | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| PLANT DIVERSITY | Consume at least 1 serving of 30 or more unique plants for the week | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
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| DAILY STEPS | At least 8,000-10,000 steps/day average | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| MODERATE INTENSITY CARDIO | 150 minutes of dedicated Zone 2/3 training per week | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| HIGH INTENSITY CARDIO | 4 x 4 minutes HIIT interval/week. Zone 4/5 | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| RESISTANCE TRAINING | Resistance training at least 2 x per week | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| MORNING LIGHT EXPOSURE | Get outside and get natural light exposure for 10 minutes in the first 2 hours after waking | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| NIGHTTIME LIGHT EXPOSURE | At nighttime, dim house lights when the sun sets. Avoid bright screens or put on night-shift mode. | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| SLEEP DURATION | In bed for 8 hours/night. Pro tip: Track your sleep more closely with Eight Sleep and their intelligent mattress covers. | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| SOMETHING JOYFUL | Spend 15 minutes daily working on something that you've always wanted to start, but haven't. Or have started, but stopped. Something that brings you joy and stimulates your mind. | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| BE OF SERVICE | Do something daily that makes someone you care about, or a stranger, feel loved and appreciated. | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| PERSONAL GOAL | Optional | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| WEEKLY REFLECTIONS | Optional | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |

# PART THREE:

## RETEST

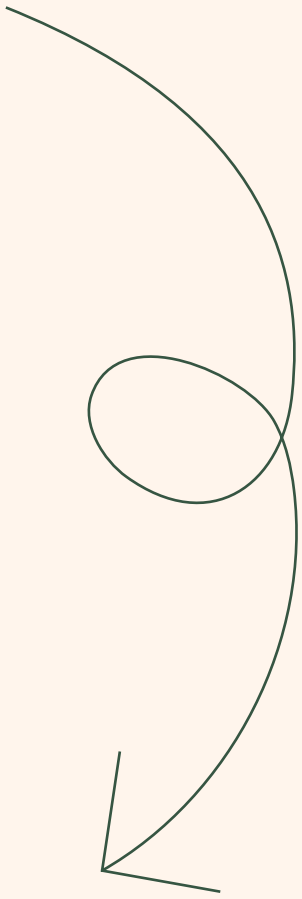
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# CONGRATULATIONS, FRIENDS

You've made it to the end of the 12-week challenge. You should feel incredibly proud of the hard work you've done to shift your health in a positive direction.

Now, it's time to get some hard data on your progress. While we certainly hope you're feeling the benefits of your new habits, the real proof is in your biomarkers. Let's re-measure.

Time to repeat the testing procedures you did in the initial testing phase.



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| TEST | WHAT IT MEASURES | HOW TO TEST | TIPS FOR TESTING |
|---|---|---|---|
| **BLOOD TEST** | • ApoB<br>• Triglycerides<br>• HbA1c<br>• Fasting blood glucose<br>• Lp(a)* | • Contact your primary care doctor to see if they can order these specific blood tests. If you're based in the USA, you can use Function Health as a convenient way to measure these important biomarkers and more.<br>• Function Health helps you take charge of your health with advanced blood testing and personalised insights, giving you the tools to live better for longer. With two lab visits a year and access to over 100 biomarkers, it's a simple way to track key health markers like cholesterol, glucose, and vitamin D. Own your health for $365 a year. That's a dollar a day. Learn more and join using my link. Visit functionhealth.com/simonhill and use gift code SIMON25 for a $25 credit toward your membership. | You must be fasting prior to your blood test to get accurate results. A general rule is no food or drink for 8–12 hours. Try to eat your normal dietary pattern prior to the test. |
| **LAB OR BEEP TEST** | VO2 Max | • Visit the DexaFit website to learn about unique package offerings and special prices for DEXA scans and VO2 Max testing. Tests can be redeemed at any DexaFit location nationwide. Visit a testing location near you to get specific details on pricing opportunities.<br>• Use code LIVINGPROOF for up to 40% off<br>• Or conduct your own beep test using the instructions in the PDF. | |
| **BLOOD PRESSURE READING** | Blood pressure | • Visit your primary care doctor and ask them for a blood pressure reading.<br>• Purchase an at-home blood pressure cuff. We recommend the Omron wrist cuff as a great option. Potentially better to do at home to avoid "white coat syndrome." | Pause to relax and breathe before taking a blood pressure reading. Allow yourself to settle in. Take your BP several times a day to understand how circadian rhythm impacts your personal readings. |
| **WAIST CIRCUMFERENCE MEASUREMENT** | Waist circumference to height ratio | 1. Using a flexible tape measure, stand and place the tape measure around the waist just above the hip bones.<br>2. Make sure the tape measure is level all the way around.<br>3. Keep the tape measure firm around the waist, but don't compress the skin.<br>4. Take the measurement after a relaxed exhale.<br>5. Divide your waist circumference (in cm) by your height (in cm). | Measure before a meal.<br><br>If you're a menstruating woman, don't measure the days leading up to your cycle, or during the first 3 days of your cycle. |
| **GRIP STRENGTH TESTING** | Grip strength | • Using a dynamometer such as this one from Camry.<br>• Follow this link for instructions. | Don't do grip strength measurements after a workout when your grip will likely be fatigued. |
| **DEXA SCAN** | Bone mineral density (BMD) | • Talk to your primary care doctor to see if they can order this for you.<br>• Or visit the DexaFit website to learn about unique package offerings and special prices for DEXA scans and VO2 Max testing. Tests can be redeemed at any DexaFit location nationwide. Visit a testing location near you to get specific details on pricing opportunities.<br>• Visit dexafit.com/livingproof and use code LIVINGPROOF for up to 40% off | |
| **FLOURISHING SCALE QUESTIONNAIRE** | Psychological well-being | • Print the questionnaire from this link.<br>• Fill it out and follow the directions to calculate your score. | Don't overthink these answers; respond as authentically as you can. |

✳ **Lp(a) is a one-time test that measures a genetically linked marker of heart disease risk. It's a good-to-know number that can tell you if you're at a higher lifetime risk of heart disease. Because it's not something that can be modified with lifestyle changes, it's not one of our 10 truths. However, we do use it to help calculate your longevity score. If your LP(a) is elevated it means we target a lower ApoB level which our calculator factors in when determining your longevity score.*

Although not in the 10 truths it's recommended to complete a hearing and eye exam if you haven't in the past 5 years.

Uncorrected vision and hearing loss have both been found to increase the risk of developing dementia as outlined in episode #337 of *The Proof* with Preventive Neurologist Dr Kellyanne Niotis.

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# SCORE

Once you have your test results in hand, visit theproof.com/longevityscore enter your data, and receive your new longevity score.

- You get 1 point for each of THE TEN TRUTHS that are within the optimal range that we recommend for longevity.
- You get 0.5 points if your results are within the normal range but outside of the optimal target range.
- You get 0 points if your results are outside of the normal range.
- 10/10 indicates that all of your measurable biomarkers are within the optimal ranges. Long-term, 10/10 is the goal.

## INTERPRETING YOUR RESULTS

We hope you saw a change in your personal longevity score. It's rewarding to see the impact of how hard you worked over the last 12 weeks. Take a moment to celebrate any improvement in your score, no matter how big or small.

Over time, the goal is to reach 10/10, but it's ok if that didn't happen in just 12 weeks. We designed this challenge to be long enough for you to improve your biomarkers but short enough to feel achievable. While we're confident your biomarkers improved, whether they improved enough to reach the optimal range depends on where you started.

If you experienced no change in your longevity score, don't feel discouraged. Compare your initial test results with your post-challenge test results. Did any of your biomarkers change? Even if your biomarkers did not reach optimal levels, we bet there are at least a few that moved in the right direction. That is a huge win and a stepping stone to more improvement in the future. Eventually, your longevity score will start moving; you just need more time practicing these healthy habits.

As recommended in the initial testing phase, be sure to share your post-test results with your doctor. Pay close attention to any biomarkers that are in the sub-optimal range and talk to your doctor about whether additional management is needed.

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# NEXT STEPS

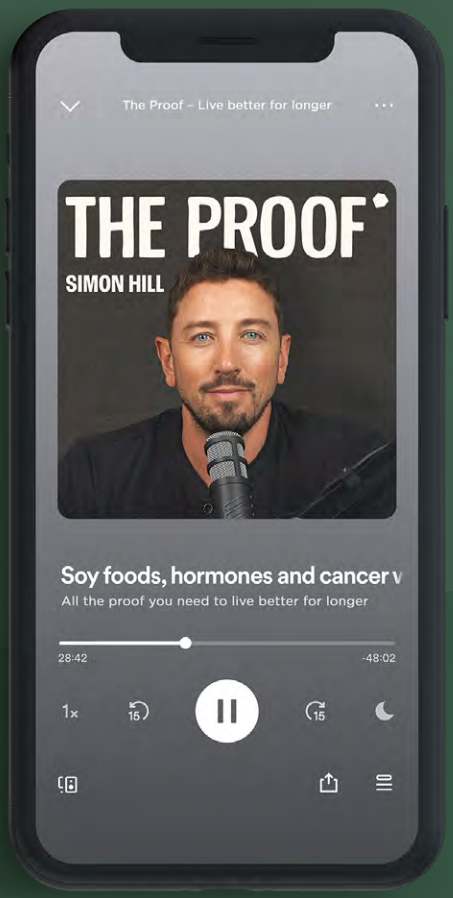
Thank you for completing this challenge with us. What you've learned and practiced these last 12 weeks was not meant only for short-term action. These are long-term habits that will continue to provide longevity benefits in the months and years to come.

Keep setting goals and working towards the habits on your week 12 tracking sheet on page 82. It's likely there are goals on that list that still require work. From here, the challenge is to continue taking steps towards these habits on your own. You've already shown that change is possible. Now, build on that foundation to keep making progress toward your greater longevity.

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# NEXT STEPS

Here are some ways you can stay connected and continue to find support and inspiration on your longevity journey:



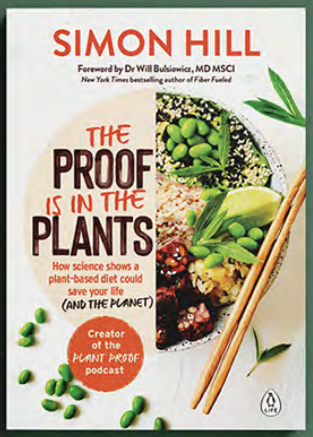

## HAVE A LISTEN & SUBSCRIBE TO *THE PROOF PODCAST*

Search '*The Proof with Simon Hill*' on your favourite streaming platform

## LET'S CHAT

- simonhill
- theproof
- richroll
- simonhill
- theproof
- nutritionscientist
- nutritionscientist
- theproofwithsimonhill
- theproofwithsimonhill

## CHECK OUT SIMON'S BOOK




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# IN CLOSING

Finishing these 12 weeks may feel like an ending, but we hope it's a beginning. Longevity is a journey that takes a lifetime. The habits you've started now can carry you all the way to the finish line.

Our hope for this challenge was for you to make progress toward developing habits that guide you in navigating the maze of your environment with intention so you achieve your goal of a longer life. *It was never about being perfect for 12 weeks; it's about being imperfect but consistent* over years and decades. That's what will most influence your happiness and longevity.

Here's to living a better life for longer.

— Simon

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# RESOURCES

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# PLANT DIVERSITY RESOURCE

## WHAT COUNTS AS A SERVING SIZE:

| FRUITS | VEGETABLES | GRAINS | BEANS & LEGUMES | NUTS | SEEDS | HERBS |
|---|---|---|---|---|---|---|
| 1 medium fruit<br>½ cup (~90 g) of fresh, frozen or canned<br>2 Tbsps (~25 g) dried | 1 cup (75 g) leafy greens<br>1 cup (~150 g) raw vegetables<br>½ cup (75 g) cooked, frozen or canned | 1 piece of whole grain bread<br>½ cup (~100 g) cooked grains like brown rice, oatmeal or quinoa | ½ cup (~115 g) cooked beans or legumes | 1 oz (19 g) which is about one handful raw nuts or ~⅓ cup<br>2 Tbsps (32 g) nut butter | 1 oz (16 g) which is ~2 Tbsps or one small handful | Use as often as possible – here's your invitation to play with your food! |

Track your plant diversity:

| | | |
|---|---|---|
| 1. | 11. | 21. |
| 2. | 12. | 22. |
| 3. | 13. | 23. |
| 4. | 14. | 24. |
| 5. | 15. | 25. |
| 6. | 16. | 26. |
| 7. | 17. | 27. |
| 8. | 18. | 28. |
| 9. | 19. | 29. |
| 10. | 20. | 30. |

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# PLANT PROTEINS

Use a mix of plant sources and protein powder as needed to reach your goal of 1.2-1.6 g/kg/day.

Higher scores indicate more protein per calorie

| PLANT PROTEIN SOURCES | GRAMS OF PROTEIN PER SERVING | CALORIES | PROTEIN DENSITY SCORE |
|---|---|---|---|
| **PLANT-BASED PROTEIN POWDER** | Varies by brand ~25 g per scoop | Varies by brand. ~140 kcals per scoop | 17.8 |
| **SEITAN** | 25 g per 3.5 oz (100 g) serving | 141 kcals | 17.7 |
| **TEXTURED VEGETABLE PROTEIN (TVP), DRY** | 35 g per 1 cup (68 g) serving | 222 kcals | 15.7 |
| **LUPINI BEANS** | 25 g per 1 cup (180 g) | 193 kcals | 12.9 |
| **TOFU** | 17 g per 3.5 oz (100 g) serving | 144 kcals | 11.8 |
| **TEMPEH** | 20 g per 3.5 oz (100 g) serving | 192 kcals | 10 |
| **LENTILS** | 18 g per 1 cup (200 g) | 230 kcals | 7.8 |
| **CANNELINI BEANS** | 16 g per 1 cup (180 g) | 220 kcals | 7.2 |
| **LEGUME-BASED PASTA** | Varies by brand ~14 g per 2 (56 g) oz serving | Varies by brand. ~200 kcals | 7 |
| **BLACK BEANS** | 15 g per 1 cup (180 g) | 227 kcals | 6.6 |
| **EDAMAME (SHELLED)** | 9 g per ½ cup (80 g) | 144 kcals | 6.2 |
| **SOY MILK** | Varies by brand ~8 g per 1 cup (237 ml) | Varies by brand. ~130 kcals | 6.1 |
| **KIDNEY BEANS** | 13 g per 1 cup (180 g) | 216 kcals | 6 |
| **HEMP SEEDS** | 9.5 g per 3 Tablespoons (90 g) | 166 kcals | 5.7 |
| **CHICKPEAS (GARBANZO BEANS)** | 15 g per 1 cup (180 g) | 269 kcals | 5.5 |

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# ADDITIONAL PROTEIN SOURCES

If you opt to include animal protein in your diet, these are the science-backed sources to choose from that align with our longevity goals. Whether you incorporate animal foods is a personal decision, and their influence on your biomarkers depends on a variety of factors. We can't tell you which choice is right for you, we can only share what the science says as it relates to potential health outcomes. If you're unsure how these fit into your health goals you can approach it like a scientific experiment and test key biomarkers before and after. In order to optimise certain biomarkers, like ApoB, some people may need to reduce animal protein more than others.

Higher scores indicate more protein per calorie

| PROTEIN SOURCES | GRAMS OF PROTEIN PER SERVING | CALORIES | PROTEIN DENSITY SCORE |
|---|---|---|---|
| NONFAT GREEK YOGURT, PLAIN | 19 g per 1 cup (250 g) | 100 kcals | 19 |
| SCALLOPS | 17 g per 3 oz (85 g) serving | 94 kcals | 18 |
| CLAMS | 22 g per 3 oz (85 g) serving | 126 kcals | 17.4 |
| MUSSELS | 20 g per 3 oz (85 g) serving | 146 kcals | 13.6 |
| FATTY FISH (SALMON, HERRING, MACKEREL, ANCHOVIES, AND SARDINES) | Varies ~20-25 g per 3 oz (85 g) serving | Varies ~200 kcals | 10-12.5 |
| OYSTERS | 8 g protein per 3 oysters | 69 kcals | 11.5 |
| EGGS | 6 g per large egg | 72 kcals | 8.3 |

*Please note, this information does not constitute individual advice. Consult your primary care provider or a registered dietitian to help you tailor specific serving sizes to your individual needs and health status.*

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# MODERATE-INTENSITY CARDIO PRINCIPLES

Before you begin any moderate-intensity training, you need to know your heart rate zones.

Here's how to calculate:

- Visit theproof.com/trainingzones to use our zero-cost target heart rate range calculator. This is the preferred method to calculate your training zones.
- OR use a fitness tracker that can show you what training zone you are in, in real-time, while you're exercising. We love and use the WHOOP system. Go to join.whoop.com/simon, and get your first month free. If you sign up, join *The Proof* community on WHOOP using the code *COMM-1F5693*.

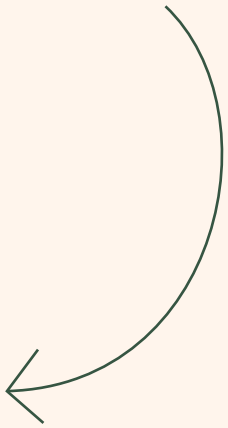
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# MODERATE INTENSITY TRAINING

Moderate-intensity training involves training in zones 2/3 or between 60-80% of your HRmax. To get the benefits of zone 2/3 training requires extended time working at this level. The longer you stay in the zone, the more you stimulate the physiological adaptations that promote longevity.

Depending on your current level of fitness, it may not take much to get into zone 2/3 . However, as you progress and your cardiovascular system becomes more efficient, you'll be able to do more work (power or speed) for a given time (i.e you'll go from a brisk walk to a slow jog). The best way to ensure you stay in your target heart rate range is to use a fitness tracker or heart rate monitor. Don't go over or under; stay in the sweet spot.

Over the 12-week challenge, you'll gradually increase your time in zone 2/3 from 50 minutes to 150 minutes each week. You can do these minutes all at once or break them up into two sessions. Choose the training modality that allows you to most easily stay in the zone.



| TRAINING MODALITIES | Cycling |
|---|---|
| | Jogging |
| | Vigorous walking |
| | Rowing |
| | Elliptical |
| | Stair machine |

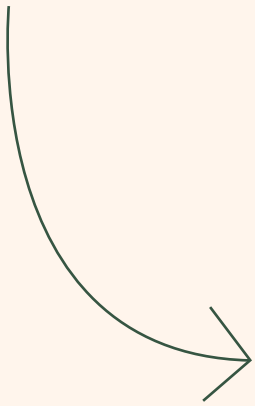
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# HIGH-INTENSITY CARDIO PRINCIPLES

Before you begin any high-intensity training, you need to know your heart rate zones.

Here's how to calculate:

- Visit theproof.com/trainingzones to use our zero-cost target heart rate range calculator.
- Use a fitness tracker that can show you what training zone you are in, in real-time, while you're exercising. We love and use the WHOOP system. Go to join.whoop.com/simon, and get your first month free. If you sign up, join *The Proof* community on WHOOP using the code *COMM-1F5693*.
- OR calculate your heart rate max (HRmax) on your own using the formula:
  - Male: 208 - (0.7 x age)
  - Female: 206 - (0.88 x age)
  - Now, use the chart below to find your zones based on your HRmax.



| HEART RATE ZONE | % HRmax |
|---|---|
| ZONE 1 | 50–60% |
| ZONE 2 | 60–70% |
| ZONE 3 | 70–80% |
| ZONE 4 | 80–90% |
| ZONE 5 | 90–100% |

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# HIGH INTENSITY TRAINING

High-intensity training involves training in zones 4/5 or between 80-100% of your HRmax. As you can imagine, this is pretty intense, but the good news is you don't have to stay at that level of intensity very long to get the benefit, and because it is so intense, you only have to train in this zone once a week.

Before you begin your high-intensity training session, warm up for at least 10 minutes in zone 2/3. Once you finish, it's always best to do a 5-minute cool-down for optimal recovery

If you're warmed up, you're ready to go. We recommend a stationary bike as an ideal tool for HIIT training but choose the activity that works for you. Depending on your fitness level, it might not take much effort to hit your target heart rate zone. However, as you progress and your cardiovascular system becomes more efficient, you'll need to cycle harder, or run faster, depending on your chosen modality, to get into zone 4/5. Just make sure you're actually in zone 4/5 for the designated time! When you're working in these high zones, your breathing should be deep and intense, and you shouldn't be able to carry on a conversation. That's one way to know you're there, but using a heart rate monitor or fitness tracker is best.

If you haven't yet, visit theproof.com/trainingzones to use our zero-cost target heart rate range calculator.

Over the 12-week challenge, you'll gradually increase your time in zone 4/5 as well as how many intervals you do.

**It will look like this:**

| TRAINING MODALITY | 2 X 1 MINUTE HIIT | 2 X 2 MINUTES HIIT | 3 X 2 MINUTES HIIT | 4 X 2 MINUTES HIIT | 4 X 3 MINUTES HIIT | 4 X 4 MINUTES HIIT |
|---|---|---|---|---|---|---|
| CYCLING<br>RUNNING<br>SWIMMING<br>ROWING<br>ELLIPTICAL<br>STAIR MACHINE | Work for 1 minute in zone 4/5 , then spend 3 minutes recovering.<br>Repeat 2 times. | Work for 2 minutes in zone 4/5 , then spend 3 minutes recovering.<br>Repeat 2 times. | Work for 2 minutes in zone 4/5 , then spend 3 minutes recovering.<br>Repeat 3 times. | Work for 2 minutes in zone 4/5 , then spend 3 minutes recovering.<br>Repeat 4 times. | Work for 3 minutes in zone 4/5 , then spend 3 minutes recovering.<br>Repeat 4 times. | Work for 4 minutes in zone 4/5 , then spend 3 minutes recovering.<br>Repeat 4 times. |

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# RESISTANCE TRAINING PRINCIPLES

Resistance training has incredible benefits for muscular strength, bone mineral density, balance, mobility, and how confident you feel in your own skin. But HOW you train determines if you actually get stronger or, instead, leave a lot of gains on the table. To get the most from your resistance training sessions, you're going to follow science-backed principles to maximise SETS PER WEEK, EFFORT, REP RANGE, and FREQUENCY.

Sets Per Week means the total number of sets (rounds of an exercise) you perform for a specific muscle group over the course of the entire week. For example, if you do bicep curls twice a week and do 5 sets each time that comes out to 10 sets per week.

Effort refers to how close you come to muscle failure, meaning you literally cannot lift the weight for one more rep. This is measured by Reps In Reserve (RIR). Your RIR indicates how close you are to failure, and depending on your training goal, you usually want 0-3 RIR. For example, an RIR of 3 means you stop at the point when you feel you could do 3 more reps, but not a fourth.

Rep range refers to how many repetitions of a movement you do in each set. Your rep range for an exercise will depend on the weight you use, as that will influence how long it takes to get to your target RIR.

Frequency is how often you perform resistance training, and will be determined by your training goals.

Here's how that all comes together based on your training goal:

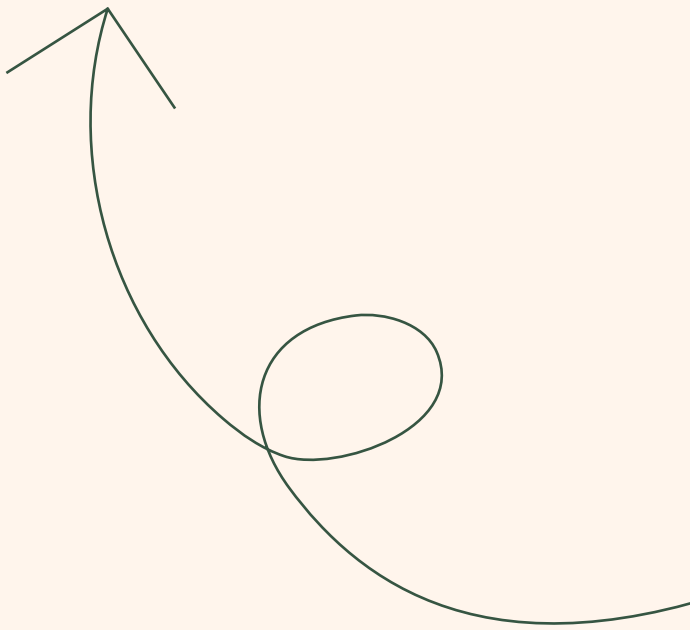
| TRAINING MODALITY | HYPERTROPHY (MUSCLE MASS) | STRENGTH | STRENGTH AND HYPERTROPHY | BONE DENSITY |
|---|---|---|---|---|
| SETS PER WEEK | 10-20 | 5-12 | 10-12 | 3-10 |
| EFFORT | 3 reps in reserve (RIR) | 3 reps in reserve (RIR) | 3 reps in reserve (RIR) | 3 reps in reserve (RIR) |
| REP RANGE | 6-30 (light to moderate weight) | 1-5 (heavy weight) | 6-12 (moderate weight) | 5-12 (moderate weight) |
| FREQUENCY | 2+ sessions per week | At least 4x/week | 2-3 sessions per week | 2-3 sessions per week |

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# RESISTANCE TRAINING PRINCIPLES

A few additional exercises to include each week:

| TRAINING MODALITY | WEIGHT-BEARING IMPACT TRAINING | BALANCE TRAINING |
|---|---|---|
| WHY IT MATTERS | Impact movements stimulate increased bone density.<br>Especially important for post-menopausal women who are at greater risk of bone loss and low BMD | Improves balance and agility<br>Decreases the risk of falls<br>Especially important for older adults |
| TRAINING MODALITIES | Jumping, stepping, hopping, running | Yoga, tai chi, balance exercises |
| REP RANGE | 50 reps (increase gradually to goal) | Varies by modality |
| FREQUENCY | 3 or more days per week | 3 or more days per week |



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| HABIT | WEEKLY GOAL | DAY 1 | DAY 2 | DAY 3 | DAY 4 | DAY 5 | DAY 6 | DAY 7 |
|---|---|---|---|---|---|---|---|---|
| PROTEIN | | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| PLANT FATS | | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| PLANT DIVERSITY | | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| FERMENTED FOODS | | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| EATING WINDOW | | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| DAILY STEPS | | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| MODERATE INTENSITY CARDIO | | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| HIGH INTENSITY CARDIO | | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| RESISTANCE TRAINING | | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| MORNING LIGHT EXPOSURE | | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| NIGHTTIME LIGHT EXPOSURE | | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| SLEEP DURATION | | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| SOMETHING JOYFUL | | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| BE OF SERVICE | | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| PERSONAL GOAL | | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |
| WEEKLY REFLECTIONS | | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N | Y E N |

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Weekly monitoring key: (Y) Yes, nailed it! (E) Emerging, I'm getting there (N) Not yet, I need more time

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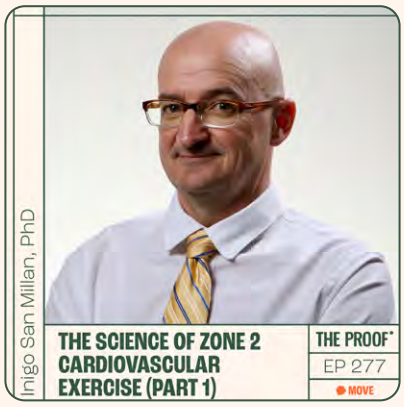
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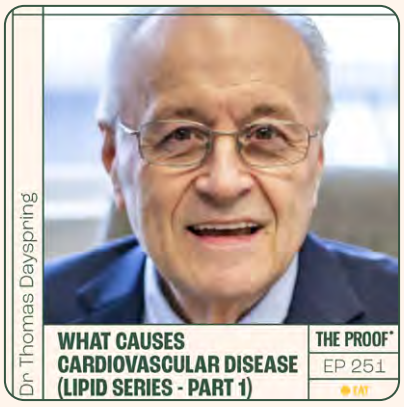
















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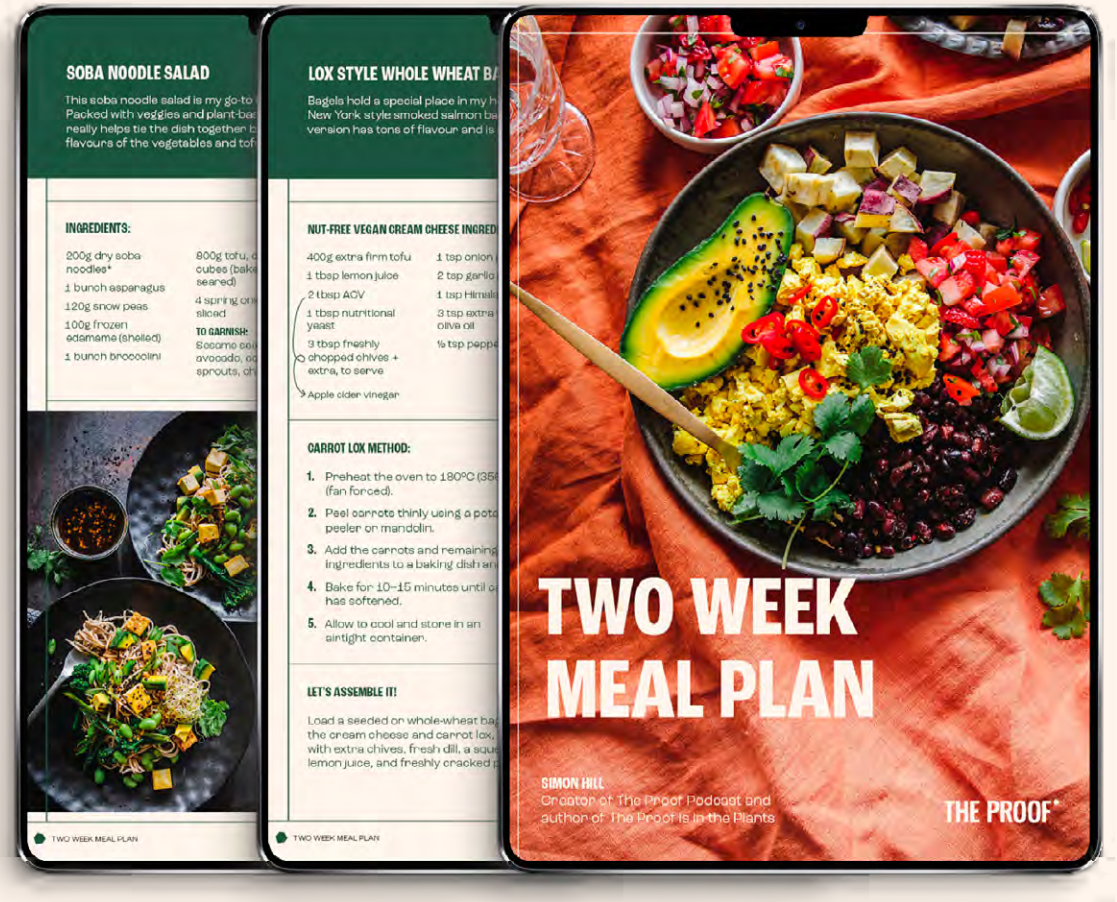
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# PLANT PERFORMANCE

## High protein plant-based recipes for lean muscle, strong bones and longevity.




### WHAT'S INSIDE?

- Simple, delicious and nutritionally balanced recipes created by a nutritionist
- Breakfast, lunch, snack and dessert ideas
- Complete nutritional breakdown for each recipe

**A ZERO-COST RESOURCE**

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# PLANT-BASED FERMENTS

Simple, affordable and super delicious recipes to help you take your fermented food game to the next level.




## What's inside?

- 15 exclusive, flavourful fermented recipes to add delicious variety to your meals
- Get science-backed guidance on fermented foods and studies to support the information
- Complete nutrition information for your homemade ferments
- Science-based answers to your questions about fermented foods

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Thank you in advance for your support—it means the world to me.
— Simon Hill

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