

INCREASE

*The Essential Building Blocks for Lasting
Energy, Strength & Vitality Over 40*



JEFF DAUBNEY

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The Pro-Vitality/Longevity lifestyle handbook

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Introduction

Welcome to INCREASE my Pro-Vitality/Longevity Guidebook! My name is Jeff Daubney, and I'm a 50-year-old pro-vitality specialist based in beautiful Tulum, Mexico.

With a background as an entrepreneur and athlete, I embarked on my coaching journey in 2007 and became a Certified Strength and Conditioning Specialist (CSCS) in 2012. Over the years, I've had the privilege of helping countless individuals achieve their health, weight loss and longevity goals, including the founder of a \$2.2 billion company, who lost 44 pounds and dramatically increased his testosterone levels using my methods.

I have worked with athletes, executives & founders to implement plans that match their high level of achievement and success. Currently my focus is on the 40 plus crowd to offer online training, courses and guides for everyone to access through JeffDaubney.com. I welcome you to join me. *In person training is still available too.*

“The often overlooked yet most important longevity tools are action, adventure and excitement “

About Me



I am a Pro-Vitality coach, founder and author . I founded the ICCE Method (Intentional Cognitive Cold Exposure) where I promote a “Pro-Vitality Lifestyle” (PVL), a science-informed and nature-aligned program to improve health span in order to upgrade lifespan.

PVL is a holistic approach, rooted from my many transformations and client successes. It is built around core pillars: Daily Movement , Cold Exposure & Sauna, Animal-Based Nutrition, Fasting, Earthing & Grounding, Inner Dialogue and Intentional Breathwork.

I specializes in cold water therapy, which is a cornerstone of the ICCE Method, combining cold exposure with intentional breathwork. I coach clients worldwide through online and in-person programs, offering personalized roadmaps, accountability, and support within a growing community. My clients have reported significant health improvements, including reversing physical ailments, improving sleep, increasing strength, and boosting energy, focus and mental clarity.

Jeff Daubney



What is the PVL approach?

Pro-Vitality is more than just a health regimen; it's a lifestyle designed to help you thrive. It encompasses a holistic approach to well-being that integrates physical, mental, and emotional health practices.

The core components of Pro-Vitality include:

- Exercise: Engaging in regular physical activity to build strength, endurance, and flexibility.
- Cold Exposure: Utilizing cold showers and ice baths to stimulate circulation, enhance recovery, and boost resilience.
- Sauna: Incorporating heat exposure to promote detoxification, improve cardiovascular health, and support overall well-being.
- Animal-Based Diet: Focusing on nutrient-dense, high-quality animal products to fuel your body and mind.
- Fasting: Practicing intermittent fasting or one-meal-a-day protocols to optimize metabolic health and longevity.
- Meditation: Cultivating mindfulness and reducing stress through consistent meditation practices.
- Daily Habits: Using science mixed with practical application to guide the body and mind in the correct direction.
- Consciousness, Flow states and Analysis: Taking inventory during the practice with a results based approach

But that's not all. PVL is about embracing action, adventure, and excitement. Whether it's trying a new sport, traveling to a new destination, or simply stepping out of your comfort zone, these elements are essential to any anti-aging program. They ignite our spirit, keep us young at heart, and remind us that life is meant to be lived to the fullest.

The Benefits of PVL

By adopting the Pro-Vitality lifestyle, you can expect to experience:

- Increased energy levels
- Enhanced mental clarity and focus
- Improved physical strength and endurance
- Better stress management
- A stronger immune system
- A more youthful appearance
- Greater overall satisfaction and fulfillment

In this guidebook, I share the key principles and practices of PVL, along with actionable tips and strategies to help you integrate into your daily life. Let's embark on this journey together and unlock your full potential.



01 The Fundamentals of Pro-Vitality

The Pro-Vitality lifestyle is a comprehensive approach to living your best life. While the core practices of exercise, cold exposure, sauna, an animal-based diet, fasting, and daily meditation are essential, there are additional principles that elevate this lifestyle to new heights.

“What you seek is seeking you” -Rumi

1.1 Substituting Activity for Inactivity (Doing fun things outdoors or indoors)



1.1 Substituting Activity for Inactivity

One of the cornerstones of Pro-Vitality is the active substitution of activity for inactivity.

This means:

- Choosing to walk or cycle instead of driving. One of my best tips is to find a way to walk for coffee, the drive thru is your enemy when it comes to this. You can drive to your coffee shop and walk a few blocks to and from, this practice got me in the habit of walking and as we know, people who walk outlive those who do not. "Numerous studies have shown that walking, even at a moderate pace, can significantly improve health and increase longevity. For example, a study from Harvard found that walking for 21 minutes a day can reduce your risk of heart disease by 30%, and it's been shown to reduce the risk of diabetes and cancer, lower blood pressure, cholesterol, and keep you mentally sharp." (1)
- Taking breaks during work to move, stretch and allow your eyes to relax "To prevent eye strain, it's important to take regular breaks using the 20-20-20 rule: every 20 minutes, take a 20-second break and look at something 20 feet away. Additionally, taking breaks from prolonged sitting to incorporate short periods of physical activity can improve overall health and reduce the risk of musculoskeletal issues." (2)
- Engaging in hobbies that require physical effort. "Everything is better than knitting". I said this years ago during a talk about creating a lifestyle that includes active hobbies and I stick by that statement today.

1.2 Lifelong Learning and Growth

Your commitment to continuous learning and growth is vital.

We've all witnessed others that lost their zest for life, it's a sad state to operate from knowing how little time we have here on Earth. On the contrary we have all met older people who love to keep learning, change their POV and stay curious about new information. From my personal experience this is a huge factor to consider for health span which leads to life span.



This involves:

- 1 Staying curious and open-minded.
- 2 Pursuing new skills and knowledge.
- 3 Setting and achieving personal goals.

1.3 Fostering Happiness, Joy, Connection, and Community

Building a life rich in happiness, joy, and connection is essential for overall well-being.

This can be achieved by:

- Cultivating strong relationships within your community, with friends, teams and organizations that you're involved with. In *Stealing Fire* by Steven Kotler and Jamie Wheal, the book explores the concept of "collective flow" and the value of being in close contact with a team.



"Being in close contact with a team, especially during high-stakes environments, allows individuals to tap into a collective flow state. This synergy not only amplifies individual performance but also enhances group cohesion and problem-solving capabilities. The combined energy and focus of a well-aligned team can lead to breakthroughs that would be impossible to achieve alone." (13)

This highlights the importance of team dynamics and collective flow in achieving exceptional performance and innovation.

- Participating in community events and activities. Being part of a local community is a big part of the Netflix special "Live to 100: Secrets of the Blue Zones". It explores the lifestyles and habits of people living in Blue Zones, areas known for their high concentration of centenarians and overall longevity. Every blue zone has a high affinity for being part of the community and building relationships throughout every phase of life.
- Practicing gratitude and mindfulness. "Research has shown that gratitude and mindfulness practices can significantly improve mental health and well-being. Gratitude interventions have been found to increase happiness and reduce depression, while mindfulness practices enhance emotional regulation, reduce stress, and improve overall mental clarity." (3)

1.4 Accountability and Continuous Improvement

Holding oneself accountable to get better is a fundamental aspect of Pro-Vitality. This includes:

- Regularly setting and reviewing personal & fitness goals. Journaling and spreadsheets make this process easier to refer to and adjust
- Engaging in honest self-assessment and seeking feedback. This is critical with my clients because it allows for growth through conversation..
- Embracing the journey of self-improvement and resilience. To quote David Goggins "Every day you should be looking for the hard path. Every day you should be thinking, how can I grow? How can I be better? How can I push through this discomfort? growth comes from friction, from pushing against obstacles." This perspective aligns well with his philosophy- facing and overcoming adversity is essential for personal development. I would add that while this is useful there must also be time for enjoyment that does not include discomfort once a person has done the growth part of each day.

1.5 Rehab and Injury Prevention

- Taking the time and attention to rehabilitate injuries is crucial. A proactive approach to injury prevention ensures that your body remains strong and resilient. This includes:
- Regular stretching and mobility exercises. This is one of the most important things I can say about this topic "Doing any stretching and mobility is SO MUCH better than not doing any". The reason why from my POV is that stretching stimulates circulation, creates blood flow and with blood flow we can heal.
- Seeking professional help for any persistent issues. This goes without saying much. But anecdotally I have seen the first hand difference with torn rotator cuffs and knee issues that have been repaired or rehabbed back to full functionality. The difference for me between being partially injured and being fully healed is enormous.
- Incorporating rest and active recovery into your routine. Citing Dr. Stacy Sims, a renowned exercise physiologist and nutrition scientist, for the quote on active recovery: "Active recovery can help to reduce muscle soreness, improve flexibility, and enhance blood flow, which aids in the repair and rebuilding of muscles." (4)



Ice Bathing

Daily Cold Exposure

Ice bathing is a powerful method for training the autonomic nervous system (ANS). Gary Brecka and virtually every leading health expert emphasizes its effectiveness due to the body's intense response to the cold.

- **Cold Shock Proteins:** When the body is exposed to extreme cold, it perceives a life-threatening situation, prompting the liver to release cold shock proteins. These proteins help protect cells and improve resilience.
- **ANS Training:** Regular ice bathing trains the ANS by enhancing the body's ability to switch between the parasympathetic nervous system (PNS) and the sympathetic nervous system (SNS). This translates into better stress management and emotional regulation in everyday life.
- **Enhanced Recovery:** Ice baths reduce inflammation, speed up recovery from exercise, and alleviate muscle soreness.

Experience reported benefits : reduced inflammation, accelerated muscle repair, boosted circulation, and even natural testosterone enhancement—perfect for amplifying the Vitality at any age.

Visit MorozkoForge.com and use code **ICCEMETHOD350** for \$350 or **ICCEMETHOD500** for \$500 off select ice baths.

Embrace the cold, unlock your potential, and start thriving today!

Supplements

If you're already versed in supplements you probably know about these but those who aren't using supplements this is a great place to start.

Magnesium is an essential mineral involved in over 300 enzymatic reactions in the body. It supports muscle function, nerve transmission, blood glucose control, and stress regulation. Many individuals are deficient due to depleted soils, processed foods, and chronic stress. Optimal forms include magnesium glycinate (calming, gentle on digestion), malate (energizing), and threonate (brain support). Daily needs typically range from 300–500 mg, but higher doses may be beneficial for athletes or those under high stress.

Vitamin D3 is crucial for immune function, hormone production, and calcium metabolism. Synthesized in the skin via sunlight, many people have suboptimal levels, especially those who live in northern latitudes or wear sunscreen daily. Supplementing with 2,000–5,000 IU/day is common, but dosing should be based on blood levels (ideal range: 40–60 ng/mL). Vitamin D enhances calcium absorption, which is why it should be paired with vitamin K2.

Ready to your health & performance to the next level?

Crafted by Fitness Leaders
Naturally Sweetened
Rigorously Tested



It's Never Too Late to Start

Remember, it's never too late to begin. Whether you're in your 30s, 40s, 50s, or beyond, the benefits of a Pro-Vitality lifestyle are accessible to you.

Start with small, manageable changes and gradually build on your successes. Celebrate your progress and stay committed to continuous growth and improvement.



Your journey to Pro-Vitality is a lifelong commitment to thriving, achieving, and living your best life. Embrace the practices, seek support, and unlock the vibrant, energetic future you deserve.

Ready to elevate your health and vitality? Join my online coaching programs and start your journey toward optimal well-being today.

Whether you're aiming for better fitness, improved longevity, or enhanced performance, my personalized coaching will guide you every step of the way.

Visit my website: JeffDaubney.com

