



COLD EXPOSURE PROTOCOLS FROM THE HUBERMAN LAB PODCAST

PLUNGE

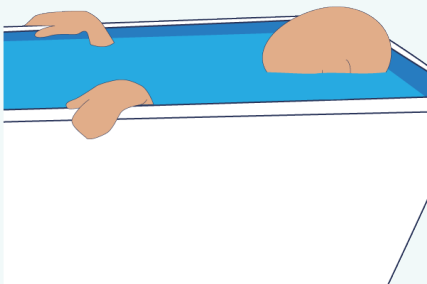
FAT LOSS PROTOCOL

The goal of this protocol is to activate shivering, which triggers the release of succinate from muscle tissue. Succinate activates brown fat thermogenesis (1) and large increases in metabolism and fat loss (2).



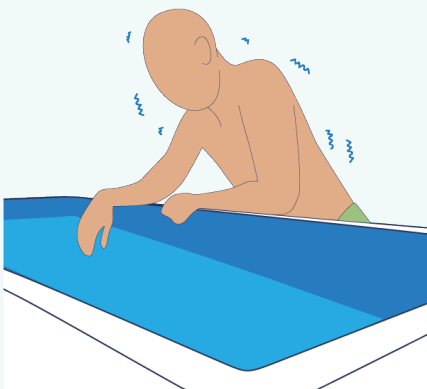
STEP 1

Set the water temperature to a level that will cause you to start shivering after 1-3 minutes of submerging or exposure.



STEP 2

Submerge to your shoulders. Don't fight the shiver; you can even sometimes facilitate the onset by shivering voluntarily. Achieve shiver and keep shivering for 60-120 seconds.



STEP 3

Once you have been shivering for 60-120 seconds, exit the tub and stand near it, but don't cross your arms or dry off. Shivering outside the tub should continue for 60-120 seconds.



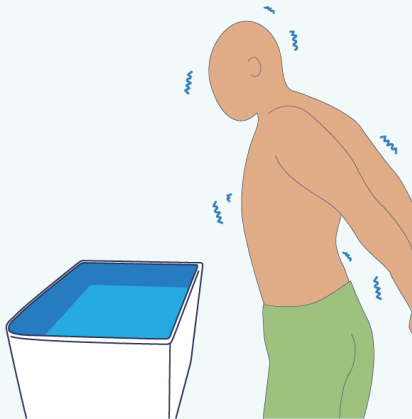
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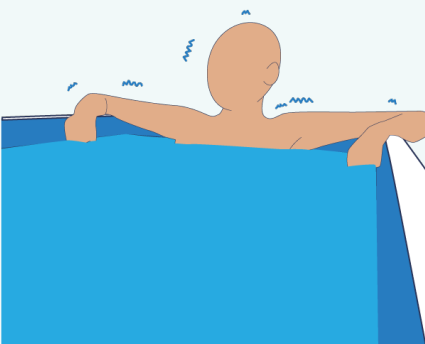
STEP 4

Once you start to feel your shivering slow down or stop, return to the cold plunge, and repeat step 2.



STEP 5

Once you have been shivering in the tub for 60-120 seconds, exit the tub again and stand near it, but don't cross your arms or dry off. Shiver for another 60-120 seconds, then repeat step 4 again.



STEP 6

You can perform 2-5 sets of cold plunge/shiver and exit/shiver. Each plunge and exit is 1 set. But remember, the goal is to not adapt too quickly to the cold so that you can continue to get the fat-loss effects induced by shivering.

(1) Accumulation of succinate controls activation of adipose tissue thermogenesis. Nature 2018 (7716):102-106.

(2) Huberman Lab Podcast: <https://www.youtube.com/AndrewHubermanLab>

Note: The Huberman Lab Podcast is distinct from Dr. Huberman's teaching and research roles at Stanford.

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FOUNDER'S PROTOCOLS: MIKE

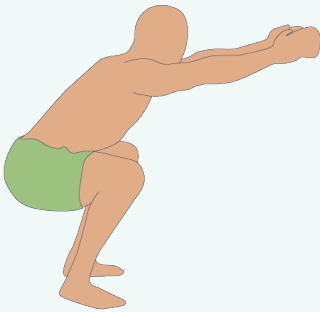
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Mike has been doing this same protocol for years and has had a dramatic effect on his life. It typically gives him: increased energy levels, enhanced creativity, boosted metabolism, reduced inflammation, elevated mood, smoother digestion, and silkier hair



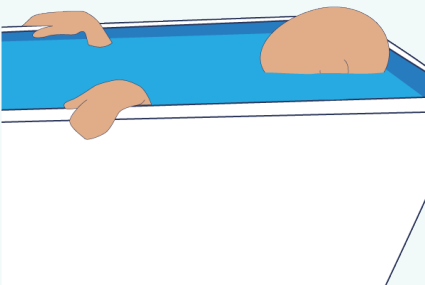
STEP 1

30-minute infrared sauna session.



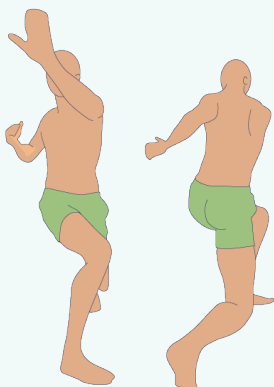
STEP 2

Do a set of 20 squats to increase internal body temp.



STEP 3

Hop into the Plunge with the temp set to 50-55°F. Slide in so that your ears go below the surface while your mouth stays above. Breathe calmly for 30 deep breaths (2-3 minutes). When your breath is done, dunk your head for a few seconds and get out.



STEP 4

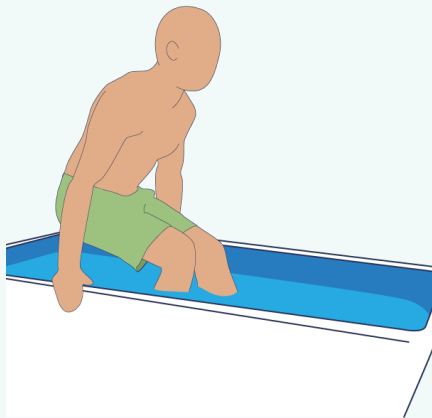
Exit the Plunge and dry off. Get into a squat position and lunge from side to side while throwing a punch and exhaling deeply. Do a set of 30. Large exhales and movement will naturally heat the body up.



FOUNDER'S PROTOCOLS: RYAN

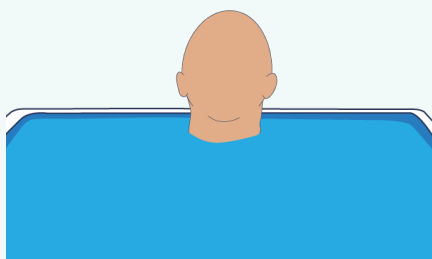


Ideal for intermediate or advanced plungers, this routine is Ryan's go-to for helping reduce joint pain, lessen muscle soreness, boost mental and physical resilience, elevate mood, increase energy and productivity and train fight-or-flight response.



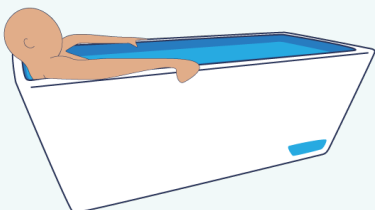
STEP 1

Get into a Plunge set to 46°F. Pinch your nose and dunk your head immediately by sliding down into the water.



STEP 2

Find a comfortable position but keep yourself submerged up to your neckline with your hands holding the side. Practice Box Breathing: inhale for 4 seconds through the nose, hold for 4, exhale for 4 out of the mouth, hold for 4. Repeat.



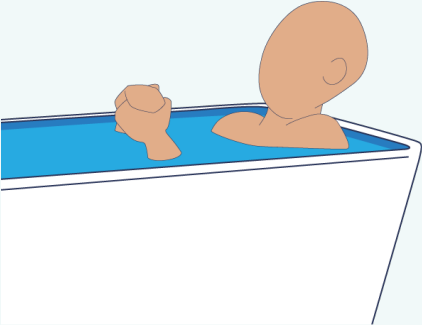
STEP 3

Begin to scan your body and bring awareness to where tension is being held. Breathe and relax into those areas.



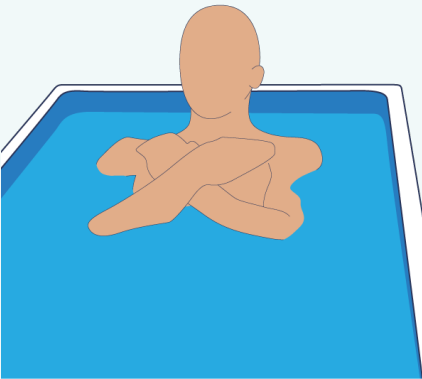
FOUNDER'S PROTOCOLS: RYAN

PLUNGE



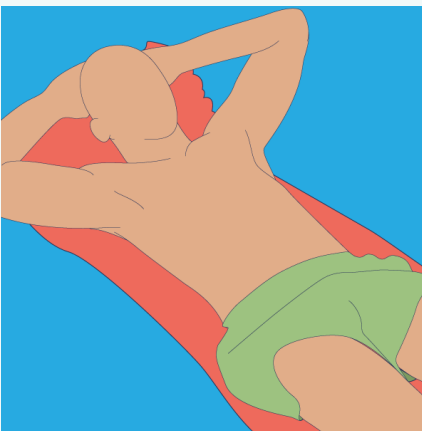
STEP 4

Cycle dunking your hands in the water for 10 seconds and out for 10. Let your plunge last until the mind stops screaming to get out (some days this is faster than others.)



STEP 5

When you're ready to get out, do a second head dunk, then come up and find control of your breathing again. Once you've reached a controlled breath, step out—this whole usually routine takes 2-4 minutes.



STEP 6

Optional sun-bathing for 30 minutes.