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Lifestyle of Longevity – Live Longer With More Energy

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HOW IT ALL BEGAN

HOW WE STARTED OUR LONGEVITY JOURNEY

It's cold here. Brutally cold. To be exact, it's minus 130 degrees Celsius! We're freezing. In spite of our hats, bikinis, fur slippers and mittens. That's all we're wearing and that's how weird we look. And, no, we're not on a winter beach but inside. In a cryo-chamber. Voluntarily. But we're still staring at the timer counting down very slowly, willing it on. The first minute wasn't actually all that bad. On the contrary, our bodies somehow relaxed in the dry cold. But then the chills started. Since then, we've been pacing up and down in the chamber. Wiggling our toes. And encouraging each other. We're so lucky to be in here together. The timer is still not showing the Zero that will release us. We rub our arms in an attempt to warm them up. But none of it really works. And now our legs are starting to hurt. This wretched cold, why are we doing this to ourselves again? Finally, the

countdown starts. 10, 9, 8... we can do this!... 7,6,5,4... almost over... 3,2,1 – and out of here! As our skin starts to tingle because our body, back in warmer air, is rapidly ramping up circulation and metabolism, we smile at each other, content. We feel great. Fit, full of energy and happy. What a wonderful sensation.

So what does this have to do with a long, healthy life? Is it really necessary?

We'll tell you more about why we were in that cryo-chamber a little later in this book. First, we would like to introduce ourselves:

We are Kati and Kristine. We've been close friends for many years. And not only that. We're also entrepreneurs and founders of the women's empowerment company *ooia*. We are the creators and presenters of Germany's most successful longevity podcast, *Lifestyle of Longevity*, and now we're also authors. Writing a book – we never planned to do anything like that. But we were inspired by the many positive responses to our podcast, our private Instagram channel and our articles on health and wellness. We realised that other people are also interested in our subject, our passion for longevity. And that we could actually have a positive influence on the lives of many. Because we're trying out new trends and well-known traditions on their behalf. For example, by shivering in cryo-chambers. And telling you what happened to us there. So that we can put our experiences into the wider context of longevity, the project we've been passionately engaged with for years and that shapes our lives.

IMMEDIATE IMPACT OF THE LIFESTYLE OF LONGEVITY

Longevity? Yes, longevity! Today we are fit and healthy, more so than ever before in our lives. We are healthier and stronger than ever before and full of positive energy. How did we achieve this? We transformed many areas of our lives and focused on longevity. So what does longevity mean? It's

about optimising your personal lifestyle by focusing on your health with the aim of extending your life span and enjoying that longer life in the best possible health, all the way to the end.

We want to live for as long as possible, as healthily as possible.

There are so many wonderful and exciting things we still want to experience. Each additional day of good health opens up new opportunities. Just the thought of being part of our children's lives for longer while enjoying good health, and watching our grandchildren grow up is incredibly motivating for us.

But this book is not only about the benefits you will gain in 40, 60 or 80 years' time. If you adopt the Lifestyle of Longevity, you will notice results very soon.

- More energy
- Improved mood
- Enhanced self-esteem
- More resilience
- Higher levels of performance and stress tolerance
- Improved digestion
- More restful sleep
- (Almost) the end of post-meal food fatigue
- No more sudden food cravings
- Fewer and shorter phases of illness
- More glow: visibly healthier skin, fingernails and hair
- If this is one of your goals: fat reduction

Is this what you want, too? Then this book is for you.

Through the Lifestyle of Longevity we live a life full of energy and passion and would love to inspire you to join us.

And by the way, it's never too late to start your Lifestyle of Longevity, whether you are 20 or 70. You will always feel its effects.

We will introduce you to four areas that can contribute to your longevity, personalised for your life circumstances. At your own speed and with your own degree of intensity. We'll offer you a lot of specific hacks that you can integrate even into a stressful daily routine. These hacks are often connected to very complex underlying issues. We break them down into smaller parts for you so that you can understand them quickly and implement them step by step. And we will explain how you can tackle your tendency to slack off by learning new habits instead of trying to control it with iron discipline.

At the same time, we will extensively cover current scientific research into longevity. We have been following the developments in this sector for years and can provide streamlined explanations for you.

Wherever you stand right now, whether you already know something about longevity or not, let us invite you to join us on this journey. What we offer here is not just a non-fiction volume or self-help book. It is a mix of our own personal experiences, well-known and lesser known facts, scientific input and recommendations. Our focus is always on how to implement all this in the easiest way possible and on being honest with ourselves about what we can achieve and what we can't. This is why this journey is so exciting. 'You do you', every path is unique. Because there is no ideal, one-size-fits all approach to longevity.

Here are the building blocks in our book that will support you on your journey:

- Summaries at the top of each chapter for a quick overview
- Specific hacks for faster implementation, even in a busy daily routine

- Biomarker boxes for assessing various goals
- Our personal experiences trying out different methods
- Fun gadgets that can support you (but aren't necessary for getting started right now)

Now before we get started properly, we need to mention a few important things:

- We aren't doctors and therefore we can't give medical advice. This book is not a replacement for a medical consultation. We can talk extensively about longevity because of our own practical experience over many years. We've tried out almost everything we show you in this book ourselves, for hours, days, weeks, months or years. We've built up a network of longevity experts. For this book, we've also been working with experts in medicine, exercise, coaching, sports, psychology and nutrition.
- But for some issues, medical supervision is absolutely mandatory, such as hormone replacement therapy and generally when it comes to medication or diagnoses. We've taken great care to point this out wherever it is particularly important. But if you are unsure or if you have a lot of questions about a particular issue, please consult a health care professional. However, we know that not all doctors have shifted towards longevity yet and instead focus almost exclusively on treating already existing diseases. It makes sense to keep looking until you find someone who takes you seriously. Therefore it helps to educate yourself about the subject, for example by reading this book.
- In this book, we focus on longevity tools that don't need a lot of financial resources. Longevity doesn't have to cost a lot of money. But we also acknowledge that other resources may be necessary such as time, space or support and not everyone has access to them. Start where you can, with the resources available to you. There are a few interventions or gadgets that look very promising from a longevity point of view but at this point in time they still

need a considerable financial investment. We've listed the most important ones here, too.

A large part of this book consists of advice that can be implemented by all genders and ages and at all stages of life. Having said that, we are two women and we know that a lot of our readers are also women. However, we only include issues specific to women that have a significant impact. So often, women are overlooked in the longevity scene (and also elsewhere in the world), and so it was important to us that it doesn't happen here. But in spite of this, the issues of the female hormonal cycle and the stages of women's lives are not the central focus of this book. In our opinion, they make recommendations a lot more complex but only have relatively few further benefits.

OUR HEALTH STORIES

Kati and Kristine, an unbeatable team of two friends? That wasn't always the case. On the contrary, when we met 15 years ago, it was dislike at first sight. We were both new to Berlin, were introduced by a mutual friend and didn't like each other at all. Somehow we instantly saw each other as competition. We were both strong, ambitious and not as far advanced in our journey in feminism as we are today. We only got to know each other better through a silly coincidence when we both got stuck at the same wellness hotel. Unplanned and without our mutual friend. We realised how similar we were and how many parallels existed in our lives. We were both very ambitious in our professional lives, and there simply weren't that many other women we could have the such interesting conversations with about it, and on equal terms. That was the moment when our friendship began. And it has only grown closer since. Our lives developed on similar lines. We both married and had our children around the same time, and so we always connected through experiences we had in common. Whether it was a teething baby, tips to help with sleep deprivation, support with looking for a job after maternity leave or how to combine kids and careers — we could

always compare notes and support each other.

We founded our company *ooia* based on this close relationship of trust and friendship. For the last five years we also spent a lot of time together at work which actually is a bit like a marriage. Our relationship as friends has become even deeper. Together, we take responsibility, resolve difficult situations, provide strength and support for each other, celebrate when things are going really well, and together we're happy about the right decision we made and the incredibly fast-paced success we are fortunate enough to enjoy. We are truly grateful for the many facets of this friendship!

Longevity has become an important aspect of our friendship. We are longevity buddies. Together, we study the subject in depth, we share our experiences and absorb new research and approaches like sponges. This is how our podcast emerged, and now this book. Why does longevity fascinate us so much? Surely, among other things, because it has a lot to do with our personal stories.

KRISTINE'S HEALTH STORY

For me, the trigger was my burnout in late 2017. At the time, I was the head of several buying departments at Zalando, and I had two small children. That tore me up inside. I always felt that I wasn't doing justice to either of these two tasks. And I completely forgot myself. All I did was working, looking after my kids, sleeping or numbing myself through Netflix. In late 2017 I started to have panic attacks and was no longer able to work at all. I resigned from my super-job at Zalando. That was the darkest time of my life so far. And to get out of it I needed some sort of reset. Initially, I managed to do this with the help of psychotherapy over several years, and with the help of my first longevity tools.

At some point I began to integrate longevity more purposefully into my life, even though I didn't even know the term 'longevity' then. Since that time, I consistently start every day with ten minutes

of meditation and ten minutes of yoga. I quickly noticed how good it was for me, so I expanded my meditation and exercise practice bit by bit. Soon I also felt a need to change my nutrition. And it all went very well because these changes gave me a lot of energy and confidence.

During the Covid pandemic in 2020, together with Kati, I fell into the longevity rabbit hole. We did a deep dive into the universe of longevity. Kati was already hooked because of her personal history (which follows mine here) and together we were looking for longevity content in every free minute. We read books, compared research, listened to podcasts and discussed the subject. At the same time, we started trying things out, discarded them again or integrated them into our lives if they turned out to be good and practical. And so, step by step, I transformed my exercise, nutrition, mental health and relaxation routine. And since I made only small incremental changes at first, this new path wasn't as hard as it might sound.

At some point, I started to share my enthusiasm for longevity on my private Instagram channel. Many people showed interest and asked questions which led to the creation of our 'Lifestyle of Longevity' podcast in 2024.

Five things I achieved through my Lifestyle of Longevity and that I'm proud of:

- *I can do five pull-ups*
- *50 percent of my body weight is muscle mass — I feel strong*
- *I am highly resilient — I feel all the feelings*
- *I take time for relaxation and recovery and I prioritise sleep
(around seven to eight hours a day)*
- *I love living my life of passion and enjoyment*

KATI'S HEALTH STORY

I only became enthusiastic about health a few years after Kristine. I remember very clearly how she

always used to get up early on our business trips to practise yoga and meditation. I, on the other hand, preferred to sleep in a little longer. What I didn't realise then was that, at that point in time, I had already failed to prioritise myself for at least ten years and had hugely neglected my health. I actually hadn't exercised for many years and focused completely on work, kids and many other things except on myself and my own health. And at some point, for me it was during the Covid crisis, when the first risk factors for Covid became known and being overweight and suffering from metabolic syndrome were among them, I had to admit that I fell into this category. That really scared me. And then there was the moment when I was playing on the floor with my children and found it difficult to get up again. I did manage, but I felt like an old woman. That can't be right, I thought. I'm in my late 30s and I have a problem getting up from the floor? And then I noticed that my heart sometimes fluttered and I felt a little weird. It turned out to be a pivotal moment for me. I realised that I was in charge of the way I lived my life. I had my own company where I was on my own schedule and a family life with many freedoms because my partner did his equal share. So it really was up to me to take time for myself and create change.

So I started to exercise, ten to 15 minutes every morning on my peloton bike. And there was an upward trajectory. At the end of the year I was exercising every day and had increased the sessions to 30 minutes. I was proud of myself. I could feel that my heart was doing better and I had become a little more flexible. That was when I first had the courage to visit a doctor and have a health check-up. My heart was okay but he told me that I suffered from early stage fatty liver. That was a huge shock for me! Fortunately, as my doctor told me at the time, a fatty liver issue can be reversible. I could change this, provided that I reduced some of my body fat.

I admit I did have excess fat on my body. But I wasn't dissatisfied with how I looked. I liked myself the way I was. However, I hadn't realised what my body condition meant for my health. The impact the additional layer of fat I was carrying around already had on my organs even then. That was new

for me. And a wake-up call.

One thing became clear to me immediately: I had already started exercising but now I needed a holistic reorientation of my life, a true lifestyle change. I tackled it by trying out various new routines and adopting several of them. And indeed, I lost 20 kilos (3.1 stone) within one year. Now I focus more on building up muscle and general flexibility than on fat reduction.

This healthy life style change, an investment in my longevity, has become a huge hobby for me. Honestly, I practise it with a lot of joy because it doesn't feel like a great sacrifice or restriction. On the contrary, my life is now richer and more balanced than before.

Five things I have achieved through my Lifestyle of Longevity and that I am proud of:

- *I lost 20 kilos (3.1 stone) of body fat and am far more mobile as a result, my liver is healthy, etc.*
- *I'm no longer familiar with feeling tired during the day*
- *I can now share all my children's adventures. I can climb up to the waterfalls with them or try out a new sport they're interested in (last summer it was pickle ball)*
- *I improved my blood counts significantly*
- *My brain performance is measurably improving although I'm already over 40*

TWO PATHWAYS, ONE GOAL

Why are we telling you our personal stories here? What can you take away from them, what is useful for your own life? Actually, it's really simple. We want to show you that there can be a variety of reasons to change your lifestyle, and many different paths to reach that goal. What counts is the result. And it turned out to be similar for both of us. Kristine's evolution towards more exercise, wellness and nutritional change was inspired by the experience of her psychological

burnout, while Kati's path started with a physical issue. Both pathways made us question ourselves and our lifestyles. At the end of the day, all of it is important. Physical health alone won't lead to longevity. It's not enough to have a healthy body if it houses a sick mind. And just as the origin or the trigger for change can come from both directions, the solution also always comes from both these areas. For a long, healthy life, you need a healthy body and a healthy mind, flexible, well provided for, well rested, emotionally balanced and happy.

What we also want to convey to you is this: don't wait for pivotal experiences before reconsidering your lifestyle, the way it happened for us. It is actually a lot more relaxing to create change from a relatively normal situation in life. Maybe you'll start out just wanting more energy for everyday tasks? Or better sleep? Or fat reduction? These are also aspects of longevity.

We can guarantee that even small steps will have an incredible impact! Look forward to taking your life consciously into your own hands, to more energy in your everyday routine, to a new self-image, improved health, well-being and stability. And no, you don't need to be afraid of this transformation. It will happen in stages, because trying to change everything all at once doesn't work. You can see that from our own stories. We, too, started really small and then integrated the Lifestyle of Longevity step by step into our everyday lives. And that is exactly the path we want to walk with you.

[...]

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MORE THAN JUST 'HEALTHY LIVING'

One frequently asked question is about the difference between longevity and 'just healthy living'. There are three major aspects that distinguish longevity from 'just healthy living':

A LONG LIFE INSTEAD OF MAXIMISING PERFORMANCE OR BEAUTY IDEALS

In the Lifestyle of Longevity, we are exclusively focused on keeping your body and mind as healthy and resilient for as long as possible to maximise your longevity. It's not about achieving top athletic performances in any discipline, shaping your appearance according to a fashionable beauty ideal or sculpting a particularly pert bottom, although this, too, can be a positive side effect. Think about an exercise regime. The longevity exercise regime is fundamentally different from that of a professional athlete or someone practising recreational sports. A professional athlete wants to perform at their peak in a competition. If you exercise in your free time, you may enjoy going to a fitness studio in order to shape your body according to certain parameters. Our longevity exercise plan is very different. For example, it aims to build up as many essential muscle groups as possible in order to stabilise our legs in later life so that we can then avoid falls. So the focus is different, with the great side effect that your body will become well toned as well and will perform better.

IT'S A MARATHON, NOT A SPRINT

Be honest: how often have you already embarked on living a healthier lifestyle by, for example, giving up sweets and alcohol, jogging three times a week or getting a grip on your weight with the help of a random diet? And, hand on heart, how long did you manage to stick with it?

Most of the people we ask this question just shrug or give a deep sigh. Because, of course, very few of us manage to sustain these kinds of actions. And there's a reason. We are turning one or maybe two screws of our lifestyle — and quite drastically — while the overall package doesn't change. No one can keep that up, neither physically nor mentally. With the frustrating result that often, after a few weeks or months, everything is back to the way it was before.

A decision to live the Lifestyle of Longevity is not about the fastest and most sweeping changes possible. On the contrary, that won't get you very far. You can only sustain change if you advance in small, manageable steps that you can integrate into your everyday life in an uncomplicated way so that they quickly become habits. That only works with adaptations that are the right fit for you, feel good and, in the best case scenario, are fun to do. This is exactly what we experienced and realised. Because one thing is clear: if you want to create impact, you will have to sustain this for the rest of your life. And that only works if it's a good match.

And it's exactly with those small steps of change where our hacks come in. We've compiled them for you and they'll be part of your journey throughout this book. Altogether we've managed to create 77 hacks! With snappy titles (that are easy to remember). You'll get concrete tips for your everyday life that go right to the heart of the matter. This means that you can recall them any time and/or they're really easy to implement. At the end of every chapter you get a short summary with an overview of all the hacks we introduced.

Why are we telling you this right now? Because our first hack is coming up!

■ 'IT'S A MARATHON NOT A SPRINT' HACK

There's not much to do for you so far except to be aware that you are starting something that will be with you for the rest of your life. It will be part of your life, a holistic lifestyle. It will become an overall habit and therefore you will get to the goal. Not fast but steady, and with a lot of perseverance.

TRACKING MAKES ALL THE DIFFERENCE

Yes, this is all about numbers, data, facts. And we know not everyone enjoys them. If you are one of

those who don't, let us reassure you. There's not a huge amount of data and there are great tools and gadgets that will do the analysing for you and show you the data in a visual and often also playful form. And also, you choose yourself how many data points you want to collect and how often you want to review them.

Tracking is the regular measurement and analysis of our individual data like, for example, the number of daily steps, our blood sugar, strength or quality of sleep. We love tracking! It motivates us because we regularly see our progress and it feels really good. We also learned to look inside our body in order to gather as many data about it and the state of our health. Due to this data based approach we can also recognise potential problems early and take preventative action before they become a more serious challenge.

The analogy we like to use here to illustrate the importance of tracking on our longevity journey is that of a car. It has regular check-ups, the oil level and the charge capacity of the battery are monitored and many other data are collected. And that's what tracking is for us. We regularly monitor the data relating to the condition of our body in order to provide early support, strengthen it or deal with a problem. Just as you may have to top up the coolant in your car in order to ensure a smooth running of the engine, you may want to supplement nutrient deficiencies in your body whose positive impact you can celebrate at your next check-up.

This is what tracking is really all about. To show your successes and detect problems earlier.

So if you set yourself tangible goals and pursue them, you can actively work towards improving certain parameters that are important for longevity. This can include indicators for your cardio fitness such as the VO2max that we will discuss in more detail in Part 4. In the end it is all about understanding your body better and at some point knowing precisely how it responds to what. You can rely on your body, even if things get challenging now and then or if you find yourself in an unexpected situation. Because, thanks to your tracking habit 'measure — act — measure' you are

aware, at any point, what your body can achieve and what it will probably be able to achieve in future.

■ 'USE IT AS A TOOL, DON'T LET IT CONTROL YOU' HACK

Use tracking as a tool but don't let it control you. Are you excited about tracking yet? As you travel through this book, you will keep finding gadget boxes where we present exciting tools we find useful or use ourselves. And no, that's not a commercial! We always name various established companies if we know them, or explain how the products work without using brand names. Our goal is to get you interested in tracking and not to sell you something. And, of course, your Lifestyle of Longevity is also possible without these gadgets! You don't need them, but we think they're fun.

However, there could also be possible downsides. Maybe there is a danger that, in your euphoria about tracking, you might stop listening to your body. The constant monitoring could also generate stress for you, and that is definitely counter-productive. Therefore our recommendation: whatever you measure, gather or deduce from it, use it as a tool, don't let it control you.

HOW LONG DO YOU WANT TO LIVE?

How long can a human body live, under optimal physical and psychological conditions?

The oldest reliably documented human who ever lived was French Jeanne Calment. She was born in 1875 in Arles-en-Provence and died in 1997, aged 122 (!). She lived through the rise of the automobile, both world wars and the technological revolutions of an entire century. The currently oldest human alive (as of November 2024) is also a woman, Japanese Tomika Itooka. She was born on 23 May 1908 and is now 116 years old.

Interestingly, only four percent of the 100 oldest people in the world are men. And the age of 122

has never been exceeded.

The documented maximum age of 122 years has not changed for decades. It seems that this age is the 'top limit' of our body, always provided we manage to avoid serious diseases or treat them successfully.

The four most common kinds of diseases that cause human deaths are: cardiovascular disease, cancer, metabolic diseases like diabetes and Alzheimer's or other forms of dementia. In this context, Dr Peter Attia talks about the 'four horsemen' (of the apocalypse) that we need to overcome for extended longevity. According to his assessment, around 80 percent of the deaths of people over 50 are caused by these 'four horsemen of chronic disease'.

In order to get even older, we need to do more than 'only' keep our body fit and healthy. We have to start with the cells that share responsibility for the ageing process. And for this we need an innovative new medicine and new treatments that can act faster and with more precision using Artificial Intelligence (AI) to target our cells in order to rejuvenate them. However, this is not yet possible. But there is a lot of research, as we report in our book.

The gerontologist Aubrey de Grey is convinced that a kind of high tech cell tuning inside our body is possible. It 'will make use of the already existing anti-ageing arsenal in our body and optimise it'. In his opinion, there is every reason to believe that somewhere there is already a human alive who will live to the age of 1,000 using this method.

So this brings us to the crucial question: how long do you want to live? Before you answer, please read a little of our story around this question!