

JORGE CRUISE™

ELECTRONIC PRESS KIT



2011 TO 2026 · FIFTEEN YEARS BETWEEN THESE TWO FRAMES

No shirt, no accident. My homage to Mark Sisson — creator of Peluva and Primal Kitchen — whose photo always inspired me; holding my yet-to-be-released 40th book, MORE TIME PROTOCOL.

JORGE CRUISE

BESTSELLING AUTHOR | PODCAST HOST | CELEBRITY TRAINER

Jorge Cruise is a 13-time New York Times bestselling author and longevity thought leader. Across thirty years and thirty-nine books — eight million copies sold in sixteen languages — he has taught midlife America the simplest way to lose belly fat and buy back time — from his first days with Oprah Winfrey to AI Jorge and his forthcoming 40th book, More Time Protocol, plus Zero Hunger Water.

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Every headline in this kit is a live link back to the original clip, cover or story on jorgecruise.com.

Everything on one page.



Jorge Cruise one-page stat sheet — download the standalone PDF at <https://jorgecruise.com/press/kit>

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. (9 in the series)
2004	The 3-Hour Diet The eating window on America's kitchen table. (5 in the series)
2007	The 12 Second Sequence Full strength system — book & DVD. (3 in the series)
2009	The Belly Fat Cure The carb-swap system. (5 in the series)
2013	The 100 Sugar-calorie counting, translated worldwide.
2017	The Three Choices Turning pain into power — my story.
2019	The Cruise Control Diet The 8-hour window, mainstreamed.
2027	MORE TIME PROTOCOL Book No. 40 — the two-hour method that shifts your lifespan to its maximum. Belly goes first.

The full chronology, animated, lives at jorgecruise.com/books.

Thirty years. Thirty-nine books. One method.

13× NYT BESTSELLING AUTHOR	8M+ 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



Home, San Diego · 2007 — Owen, Jorge & Parker

For the full story — thirteen bestsellers, the Oprah moment, the science behind More Time Protocol, and the family chapter that started it all — [read the full bio on Substack](#).

As covered in.

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."

05 · IN THEIR OWN WORDS

Trusted by the ones the world watches.

<i>"Amazing trainer."</i> — Khloé Kardashian	<i>"This is my man. I want to thank Jorge — I lost 11 pounds."</i> — Steve Harvey
<i>"Jorge sets you up to win."</i> — Tony Robbins	<i>"Let's lose weight — fast."</i> — Oprah Winfrey

Four series. Eight million copies.



Units sold, in millions. Combined print, digital and international editions, 2001–2025.

The conversations that shaped the method.

EPISODE Cure Midlife Belly Fat Dr. Jason Fung	EPISODE Building Confidence Countess Luann
EPISODE SALT: The Missing Key Dr. James DiNicolantonio	EPISODE The Past Is F*cking You Khalil Rafati

Every episode: jorgecruise.com/podcast

Covers, spreads — and one comic book.

Khloé Kardashian in OK!, O, The Oprah Magazine, The New York Times, Oprah's Guide to Life, San Diego Magazine, USA WEEKEND, Publishers Weekly, The Costco Connection, Dallas Voice, and The Amazing Spider-Man.



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-khloe¹



O, The Oprah Magazine · 2005

"Let's Lose Weight Fast!" — the January 2005 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-fast²



The New York Times · Sunday Styles · 2005

"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.

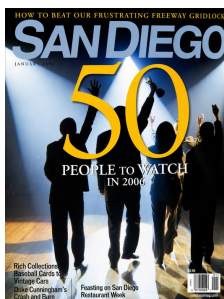
jorgecruise.com/press/nyt-2005³



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-life⁴



San Diego Magazine • 50 People to Watch • 2006

The January 2006 "50 People to Watch in 2006" 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-watch⁵



San Diego Magazine • 2009

"8 Hot Fitness Trends" — the May 2009 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.

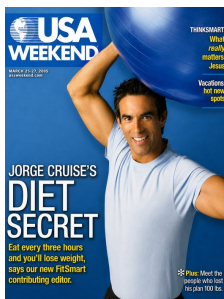
jorgecruise.com/press/san-diego-magazine⁶



USA WEEKEND • Get Fit in 2008 • 2008

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-2008⁷



USA WEEKEND • FitSmart columnist • 2005

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-fitsmart⁸



Publishers Weekly • AOL Coaches • 2008

"AOL Coaches can help your life improvement authors reach their full potential." The April 14, 2008 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-aol⁹



Dallas Voice • 2016

"The Body Issue" — the January 8, 2016 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.

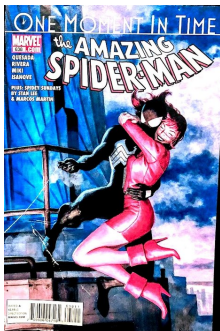
jorgecruise.com/press/dallas-voice-2016¹⁰



The Costco Connection • 2010

"Beating the Bulge — Costco members shape up for 2010." The January 2010 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-connection¹¹



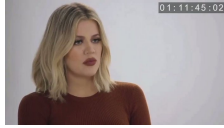
Marvel Comics • The Amazing Spider-Man #638 • 2010

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-638¹²

The segments that reach midlife America.

Khloé Kardashian's *Revenge Body*, *Entertainment Tonight*, *The Doctors*, *E! News*, *Dr. Oz*, *Steve Harvey*, *Good Morning America* and more — each entry links to the original clip.



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.

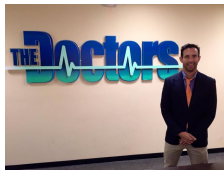
jorgecruise.com/press/clip/khloe-kardashian-revenge-body¹³



Entertainment Tonight

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

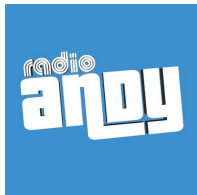
jorgecruise.com/press/clip/entertainment-tonight-fast-fix¹⁴



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-pizza¹⁵



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-andy¹⁶



The Doctors

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

jorgecruise.com/press/clip/the-doctors-zero-hunger-water¹⁷



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-body¹⁸



E! News · with Zuri Hall · 2016

"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-body¹⁹



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-choices²⁰



Live with Kelly

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-pudding²¹



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-goldberg²²



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-snacks²³



Anderson Live · with Anderson Cooper & Carmen Electra · 2013

"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-solutions²⁴



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-ray²⁵



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-banks²⁶



Live with Regis and Kelly • 2010

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-ripa²⁷



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 as the morning option for anyone who needs extra support getting to their eating window.

jorgecruise.com/press/dr-oz-skinny-muffin²⁸



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-transformations²⁹



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 • 1998

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-1998³⁰



Good Morning America — with Diane Sawyer • 2001

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-sawyer³¹

**Apple Event · with Jay Blahnik**

An official Apple event — Jorge Cruise in conversation with Jay Blahnik, Apple's Director of Fitness for Health Technologies.

jorgecruise.com/press/apple-jay-blahnik³²

**ABC News · Good Morning America**

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

abcnews.com/GMA/Health/story?id=613816&page=1³³

**ABC News**

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

<http://abcnews.go.com/blogs/health/2013/05/30/the-100-diet-claims-weight-loss-by-restricting-calories-from-sugar>³⁴

**CBS News · The Early Show**

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

www.cbsnews.com/news/8-minutes-in-the-morning/³⁵

**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-experts³⁶

The full conversations.

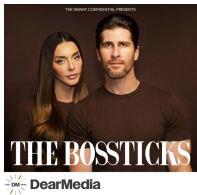
A full hour with Dr. Will Cole on cravings and midlife metabolism, The Bossticks on the myths and truths of intermittent fasting, and the 24Life interview walking through the morning routine hour by hour.



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-well³⁷



The Bossticks • with Lauryn & Michael Bosstick • 2019

"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-fasting³⁸



24Life • 24 Hour Fitness • 2019

"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-success³⁹

SOURCES & LINKS

Every reference in this kit.

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Booking, interviews & media inquiries

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Coming soon.

ZERO HUNGER WATER®

Zero Hunger Water® is the first functional beverage designed to help control appetite — without the need of a GLP-1. It is the grounding protocol behind the method: erase hunger, make time-restricted eating effortless, and let belly fat go first, not last.



FIND OUT MORE

zerohungerwater.com