

JAG UNIVERSE

PHYSICAL HEALTH • LONGEVITY • WELLNESS

THE REFERENCE GUIDE

Pioneers, Practitioners & Protocols

Curated by the JAG Global Network • School of Embodiment



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RECLAIM YOUR BODY. REBUILD YOUR LIFE.

The human body is the most sophisticated technology ever created. It was designed to heal, to regenerate, to perform at levels most people never access. But somewhere along the way, we were taught to outsource our health to systems that profit from keeping us sick, tired, and disconnected from our own biology.

The JAG Universe doesn't just address consciousness, spiritual alignment, or intellectual awakening. We believe that the body is the temple through which all transformation occurs. Without physical vitality, the mission stalls. Without health, there is no vessel for the light you carry.

This reference guide is a curated directory of the world's leading voices in physical health, longevity, nutrition, functional fitness, and human performance. These are the pioneers who are rewriting the rules of aging, recovery, nutrition, and what's possible for the human body. They are the practitioners whose work directly informs the JAG Academy's School of Embodiment — the wing of our educational ecosystem dedicated to the art of living in a fully activated, fully coherent physical form.

Whether you're recovering from chronic illness, optimizing for peak performance, or simply seeking to understand what your body is truly capable of — these are the teachers, the researchers, and the living proof that a different way exists.

Study them. Learn from them. Apply what resonates. Your body is waiting for you to come home.

SECTION 1: LONGEVITY & BIOHACKING PIONEERS

These individuals are redefining the boundaries of human aging, cellular regeneration, and biological optimization through science, self-experimentation, and protocol development.

Bryan Johnson	<p>Focus: Age reversal, biomarker optimization, organ-by-organ rejuvenation protocols</p> <p>Platform: Blueprint Protocol, Don't Die documentary, social media (10M+ reach)</p> <p>Website: blueprint.bryanjohnson.com</p> <p>Why They Matter: <i>The most measured human in history. His Blueprint protocol has redefined what's possible in biological age reversal, achieving a measured age younger than his chronological age across multiple organ systems.</i></p>
Gary Brecka	<p>Focus: Gene-based health optimization, methylation, human biological age assessment</p> <p>Platform: Ultimate Human Podcast, 10X Health System, social media (10M+ reach)</p> <p>Website: 10xhealthsystem.com</p> <p>Why They Matter: <i>A human biologist who has brought gene-based health protocols to the mainstream. His work on methylation pathways, MTHFR gene variants, and biomarker optimization has helped millions understand their unique biological blueprint.</i></p>
Ben Greenfield	<p>Focus: Biohacking, longevity, ancestral health, fitness optimization, faith-based wellness</p> <p>Platform: Ben Greenfield Life Podcast, bestselling author, speaking circuit</p> <p>Website: bengreenfieldlife.com</p> <p>Why They Matter: <i>One of the most prolific biohackers and health educators alive. Bridges ancestral wisdom with cutting-edge science. His integration of faith, spirituality, and biological optimization makes him a rare voice in the wellness space.</i></p>
Dr. Peter Attia	<p>Focus: Longevity medicine, metabolic health, exercise science, nutritional biochemistry</p> <p>Platform: The Drive Podcast, Outlive (bestselling book), Early Medical</p> <p>Website: peterattiamd.com</p> <p>Why They Matter: <i>The leading physician-scientist in longevity medicine. His framework of "Medicine 3.0" shifts focus from treating disease to preventing it decades earlier. His book Outlive is the definitive guide to living longer and better.</i></p>

<p>Dr. Andrew Huberman</p>	<p>Focus: Neuroscience, sleep, stress, focus, performance optimization, hormonal health</p> <p>Platform: Huberman Lab Podcast (one of the world's top health podcasts)</p> <p>Website: hubermanlab.com</p> <p>Why They Matter: <i>Stanford neuroscientist who has made complex brain and body science accessible to millions. His protocols for sleep, dopamine, focus, and stress management are evidence-based and immediately actionable.</i></p>
<p>Dave Asprey</p>	<p>Focus: Biohacking, mitochondrial health, anti-aging, cognitive performance</p> <p>Platform: The Human Upgrade Podcast, Bulletproof brand, Upgrade Labs</p> <p>Website: daveasprey.com</p> <p>Why They Matter: <i>The "Father of Biohacking." Created the biohacking movement and continues to push boundaries with Upgrade Labs longevity centers and cutting-edge anti-aging protocols.</i></p>
<p>Dr. David Sinclair</p>	<p>Focus: Aging biology, NAD+ research, epigenetics, cellular rejuvenation</p> <p>Platform: Harvard Medical School, Lifespan (bestselling book), research lab</p> <p>Website: lifespanbook.com</p> <p>Why They Matter: <i>Harvard geneticist whose research on sirtuins, NAD+, and the information theory of aging has fundamentally changed how we understand biological aging at the cellular level.</i></p>

SECTION 2: HOLISTIC HEALTH & INTEGRATED SYSTEMS

Practitioners who address the whole person — body, mind, spirit, and environment — recognizing that true health cannot be achieved through reductionist approaches alone.

Paul Chek	<p>Focus: Holistic lifestyle coaching, corrective exercise, spiritual-physical integration</p> <p>Platform: Living 4D Podcast, CHEK Institute, Spirit Gym, bestselling author</p> <p>Website: paulchek.com / chekinstitute.com</p> <p>Why They Matter: <i>A foundational figure in holistic health. His “4 Doctors” philosophy (Dr. Quiet, Dr. Diet, Dr. Movement, Dr. Happiness) integrates physical training with spiritual development in a way few practitioners dare. His CHEK Institute has certified thousands of practitioners worldwide. Directly aligned with JAG Academy’s School of Embodiment vision.</i></p>
Dr. Mark Hyman	<p>Focus: Functional medicine, food-as-medicine, metabolic health, environmental toxins</p> <p>Platform: The Doctor’s Pharmacy Podcast, Cleveland Clinic, bestselling author</p> <p>Website: drhyman.com</p> <p>Why They Matter: <i>The leading voice in functional medicine. His work connecting food, gut health, and chronic disease has influenced healthcare policy and brought functional medicine from fringe to mainstream.</i></p>
Dr. Zach Bush	<p>Focus: Gut microbiome, soil health, human-earth connection, glyphosate research</p> <p>Platform: ION Biome (formerly RESTORE), Farmer’s Footprint documentary, podcast</p> <p>Website: zachbushmd.com</p> <p>Why They Matter: <i>A triple board-certified physician who connects human health directly to soil health and planetary ecology. His work on the gut-brain-earth axis is revolutionary and deeply aligned with JAG EARTH principles.</i></p>
Wim Hof	<p>Focus: Cold exposure, breathwork, immune system activation, mental fortitude</p> <p>Platform: Wim Hof Method app, Innerfire company, documentaries, world records</p> <p>Website: wimhofmethod.com</p>

	<p>Why They Matter: <i>The “Iceman” who proved through peer-reviewed research that humans can consciously influence their autonomic nervous system and immune response through breathwork and cold exposure.</i></p>
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<p>Dr. Gabor Maté</p>	<p>Focus: Trauma-health connection, addiction, stress-disease relationship, childhood development</p> <p>Platform: Bestselling author (When the Body Says No, The Myth of Normal), speaking</p> <p>Website: drgabormate.com</p> <p>Why They Matter: <i>The world’s leading voice on how trauma manifests as physical disease. His work is essential for understanding why health protocols alone often fail without addressing the emotional and psychological root causes.</i></p>
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SECTION 3: FUNCTIONAL FITNESS & HUMAN PERFORMANCE

Athletes, coaches, and movement specialists who are redefining physical training — from elite competition to everyday resilience.

XPT (Laird Hamilton, Gabby Reece & PJ Nestler)	<p>Focus: Extreme performance training, pool training, breath work, ice/heat exposure, functional fitness</p> <p>Platform: XPT Life platform, retreats, certifications, social media</p> <p>Website: xptlife.com</p> <p>Why They Matter: <i>Founded by big wave legend Laird Hamilton, volleyball champion Gabby Reece, and performance coach PJ Nestler. XPT combines pool training, ice/heat protocols, and functional movement into one of the most comprehensive performance systems on the planet. Their approach to building resilient, adaptable human beings aligns perfectly with JAG's embodiment philosophy.</i></p>
Marcus Filly	<p>Focus: Functional bodybuilding, sustainable fitness, movement quality over intensity</p> <p>Platform: Functional Bodybuilding brand, Revival Strength, social media (1M+)</p> <p>Website: functionalBodybuilding.com</p> <p>Why They Matter: <i>Former CrossFit Games athlete who left the competition circuit to pioneer "Functional Bodybuilding" — a training methodology that prioritizes movement quality, joint longevity, and sustainable fitness over ego-driven performance. His approach is the antidote to the injury-prone fitness culture.</i></p>
Knees Over Toes Guy (Ben Patrick)	<p>Focus: Knee rehabilitation, joint longevity, reverse step-ups, sled training</p> <p>Platform: ATG (Athletic Truth Group), social media (5M+), online coaching</p> <p>Website: atgonlinecoaching.com</p> <p>Why They Matter: <i>Revolutionized knee health and joint longevity through his Athletic Truth Group methodology. Proved that knees going over toes — contrary to decades of gym dogma — is essential for building bulletproof joints.</i></p>
Kelly Starrett	<p>Focus: Mobility, movement mechanics, pain-free performance, workplace ergonomics</p> <p>Platform: The Ready State (formerly MobilityWOD), bestselling author, physical therapist</p> <p>Website: thereadystate.com</p>

	<p>Why They Matter: <i>Doctor of Physical Therapy who made mobility training mainstream. His books Becoming a Supple Leopard and Built to Move are foundational texts for anyone serious about movement quality and pain-free living.</i></p>
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<p>Dr. Andy Galpin</p>	<p>Focus: Exercise physiology, muscle adaptation, endurance science, strength programming</p> <p>Platform: Perform Podcast, university researcher, Huberman Lab collaborator</p> <p>Website: andygalpin.com</p> <p>Why They Matter: <i>One of the world's leading exercise physiologists. His collaboration with Andrew Huberman produced one of the most comprehensive free exercise science education series ever created.</i></p>
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SECTION 4: NUTRITION & METABOLIC HEALTH

Researchers, practitioners, and educators who are transforming our understanding of food, metabolism, and the gut as the foundation of all health.

Dr. Paul Saladino	<p>Focus: Animal-based nutrition, ancestral diet, fruit + meat paradigm, soil-to-plate</p> <p>Platform: Fundamental Health Podcast, Heart & Soil supplements, social media</p> <p>Website: heartandsoil.co</p> <p>Why They Matter: <i>Former carnivore diet advocate who evolved his position based on evidence — now champions an animal-based diet that includes fruit, honey, and raw dairy. His intellectual honesty in publicly updating his views is rare in the nutrition space.</i></p>
Dr. Casey Means	<p>Focus: Metabolic health, continuous glucose monitoring, mitochondrial function</p> <p>Platform: Levels Health (co-founder), Good Energy (bestselling book), social media</p> <p>Website: drcaseymeansmd.com</p> <p>Why They Matter: <i>Stanford-trained surgeon who left conventional medicine to address the root cause of chronic disease: metabolic dysfunction. Her book Good Energy is the definitive guide to understanding how mitochondrial health drives everything.</i></p>
Shawn Stevenson	<p>Focus: Sleep, nutrition, fitness, community health, food system reform</p> <p>Platform: The Model Health Show (top health podcast), bestselling author</p> <p>Website: themodelhealthshow.com</p> <p>Why They Matter: <i>One of the most influential health podcasters in the world. His integration of nutrition science with sleep optimization and community health makes his approach uniquely holistic.</i></p>
Thomas DeLauer	<p>Focus: Intermittent fasting, ketogenic nutrition, inflammation reduction, body recomposition</p> <p>Platform: YouTube (10M+ subscribers), social media, supplement line</p> <p>Website: thomasdelauer.com</p> <p>Why They Matter: <i>The largest health and nutrition educator on YouTube. His ability to translate complex metabolic science into actionable, accessible protocols has helped millions transform their relationship with food.</i></p>

Dr. Rhonda Patrick

Focus: Nutrigenomics, micronutrient science, sauna therapy, aging biology

Platform: Found My Fitness podcast and platform, research-focused content

Website: foundmyfitness.com

Why They Matter: *A PhD biomedical scientist who dives deeper into the molecular mechanisms of nutrition than almost anyone in the public space. Her work on sulforaphane, vitamin D, omega-3s, and sauna therapy is rigorously evidence-based.*

SECTION 5: MIND-BODY, BREATHWORK & RECOVERY

Practitioners bridging the gap between mental, emotional, and physical health through breath, movement, and somatic practices.

James Nestor	<p>Focus: Breathing science, nasal breathing, respiratory health, ancient breath practices</p> <p>Platform: Breath (bestselling book), journalist, researcher</p> <p>Website: mrjamesnestor.com</p> <p>Why They Matter: <i>His book Breath changed the global conversation about how we breathe. Documented how modern humans have lost the ability to breathe correctly and how restoring proper breathing can reverse chronic disease.</i></p>
Brian MacKenzie	<p>Focus: Breath training, shift/adapt methodology, endurance performance, CO2 tolerance</p> <p>Platform: Shift Adapt, Art of Breath, XPT collaborator</p> <p>Website: shiftadapt.com</p> <p>Why They Matter: <i>A pioneer in applying breath training to athletic performance and stress resilience. His Shift Adapt methodology is used by elite military operators, professional athletes, and first responders.</i></p>
Dr. Joe Dispenza	<p>Focus: Meditation, neuroplasticity, mind-body healing, heart-brain coherence</p> <p>Platform: Bestselling author, global retreats, research team, massive community</p> <p>Website: drjoedispenza.com</p> <p>Why They Matter: <i>While primarily known for consciousness work, his documented cases of physical healing through meditation and his integration with HeartMath coherence technology make him essential to any mind-body health reference.</i></p>
Dr. Rangan Chatterjee	<p>Focus: Lifestyle medicine, stress reduction, health pillars (relax, eat, move, sleep)</p> <p>Platform: Feel Better Live More Podcast (world's top health podcast by downloads), BBC</p> <p>Website: drchatterjee.com</p> <p>Why They Matter: <i>UK-based physician who has made lifestyle medicine accessible to millions. His "4 Pillar Plan" approach simplifies health optimization into four actionable domains.</i></p>

SECTION 6: EMERGING VOICES & NEXT-GENERATION LEADERS

The next wave of health and longevity innovators who are pushing boundaries in their respective domains.

Siim Land	<p>Focus: Metabolic flexibility, autophagy, longevity biohacking, ancestral lifestyle</p> <p>Platform: Author, YouTube, podcast, speaking</p> <p>Website: siimland.com</p> <p>Why They Matter: <i>One of the sharpest young voices in longevity science. His deep dives into autophagy, metabolic flexibility, and ancestral health practices bridge academic research with practical application.</i></p>
Mike Mutzel	<p>Focus: Metabolic health, insulin resistance, exercise timing, gut-brain axis</p> <p>Platform: High Intensity Health podcast, YouTube (500K+)</p> <p>Website: highintensityhealth.com</p> <p>Why They Matter: <i>Brings a researcher's rigor to metabolic health content. His focus on insulin signaling, exercise timing, and the gut-brain connection provides actionable protocols backed by primary research.</i></p>
Sal Di Stefano (Mind Pump)	<p>Focus: Sustainable fitness, resistance training, fitness industry truth-telling</p> <p>Platform: Mind Pump Podcast (one of the most downloaded fitness podcasts), MAPS programs</p> <p>Website: mindpumpmedia.com</p> <p>Why They Matter: <i>Co-host of Mind Pump who has built a massive following by debunking fitness myths and promoting resistance training as the foundation of lifelong health. Their MAPS programming is evidence-based and accessible.</i></p>
Max Lugavere	<p>Focus: Brain health, nutrition for cognitive performance, dementia prevention</p> <p>Platform: Genius Foods (bestselling book), The Genius Life Podcast</p> <p>Website: maxlugavere.com</p> <p>Why They Matter: <i>After watching his mother's decline from dementia, Max dedicated his career to understanding the connection between nutrition and brain health. His work is essential for anyone interested in cognitive longevity.</i></p>

HOW THIS CONNECTS TO THE JAG UNIVERSE

The JAG Academy’s School of Embodiment draws from the collective wisdom of these pioneers and many more. We don’t believe in a single diet, a single training methodology, or a single guru. We believe in principles — principles that emerge when you study the best minds across every domain of physical health.

What these leaders share in common is a rejection of the conventional sick-care model and a commitment to understanding the human body as it was designed to function. They represent the frontier of what’s possible when you combine ancient wisdom with modern science, ancestral practices with cutting-edge technology, and personal discipline with community support.

Within the JAG ecosystem, these references inform our curriculum across multiple domains:

Physical Health Sciences	Nutrition, movement, thermal training, sleep optimization, and recovery protocols
Human Performance & Mastery	Elite coaching methodologies, mental conditioning, and peak-state programming
Earth Sciences & Sustainability	Soil health, food system reform, and human-earth biological connection
Mental Health & Psychology	Trauma-health connection, somatic practices, and mind-body integration
Sacred Union Curriculum	Physical vitality as the foundation for sacred partnership and family health

This is a living document. As the JAG ecosystem grows, so will this reference guide — expanding to include practitioners in Ayurveda, Traditional Chinese Medicine, somatic therapy, sound healing, and every modality that serves the full spectrum of human embodiment.



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"The body is the temple. Honor it accordingly."