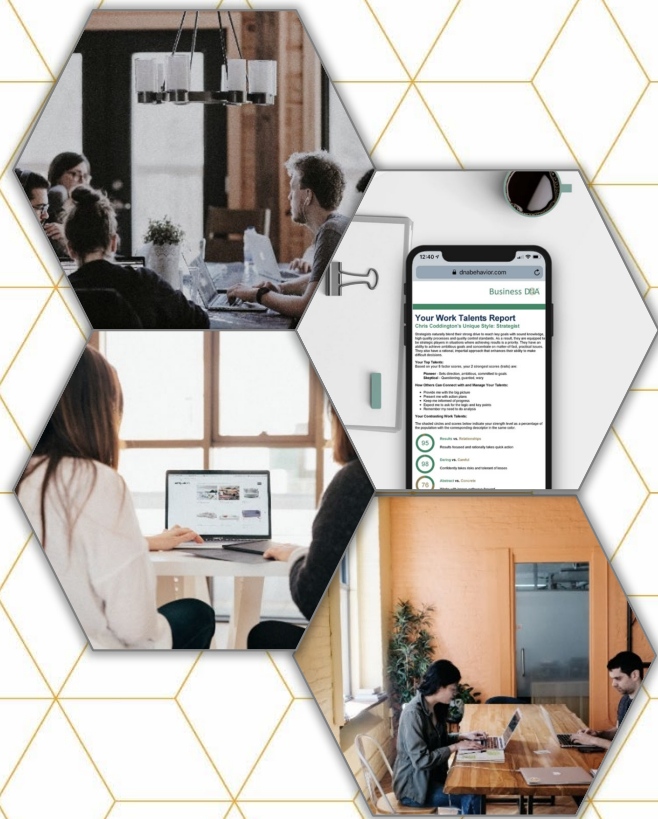


# A Guide to Mastering Your Personal Life Energy



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## Mastering Your Personal Life Energy

### Objectives of the Guide and Disclaimer

The objective of this guide is to provide you with a research-based framework which is practical for managing your personal life energy so that you can “stress less, do more and be well for longer.”

Based on research conducted by Dr Mark Hyman as outlined in his book *Young Forever*, and other longevity medical specialists, the greatest cause of most diseases is aging. Therefore, if you want to live longer the goal is to reverse your aging by taking steps to increase your “healthspan”. Increasing your healthspan means reducing your biological age (as against your lifespan which is reflected by your chronological age).

Regardless of your chronological age, please consider the insights proposed in this guide as action steps for you to think about implementing in your personal living plan. The earlier you start, the better your life foundation will be. For anyone over 45 years, these action steps start to become a necessity as your physiology will start to progressively go through a lot of change caused by aging. Even if you are under 45 years old, these insights will boost the quality of your life. Our hope is that you will immediately adopt one to three of these ideas in a small way as new personal habits. From there as you experience positive change in your energy, our experience is you will want to do more.



We fully recognize that every human is uniquely wired and has their own physiological status. Further, every aspect of your physiology is highly inter-related with cause and effect impacting many areas. Therefore, not all ideas and action steps proposed will be suitable for you. Further, what is suitable in a certain period may not be applicable later on (for instance, dietary needs). Generally, it would be appropriate for you to consult with your health and wellbeing practitioners every 3 to 6 months.

Nevertheless, the DNA Behavior belief is that being armed with relevant knowledge will empower you to ask questions and have deeper conversations with your health and wellbeing practitioners so that the appropriate recommendations are provided, and then the right choices get made for your longevity. Taking this approach could improve the quality of your life and change the trajectory of your longevity.

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Ultimately, you are the CEO (Chief Energy Officer) responsible for your life and the life experience that you have. So, hopefully, we are providing you with insights which could extend the length and quality of your life.

## Hugh Massie – Successfully Integrating Healthy Living for a Happier, Successful and Healthy Life for Longer

In the interests of disclosure, Hugh Massie, the Executive Chairman and Founder of DNA Behavior has actively adopted the personal life energy management plan outlined in this guide as foundational to his membership of the “120 Club”.

Hugh has adopted the Tiny Habits approach (authored by BJ Fogg) by progressively implementing his personal energy management plan since 2018. He started with a 3 times weekly “golf yoga” program conducted with a group of golfers designed to build core strength and balance. As he saw results and enjoyed the program, he gradually built in further steps to improve his overall health, mindset, nutrition and longevity. With discipline, Hugh’s biological age has been reduced by 14 years and every key longevity metric has been sustained.

Hugh actively engages with a range of health and wellbeing practitioners (physicians, functional medicine practitioners and sports trainers), and a diverse community of people who are all practicing many of the techniques outlined in this guide to live a quality life for longer. Further, every strategy adopted by Hugh is supported by research.



## Introduction to Personal Life Energy

DNA Behavior adopts the principle that energy is your life force and therefore is a significant factor in the quality of your life and longevity. Your energy comes internally from your mindset and physiology,

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and then externally from food and money. Further, it comes from the heart intelligence with which you embrace life's events and experiences.

With this framework DNA Behavior has identified there are four primary sources of energy impacting the life of a human being which are all inter-connected. These personal life energy sources are: (i) food, (ii) body, (iii) mind and (iv) money. The energy of money has been separately addressed in our Mastering Your Money Energy Whitepaper and will only be addressed in this guide where necessary given its inter-connection to the other three energy sources.

To address personal life energy practically through this guide, we have drawn an analogy to a battery. A battery (e.g., a regular Duracell Battery) is a device that stores chemical energy and converts it to electrical energy. The chemical reactions in a battery involve the flow of electrons from one material (electrode) to another through an external circuit.<sup>1</sup>



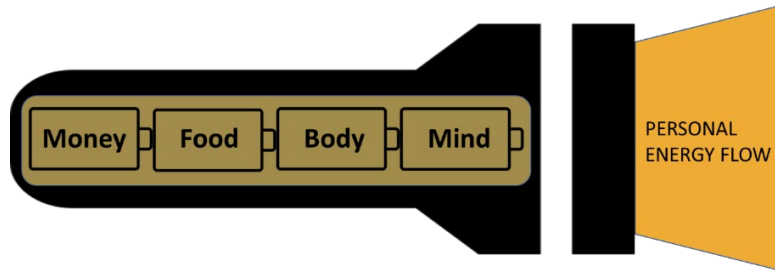
Adopting the scientific principles of gravitation between masses, each of the four sources of personal life energy represents a battery, all working together to power the “flow of life.” The Money Energy, Food Energy, Body Energy, and Mental Energy Batteries operating together, in essence, power your overall happiness, success, and health.

1. The Food Energy Battery reflects food and drink consumption.
2. The Body Energy Battery reflects physical health.
3. The Mental Energy Battery reflects behavioral awareness, mindset, spirituality, emotional and mental health.
4. The Money Energy Battery reflects the stored force at which money can flow into your life at any time.

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<sup>1</sup>Source: [www.science.org.au](http://www.science.org.au)

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Your money energy is important because it reflects your behavioral style and shows up in your spending and investment in food, your health and your human capital. Further, money is a significant factor in causing negative long-term stress in every aspect of your life. Long-term stress can negatively impact your food and drink intake, body and mindset. A lot of stress causes bodily inflammation and digestive problems causing blockages to the working of your heart and key organs, and reduces your stem cells thereby accelerating aging. Stress is processed through your emotions and the operation of your central nervous system which can trigger many illnesses and diseases.

Ultimately, sustained negative stress kills. Therefore, you must take-charge to reset how you think about stress and change your habits, which includes your relationship with money and also your food intake, physical and mindset practices.

Along with stress itself, but related to stress, Dr Hyman and other longevity specialists say the other negative impacts on your healthspan are sugar, starches, and lack of sleep.

Consider the following. If your money energy is low or strong – that will flow through the other three primary energy areas of your life, as listed above. For instance:

1. The energy of money can regularly play on your mind (mental health), which potentially causes you to stress in some way with a consequence of negatively impacting how you hear, see and feel in making decisions. As an example, some people will have anxiety because they cannot pay the bills, and for others, with wealth, it is because they do not want to spoil their children or be divisive with family members and friendships.
2. When you carry stress, it will impact your physical health. This could result in a loss of desire to exercise or work more in the short term. Then, anxiety affects the central nervous system in the longer term, potentially triggering many illnesses and diseases.
3. Then going further, the money energy may impact your food (and alcohol) intake. Stressing about money may increase the consumption of lower-grade food full of sugar and more alcohol which is harmful to the body and sleep. Again, this can lead to a physical and mental decline.

The inter-connectedness works on the flip side. When there is high money energy that you are positively aligned with, the stress goes away, and your physical and mental health and quality food intake should go up, along with overall clarity. In this situation, you can more easily and purposefully amplify good money energy in your life by taking advantage of financial opportunities, having more life experiences, being generous to others, and improving your relationship capital.

Each of the four primary energy sources can be measured through a range of digital apps and smart devices, such as smartphones, wearables, and healthcare monitors. Some of these measurements and devices will be referenced in this guide.

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## The Role of Epigenetics

“Epigenetics” is an emerging field of study that explains how our thoughts, behaviors, lifestyle, and environment can cause changes that affect the way our genes function. You do not have to be a victim of your genes. You can learn more at <https://genetics.med.harvard.edu> (or <https://genetics.hms.harvard.edu/> )

We are all born with a set of pre-programmed genes, but there is a layer above our DNA sequence that determines which genes get expressed and which stay dormant.

If you believe in the emerging science of epigenetics, longevity is up to 95%<sup>2</sup> a mindset and is not just limited by your pre-programmed genes. The epigenetics principle being that you have some choice through your behaviors, thoughts, lifestyle, and changing your environment in switching on your genes. While the field of epigenetics and the ability re-program aging is not fully proven by science there is growing research that shows that if you want to live longer then you can help your cause. With that mindset, the way you live and what you do can help you overcome many longevity obstacles including those potentially in your DNA code.



So, your DNA doesn't define your destiny, you do through conscious choice! And DNA Behavior is excited to help you through the action steps and insights presented in this guide. Currently, through healthy living you can reduce your biological age by 3 months for every year you are alive, and it is expected by 2029 (research by Ray Kurzweil) this will increase to 1 year for every year you are alive.

Of course, it is important to remember that the quality of your life on the journey is important. There is no point living longer with the aid of medicines and technology if you do not have sound health (and sufficient financial resources) to enjoy a great quality of life.

## The Power of Your Heart

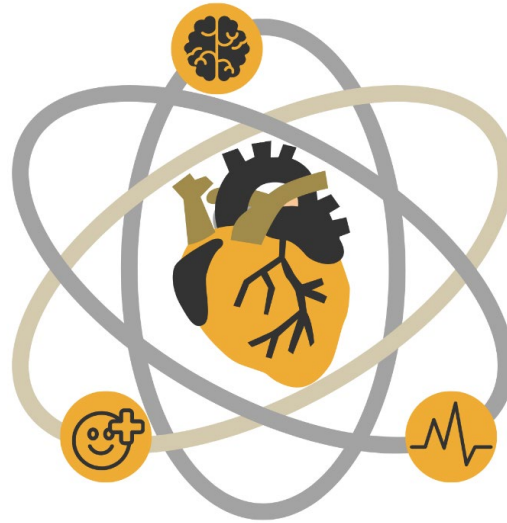
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<sup>2</sup>Source: The Biology of Belief by Bruce Lipton.

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The Heart is the energetic nucleus which must be aligned to the four primary energy sources for full life and money integration to occur.

The HeartMath Institute ([www.heartmath.org](http://www.heartmath.org)) have done a lot of scientific research in understanding and measuring the power of the heart<sup>3</sup>.



The heart is the most powerful source of electromagnetic energy in the human body, producing the largest rhythmic electromagnetic field of any of the body's organs. Based on research by the Heart Math Institute ([www.heartmath.org](http://www.heartmath.org)), the heart's electrical field is **about 60 times greater in amplitude than the electrical activity generated by the brain.**

Further, the Heart Math Institute's research study provided in the Science of the Heart ebook shows that the brain's activity is naturally synchronized to that of the heart, and also confirms that intentionally altering one's emotional state through heart focus modifies afferent neurological input from the heart to the brain. Results indicate that the brain's electrical activity becomes more synchronized during psycho-physiologically coherent states. Implications are that this increased synchronization may alter information processing by the brain during the experience of positive emotions.

Therefore, you must address the strength of your "heart" from a cardiovascular perspective and also attitudinally given it has a brain of its own which sends the majority of signals to your brain. Given the heart is the most important element to the building of your personal life energy, building its strength is the focus in some way of every strategy in this booklet. That is why monitoring your HRV is important.

Further, learning to love and sustain love through your relationships is key to your longevity and comes from your heart.

## Heart Rate Variability

One of the most important daily measurements, which is reflective of your food, body, and mind energy levels, and in particular, an indicator of stress and happiness, is the level of heart rate variability (HRV). A

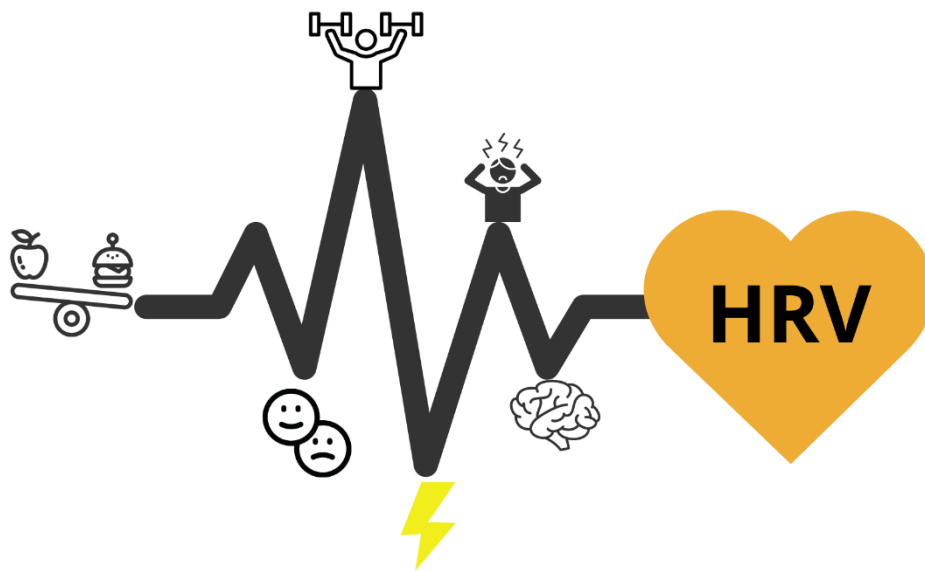
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<sup>3</sup>Source: <https://www.heartmath.org/research/science-of-the-heart/heart-brain-communication/>

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good HRV score is a highly sensitive metric and responds uniquely for each person's nervous system and emotions, which makes the score relative, however usually means that their mind and body has a strong ability to tolerate stress or is strongly recovering from prior accumulated stress.

Research studies into HRV highlight the variation of heart rate if you have persistent instigators such as stress, poor sleep, unhealthy diet, alcohol, dysfunctional relationships, isolation, or solitude. Conscious and sub-conscious anxious thoughts about money can trigger these HRV instigators.



Simply put, if you have a relatively low HRV on a sustained basis, that will indicate your health may be at risk. The goal is to have a somewhat higher HRV with respect to your age. This is why we believe measuring your HRV daily is crucial to knowing whether you are living a Quality Life on a sustainable basis.

Harvard Health Researchers have explored HRV data as a possible resilience and behavioral flexibility marker. They record that HRV is simply a measure of the variation in time between each heartbeat. This variation is controlled by a primitive part of the nervous system called the autonomic nervous system (ANS). It works behind the scenes, automatically regulating our heart rate, blood pressure, breathing, and digestion, among other key tasks.

The ANS is subdivided into two significant components: the sympathetic and the parasympathetic nervous system, also known as the fight-or-flight mechanism, and the related response.

You can learn to monitor your HRV through a device such as a Whoop band, an Apple or Garmin smartwatch, an Oura ring, a Healthy U card device, or some other monitoring device such as:

1. Polar H10 Heart Rate Sensor



2. Polar H7 Bluetooth Heart Rate Sensor
3. Garmin Premium Heart Rate Monitor
4. 4iiii V100 Innovations Viiiiva Heart Rate Monitor
5. Suunto Smart Sensor

Then using the device, you observe trends in how the HRV is moving according to your daily life in terms of lifestyle, mental health, nutrition and hydration, exercise, and sleep.

The research continues - .....if we have persistent instigators such as stress, poor sleep, unhealthy diet, alcohol, poor hydration, dysfunctional relationships, isolation or solitude, and lack of exercise, this balance may be disrupted, and your fight-or-flight response can shift into overdrive<sup>4</sup>.

## Building Your Personal Life Energy Management Plan

Your mind and physiology is very complex. Nevertheless, you must learn to understand and take control of it as best as you can. The following plan is an outline for consideration. We suggest that you can learn a lot about what boosts and depletes your personal life energy from being in touch with your body through recognition of your seven senses and seven chakra's (read DNA Behaviors booklet "The Heart and Seven Senses of Money Energy).

Our approach with every decision is five-fold:

1. How does your choice fit within your overall life philosophy? (Is your choice essential for building your personal life energy?)
2. Will your choice help to make you happy, successful and healthy?
3. Does your choice provide meaning in your life?
4. What time commitment will be required and how will it impact your relationships?
5. Then, consider is your choice the wise thing to do?

In **Appendix A**, we have laid out a **Daily Personal Life Energy Timetable** for maximizing your personal life energy. Again, we suggest you adapt it for your physiology and biorhythms. Further, successful change comes from having perseverance and discipline, being consistent, having a systemized process and there being human connection. Nevertheless, some flexibility is important as life must be fun. The ultimate litmus test for sustainability is that you must feel happy and healthy.

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<sup>4</sup>Source: <https://www.health.harvard.edu/blog/heart-rate-variability-new-way-track-well-2017112212789#:~:text=HRV%20is%20simply%20a%20measure,digestion%20among%20other%20key%20tasks.>

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Measuring your Personal Life Energy Metrics can seem confronting. But by knowing the truth through data, you will have a starting point for mapping out a plan and monitoring progress. The **Personal Life Energy Metrics** which Hugh Massie measures are set out in **Appendix B**.

Here is the big life secret from Dr Naram<sup>5</sup>:

1. 95% of people on this planet do not know what they want.
2. Then, 3% of people on this planet know what they want but never achieve it because they do not have the right tools.
3. Then, 1% of people on this planet, know what they want and achieve it. But in the process of achieving it, they can't enjoy it. In the process of achieving they get high blood pressure, high cholesterol, back problems, and relationship problems.
4. Only the remaining 1% of people get what they want, achieve it and enjoy it.

This booklet has been prepared from research and the insights have been practiced by Hugh Massie. The key **Recommended Resources** which you can consult with are included in **Appendix C**. These resources will help you shape your own perspectives in building a customized plan “to get what you want, achieve it and enjoy it”.

## Where Do You Start?

A good starting point is to read *Young Forever* by Dr Mark Hyman and *Outlive* by Dr Peter Attia. In addition, you can listen to the Drive Podcast and other longevity resources by Dr Peter Attia at <https://peterattiamd.com/podcast/>

Further, if you want to read a book which is written with a more scientific style then *Lifespan* by Dr David Sinclair is very good to help deepen your knowledge with additional research back up.

A key factor will be keeping your blood vessels clean<sup>6</sup> and plaque not building up in your arteries. Reducing sugar (blood glucose levels) and making good lifestyle choices in every area of your life are important steps for keeping your blood vessels clean. Your blood pressure will increase, and all vital

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<sup>5</sup> Source: *The Ancient Secrets of a Master Healer* by Clint Rogers (Page 34).

<sup>6</sup> Source : Dr Jason Dixon – *Age Is Not a Limit to Life* – article written by Thomas Webber, CNN on July 9, 2023

organs impacted when the blood vessel circulation is impaired leading to cardiovascular related diseases and diabetes.

Remember longevity is a long-term game which requires an optimistic attitude with you taking action now. If you believe aging will be an awful experience, it probably will be. So, reset your mindset by taking steps now to make it a better experience.

So, start your habit change in a tiny way as per Tiny Habits and grow from there – follow the principle of “start small and finish big.” The following is a list of tactics to address in order of importance, although all of them are inter-related in some way as previously explained.

1. Reduce sustained stress<sup>6</sup> in all areas of your life (short term stress is good if it is a positive motivator), including removing non-essential activities and people from your life.
2. Increase the length and quality of your sleep on a consistent basis.
3. Reset your attitude starting with the heart, including keeping love in your life and practice compassion.
4. Improve your nutrition, including reduce sugar, artificial sweeteners and starches.
5. Increase exercise with regular movement and a mix of strength, core, balance, flexibility and cardiovascular intensity.
6. Increase hydration with water intake.
7. Start meditation and breathing exercises.
8. Reduce financial anxiety with a healthier relationship to money.
9. Build a Life Support Team with people who are involved in your activities and give you positive energy.
10. Consult with a functional medicine doctor to gain holistic measurements of all aspects of your physical health and how they are inter-related. This will help with a obtaining a customized cause and effect analysis appropriate for you.
11. Regularly monitor your heart rate variability (HRV).

Each of these tactics are addressed in the section below, along with more specific tactics and insights to build a holistic Personal Life Energy Management Plan.

## Personal Life Energy Sources

### Food and Drink Intake

As a principle, you cannot out exercise your diet. Ultimately, the impact of food on your body will largely depend on your unique physiology and blood type. Learn your blood type and what that means for your food intake.

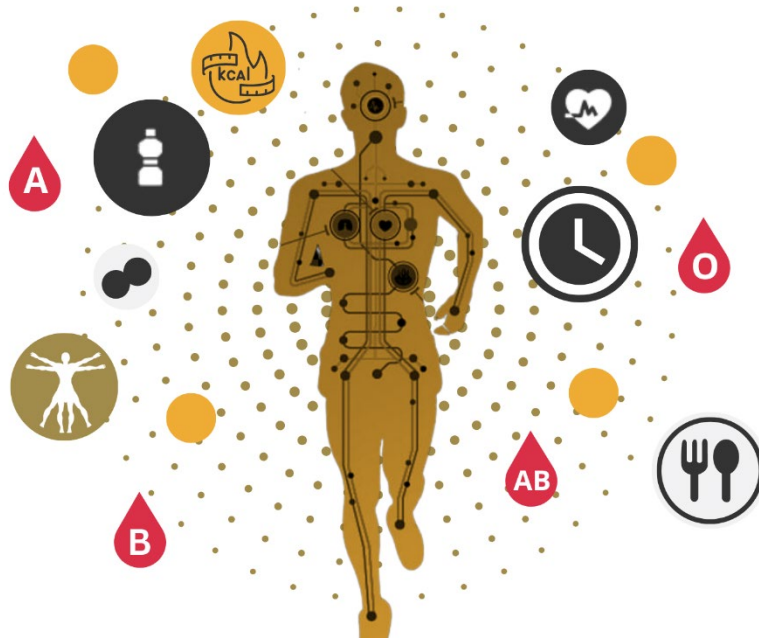
Also, it is important to understand which foods and drinks are solving what problem. For instance, while you may be seeking to reduce calories and cholesterol you could be negatively impacting your insulin levels. Or, by eating certain foods at the wrong time of day could impact your sleep.

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<sup>6</sup>Sources: The <https://www.mylifeforce.com/blog/tips-reduce-stress>; <https://www.nutrisense.io/bog/what-to-do-to-release-stress> ; 12 Heartmath Toold for Reducing Stress and Staying Balanced at [www.heartmath.org](http://www.heartmath.org)

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Ultimately, learn what works for you and what is the appropriate trade-off between current enjoyment and long-term health. No one is saying never eat a piece of cake or dive into a buffet. However, the regularity of doing so and exercising some restraint will be important.



1. The key with food is to monitor what, when and the amount you eat. Also, what works for one period may not work later on as your physiology changes.
2. The quality of food intake is more important than quantity. Although, it will be difficult to fully optimize your nutritional intake. So, working on improving it overall is the key.
3. Consuming 2000 calories a day for a normal active adult is only a guideline.
  - The caloric intake has to be managed against the calories burned in a day. The calories burned can be identified from a smart device based on your exercise output.
  - Managing the caloric intake on a precise basis is difficult to do but you can take steps to estimate it on a reasonable basis.
  - Reduce foods that are processed, come out of a box or package. Certainly, check the packages for details as there will be surprises.
  - Remember sugar is not your friend. Reduce your overall intake by 50% as the current levels will be higher than you think. You can monitor your blood glucose levels on a real-time basis using the Nutrisense app at [www.nutrisense.com](http://www.nutrisense.com). Also, the free Nutrisense blogs are helpful with nutritional options.
  - Review foods (and processed foods, artificial sugars, drinks and supplements) which may negatively impact your production of insulin from the pancreas.
  - Eliminate artificial sugars, sweeteners and anything else artificial as they can block the production of insulin. Many zero calorie drinks (eg Gatorade Zero) and soda's are worse than those with sugar.
  - The use of vegetable oils in cooking should be eliminated because of their negative impact on insulin production.
  - Foods like brussels sprouts, broccoli and spinach are good for iron, but can be hard to digest.
  - Review your intake of good and bad carbohydrates.

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- Address how you will obtain sufficient protein to keep sufficient muscle mass. Check what is in protein bars as many are nutritionally poor and high in sugar content.
  - Consider the reduction of grain fed and processed meats.
  - If you are on a diet, look at all of the toppings on the food eg salad dressings etc
  - Look at all foods which cause inflammation as that will be very damaging to the healthy working of your organs – these foods are different for each of us. For instance, dairy foods can cause inflammation.
  - Overall, look at your mitochondria. Consider taking the [www.viome.com](http://www.viome.com) tests for a full review.
4. Based on research by Dr Lisa Misconi, the Author of Brain Food (refer Limitless by Jim Kwik Page 131), the top 10 brain foods for brain functioning are:
- Avocados.
  - Blueberries.
  - Broccoli.
  - Dark Chocolate.
  - Eggs.
  - Green leafy vegetables.
  - Salmon, Sardines, Caviar.
  - Turmeric.
  - Walnuts.
  - Water.
5. The timing of when you eat is important.
- Do not eat immediately on waking up in the morning.
  - Eat your dinner 3 hours before going to bed.
  - Consider fasting for a minimum of 12 hours between dinner and breakfast the next day.
  - Intermittent fasting with a 16-to-19-hour gap can boost energy, concentration, and help with weight loss. Although, it can impact your sleep because energy is boosted and also it can cause stress which has a negative impact on your body through increased inflammation. Some people even go to the extreme of fasting for 24 hours once a week to give their digestive system a rest. Consider the Zero Fasting app at [www.zerolongevity.com](http://www.zerolongevity.com)
  - Carbohydrate (starches) in the evening meal (dinner) will make you sleepier as it reduces cortisol. Ideally, minimize carbohydrates in the daytime given it can make you sleepy, although you can work it off with exercise.
  - A meal that is low on starches boosts energy alertness. So, have protein earlier in the day eg at breakfast.
  - Have fruit in the afternoons for an energy boost.
6. Consider where you eat.
- The energy of who cooks the food and the environment you are in can impact the food energy and flow through to your other energy batteries. This is what causes some people to eat at home or in very friendly environments.
  - Eating at home gives you more control of what goes into the food.
7. Hydration is critical to all aspects of your physiology.
- On a daily basis consume a minimum of one ounce of water for every kilogram of your weight. For instance, if you weigh 80kg, then 80oz is needed.
  - Drink additional water if you are exposed to extreme heat and undertake extended exercise.
  - Ideally, front end the water intake so that there is not heavy consumption after 6pm so that your sleep is not interrupted.

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- As you age research by Dr Peter Attia shows that you will get dehydrated more quickly and easily. The consequence can be losing blood pressure and losing consciousness causing a fall.
8. Review the level and timing of your caffeine intake.
    - If you delay caffeine for 2 hours after getting up (ideally to 9am) this will ensure natural cortisol flow and getting through the afternoon more easily – caffeine blocks cortisol release.
    - Then have no coffee after 12pm to 1pm. Coffee takes 6 to 8 hours to be processed and therefore the timing can impact your sleep.
    - The strength of the coffee and the size of your cup are important along with what you put in the coffee in terms of milk, sugar and artificial sweeteners.
    - Look at the exercise and food supplements you take to determine the caffeine levels.
  9. Review your alcohol intake and the timing.
    - Heavy alcohol intake for men is more than 4 drinks per day or 14 drinks per week, and for females is 3 drinks per day or 7 drinks per week.
    - According to the "Dietary Guidelines for Americans 2020-2025," U.S. Department of Health and Human Services and U.S. Department of Agriculture<sup>7</sup>, adults of legal drinking age can choose not to drink or to drink in moderation by limiting intake to **2 drinks or less in a day for men and 1 drink or less in a day for women**.
    - Aside from sugar and calories, alcohol has a negative impact on your sleep and HRV.
    - Also, alcohol can increase your mood swings and have a negative impact on your behavior.
    - Further, alcohol can cause you to eat more food and food of a poorer quality.
    - Finish consuming alcohol 3 hours or more before going to bed so it can process and be less interruption to your sleep.
    - Monitor the impact of alcohol consumption on reducing your HRV and lowering your ability to strain your heart the next day.
    - Consider consuming non-alcoholic beverages which have no calories and/or low on sugar.

## Body – Physical Energy

As a principle, prevention is better than cure. Looking after your body is very important. The focus should be on regular movement so that by using your body you keep your muscular strength and maintain cardiovascular strength.

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<sup>7</sup>Source:<https://www.niaaa.nih.gov/alcohol-health/overview-alcohol-consumption/moderate-binge-drinking#:~:text=According%20to%20the%20%22Dietary%20Guidelines,in%20a%20day%20for%20women%2C>

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1. Have regular (eg twice a year) checkups with your medical practitioner.
  - Ensure you have detailed blood and urine tests 2 to 4 times per year. The book *Young Forever* by Mark Hyman on Page 175 has the “Young Forever Function Health Panel” which lists the blood tests you should have for a complete “functional medicine” analysis.
  - Six key indicators of the optimal health status that promotes longevity<sup>8</sup>:
    - ✓ Blood pressure of less than 120 mmHg systolic and less than 80 mmHg diastolic
    - ✓ BMI (a measurement of height-to-weight ratio) of less than 27 or, better, a waist-to-height ratio of 0.40 to 0.55
    - ✓ LDL cholesterol (a risk factor for heart disease) of less than 70 mg/dL
    - ✓ Fasting blood sugar (associated with diabetes) of less than 106 mg/dL
    - ✓ Urine free of cotinine (an indicator of tobacco use)
    - ✓ Completion of a stress management program
  - Consider going to a Functional Medicine doctor (2 to 4 times a year) who will undertake more holistic and detailed testing than a regular physician, although this will become an out-of-pocket cost not covered by insurance. The objective is to get a better understanding of the cause and effect of your food intake and also side-effects of any prescribed medications. The Functional Medicine doctor may make dietary recommendations and prescribe supplements, such as multi-vitamins, additional fiber, magnesium digestive tablets. You can also review the Functional Medicine Testing quizzes on pages 179 to 214 of the *Young Forever* book by Mark Hyman.
  - Dr David Sinclair (Author of *Lifespan*) recommends taking 1 gram (1000mg) of NMN every morning along with 1 gram of resveratrol (reduce heart disease) and 1 gram of metformin for reducing age related diseases (increasing longevity with quality – and they provide a boost in energy).
  - In addition, have regular dental check ups.
  - Eye tests are important not only for your vision but also they are another way of obtaining potential medical insights.
2. Gain insight into your longevity and whether there are blockages that need to be reversed.

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<sup>8</sup>Source: <https://www.nationalgeographic.com/science/article/want-to-live-longer-influence-your-genes>

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- The number one cause of disease is aging. However, you can reverse or slow down aging, and also mitigate the risks of what diseases you will get, such as cancer.
  - There are 47% more cardiovascular deaths than all cancers combined.
  - Despite the regular medical testing and being healthy it is possible that you can have a sudden heart attack. A sudden heart attack is caused by a build-up of plaque in your arteries and can only be detected with cardiovascular bio-imaging. For instance, arranging cardiovascular bioimaging through [www.cleerlyhealth.com](http://www.cleerlyhealth.com) or another service such as Life Line Screening at [www.lifelinescreening.com](http://www.lifelinescreening.com)
  - If you are over 45 years old, consider having annual cancer screening tests performed. It would be better to know early if you have a pre-disposition to cancer or you are at the early stages. For instance, take the Grail cancer test arranged by [www.AgelessRX.com](http://www.AgelessRX.com)
  - When over 50 have a colonoscopy and then have them at regular intervals based on medical guidance.
  - Also, check your bowels with regular stool tests conducted at home.
  - If you are interested in your longevity, Ageless RX have tests which will inform you of how healthy your living is for longevity and your biological age. Your biological age can become lower than your chronological age with consistently right personal life energy management. It is possible that you can add years to your life.
3. Do not wait to die to sleep. There is a lot to be gained in managing your body and stress levels by having enough quality sleep. The sleep objective is to average 8hrs a night.
- Consistency in sleep is preferred rather than using longer sleeping time on the weekend to make up for sleep deficit.
  - The optimal restorative sleep takes place during 10pm and 2am.
  - Every hour of sleep before midnight recharges you more [So, 9.00pm to 9:30pm bedtime is good as that gives you a higher chance of obtaining 4hrs of improved re-charging].
  - The objective is to have three hours of good sleep each night – 1.5hrs from deep sleep and 1.5hrs of REM. The REM sleep helps replace short term memory with long term memory, which is important for embedding life changes.
  - If you have trouble falling asleep quickly, consider a 2 minute “Military Method” preparation program<sup>9</sup>.
  - Sleeping at a cooler temperature is helpful for deeper sleep. Consider setting the room temperature to 65°F (or 18 C) and using a cooling blanket or mattress.
  - Consider wearing an eye mask can be helpful (eg a Manta eye mask).
  - Your energy will be stronger if you are up 1.5hrs before sunlight.
  - Work on waking up without an alarm (and the mobile phone should be outside the bedroom).
  - Daytime naps can be helpful for improved memory, alertness, cognitive functioning and reducing fatigue. However, naps should be short – ideally up to 20 mins, and under 60 mins. Ideally, the nap should be completed 7.5hrs to 9hrs before bedtime so as not to interrupt night time sleep. Therefore, its best to nap in the late morning or after lunch. A short nap is good after learning (higher mental activity).

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<sup>9</sup>Source : <https://www.inc.com/jeff-haden/use-military-method-to-fall-asleep-within-2-minutes-starting-tonight.html>



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- Review the strength and regularity of the sleeping tablets that you take. Ideally, mild sleeping tablets such as CBD gummies should be taken during normal daily life. A stronger sleeping tablet (eg melatonin 3mg) should only be taken when your circadian rhythm has been impacted by travel, or another life event.
  - Remember that sleep deprivation will negatively impact your food intake, creating a vicious cycle. Sleep deprivation triggers hormones which will make you want to eat more.
4. Increase the flow of cortisol in the morning and reduce it in the evening. Also, reverse the flow of melatonin in the morning and increase it in the evening. Cortisol and melatonin are somewhat inverse to each other in terms of energy management. Therefore, care needs to be taken with sleeping tablets.
  5. Get at least 20 mins of sunlight during the day.
    - Go outside as the sun rises (or be in a room which is brightly lit if up before the sun), and then go outside for 5 to 10 mins).
    - Also, if you have movement breaks during the day, get sunlight.
    - Getting sunlight is important for the following reasons.
      - ✓ Light triggers cortisol release which activates your body system.
      - ✓ Sunlight triggers the circadian rhythm
      - ✓ Stimulates the body cells
      - ✓ Bright light to the neurons in the eyes, wakes up the brain
      - ✓ Powerful impact on the nervous system which is the “conductor” of the body.
  6. Manage the level of light during the evening to assist sleep.
    - Go outside for 5 to 10 mins as the sunset comes so that the body has evening and morning light signals.
    - Bring the lights down at 8 to 9pm (one hour before bedtime). That is important for melatonin release which is important for sleep.
    - Ideally, the pineal gland should be the only source of melatonin.
    - Light actually inhibits melatonin release. So, the transition to sleep should be controlled with lights dimmed.
    - The biggest peak in alertness is about 1.5hrs before going to bed which is before the melatonin kicks in.
    - Keep the mobile phone, ipads and other devices with a blue screen out of the bedroom. Even consider not using them after 7pm at night to help with physical and mental energy and to improve your sleep.
    - Consider using blue light glasses.
    - Keep everything quiet before going to sleep.
  7. A regular and balanced workout regimen which builds your cardiovascular, maintains strength (muscle mass), core and balance is the key. Whether you use a Peloton bicycle, treadmill or rowing machine, their app has a broad range of programs. Visit [www.onepeloton.com](http://www.onepeloton.com)
    - Ensure you move at regular intervals during the day, even if for short periods.
    - For longevity, the best exercises are:
      - 20+ push ups a day (ideally 100 pushup’s in multiple sets)
      - Heavy dead lifts
      - Sitting rising test (SRT) – sit on floor cross legged, lean forward and rise – ideally with no hands for younger people and 1 hand for 50 to 80 year olds.
    - Sitting on the floor can be helpful as it makes you get up and down, effectively doing squats. This is what the Japanese do, who have greater longevity than most. According to research published in the *European Journal of Preventive Cardiology*, those who were least able to

complete this movement were five or six times more likely to die than those who were best able to complete the task.

- Manage the level of daily exercise strain to the level of your level of recovery. This is important for managing the stress on your heart. A Whoop band is helpful for managing the strain level on a daily basis: [www.whoop.com](http://www.whoop.com). The free Whoop blog provides great insights on a range of personal life energy topics.
- Exercise in the morning is preferred because that is when you have higher energy after cortisol release.
- The optimal amount of exercise is 60 minutes a day five minutes a week.
- Walking (or jogging) 10,000 steps a day is good exercise. However, the steps should be through regular movement and not just one walk in the day. Further, there should in addition be exercise with enough cardio intensity.
- The exercise program should include 150 minutes per week of Zone 2 cardio intensity, or 75 minutes of Zone 4 cardio intensity. The cardio intensity levels are based on your aerobic fitness and can be determined by doing fitness tests. For instance, an aerobic fitness test can be done with Peloton at [www.onepeloton.com](http://www.onepeloton.com)
- Consider measuring your exercise in Metabolic Energy Time (MET minutes). The MET is designed to recognize the metabolic intensity of different types of activities (walking, weights, bike riding, various sports etc). Ideally a person should have 450 to 900 MET minutes of exercise per week (7.5 to 15 MET hours)<sup>10</sup>.
- Your cardiovascular capacity is important for your energy and longevity. Testing your VO2 Max will inform you of your cardiovascular (aerobic) capacity relative to your age. Your VO2 Max score can stay relatively high until you are 75 years old providing you train. You can calculate your VO2 Max at: <https://www.omnicalculator.com/sports/vo2-max>
- Increasing your heart rate on a regular basis and ideally outdoors will help with stress reduction.
- Building and maintaining sufficient muscle mass is important as you age, along with sufficient core strength so that you can keep your balance. Resistance training is recommended on the basis of medical research. This will help you enjoy physical activities for longer and better manage the basics of life. Falls are a big issue for older people. Consider the [www.hevyapp.com](http://www.hevyapp.com)
- Consider strength exercise 3 times a week for 30 minutes so that you build muscle strength.
- Remember muscle weighs more than fat. You can monitor your weight based on a measurement of height-to-weight ratio using the Body Mass Index Calculator<sup>11</sup>. A BMI score of under 27 or better is preferred.

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<sup>10</sup>Source: <https://blog.nasm.org/metabolic-equivalents-for-weight-loss#:~:text=What%20are%20Metabolic%20Equivalents%3F,the%20body%20consumes%20at%20rest.>

<sup>11</sup>Source: [https://www.cdc.gov/healthyweight/assessing/bmi/adult\\_bmi/english\\_bmi\\_calculator/bmi\\_calculator.html](https://www.cdc.gov/healthyweight/assessing/bmi/adult_bmi/english_bmi_calculator/bmi_calculator.html)

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- Engage in regular stretching exercises (eg 3 times per week for 20 to 30 mins) to maintain flexibility and to build balance. This is critically important for being youthful and extending your longevity.
  - Be mindful that once you reach 75 years old your physical strength can decline quickly with the risk of falls substantially increasing. Therefore, regardless of your age, build greater muscle mass, core strength, balance and cardio capacity now.
  - There should be no need to eat before lighter exercise but certainly within 1 hour afterwards. But for longer high endurance exercise over 1 hour, then consider eating 3 to 4 hours before starting the exercise.
8. Excessive heat can have a negative impact on your physical recovery. Minimize exposure to heat on a continued basis.
  9. Being exposed to cold water can help you wake up and also stimulates the vagus nerve. The vagus nerve helps to regulate many critical aspects of human physiology, including the heart rate, blood pressure, sweating, digestion, and even speaking.
  10. For regenerating your body, consider a 20 minute sauna and/or a cold plunge bath.
  11. If you want to monitor your blood pressure, then do that within 1 hour of getting up in the morning and before exercise. You can buy a blood pressure measurement device at any pharmacy.

## Mind – Mental Energy

Positively adopting a growth mindset based on “the glass half full rather than half empty” principle is important to your ongoing mental energy. With a growth mindset, your performance capacity is 50% more than you think it is – you can do 50% more than you think you can.

Given that Dr David Simon, a world-renowned specialist in the field of mind-body medicine, has said “90% of the toxins in your body are the result of toxic emotions”, it is easy to see why the causes of highly charged emotions (such as money) need to be managed. It is easy to put on weight when your happiness is low. Understanding this further supports why much inner work on yourself needs to be done if personal changes are to be made for claiming the unique power that will generate a higher overall level of money energy.



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The person that is in the way of your success (personal life energy) is you. So, focus on getting out of your own way so that you do not attract negative outcomes.

1. Your thoughts are incredibly important. A lot of stress is caused by what you believe something or someone to be rather than what is. Learning to re-frame your attitude or response is an important life skill. As you can learn from Joe Dispenza in his book, “Becoming Supernatural,” the ability to manage your conscious and unconscious worlds to manifest outcomes should not be underestimated. Joe says, “your energy goes where your mind goes”.
2. Research shows that people lose 13% of their cognitive functioning while under stress. Think about that in the context of making high-stakes decisions.
3. A key step to take is 15 minutes before going to sleep relax and build positive thoughts as this is what you will take to sleep and will become the reality manifested. Positive thinking before bed is critical for reducing long-term stress.
4. Your identity influences how you ‘behave’ and your attitudes. Its energy follows into your workplace and creates both happiness and despondency. A principle to remember is: “Be it, breath it, do it”. Get clarity of your identity by starting with completion of your DNA Natural Behavior Discovery.
5. Based on your identity, design an overall life philosophy which will govern decision-making. You can consult with ancient philosophy which is relevant today, such as Aristotle on happiness or the Stoics on virtue and resilience.
6. With your identity and life philosophy build a decision-making framework for having life meaning, purpose and passion through work, activities, friends, community and life experiences.
7. Minimize comparing yourself to others as this will be a constant form of stress.
8. Focus on what you can control, and do not worry about what you cannot control.
9. Use a coach or mentor for a trusted environment which is psychologically safe to seek guidance, untangle mental blockages and for soothing yourself as you address problems.
10. Removing stress is a critical step and in many cases sustained financial anxiety is the biggest cause of stress. Completion of the DNA Quality Life Performance Discovery will help you determine how well 80 specific areas of your life are progressing well whether they are contributing to happiness, and those where there may be stress by living outside of your DNA talents.
11. You can find out about the health of your brain by taking Dr Daniel Amen’s free assessment at <https://www.brainhealthassessment.com/>
12. Meditating on a daily basis for 15 to 30 minutes can help with stress management by getting you into a place of being.
  - Meditation is a practice in which an individual uses a technique – such as mindfulness, or focusing the mind on a particular object, thought, or activity – to train attention and awareness, and achieve a mentally clear and emotionally calm and stable state. Having a greater peace of mind helps in developing a higher understanding of your life and being. Therefore, it will help in reducing stress. Meditation is also a foundational activity in epigenetics for helping to change your behaviors, thoughts, lifestyle and environment.
  - There are many places and ways to meditate, including sitting in a quiet place, doing deep breathing exercises, demonstrating gratitude, or going for a walk. There are a range of apps such as Peloton and Headspace which provide meditation practices.
12. Breathing is very important for both your body and mind. It can be done with or separately to meditation.
  - Deep breathing through the nose helps with de-stressing and also ensures you take in clear air.

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- Practice deep breathing for 15 minutes by taking 6 breaths per minute by inhaling for 5 seconds and exhaling for 5 seconds (a total of 10 seconds per breath).
13. Listening to music with the right frequencies which are upbeat can be relaxing, improve your mood and happiness and reduce stress.
  14. Daily or regular journaling is very helpful for managing your energy from a number of perspectives beyond being a mere written record:
    - It helps you be connected to your dreams, identity, life philosophy and goals
    - Logging what you do and do not care about can provide mental freedom, be soothing and help you find peace
    - Writing down your thoughts, dreams and musings leads to 98% retention which can then help manifesting into reality what is deep in your subconscious mind.
  15. Consider a “digital detox” by separating yourself from the noise of social media in the evenings and weekends when you need relaxation and re-centering time.
  16. Build a Life Support team made up of a coach, mentor, physical trainer, financial advisor, medical practitioners, spiritual guide and close friends who are sharing the journey.
  17. Develop a circle of real friends (not business or transactional friends) who you can safely engage, share ideas and do activities with. If you are older, include younger people in your friend network as this helps keep you more vibrant and involved in life.
  18. Build heart coherence by engaging in gratitude and appreciation for others. Work on positively affirming 5 to 10 people per day in some way. Consider using the Heart Math Institute Global Coherence App at: <https://www.heartmath.org/gci/global-coherence-app/>

To learn more about DNA Behavior International and the solutions we offer, please visit the following website:

[www.dnabehavior.com](http://www.dnabehavior.com)

If you have any questions or matters in relation to Personal Life Energy that you would like to discuss with an executive on our team, please email us at:

[inquiries@dnabehavior.com](mailto:inquiries@dnabehavior.com)



## Appendix A: Daily Personal Life Energy Timetable

Time	Activity
5.30am	Wake up without alarm clock – 1.5hrs before Sunlight
	15 mins meditation
	Journalling and Prior day accountability review
	Prepare for the day
	Exercise (or later eg before 10am)
	Drink water
7.00am	Sunlight – go outside
7:30am	First coffee – 2hrs after wake up (ideally 9.00am)
10.00am	Eat breakfast – 16hrs after dinner (if dinner was 6pm the evening before)
1.00pm	Eat light lunch,
	No more coffee or caffeine drinks
6.00pm	Dinner
	Finish drinking water (for the day 1oz for each 1kg of weight)
6:30pm	Evening light – walk outside
7.00pm	No phones, screens, computers
	15 mins meditation
9:15pm	Quiet time - 15 mins positive reflection before going to bed
9:30pm	Go to bed ready to go to sleep
10.00pm – 2am	Sleep – achieve 3hrs good sleep: 1.5hrs deep sleep and 1.5hrs REM

## Appendix B: Personal Life Energy Metrics

You can monitor your Personal Life Energy Metrics by using smart devices such as a:

1. Whoop band
2. Fitbit
3. Smartwatch (eg Apple, Samsung, Garmin)
4. Oura ring
5. There are other devices currently available, and there will be more in the future.

Listed below are the Personal Life Energy Metrics measured by Hugh Massie:

Whoop:

1. Heart Rate Variability
2. Recovery %
3. Daily strain permitted and used to balance exertion and recovery
4. Calories burned from exercise and non-exercise
5. Sleep time including: Awake%, Light%, SWS (Deep)%, REM (Resting Eye Movement)%, Overall sleep efficiency and wake events
6. Respiratory rate (rpm)
7. Blood oxygen level %
8. Resting heart rate (bpm)
9. Exercise heart rate – max and average
10. Skin temperature

Through the Whoop journaling tool the following elements are tracked.

1. Eating all meals in daylight hours
2. The amount of caffeine consumed and when
3. The consumption of meat and when
4. Hydrate sufficiently and how much
5. Consume alcohol and how much
6. Consume processed foods
7. Consume artificial sugars
8. Dairy free diet
9. Consume fruits and/or vegetables
10. Feeling a sense of purpose, and to what degree
11. Feeling in control of your life, and to what degree
12. Feel depressed
13. Feel energized through the day
14. Feel positive about the future
15. Feel motivated
16. Feeling you have the resources and skills to complete your daily goals
17. Journal your thoughts and for how long
18. Engage in sexual activity
19. Sharing your bed with another person

20. Sleeping in the same bed as usual
21. See artificial light on waking up, and how long
22. Wear blue light glasses before bed
23. Commute to work
24. Experience stress
25. Took a vacation day
26. Work from home
27. Connect with family and friends, and for how long, and when
28. Express gratitude
29. Do you feel recovered today
30. Did you meditate, when and for how long
31. Spend time stretching
32. Take a cold shower
33. Use breathwork, when and for how long
34. Take a magnesium supplement
35. Take multi vitamin supplement
36. Take fish oil
37. Use a CBD, how much and when

#### Garmin:

1. Body battery: measured from a combination of heart rate variability, stress, and activity to estimate a user's energy reserves throughout the day
2. Stress
3. Steps
4. Exercise intensity (minutes)

#### In addition, the following are recorded and monitored:

1. Exercise time and activity by type
2. MET minutes by activity type
3. Meditation time per day
4. Alcohol consumption
5. Hydration (water consumption based on 1oz/1kg of body weight)
6. Intermittent fasting
7. Sugar consumption
8. Stressful activities
9. Positive affirmation signals sent to people (5 times+/day)

#### On a periodic basis the following are checked:

1. Blood pressure - weekly
2. VO2 Max score - monthly
3. Body Mass Index score - monthly
4. Blood – with a physician 2 times a year, and functional medicine doctor quarterly
5. Dental - twice a year
6. Eyes – twice a year



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Hugh Massie also uses the UtiSelf app at [www.utiself.com](http://www.utiself.com) for tracking various activities to help with achieving his personal life energy goals.

## Appendix C - Recommended Personal Life Energy Reading and Resources

### Recommended Reading

Feeling is the Secret by Neville Goddard

As a Man Thinketh by James Allen

Breaking the Habit of Being Yourself and Becoming Supernatural by Joe Dispenza

Lifespan by Dr David Sinclair

Lifeforce by Tony Robbins and Peter Diamandis

Young Forever by Mark Hyman

The Science and Technology of Growing Young by Sergey Young

Restore Your Energy With Bioenergetics by Harry Massey

How to Manage Your Emotions and Money by Harry Massey

Limitless by Jim Kwik

Mindset by Carol Dweck

Breath by James Nestor

The Biology of Belief by Bruce Lipton

The Ancient Secrets of a Master Healer by Clint Rogers

You Are God Enough by Stevie Ray McHugh

Dreaming True by Robert Moss

The 5AM Club by Robin Sharma

Tiny Habits by BJ Fogg

The Science of Happiness by Arthur Brooks

If you would like additional recommended reading from DNA Behavior, please email us at [inquiries@dnabehavior.com](mailto:inquiries@dnabehavior.com)

### Recommended Resources

The Heartmath Institute for understanding heart intelligence and accessing heart related apps (such as the Global Coherence App) at [www.heartmath.org](http://www.heartmath.org)

The Drive Podcast by Peter Attia for a broad range of strategies on Longevity at <https://peterattiamd.com/podcast/>

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Sergey Young resources at [www.sergeyyoung.com](http://www.sergeyyoung.com)

Abundance 360 by Peter Diamandis for longevity and other topics at [www.abundance360.com](http://www.abundance360.com)

Apple App and Resources at [www.apple.com](http://www.apple.com)

Huberman Lab Podcast by Andrew Huberman at [www.hubermanlab.com](http://www.hubermanlab.com)

Ageless RX for longevity testing at [www.agelessrx.com](http://www.agelessrx.com)

Cleerly for cardiovascular bio-imaging at [www.cleerlyhealth.com](http://www.cleerlyhealth.com)

Whoop App and Blogs at [www.whoop.com](http://www.whoop.com)

Welltory App and Resources at [www.welltory.com](http://www.welltory.com)

Peloton Training Programs at [www.onepeloton.com](http://www.onepeloton.com)

Nutrisense App and Blogs for sugar monitoring at [www.nutrisense.io](http://www.nutrisense.io)

EOC Institute for meditation at [www.eocinstitute.org](http://www.eocinstitute.org)

Headspace App at [www.headspace.com](http://www.headspace.com)

UtiSelf App for monitoring daily and weekly health goals at [www.utiself.com](http://www.utiself.com)

Zero Fasting App at [www.zerolongevity.com](http://www.zerolongevity.com)

Hevy App for weight training programs at [www.hevyapp.com](http://www.hevyapp.com)