JORGE CRUISE™

THE EVOLUTION OF LONGEVITY™

ELECTRONIC PRESS KIT



THE VIEW · 2006

Jorge Cruise with Curtis "50 Cent" Jackson on The View in 2006, the day Curtis launched ***Formula 50*** *— the grape vitaminwater he created — live on national television. Star Jones and Meredith Vieira interviewed us together, both of us there as dads with our sons, and Glacéau put $100,000 behind the vitaminschool message. That collaboration is the blueprint behind* ***Zero Hunger Water®****.*

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Jorge Cruise

13X New York Times Bestselling Longevity Author



Owen, Jorge and Parker — at home in San Diego, 2007.

Jorge Cruise, 55, father of two sons, is the 13-time New York Times bestselling longevity author, renowned fitness trainer, television personality, and podcast host known for his BELLY GOES FIRST method.

My story begins in 1982

That Christmas photograph is me at eleven, wearing a Santa hat beside my mother, sister and father. Before there was a book, a product or a career in wellness, there was that kid. I was overweight, but that was only part of it. I felt like a misfit. I wanted to understand why something that seemed so easy for other people could feel so hard for me.

My career did not literally begin at eleven. The question that would become my life's work did.

I grew up in the 1970s and '80s with ADHD, although I did not have those words for my experience then. I was the kid who could not sit still. Food became comfort, distraction and a reliable place to turn. For me, it was ice cream, cookies and every sweet thing I could get my hands on.

Today I have a better framework for understanding that restless kid: attention, reward, dopamine signaling and the brain systems that help us plan, pause and regulate our behavior, including the frontal lobes. I cannot look at a childhood photograph and measure what my dopamine was doing. But I can look back with more compassion. I was trying to feel better, not failing a character test.

Finding exercise changed my relationship with myself. It gave my energy somewhere to go. It helped me feel stronger, steadier and more capable. Eventually, the thing that helped me became the work I wanted to share with other people.

That is why I created Zero Hunger Water for myself first. And it is why my work as an author, coach and wellness founder has never felt separate from my own life. The mission began before the book or the product: make caring for yourself feel more possible.

My family and the promise

I was born March 6, 1971 in Mexico City — the son of a film star, a girl from Bogotá whose own mother gave her an education, a road out, and the instruction to never settle, and an incredible American electronic engineer. Food became my best friend. I was a fat kid, never athletic, always picked on — and when I got to college, the buffet became my new best

friend.

Luckily, by the time I graduated from UC San Diego with a Bachelor's — plus credentials from the Cooper Institute, ACSM, and ACE — fitness had become my new love. I began my career at the ultra-elegant Sporting Club at the Aventine in La Jolla, and Anthony Robbins and his family were among my very first clients. Tony taught me that you get what you focus on. When my mother, Gloria, died at 64 in February 1998, she asked me for one favor: meet Oprah Winfrey, so this work could reach more people.

Nine months later I was on The Oprah Winfrey Show — and everything changed.

Thirty years of work

Since then: 13 New York Times bestsellers, 39 titles, over 10.5 million books sold in more than sixteen languages. Contributor to Good Morning America, Today, Rachael Ray, EXTRA, LIVE with Kelly and Mark, The View, and Khloé Kardashian's Revenge Body, with columns in USA Today, AARP, First for Women, and Woman's World. I host the Jorge Cruise Podcast (125,000+ listeners) and created Zero Hunger Water.

My protocols have followed President Bill Clinton, Steve Harvey, Jennifer Lopez, Angelina Jolie, Lucy Liu, Kyle Richards, Eva Longoria, Brooke Burke, Tony Robbins, Countess Luann, and Dorinda Medley.

The evolution of longevity — 2008 and 2011

That is me 15 years ago, at 39, poolside at the Beverly Wilshire, one of my favorite places to disappear whenever I am in Los Angeles. There, in those tropical poolside vibes, I remember reading the TIME cover story in my hands: "2045: The Year Man Becomes Immortal." It changed my thinking forever. I was not even 40 yet, and I was already thinking about 2045. The year was 2011. It is now 2026.

We are only 19 years away — and Ray Kurzweil, the futurist behind that cover, says we are still on schedule.

And what I am about to share with you, what this entire website is about, what my entire life's work is now about, is getting us to that time period in the healthiest, easiest way possible, using what I believe is the most powerful tool we have: waist circumference science.

I first learned it in 2008 from my dear friend Dr. Mehmet Oz, before the talk show, before the magazine, when he was still performing heart surgeries at Columbia University. In his office, on my little Canon ELPH camera, he wrapped a tape measure around my waist and explained why that one number tells the truth better than any scale. That moment is captured forever, and I love sharing it. Click here to watch the video on my Substack.

To my amazement, the expert of experts confirmed what I had sensed with my clients for years: waist circumference is everything.

Now jump forward to August 2026. On one quiet Sunday morning I turned on Good Morning America and watched an ABC News medical correspondent present a landmark new study in JACC, the Journal of the American College of Cardiology : more than 250,000 adults followed for 20 years, waist size flagging heart attack, stroke, and heart failure risk even when BMI looks normal, and nearly 1 in 5 people with a "normal" BMI carrying hidden risk at their waist.

Watching it felt like 2008, 2011, and that Sunday morning all shaking hands.

And I knew the way to act on it was exactly what I have spent the last 6 years building: my new book, MORE TIME PROTOCOL™: THE NEW SCIENCE OF LONGEVITY, designed for precisely this purpose.

These moments gave a new direction to a question I had been carrying since childhood.

2020 — When the old solution stopped being enough

During COVID, gyms closed and my New York trips stopped. Exercise had helped me stay level for decades, and suddenly my routines were harder to keep. I found myself overeating again. All the knowledge I had built a career around did not make me immune to struggling.

That experience changed the way I approached my work. People do not need another lecture about willpower when their routines, relationships or circumstances have fallen apart. They need something practical enough to use in the middle of a real life.

2018 to 2021 — Conversations became a kitchen experiment

The questions had already begun changing before COVID. In 2018, my interviews with Dr. James DiNicolantonio and conversations with Dr. Jason Fung, Mark Sisson, Paul Saladino and other thinkers gave me new ways to consider fasting, minerals and hunger.

Dr. James helped me look at sodium, magnesium and potassium as more than ingredients on a hydration label. I became interested in whether a simpler mineral routine could help people manage their waking fasting hours. That was an idea to explore, not a conclusion that every craving comes from a deficiency.

I also became curious about changes in food, farming and the minerals we get through our diets. At fifty-five, looking back over a lifetime of hunger, those questions mattered to me. I wanted to understand my experience more fully, while recognizing that hunger has many causes.

In 2021, I went to work in my San Diego kitchen while working on my fortieth book. The early mixtures lived in small Container Store cups and traveled in a Ziploc bag. I shared the homemade recipe freely and refined the idea with coaching clients. I trademarked Zero Hunger Water that year.

This was personal before it was commercial. I was trying to make my own routine easier, then exploring whether it might help other people too.

The friend who showed me what a product could do

During my Malibu years, Mark Sisson became a brother and close friend. His journey from author to co-founder of Primal Kitchen showed me that an idea could become something people used in their kitchens every day. Kraft Heinz's 2018 agreement to acquire Primal Kitchen made that possibility feel tangible.

Books could change how people thought. A useful product could help them act on it.

2021 — The homemade idea reached the newsstand

My dear friend Carol Brooks and the Woman's World team gave the homemade protocol its first national spotlight. The February 8, 2021 cover featured Sandy Rosser and her reported 93-pound transformation. Her story was an individual experience, not a promise of what everyone would achieve.

The response gave the recipe a life beyond my kitchen. People shared it with friends long before we had a finished commercial product. First for Women and other national coverage helped carry the conversation further.

The people who made the idea simpler

Michael Fishman helped sharpen how we talked about the consumer experience. Dave Asprey encouraged the bold black-and-white visual direction. Mike Koenigs kept pushing me toward something affordable, useful and portable. He also introduced me to the possibilities of AI and helped inspire Virtual Jorge.

Dr. Will Cole was an early interviewer who took an interest in the idea before there was a finished product. Dr. Mindy Pelz welcomed me and my team into the fasting conversation and raised an early toast to Zero Hunger Water. Those friendships gave me encouragement while the practical work was still unfolding.

Some of the most important advice happened over lunch. My fraternity brother Dan serves on our advisory board. Rich, my closest friend, has helped me think clearly through difficult stretches. Niki, my college girlfriend and dear friend of thirty-five years, brings a demanding palate and a lifetime around family food businesses. Her feedback matters before a flavor earns a yes.

And my dear friend Luann de Lesseps brought her joy to the idea back when we were still imagining it in a can. Every person in that story helped shape the next version.

The format had to change

We first imagined Zero Hunger Water as a ready-to-drink can. At four or five dollars a can, the daily routine was too expensive for the people I wanted to serve. The mission had always been to make the idea easier to use and afford.

So we went back to the drawing board. A portable water add-in offered a different path: four sticks, carried with you, mixed into water as part of the daily routine. The convenience mattered as much as the formula. A habit is only useful if people can actually keep it.

April 2026 — Zero Hunger Water partnership with Stephan Peeler

In April 2026, I joined forces with my Sigma Chi brother, Stephan Peeler, to relaunch Zero Hunger Water. His background in beverage and entrepreneurship complemented my background in wellness. In June, we shared the science, the rituals and our story with fraternity brothers in San Diego.

Stephan’s portrait is an AI-generated concept based on supplied photographs. We are developing the flavors, packaging and experience for the next chapter. A planned launch remains a plan until the product is ready.

Zero Hunger Water is one expression of this larger mission. It is not the whole of it. My books, coaching, podcast, More Time Protocol™: The New Science of Longevity and Virtual Jorge all grew from the same question that eleven-year-old boy was asking: how can caring for myself become easier to understand and easier to do?

Jorge Cruise Companies — our second chapter

After 30 years of coaching and 25 years as an author, with 10.5 million books sold, I see the next chapter clearly. We are a longevity-focused company, not simply a weight loss or fitness company. Time-restricted eating is the practice at the heart of Jorge Cruise Companies: a daily rhythm that makes room for both nourishment and rest.

BELLY GOES FIRST is our ethos, with daily autophagy as a focus — the body's natural cellular recycling process. My coaching framework works toward a 16-hour overnight fast and an eight-hour eating window when appropriate. What makes our approach personal is how we help you enjoy that rhythm: delicious routines, practical support, and care for physical, emotional, and social hunger.

At 55, I am dedicating my next 30 years to this mission. My 40th book is the beginning of that second chapter. Fitness and nutrition remain part of the work, but renewal and lifelong wellbeing are the purpose. A changing waistline is one measure of progress, not the whole story.

Research on fasting and autophagy is evolving. A 16-hour fast does not guarantee cellular renewal, belly-fat loss, or a longer life. Fasting is not suitable for everyone; consult your clinician, especially if you take medication, are pregnant or breastfeeding, or have a history of an eating disorder.

The people I am here for

Thirty years later, seven out of ten people I coach are mothers and grandmothers — the women who take care of everyone else first. The other three? Usually gay men like me, LOL. But I always get a few famous straight guys, too — Steve Harvey, Tony Robbins, even President Bill Clinton. Straight guys want to look good, too — and they should.

I've learned to be grateful for my wounds — emotional eating, a parent's death, divorce, financial pressure, an empty nest. Whatever wounds you carry, this is part of the work we can do together. Not all hunger is physical. Some is emotional. Some is social. Learning to understand all three is central to the way I coach time-restricted eating. I've got you covered.

Thirty-nine books and 10.5 million copies later, at fifty-five, I am still the case study for my own work. The core idea hasn't changed: hunger is a lever, not a personality trait. The essence of my entire career now lives in one book, my 40th, MORE TIME PROTOCOL™: THE NEW SCIENCE OF LONGEVITY, which explores a simple daily goal: build a sustainable longevity routine.

Time-restricted eating is the core practice, supported by muscular repair and circadian repair. I want to help you find an eating window that fits your life and a routine you can enjoy. We can follow changes in your waistline alongside your wellbeing; neither is a guarantee of longevity. Explore the evidence and its limits in the MORE TIME PROTOCOL™: THE NEW SCIENCE OF LONGEVITY science.

My goal is a daily routine of autophagy people can follow over time. Prescription treatments and a mineral routine serve different purposes; Zero Hunger Water is not a replacement for prescribed medication. The book's planned release will bring together the practical method it supports and the lessons I have learned from coaching.

And the water add-in I developed to support that routine is Zero Hunger Water®, The Hunger Eraser™. It is the combination of everything above, and you may have already heard of it, or even tried the recipe, since I have been sharing it for the last 6 years and it has been featured in national magazines like Woman's World and First for Women. Click here to get the free recipe.

Our new company, the Zero Hunger Water Company, created with my co-partner, Stephan Peeler, is the embodiment of our ethos of daily autophagy.



Our ethos — BELLY GOES FIRST. The Jorge Cruise Companies coin.

And soon it arrives premade and ready to go, one of the proudest accomplishments of my life: 30 years of my career, the same lever, in a glass, as an easy water add-in. This site, together with Virtual Jorge, the AI I trained on my life's work, puts the whole method in your hand.

In early 2026, I released Needed This, an EP by the AI artist Victor Sol — a persona I created (Victor Sol means "victorious light") to take the trauma of the past, for anyone who suffers emotionally, and transform it into power. It is my first digital album. Listen on Spotify for a sneak peek at how to overcome emotional hunger from my forthcoming 40th book, MORE TIME PROTOCOL™: THE NEW SCIENCE OF LONGEVITY.

And I can't wait to hopefully work with you and become your coach. Get ready to pull the lever — and build a sustainable routine for a healthier life. That's my goal for you.

One more thing. Every so often I coach a small group myself, free. I am doing it again now, for the first time in 15 years: a 6-week challenge for just 100 people worldwide. Applications close Monday, January 11, and we begin January 18, 2027. The 100 selected are notified by email (a few by phone). A few members will be featured in my next book and media campaign. If that sounds like you, apply here.

Welcome.

Con todo mi corazón,

Read the full bio on Substack: jorgecruise.substack.com/about

Our ethos — BELLY GOES FIRST.



The Jorge Cruise Companies coin — our ethos.

Thirty years of coaching. Twenty-five years as an author. 10.5 million books sold. Everything I have learned about fitness and nutrition has brought me here: helping you build a daily rhythm of eating and rest that is enjoyable enough to keep.

Our ethos is daily autophagy — the body's natural cellular recycling process. My coaching framework works toward a 16-hour overnight fast and an eight-hour eating window when appropriate. Not another test of willpower: a delicious, practical approach to physical, emotional, and social hunger.

At 55, I am dedicating my next 30 years to this work. My 40th book, MORE TIME PROTOCOL™: THE NEW SCIENCE OF LONGEVITY, opens that second chapter. A changing waistline is one way we follow progress; the purpose is a healthier life, not simply a smaller body.

Apply for the January 18 challenge: jorgecruise.com/press/costco-connection#apply

Waist circumference is one useful health-risk marker, not a prediction of how long you will live. Fasting research is evolving. A 16-hour fast does not guarantee autophagy, belly-fat loss, or a longer lifespan. Fasting is not suitable for everyone; seek medical guidance, especially if you take medication, are pregnant or breastfeeding, or have a history of an eating disorder.

Today, and 2011.



Fifteen years between two frames — today, and 2011.

The frame in the far back was taken in 2011 — the year TIME ran “2045: The Year Man Becomes Immortal,” the issue that turned my work from weight loss to lifespan. Everything since has been building toward More Time Protocol: The New Science of Longevity, Virtual Jorge and Zero Hunger Water®. The book is forthcoming; publishing arrangements and release timing are unconfirmed.

Everything on one page.

The one-sheet: reach, sales, audience, quotes and the best-selling series.



1996 to book No. 40.

1996	**Sporting Club at the Aventine**	Fitness trainer in La Jolla, California — Anthony Robbins & family, first client.
1998	**Oprah**	Introduced to the world on The Oprah Winfrey Show.
2001	**8 Minutes in the Morning**	First NYT bestseller — foreword by Anthony Robbins. Grew into a five-book series.
2004	**The 3-Hour Diet**	The eating window on America's kitchen table. A four-book series.
2007	**The 12 Second Sequence**	Full strength system — book, journal and DVD. A two-book series.
2009	**The Belly Fat Cure**	The carb-swap system, and my biggest franchise — a six-book series.
2013	**The 100**	Sugar-calorie counting. One title, translated worldwide.
2017	**The 3 Choices**	Turning pain into power — my story. One title.
2019	**The Cruise Control Diet**	The 8-hour window, mainstreamed. One title.
Forthcoming	**More Time Protocol™: The New Science of Longevity**	Book No. 40 — time-restricted eating and longevity. Publication timing to be confirmed.

04 · BY THE NUMBERS

Thirty years. Thirty-nine books. One method.

13×
NYT BESTSELLING AUTHOR

10.5M+
BOOKS SOLD
16+ LANGUAGES

39
TOTAL BOOKS
2001 – 2025

266K+
FOLLOWERS
IG · FB · YT · X

125K+
PODCAST LISTENERS
APPLE · SPOTIFY · YT

2.7M+
YOUTUBE VIEWS



1998 — backstage at The Oprah Winfrey Show

November 1998. My mother, Gloria, had passed away nine months earlier, and her last challenge to me was to take the message to Oprah Winfrey so the world would know that fitness could be simple. This is backstage at Harpo Studios the day it happened — “Let’s lose weight, fast.” Everything that followed — thirty-nine books, 10.5 million readers, thirteen New York Times bestsellers — started in that hallway.

jorgecruise.com/trustedbythebest/oprah-1998

05 · AS COVERED IN

In print.

HARPER'S BAZAAR

“A three-pronged approach to weight loss and overall health.”

O, THE OPRAH MAGAZINE

“Start off each A.M. with Cruise.”

THE NEW YORK TIMES

“Thousands will be touting Mr. Cruise as the reason their bathing suits fit well this summer.”

INSTYLE

“We trust Jorge with our New Year's resolutions.”

Trusted by the ones the world watches.

“Amazing trainer.”

— KHLOÉ KARDASHIAN

jorgecruise.com/trustedbythebest/khloe-kardashian

“This is my man. I want to thank Jorge — I lost 11 pounds.”

— STEVE HARVEY

jorgecruise.com/trustedbythebest/steve-harvey

“Jorge sets you up to win.”

— TONY ROBBINS

jorgecruise.com/trustedbythebest/tony-robbins

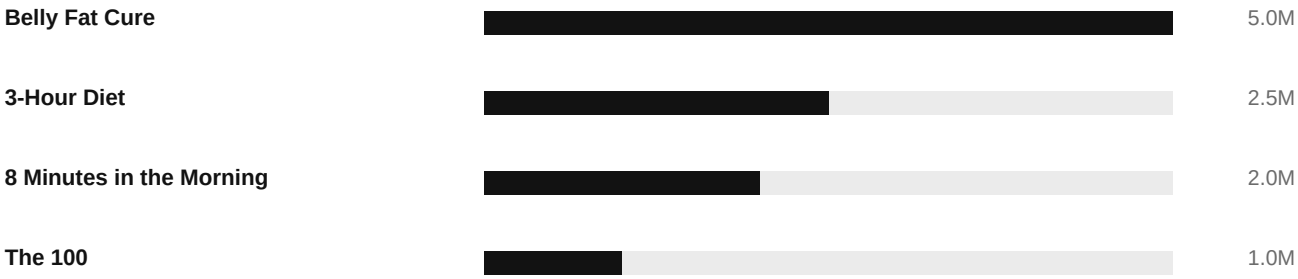
“Let's lose weight — fast.”

— OPRAH WINFREY

jorgecruise.com/trustedbythebest/oprah-1998

07 · BEST-SELLING SERIES · MILLIONS SOLD

Four series. 10.5 million copies.





ALSO RELEASED · 2026

Victor Sol — Needed This

Not a book: a six-track EP released this year by Victor Sol (“victorious light”), the AI artist Jorge created to turn the trauma of the past into power. It is a working example from the forthcoming 40th book, MORE TIME PROTOCOL™: THE NEW SCIENCE OF LONGEVITY — the emotional-hunger pillar, alongside physical hunger (the 2-Hour Method) and social hunger. See section 14.

Listen on Spotify → Listen on Apple Music →

The conversations that shaped Jorge Cruise's longevity method.

125,000+ listeners on Apple, Spotify and YouTube. The lessons that changed the method most came from three of these guests: Dr. James DiNicolantonio, author of The Salt Fix, on why sodium was never the enemy; Robb Wolf on electrolytes, protein and metabolic flexibility; and Dr. Jason Fung on fasting and the eight-hour window. Every episode links to the full conversation.



CURE MIDLIFE BELLY FAT · DR. JASON FUNG

The world's leading fasting physician on why midlife belly fat is a hormonal problem — not a calorie one — and the exact eating window that reverses it.

jorgecruise.substack.com/p/cure-midlife-belly-fat



THE PAST IS F*CKING YOU · KHALIL RAFATI

SunLife Organics founder Khalil Rafati on getting clean, rebuilding a life, and the unglamorous discipline of daily practice.

jorgecruise.substack.com/p/the-past-is-fcking-you



SALT: THE MISSING WEIGHT LOSS KEY · DR. JAMES DINICOLANTONIO

The cardiovascular research scientist behind The Salt Fix on why low-sodium advice broke a generation of metabolisms — and what to do about it.

jorgecruise.substack.com/p/salt-the-missing-weight-loss-key



BUILDING CONFIDENCE · JUDGMENTAL OF OZEMPIC? — WITH COUNTESS LUANN

Countess Luann on GLP-1s, judgment, reinvention, and what real confidence looks like on the other side of fifty.

jorgecruise.substack.com/p/building-confidence

Covers, spreads — and one comic book.



OK! MAGAZINE · KHLOÉ KARDASHIAN

"All Fired Up" — hand-picked by Khloé Kardashian for Revenge Body to train the client no one else could reach, and the high-protein, low-carb Margherita pizza built for her. It's the same idea behind Khloud, Khloé's protein popcorn and chips, today.

jorgecruise.com/press/ok-magazine-khloe



O, THE OPRAH MAGAZINE

"Let's Lose Weight Fast!" — the cover feature, with Jorge's 8-Minute Moves printed as the centerfold workout Oprah's editors chose for their readers.

jorgecruise.com/press/oprah-lets-lose-weight-fast



THE NEW YORK TIMES · SUNDAY STYLES

"Feeding the Hunger for the Next Diet Book" — the Sunday Styles cover feature on The 3-Hour Diet, the book that put eating every three hours into the national conversation.

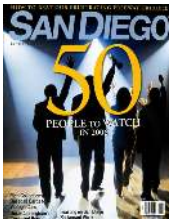
jorgecruise.com/press/nyt-2005



O, THE OPRAH MAGAZINE — GUIDE TO LIFE

Oprah's Guide to Life — the keepsake book collecting O's best advice, with the 8-Minute method printed inside for millions of readers.

jorgecruise.com/trustedbythebest/oprah-guide-to-life



SAN DIEGO MAGAZINE · 50 PEOPLE TO WATCH

The "50 People to Watch" issue — the first time Jorge's hometown magazine put him in print, calling him the country's leading weight-loss expert after The 3-Hour Diet.

jorgecruise.com/press/san-diego-50-to-watch



SAN DIEGO MAGAZINE

"8 Hot Fitness Trends" — the cover of Jorge's hometown magazine, the annual fitness issue built around what actually works past week three. San Diego is where the first clients were trained and where nearly every book was written.

jorgecruise.com/press/san-diego-magazine



USA WEEKEND · GET FIT

The New Year cover of USA WEEKEND — the Special Health Report built around Jorge's 12-Second Sequence, delivered to roughly fifty million readers in some six hundred Sunday newspapers. Inside: the Swiss-ball core move written for USA WEEKEND readers, and the protein breakfast that goes with it.

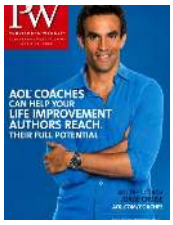
jorgecruise.com/press/usa-weekend-2008



USA WEEKEND · FITSMART COLUMNIST

The Sunday paper, back when the whole house paused for it. USA WEEKEND named Jorge its FitSmart columnist alongside Soledad O'Brien and Sharon Epperson — a weekly column reaching 51 million readers in 600 newspapers — and put him on the March 2005 cover for The 3-Hour Diet.

jorgecruise.com/press/usa-weekend-fitsmart



PUBLISHERS WEEKLY · AOL COACHES

"AOL Coaches can help your life improvement authors reach their full potential." The cover of publishing's trade bible, with Jorge as the AOL Diet Coach — the online weight-loss coach for millions, back when AOL was the front door to the internet.

jorgecruise.com/press/publishers-weekly-aol



DALLAS VOICE

"The Body Issue" — the cover of Dallas Voice, the paper of record for LGBT Texas since 1984. Inside on page 20, the "Vegging Out" interview by Lawrence Ferber on the part-time-vegan breakfast method from Tiny and Full, fatherhood, and coming out.

jorgecruise.com/press/dallas-voice-2016



THE COSTCO CONNECTION

"Beating the Bulge — Costco members shape up." The cover: real Costco members who ran the Belly Fat Cure challenge, each holding their own before photo. The story ran on page 34 and the members were featured in the book itself.

jorgecruise.com/press/costco-connection



MARVEL COMICS · THE AMAZING SPIDER-MAN #638

Jorge gets name-dropped by Spider-Man. "One Moment in Time" — the Quesada, Rivera, Miki and Isanove issue — works Jorge Cruise into the dialogue. Joe Quesada, Marvel's longtime Editor-in-Chief and Chief Creative Officer, has been a friend for years, and being written into a Spider-Man book by name is one of the strangest, most delightful honors of my career. I'm a lifelong fan.

jorgecruise.com/press/spiderman-638

ARCHIVAL · FITSMART, THE USA WEEKEND COLUMN

Nine years of Sundays.

The two USA WEEKEND covers are the visible part of a near-nine-year relationship. Beginning in the early 2000s Jorge wrote FitSmart, the magazine's weekly fitness column — carried in some 600 newspapers and read by 51 million people every Sunday. Two covers in nine years; more than four hundred columns. For a generation now in midlife, that weekly page is where the name was first learned.


FitSmart BY JORGE CRUISE
Stop excuses, start moving

“Stop excuses, start moving” · May 2004


FitSmart BY JORGE CRUISE
Sleep better tonight, live better tomorrow

“Sleep better tonight” · November 2004


FitSmart BY JORGE CRUISE
Move more every day, live longer, feel stronger

“Move more every day” · February 2005

The segments that reach midlife America.



KHLOÉ KARDASHIAN · REVENGE BODY

"I have an amazing trainer for you." — Khloé Kardashian on Revenge Body, where Jorge coached a young woman through a 50-pound transformation.

jorgecruise.com/press/clip/khloe-kardashian-revenge-body



ENTERTAINMENT TONIGHT

"Jorge is Hollywood's fast fix to losing weight!" — ET profiles Jorge's intermittent-fasting method.

jorgecruise.com/press/clip/entertainment-tonight-fast-fix



THE DOCTORS · THE LOW-CARB PIZZA

My very first segment on The Doctors — swap the dough for a whole-wheat tortilla, keep the real cheese and the real bacon, and the carbs that hold belly fat in place disappear. It became Khloé Kardashian's favorite pizza.

jorgecruise.com/press/clip/the-doctors-low-carb-pizza



THE DOCTORS

"The water that turns off your hunger." — Zero Hunger Water® featured on The Doctors.

jorgecruise.com/press/clip/the-doctors-zero-hunger-water



THE DOCTORS · WITH DR. TRAVIS STORK & BROOKE BURKE

"10 Ways to Get the Ultimate Summer Body" — Dr. Travis Stork hands the stage to Jorge Cruise and Brooke Burke for the no-gym, no-equipment moves that tighten the midsection in minutes a day. Watch the full segment.

jorgecruise.com/press/clip/the-doctors-brooke-burke-summer-body



E! NEWS · WITH ZURI HALL

"Get a Revenge Body with this 5-minute workout from Khloé Kardashian's trainer" — E! News correspondent Zuri Hall (now of Access Hollywood) takes the workout outside with Jorge Cruise: five minutes, no gym, no equipment. Watch the full E! News segment.

jorgecruise.com/press/clip/e-news-zuri-hall-revenge-body



EXTRA

Years as a contributor on the EXTRA stage at Universal Studios Hollywood — this segment covers The 3 Choices, Jorge's book on turning pain into power.

jorgecruise.com/press/clip/extra-the-3-choices



LIVE WITH KELLY AND MARK

Cooking in Kelly Ripa's kitchen — Jorge's Vanilla Chia Seed Pudding and Cinnamon Spice Coffee from The Cruise Control Diet, the two breakfasts that hold a fast without hunger. Watch the full cooking segment.

jorgecruise.com/press/clip/live-with-kelly-chia-pudding



THE VIEW · WITH WHOOPI GOLDBERG & SHERRI SHEPHERD

Whoopi Goldberg and Sherri Shepherd taste-test The Belly Fat Cure live on The View — the sugar-and-carb swaps that let you eat real food and still lose belly fat. Watch the full segment.

jorgecruise.com/press/clip/the-view-whoopi-goldberg



THE WENDY WILLIAMS SHOW

Wendy Williams asked the question her audience actually wanted answered: how do you get through a fast without being miserable? The answer — healthy snacks that cheat the fasting window, with chia and fat. Watch the full clip.

jorgecruise.com/press/clip/wendy-williams-healthy-snacks



ANDERSON LIVE · WITH ANDERSON COOPER & CARMEN ELECTRA

"Resolution Solutions" — the New Year segment with Anderson Cooper and Carmen Electra, demonstrating simple at-home exercises that need no gym and no equipment.

jorgecruise.com/press/clip/anderson-cooper-resolution-solutions



THE RACHAEL RAY SHOW

Cooking the sugar-and-carb swaps live in Rachael's kitchen — healthy food that tastes like food.

jorgecruise.com/trustedbythebest/rachael-ray



THE TYRA BANKS SHOW

Multiple core-and-abs segments with Tyra Banks — the center of the body as architecture, not decoration.

jorgecruise.com/trustedbythebest/tyra-banks



LIVE WITH REGIS AND KELLY

Kelly Ripa held The Belly Fat Cure up on air in 2010 — Jorge's first appearance on the Live couch, and a rare moment with the late Regis Philbin.

jorgecruise.com/trustedbythebest/kelly-ripa



THE DR. OZ SHOW

The Skinny Muffin — the one-minute Morning Microwave Muffin Jorge created for Dr. Oz, across roughly 13 appearances. It returns in More Time Protocol™: The New Science of Longevity as the morning option for anyone who needs extra support getting to their eating window.

jorgecruise.com/press/dr-oz-skinny-muffin



THE STEVE HARVEY SHOW

#TeamJorge won Steve Harvey's weight-loss face-off — five clients, 211 pounds gone in eight weeks and $50,000 in checks. Meet every winner and the never-hungry method behind it.

jorgecruise.com/press/clip/steve-harvey-transformations



THE STEVE HARVEY SHOW · FITNESS FACE-OFF

The recurring Fitness Face-Off with Los Angeles trainer Lacey Stone — a dear friend and worthy opponent. Team Orange took it.



THE OPRAH WINFREY SHOW

The moment that launched my calling — appearing on Oprah at 27, eight months after my mother passed away. My first and only time on her stage.

jorgecruise.com/trustedbythebest/oprah-1998



GOOD MORNING AMERICA — WITH DIANE SAWYER

The segment that launched my first book. Filmed at MCAS Miramar, the Top Gun base, with Navy and Marine wives whose husbands had deployed to Afghanistan — the first national segment for 8 Minutes in the Morning, which became a five-book series and an international bestseller in sixteen languages.

jorgecruise.com/trustedbythebest/diane-sawyer

GOOD MORNING AMERICA

The 3-Hour Diet — the primetime interview that pushed timing over restriction.

abcnews.com/GMA/Health/story?id=613816&page=1

ABC NEWS

'The 100' — the sugar-calorie diet ABC News profiled at launch.

abcnews.go.com/blogs/health/2013/05/30/the-100-diet-claims-weight-loss-by-restricting-calories-from-sugar

THE EARLY SHOW

'8 Minutes in the Morning' — the segment that took the method national.

www.cbsnews.com/news/8-minutes-in-the-morning/

AARP · MEET OUR EXPERTS

AARP named Jorge to its national panel of trusted health experts — alongside Denise Austin — with a three-part fitness video series for midlife America.

jorgecruise.com/press/aarp-experts

The full conversations.

RADIO ANDY · SIRIUSXM — MAKE IT NICE WITH DORINDA MEDLEY

"The amazing thing is how fast the weight comes off." — the Radio Andy interview with Dorinda Medley on intermittent fasting and Zero Hunger Water®.

jorgecruise.com/press/clip/dorinda-medley-radio-andy



DR. WILL COLE · THE ART OF BEING WELL

"Zero Hunger Water is the capstone of Cruise's publishing career." — the full hour with Dr. Will Cole on sugar and carb cravings, midlife metabolism, and the science and spirituality of letting go. Play the entire interview right here.

jorgecruise.com/press/clip/dr-will-cole-art-of-being-well



THE BOSSTICKS · WITH LAURYN & MICHAEL BOSSTICK

"There are a lot of myths and truths around intermittent fasting." — episode #179 with the husband-and-wife team behind The Skinny Confidential and Dear Media. A full hour on what actually breaks a fast, why the eating window beats counting calories, and how to start without quitting in week two. Play the whole episode right here.

jorgecruise.com/press/clip/the-bossticks-intermittent-fasting



APPLE EVENT · WITH JAY BLAHNIK

An official Apple event — Jorge Cruise in conversation with Jay Blahnik, Apple's Director of Fitness for Health Technologies, on building movement habits that midlife America can actually keep.

jorgecruise.com/press/apple-jay-blahnik



24LIFE · 24 HOUR FITNESS

"How Celebrity Fitness Expert Jorge Cruise's Morning Routine Sets His Days Up for Success" — 24 Hour Fitness's 24Life magazine walks through the morning, hour by hour: 16 ounces of mineral water first, then Cruise Control coffee with healthy fats, a fasted workout for autophagy, and a big power-lunch salad as the first meal of the day.

www.24hourfitness.com/24life/fuel/2019/how-celebrity-fitness-expert-jorge-cruises-morning-routine-sets-his-days-up-for-success

Appetite control without a GLP-1.

COMING SOON



Zero Hunger Water® is a forthcoming optional electrolyte hydration product. Sodium, potassium and magnesium are essential electrolytes. It is not a replacement for prescribed treatment.

At launch, coaching in the Jorge Cruise Community will be included with any paid Zero Hunger Water subscription. Prelaunch waitlist only; no payment collected. Premium live plans are separate. Zero Hunger Water is optional electrolyte hydration, not a guarantee that hunger disappears.

"Creator of Zero Hunger Water."

DR. WILL COLE · THE ART OF BEING WELL

"Drink this in your fasting window."

DR. MINDY PELZ · AUTHOR OF FAST LIKE A GIRL

"Your Zero Hunger Water manages the hunger."

DR. JASON FUNG · AUTHOR OF THE OBESITY CODE

ZEROHUNGERWATER.COM

39 books. 30 years of coaching real people. The private protocols presented to Oprah, Steve Harvey and Khloé Kardashian.

One AI trained on all of it.

LAUNCHING SOON



YOUR LONGEVITY COACH, IN YOUR POCKET

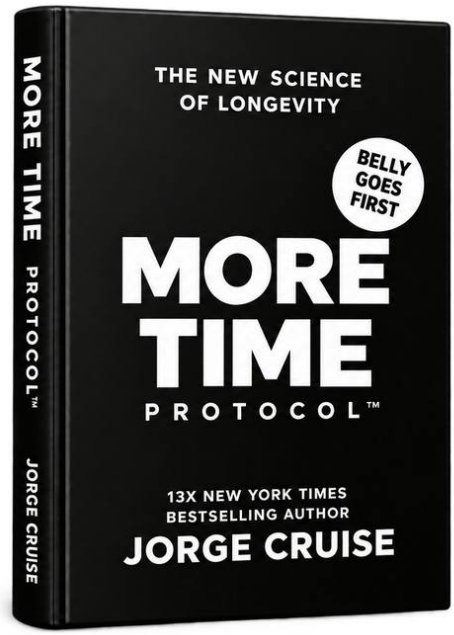
Virtual Jorge brings together lessons from More Time Protocol™: The New Science of Longevity and Jorge's historical books to support eating routines, movement and rest. Health and longevity outcomes are not guaranteed.



MEET VIRTUAL JORGE

The New Science of Longevity

BOOK NO. 40 · FORTHCOMING · PROPOSED EDITIONS



My forthcoming fortieth book, More Time Protocol™: The New Science of Longevity, guides the four-part Longevity Map: longevity, waistline awareness, time-restricted eating, and understanding physical, emotional and social hunger. No health or lifespan outcome is guaranteed.

Proposed English and Spanish hardcover and audiobook editions. Translation, rights, publishing arrangements and release timing to be confirmed.

Physical hunger: optional mineral-supported hydration. Emotional hunger: reflection, supportive reframing and music, not trauma treatment. Social hunger: human connection. Victor Sol's Needed This is a music example; see section 07.



LEARN MORE

15 · FREE SIX-WEEK CHALLENGES

One hundred people. Six weeks. No charge.

Four times a year Jorge runs a free six-week coaching challenge open to the general public. Each group is capped at 100 people nationwide. Participants get live group coaching with Jorge, Virtual Jorge every morning and the full protocol library, with book availability to be announced when confirmed. The forthcoming title is More Time Protocol: The New Science of Longevity. In exchange they agree to let their before-and-after be shared in the book and the media campaign.



The last time: January 2010 — Costco members on the cover of The Costco Connection. © Costco Wholesale.

CHALLENGE 1 · WINTER 2027

Begins Monday, January 18, 2027 — Applications close Mon, Jan 11

CHALLENGE 2 · SPRING 2027

Begins Monday, April 12, 2027 — The 100 announced Thu, Apr 8

Apply — and pick a start date — at the link below. Press inquiries about the challenge, its participants and their results are welcome.

jorgecruise.com/press/costco-connection

Every source in this kit.

01 OK! MAGAZINE · KHLOÉ KARDASHIAN
jorgecruise.com/press/ok-magazine-khloe

02 O, THE OPRAH MAGAZINE
jorgecruise.com/press/oprah-lets-lose-weight-fast

03 THE NEW YORK TIMES · SUNDAY STYLES
jorgecruise.com/press/nyt-2005

04 O, THE OPRAH MAGAZINE — GUIDE TO LIFE
jorgecruise.com/trustedbythebest/oprah-guide-to-life

05 SAN DIEGO MAGAZINE · 50 PEOPLE TO WATCH
jorgecruise.com/press/san-diego-50-to-watch

06 SAN DIEGO MAGAZINE
jorgecruise.com/press/san-diego-magazine

07 USA WEEKEND · GET FIT
jorgecruise.com/press/usa-weekend-2008

08 USA WEEKEND · FITSMART COLUMNIST
jorgecruise.com/press/usa-weekend-fitsmart

09 PUBLISHERS WEEKLY · AOL COACHES
jorgecruise.com/press/publishers-weekly-aol

10 DALLAS VOICE
jorgecruise.com/press/dallas-voice-2016

11 THE COSTCO CONNECTION
jorgecruise.com/press/costco-connection

12 MARVEL COMICS · THE AMAZING SPIDER-MAN #638
jorgecruise.com/press/spiderman-638

13 KHLOÉ KARDASHIAN · REVENGE BODY
jorgecruise.com/press/clip/khloe-kardashian-revenge-body

14 ENTERTAINMENT TONIGHT
jorgecruise.com/press/clip/entertainment-tonight-fast-fix

15 THE DOCTORS · THE LOW-CARB PIZZA
jorgecruise.com/press/clip/the-doctors-low-carb-pizza

16 THE DOCTORS
jorgecruise.com/press/clip/the-doctors-zero-hunger-water

17 THE DOCTORS · WITH DR. TRAVIS STORK & BROOKE BURKE
jorgecruise.com/press/clip/the-doctors-brooke-burke-summer-body

18 E! NEWS · WITH ZURI HALL
jorgecruise.com/press/clip/e-news-zuri-hall-revenge-body

19 EXTRA
jorgecruise.com/press/clip/extra-the-3-choices

20 LIVE WITH KELLY AND MARK
jorgecruise.com/press/clip/live-with-kelly-chia-pudding

21 THE VIEW · WITH WHOOPI GOLDBERG & SHERRI SHEPHERD
jorgecruise.com/press/clip/the-view-whoopi-goldberg

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jorgecruise.com/press/clip/wendy-williams-healthy-snacks

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jorgecruise.com/trustedbythebest/diane-sawyer

31 **GOOD MORNING AMERICA**
abcnews.com/GMA/Health/story?id=613816&page=1

32 **ABC NEWS**
http://abcnews.go.com/blogs/health/2013/05/30/the-100-diet-claims-weight-loss-by-restricting-calories-from-sugar

33 **THE EARLY SHOW**
www.cbsnews.com/news/8-minutes-in-the-morning/

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jorgecruise.com/press/clip/the-bossticks-intermittent-fasting

38 **APPLE EVENT · WITH JAY BLAHNIK**
jorgecruise.com/press/apple-jay-blahnik

39 **24LIFE · 24 HOUR FITNESS**
www.24hourfitness.com/24life/fuel/2019/how-celebrity-fitness-expert-jorge-cruises-morning-routine-sets-his-days-up-for-success

40 **THE JORGE CRUISE PODCAST · CURE MIDLIFE BELLY FAT**
jorgecruise.substack.com/p/cure-midlife-belly-fat

41 **THE JORGE CRUISE PODCAST · THE PAST IS F*CKING YOU**
jorgecruise.substack.com/p/the-past-is-fcking-you

42 **THE JORGE CRUISE PODCAST · SALT: THE MISSING WEIGHT LOSS KEY**
jorgecruise.substack.com/p/salt-the-missing-weight-loss-key

43 **THE JORGE CRUISE PODCAST · BUILDING CONFIDENCE**
jorgecruise.substack.com/p/building-confidence

44 **FULL BIO**
jorgecruise.substack.com/about

45 ZERO HUNGER WATER®

zerohungerwater.com

46 VIRTUAL JORGE

jorgecruise.com/virtualjorge

47 MORE TIME PROTOCOL™: THE NEW SCIENCE OF LONGEVITY

jorgecruise.com/more-time

Contact us.

Reach Jorge directly by email, or call the office twenty-four hours a day, seven days a week. For bookings, interviews and media inquiries, this is the fastest way in.

Our ethos — BELLY GOES FIRST.

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