



WAKE

UP

AND

THRIVE



BY EXHALE HEALTHY COFFEE



# 11 WAYS TO OPTIMISE YOUR MORNING ROUTINE

Learn actionable insights from the world's best athletes, entrepreneurs, doctors and biohackers on how to beat the morning fog and own your day.



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Do you ever get excited going to bed because you know you're one step closer to your next cup of coffee? Those precious moments after that first mug of delicious, life affirming coffee are likely the best you'll feel all day.

Most people's morning routine starts and ends with a cup of coffee. But while we still feel coffee should take centre stage in your mornings (obviously), if you want to feel on top of your game all day long, day in, day out, it can't be the only part of your morning routine.

True health is about more than that, which is why we've created this guide to optimising your morning routine, with a little help from Team Exhale.

In this eBook we speak to some of the world's best athletes, entrepreneurs, doctors and biohackers about their morning routines. Their non-negotiables that allow them to get the most out of their day and achieve everything that they want.





It may not always be easy to get up early and make time for yourself—but making that positive decision first thing can have a really powerful ripple effect throughout your entire day. Think of it this way, it's not necessarily about waking up earlier, it's about waking up better.

A good morning routine helps you create the optimum positive physical, mental and emotional state for your day. Producing benefits that you'll feel all day long. When you exercise, for example, you produce endorphins so you feel better and have more energy throughout the day, you get blood and oxygen to your brain so you can think clearer—these are real benefits that impact your day. If you're rushing around, stressing about all the things you need to do and not having time for yourself, then your productivity will suffer.

And it's bigger than just your day. A good morning routine helps build positive habits into your life, which will flow through to benefit every aspect of life from work to health to relationships and beyond.





# Meet our contributors



**Alan Stokes**

Professional Surfer |  
Pro Surf Coach



**Sarah Law**

Nutritionist | Entrepreneur  
| Bikini Athlete



**Jazmin Sawyers**

2x Olympic Athlete -  
Long Jump



**Dr Rupy Aujla**

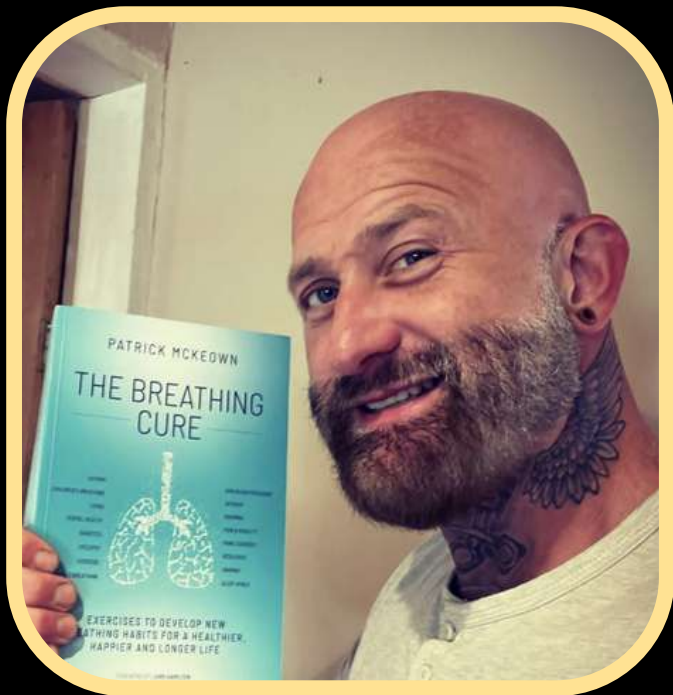
Medical Doctor | Founder of  
The Doctor's Kitchen





## Sam Thompson

GB Triathlete | Founder  
of Podium Addict



## Kevin O'Neill

Cold Water Therapist |  
Breathwork Instructor



## Alex Higham

Founder Exhale Coffee  
| Endurance Athlete



## Keri-anne Payne

3x Olympian | Olympic  
Silver Medalist



## Tim Gray

Biohacker |  
Entrepreneur



## Alex Manos

Functional Medicine  
Certified Practitioner



## Damian Hall

GB Pro Ultrarunner |  
Journalist | Author



## Tony Wrighton

TV Presenter |  
Biohacker | Author



# What does it mean to "thrive"?

"A state of happiness, physical wellbeing and mental strength.

Having the mental stability not to snap at people and to really focus, not taking yourself too seriously.

That for me is thriving."  
- Dr Rupy Aujla

"Thriving is an abundance mindset. It's about finding balance in your thoughts and using the breath as an anchor. It's about doing the thing that you love, that you're passionate about, and that if you had all the money in the world, you'd still be doing. It's being happy and grateful for what you have in the present." - Kevin O'Neill

"To thrive is to grow as much as possible in the conditions that you have. To me, to thrive is to progress, and bloom, and to make a more full, joyous life." - Jazmin Sawyers

"It's a day lived to its fullest! Exciting plans, active outdoors surfing or coaching, fun and happy."  
- Alan Stokes

"Continuous success after putting in the hours of hard work."  
- Sam Thompson

"It means being in a peak state where life can be lived to the full. It means being full of energy, excitement for life and the day ahead and living in a healthy body that allows me to experience life." - Sarah Law





“Thrive means living in a way that is aligned with our values and mission/vision. It means living by the heart and head, not just the head.

It means having enough energy to achieve what we want to achieve. It means feeling grateful and appreciating the small things.

It means being connected with a deeper purpose, and being connected with a community AND the planet. It means self-belief. It means hope.”  
- Alex Manos

“It means something very different now as a working mother, it's tough and my routine isn't remotely suited to me as a human thriving right now.

My aim is to get our new routines settled then my thriving will be actively waking up at 6.30 to do some movement (yoga or a swim if I can squeeze one in) coffee, morning family routine, hour long dog walk then settle into my working day. Add to that eating a really balanced diet and I will feel like I'm thriving.”  
- Keri-anne Payne





# ALAN STOKES

Professional Surfer |  
Designer at FORM  
Surfboards | Pro Surf  
Coach

I usually wake up before sunrise, pretty early like 5 or 6am. I like to be up as the day starts. The single biggest game changer I'd recommend is starting the day with a stretch and a smile.

My morning routine starts with making coffee, then a stretching session followed by emails and surf checks. Early mornings I can think very clearly and it seems to be my most productive time of the day.



As an athlete, coffee has played a big part in my performance. Two strong cups in the early morning sees me through a pretty active and challenging day. I drink a lot of coffee so any added benefits I can get from my daily dose (like those with Exhale Healthy Coffee) is great!



# DR RUPY AUJLA

NHS Medical Doctor |  
Founder of The Doctor's  
Kitchen | Advisor at  
Exhale Healthy Coffee

I try to wake up at 5am every morning. I don't achieve that every day, but that's what I aim for, because I need that time and space for myself in the morning. If I can get myself an hour, undisturbed - no email, no phone - it sets me up for an amazing day.

I start by drinking a big glass of water, then it's meditation straight away for 10 minutes.

Next, I will stretch for 10 minutes, things like shoulder exercises, cat cows, sun salutations, that sort of thing.







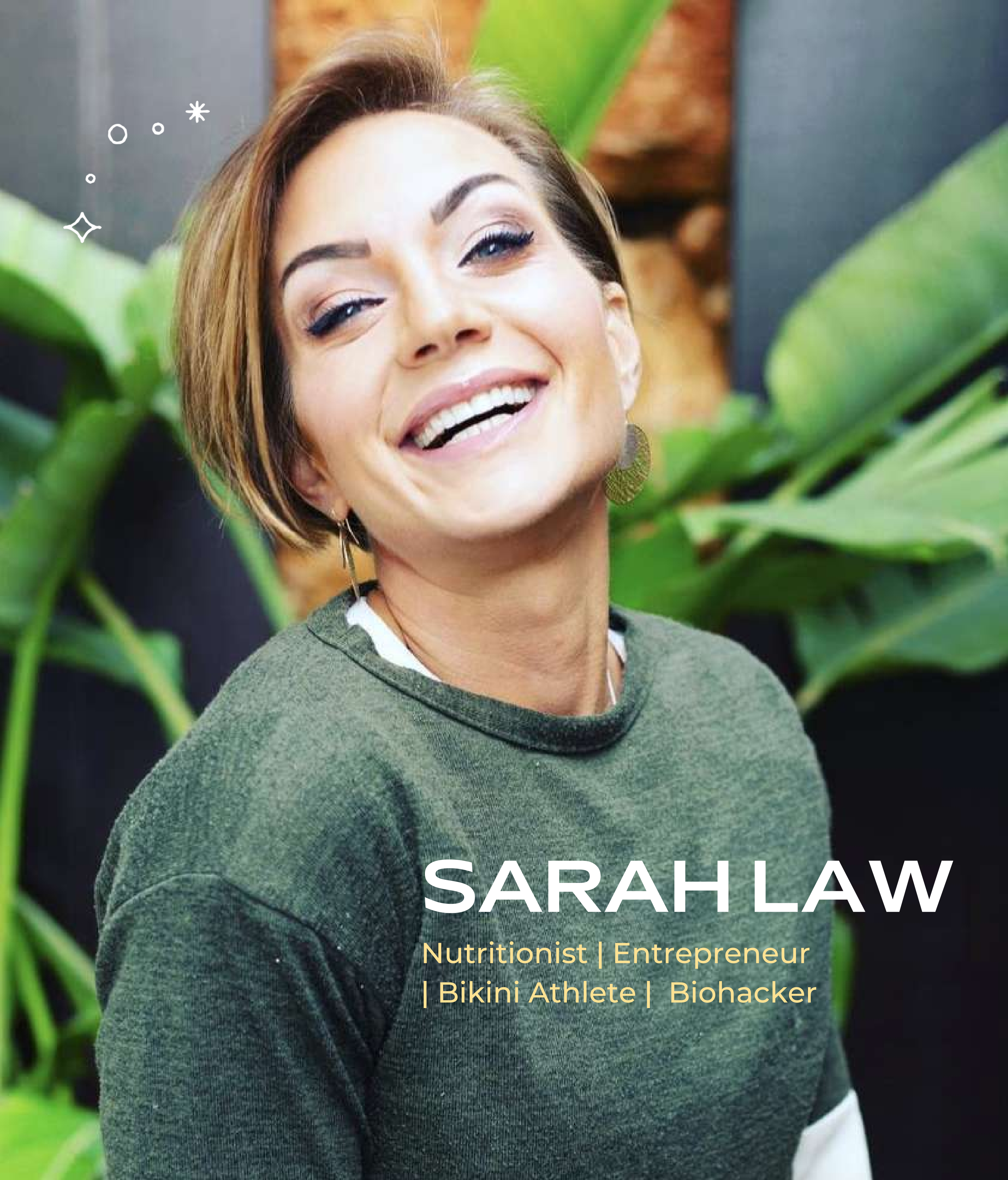
Then, it's affirmations. I have my affirmations as an Apple Notes file, it's only about three paragraphs, reminding myself of my mission, what I'm trying to achieve, practicing self compassion as I can be hard on myself. This is the biggest thing for me.

Having those affirmations and visualisations, that are unique and personal to you, is small enough such that it doesn't take much out of your day, so you can create a habit out of it. Mine only takes 30-40 seconds to read, but it is that habitual, constant driving into your brain that is really effective.

After this I look at my calendar and to-do list. The night before I would have written out everything I need to do the following day. I might also look at my vision board, which is a big graphic of all the things that I want to achieve over the next five years.

I'll have a coffee about an hour after I've woken up, before a workout.





# SARAH LAW

Nutritionist | Entrepreneur  
| Bikini Athlete | Biohacker

I normally get up around 7:30am. Luckily I have the privilege of deciding my work schedule, so I choose to make my sleep a major priority. However, if I did have a normal job with a boss, I would always ensure I got up 30 minutes earlier than needed to spend that time working on my mind and nervous system regulation.

I follow a lot of the principles from the book 'The miracle morning' by Hal Elrod and am part of a club called the 'Be Well club' where we practise the six principles of the book all together in the morning on Zoom. It is such a great way to raise energy and get the body in alignment with the mind.



We do breathwork, meditation, visualisation, practising gratitude, affirmations and a little bit of exercise just to get the blood pumping. Having these staples in the morning is a game changer, and 5 minutes of visualisation is the big one for me. Visualise your day going well, you having the best day or anything you want to achieve. What the mind can perceive, it can achieve, so showing it what you want to happen as if it has already happened can change not just your day but your entire life.



When it comes to my morning coffee, I never have it on an empty stomach. My adrenals hate me if I do! I always have it with breakfast or after and usually just a large black coffee. I'm a total coffee snob – if anyone comes near me with a Starbucks I run the other way! I'm really mindful about mycotoxins having mould toxicity, so I'm in love with Exhale Coffee. I love the smell of freshly ground beans in the morning. Nothing beats it!







# SAM THOMPSON

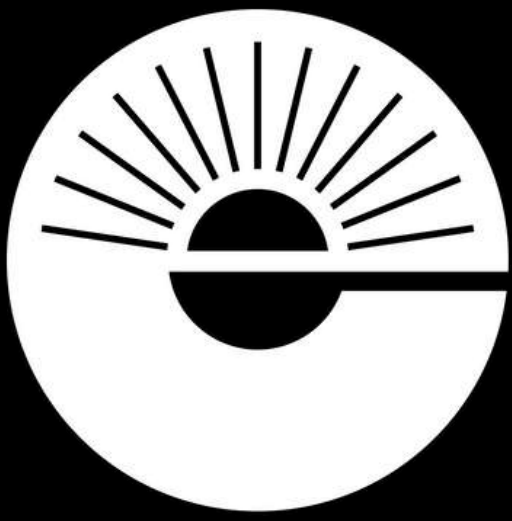
Team GB triathlete |  
2022 Kona IRONMAN  
World Championship  
athlete | Head coach  
at Podium Addict  
triathlon club



My biggest advice is to go to bed early and plan ahead! If you're planning to train first thing then get your kit out the night before.

During the week I'll get up between 5.30 - 6.00am depending on what morning training I'm doing, or if I'm commuting by bike. Saturday \*should\* be early, to get plenty of miles in before the rest of the world wakes up, but often the alarm gets ignored!

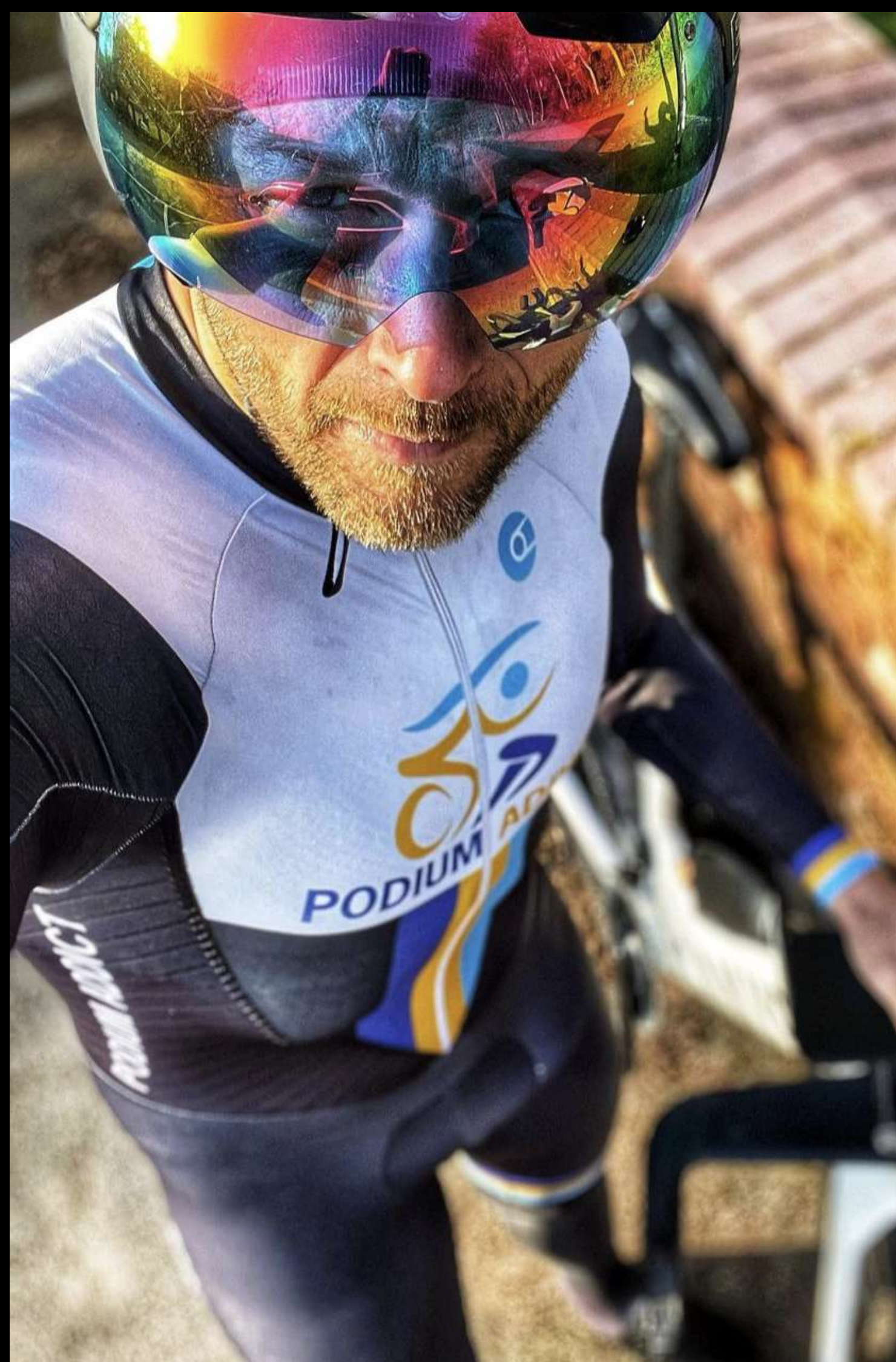
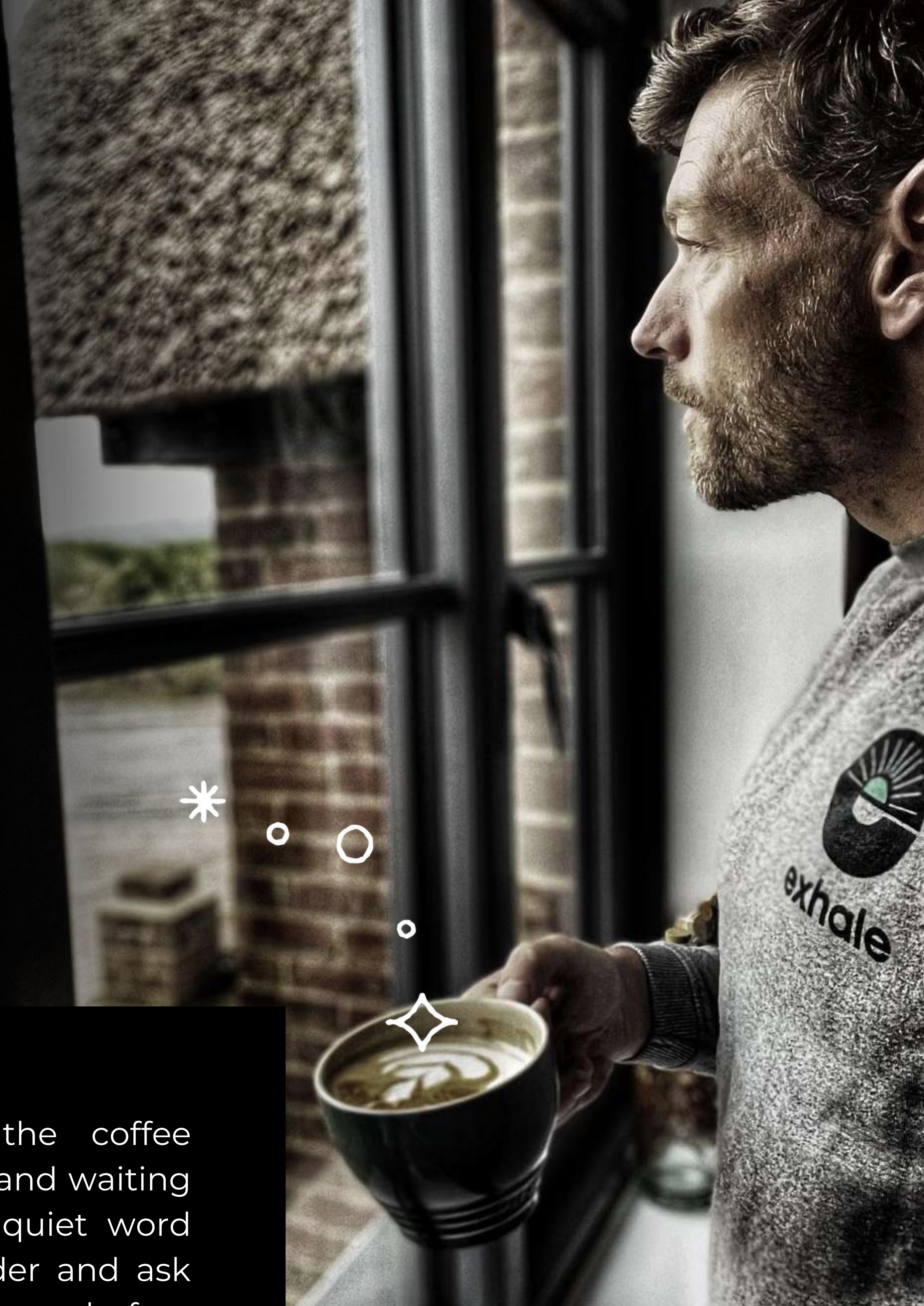




Maybe the biggest game changer in my house was the addition of a smart plug so the coffee machine is on and warmed up before I get there. It's also useful for turning him on when you're out on the bike and nearly home.

Downstairs Colin the coffee machine will be on and waiting for me. I'll have a quiet word with Gary the grinder and ask them both to behave before attempting to make the perfect espresso. I'm a cyclist. There isn't a morning without coffee! At least two coffees before leaving the house, one of which will be espresso. I'm working on my latte art as well (it's chronic) but practice makes perfect right?!

Sometimes the next move is out into the dark with a head torch for running or jumping on my bike to ride the 17 miles to work. Both take about an hour and then I'll look forward to breakfast.





# JAZMIN SAWYERS

2x Olympic Athlete - Long Jump | Sports Presenter



On a regular training morning, I'll wake up at 7-7.30am and make a list on my phone of what I need to do that day.



Next, I'll make my first coffee of the day and sit and drink it with my housemate. I prefer my coffee black, and love a filter coffee - I actually have a coffee alarm clock that I usually add my ground Exhale beans to the night before so I can enjoy it first thing as I wake up!



I have two cups of coffee most days that I'm going to training, and just one on rest days. I love coffee for the caffeine, yes, but more for the taste. I've become a real enthusiast over the past few years and enjoy trying different brewing methods to try and get the most from the beans. My preferred method is to use an Aeropress as it's so portable I can take it around the world with me as I'm training and competing abroad.

After my coffee I'll make breakfast, usually three eggs, avocado and some yoghurt, then hop in the shower, which I always end with cold water. I'd encourage everyone to try ending their shower with 1-2 minutes of cold water, as cold as you can stand.

I feel that it helps me to think more clearly, feel more awake and I just generally enjoy starting the day with something uncomfortable, training my brain to tolerate discomfort in other parts of life.

Then I have 10 minutes left to enjoy my second coffee before I leave for training.



# TIM GRAY

The UK's Leading Biohacker  
| Entrepreneur | Founder of  
the Health Optimisation  
Summit

I'm a firm believer that a solid morning routine can set you up not only for a happy and productive day ahead, but for a successful and fulfilling life in general. I attribute most of my personal and professional growth to my morning practices.

Nothing wakes you up and boosts alertness like an icy cold morning shower, not even coffee! Most importantly it makes you more resilient to stress, boosts willpower and helps with detoxing and immunity.

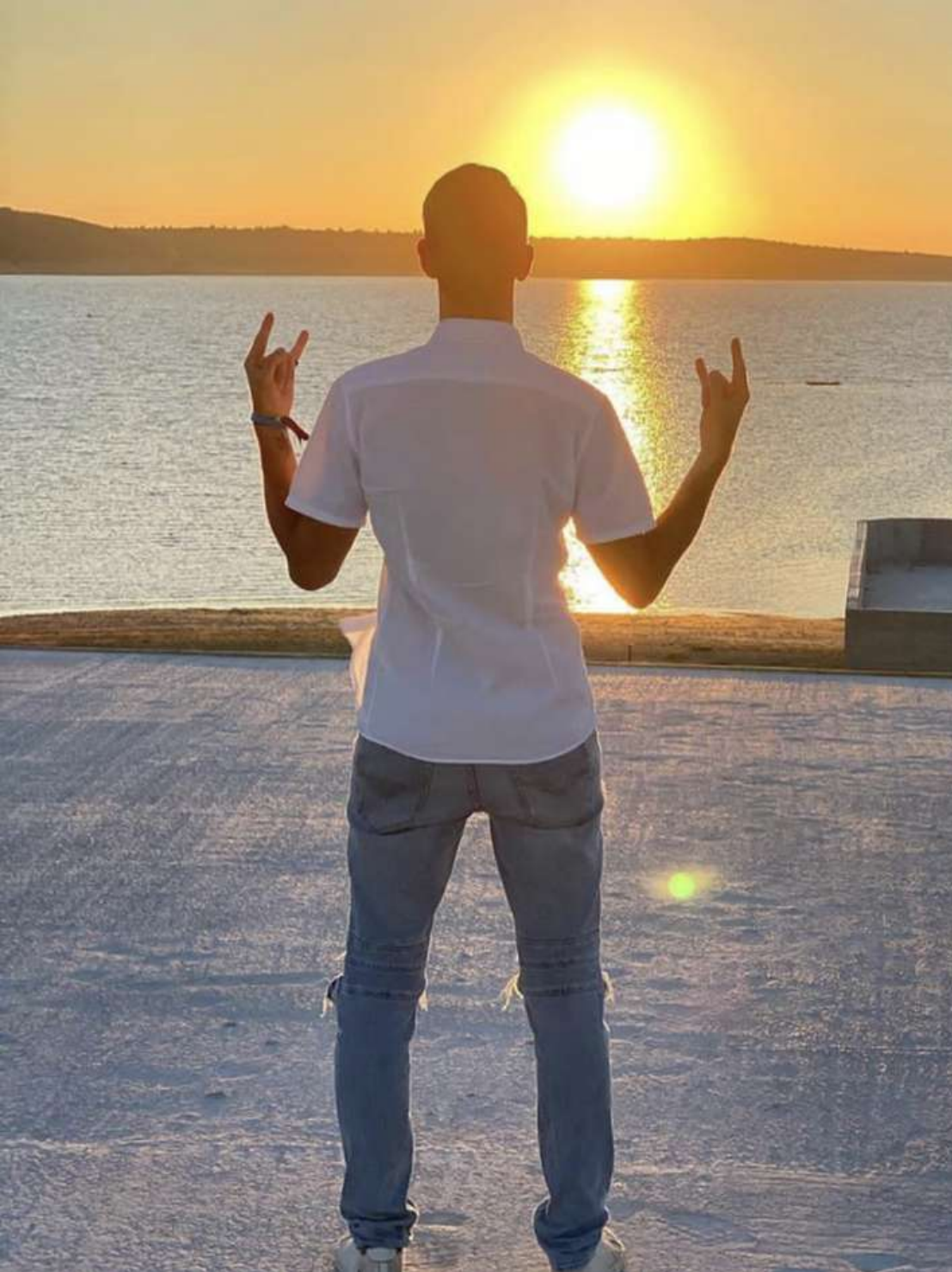
Morning breath can suck but it's quite normal. To clear the mouth (and body!) of toxins, freshen up my breath and support good oral health, I oil pull for 5-20 minutes using coconut oil. It's an amazing and natural technique which beats using toxic mouthwash!

Before I drink or eat anything, I kickstart my digestion and aid detoxification by downing a glass of filtered water, with half a teaspoon of celtic sea salt and a dash of lemon. Since we are mostly made of water, keeping well-hydrated is key for better concentration, alertness and good mood.



exhale





I'll spend 5-10 minutes every morning focusing on deep breathing to calm my nervous system, or I use the Airofit breathing trainer to increase my lung capacity and lung strength for better athletic performance and increased energy. Just a few minutes of meditation can help you set the tone of your day. It's easily one of the most powerful tools for a good mood, stress relief, better sleep, more energy and increased focus.

It's important to stretch and move the body, especially if you're going to be sitting all day. It eases muscle tension, reduces pain, boosts mood throughout the day and energises you.

Coffee is the most popular “nootropic” on earth, for a good reason! It gives a jolt of energy, boosts focus, alertness and provides a ton of antioxidants to support your health. Always try to choose the highest-quality, organic coffee that's free from mycotoxins and pesticides. My favourite is Exhale Healthy Coffee!

Morning sun literally springs your cells into action. It energises, realigns the circadian rhythm, improves mood, immunity and overall health. I don't go a day without reconnecting with the earth and utilising the sun's healing energy for my health.

Grounding in the sunshine is the perfect opportunity to read or do some journaling. Your mind is a computer, and you're in charge of the code that you program it with. Take notes of the best things you learn and realise. Fill it with knowledge and information that has the power to propel you to the next level.

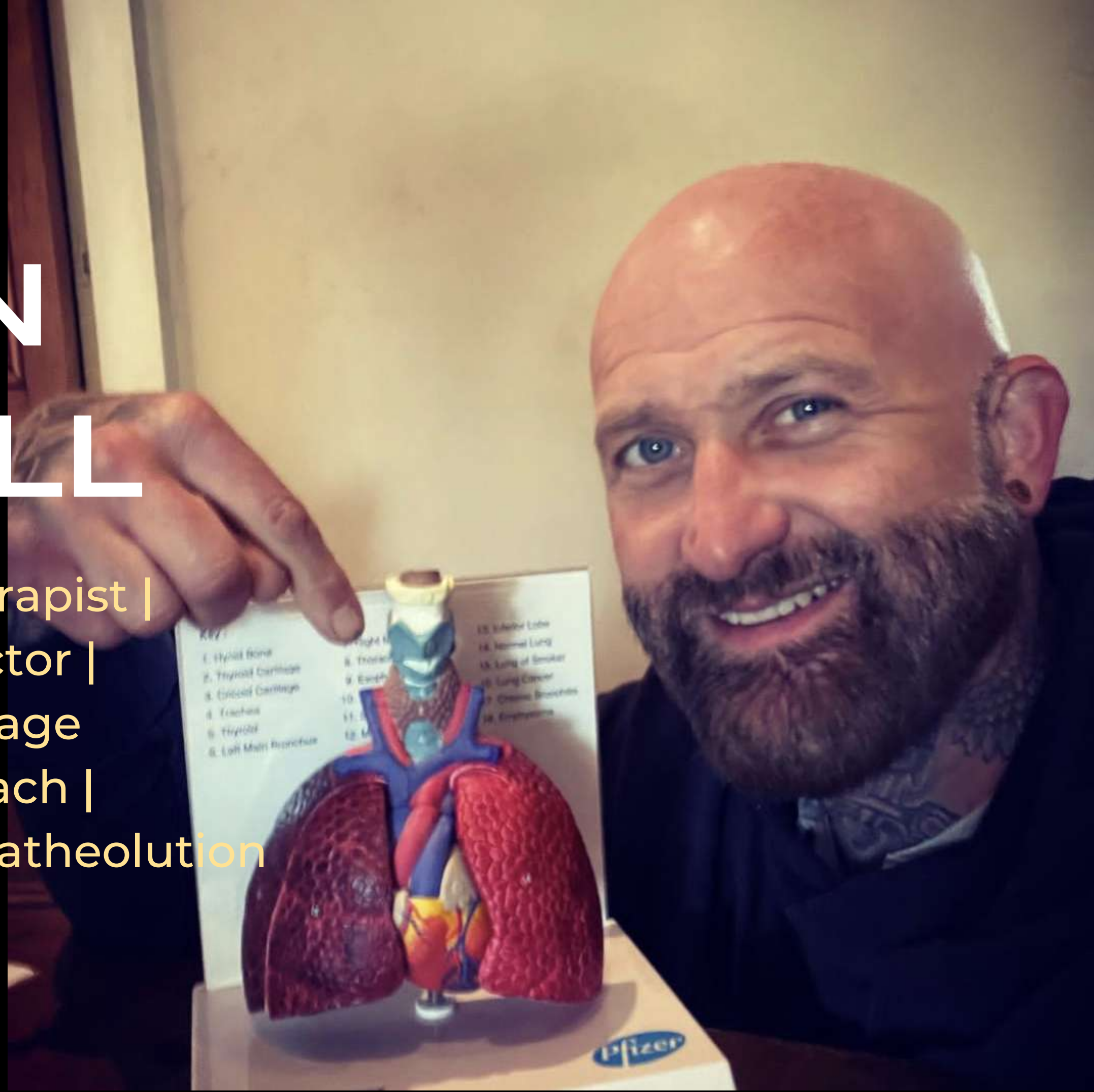
These things are completely FREE, super easy and make you feel AMAZING. It's a no-brainer. Everyone's needs are different and as such your morning routine will look different to mine. Pick something that works for you and stick to it. Actions speak louder than words, but consistency speaks louder than actions.





# KEVIN O'NEILL

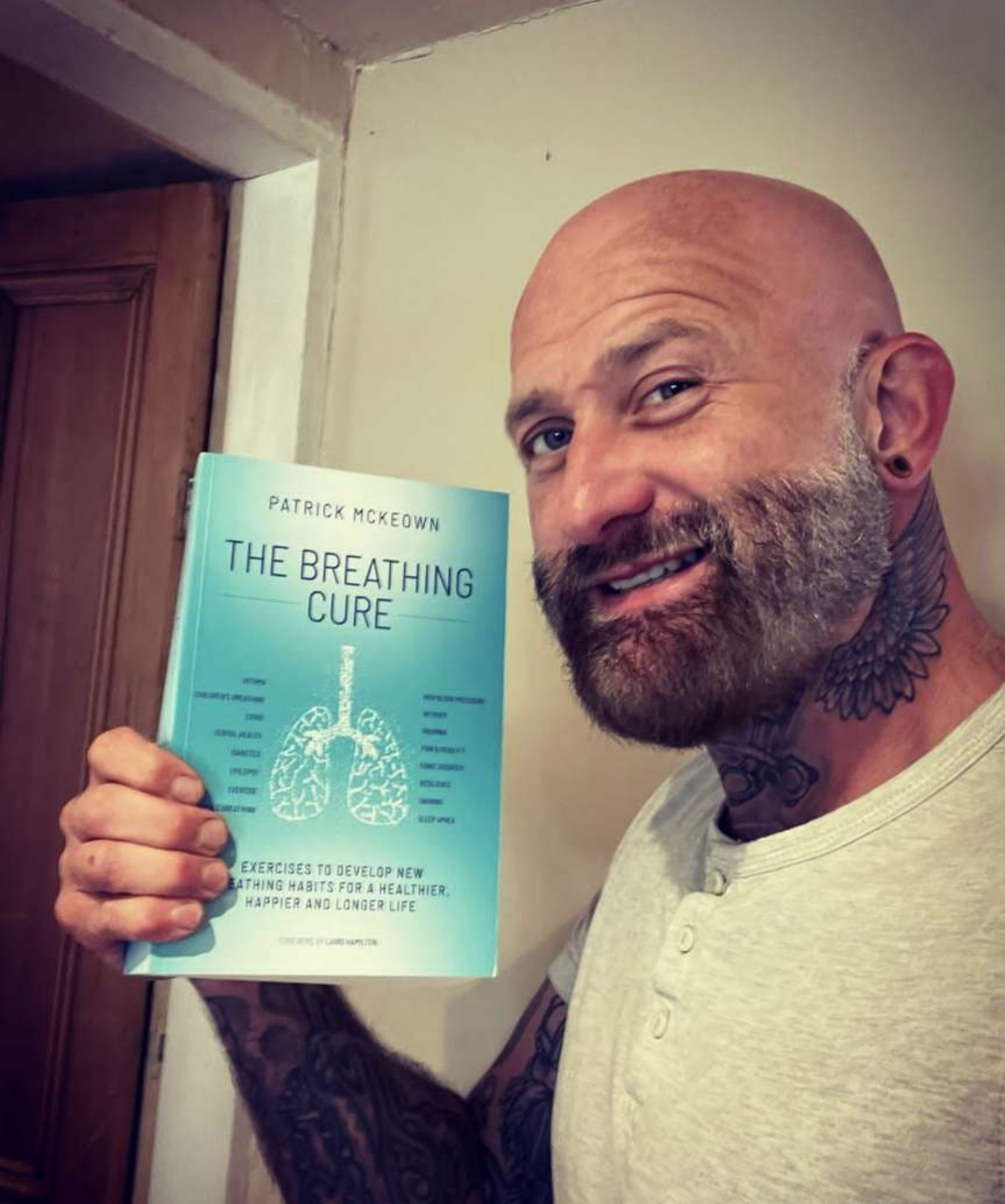
Cold Water Therapist |  
Buteyko Instructor |  
Oxygen Advantage  
Breathwork Coach |  
Founder of Breatheolution



I'm generally up at 5am, and my routine fits into that first hour of the day. How busy I've been will impact whether I hit the snooze button on the odd occasion.

Generally I don't put too many lights on, just really dim lamps. Even in the summer I try to keep things as dark as possible





I start with a 20-30 minute stretch, then I will try and see if I can put my feet on the earth, on the cold ground outside. Just for a couple of minutes, to feel grounded.

Next I'll do some breathing exercises, either CO2 or oxygen tables, which last for around 20 minutes.

And finally, it's a Yorkshire tea before a coffee. I've got a coffee machine, and like to mix it up, but normally I just have a nice strong espresso to give me a bit of a kick and get me on my way, that I'll sip whilst going through emails and messages.

It is these moments of peace and quiet that are the biggest game changer. Where it's just you, listening to your breath and feeling your body. The time when no one else is about, but you can hear life starting. It's a real grounder.





# ALEX MANOS

Functional medicine certified practitioner | MSc in Nutritional Therapy | Chief Wellness Officer at Exhale Healthy Coffee | Co-founder at Healthpath

I wake up whenever my baby boy Oscar does - around 6am. After a shower, I'll make myself a coffee and then go and drink it in the garden with Oscar, enjoying the birds flying overhead and the sunrise. Having it outside is non-negotiable, in the morning it's all about sunshine!

I really recommend getting outside first thing, and if you can't, open the window. Let full spectrum sunlight in!

I take my coffee black, and use a metal filter. I occasionally add collagen to it and prebiotics such as bimuno. I occasionally take some l-theanine and lemon balm with it too.



Then it's breakfast time for me and Oscar, followed by play time for 30 mins or so, before I start my day!





# ALEX HIGHAM

Founder at Exhale  
Healthy Coffee |  
Endurance athlete

*The coffee obsessed,  
ultra running, health  
nut behind Exhale. Al  
is also an endurance  
athlete, Ironman, 100-  
mile ultrarunner,  
marathon swimmer,  
surfer and Thai boxer.*

I wake up at 6am, so I  
then have roughly 1 hr &  
45 mins before the kids  
wake up.

First I drink 0.5L of water  
with:

- Electrolytes
- 5g L-Gluamine (for immune and digestive support, and muscle repair and growth)
- 5g Raw Maca powder (an adaptogen I use for increased energy and focus)
- Fresh cut Aloe Vera (when my stomach is in an angry phase!)

With my water I take my  
morning supplements of  
Omega-3 capsules,  
Chlorella and  
Saccharomyces Boulardii.





Next I'll head to the garden for:

- Barefoot – benefits of grounding.
- Sunlight – set my circadian clock and lets my body know to wake up!
- A moment of silence in nature listening to the birds waking up.

Then in the garden I do roughly 10 minutes of dynamic warm-ups, 5 minutes of yoga stretches and 5 minutes of breathwork.

Sometimes I swap in Qi Gong, Tai Chi or some other chilled activity as directed by my fave app – MEUS.

Next, it's a double espresso before a workout – either a 45 min functional strength session or a 45 min run.

Finally it's back home for a cold shower before brekky with the kids!

My biggest tip is to set your alarm and just get up. Don't hit snooze, don't question it. Just get the f out of bed because you believe in yourself enough to respect your decision to live this life!





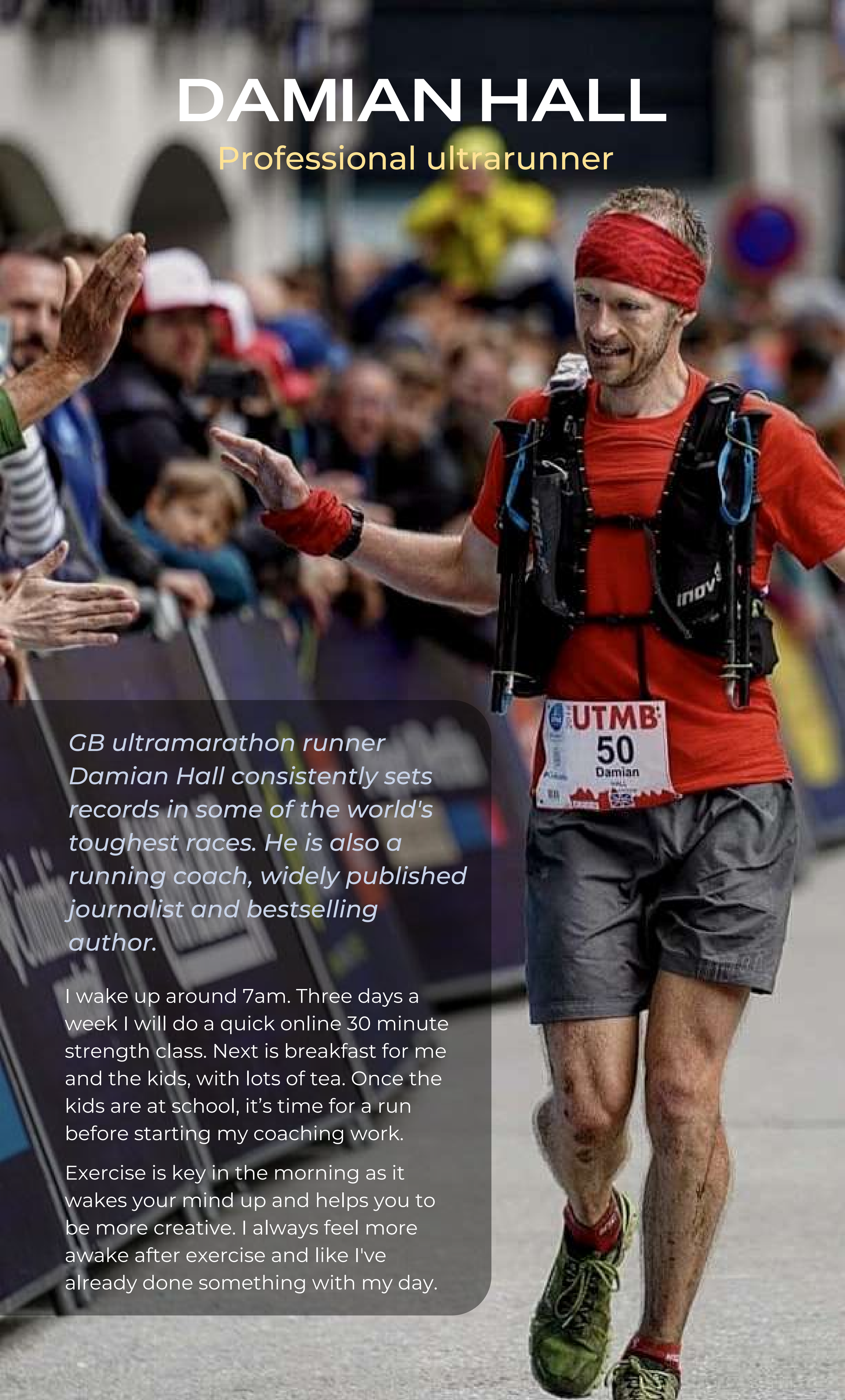
# DAMIAN HALL

Professional ultrarunner

*GB ultramarathon runner Damian Hall consistently sets records in some of the world's toughest races. He is also a running coach, widely published journalist and bestselling author.*

I wake up around 7am. Three days a week I will do a quick online 30 minute strength class. Next is breakfast for me and the kids, with lots of tea. Once the kids are at school, it's time for a run before starting my coaching work.

Exercise is key in the morning as it wakes your mind up and helps you to be more creative. I always feel more awake after exercise and like I've already done something with my day.







# KERI-ANNE PAYNE

**Olympic Athlete - 10km open  
water swim specialist**

*Keri-anne is a retired triple Olympian and Olympic silver medalist. Two-time 10-kilometre open water world champion. She is founder of Triscape and Straight Line Swimming.*



I now have to wake up (yes, I feel like I have to!) at 7am, as my daughter is usually up at that time and demands breakfast.

First thing's first - the coffee machine goes on, as it takes a bit to warm up. As soon as it's ready I'm straight in with a white americano, before dealing with the breakfast routine. I used to only ever have latte style coffee, but I have recently been doing intermittent fasting, so my new morning coffee is an americano (done through our rocket espresso machine), with a dash of properly grass fed cows milk from The Estate Dairy. I'll have a minimum of two coffees before I eat anything around 12pm.

I'll shower before walking my daughter to nursery (about a 40 min round trip), then it's back home for another coffee and setting up for my working day. The main thing for me is sticking to a routine as it can, and will, build resilience.





# TONY WRIGHTON

TV presenter | Biohacker | Author

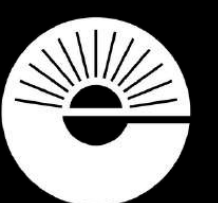
*Tony is a journalist and author published in 12 languages. He focuses on NLP, biohacking and behavioural science. He has also been a TV presenter for two decades including Sky News and ITV.*

I wake up at 7am every day, like clockwork. My morning is basically changing nappies. If I wasn't the parent of a toddler there would be meditation in there, and maybe some breathwork. Perhaps in 10 years!

I take my coffee black and very strong, two or three times a day. I never quite know how to ask for it in coffee shops, but someone Italian told me to ask for a 'double espresso long' which sounds good, or just a long black.

I practise intermittent fasting and don't tend to eat until lunch. I find it great for focus and energy. This is pretty much every day, although I can be tempted by a good Full English.

Leaving the phone out of the bedroom has made a significant difference to my mornings. If my phone was on my bedside table, my first thoughts would no doubt be; how many books did I sell last night/what's going down on Instagram/what's the price of bitcoin? But when my phone is downstairs I wake up feeling relaxed and creative - much better.







# 11 WAYS TO LEVEL UP YOUR MORNING ROUTINE

Drawing from the wise words of the legends we've had the pleasure of interviewing for this guide, we've pulled together the ultimate 11 steps for optimising your morning routine.

With these simple tweaks to your morning routine you'll breeze through the day feeling like you've got the Midas touch.

The best bit is they're all free! ...except coffee, but at 64p a cup you're getting plenty of bang for your buck!

- 1 Plan ahead
- 2 Be consistent
- 3 Hydrate
- 4 Enjoy peace and quiet
- 5 Get outside into nature
- 6 Stretch dynamically
- 7 Savour a morning coffee
- 8 Exercise
- 9 Have a cold shower
- 10 Intermittent fast
- 11 Take it slow and be present





# 1 PLAN AHEAD

The most important thing you can do to improve your morning routine is to plan ahead.

Sometimes, it feels like the first hour of the day can be a bit overwhelming. But if you're able to plan out your 'to-do' list in advance, you'll have clarity from the moment you wake up until well into your day.

If you plan out everything in advance, then there isn't any room for indecision or uncertainty about what to do next. It removes any potential obstacles from your mind that might otherwise make your mornings blancmange into nothingness!





A person in winter gear, including a blue jacket, black pants, and a green helmet, is climbing a snowy mountain slope. They are carrying a large backpack and using ski poles for stability. The background shows a vast, snow-covered mountain range under a clear blue sky.

## 2 BE CONSISTENT

The first step to a consistent morning routine is setting an alarm. Even if you think you don't need one, set an alarm.

Waking up at the same time every day helps train our bodies' internal clocks so we can feel rested and energised for the day ahead. And one day you'll start naturally waking up at that time.

When your alarm goes off don't even question it. Just hop out of bed and crack on because deep down you respect yourself enough to believe in the why of the alarm. Why you're doing this, why you want more out of life.



# 3 HYDRATE

Your body needs to be hydrated in order for it to perform optimally. And when it comes to hydration, water is king.

In terms of the amount of fluid intake that's right for you: everyone is different. Some people need more than others because of their size or activity level. The general rule of thumb is to drink a minimum of two litres of water per day, so try to reach for a big pint glass in the morning to set you on your way.

For optimal hydration add a pinch of Celtic, Himalayan or other good quality sea salt into your water.

The world is your oyster in terms of what else you can add to your water. Such as lemon or lime to give it more flavour. You can also add some mint leaves or cucumber slices to make it more refreshing and delicious. Or supplements like L-Glutamine or Apple Cider Vinegar depending on your personal health goals.



# 4 ENJOY PEACE AND QUIET

Breathe, meditate, visualise, do some affirmations or a gratitude practice.

They're all great ways to calm your nervous system first thing, and lower lower cortisol which lowers your stress levels.

We've grown accustomed to living so much of our lives upregulated - in fight, flight or freeze mode - with our sympathetic nervous system dominant.

Starting the day with one of these practices will help downregulate your body and mind and set you up for a more productive day.





# 5 GET BAREFOOT IN NATURE AND FEEL THE SUNLIGHT

To start your day in a healthy and positive way, get some fresh air and natural light. Open the windows, let the breeze in, or get in a brisk walk to feel the energy and liveliness of your surroundings. A brisk 15-minute stroll can wake up your brain and boost concentration levels, according to a study from the University of Sussex.

Getting natural light in the morning is important, it helps wake up your brain and body by increasing serotonin production - the same hormone responsible for feelings of happiness and contentment.

Allowing your skin to feel the sun in the morning and your eyes to see the natural light aligns your body's circadian rhythm with that of the earth. It's been shown to improve sleep as these signal to your body it's time to wake up and so you will feel more tired at the appropriate time that evening. Studies also show it improves alertness through the day and reduces stress.





# 6 STRETCH, DYNAMICALLY

Stretching can help you wake up your muscles and joints, feeling more relaxed and limber, and avoid injury. Plus, stretching helps release tension and improve circulation, which makes it easier for blood flow throughout your body (and hopefully helps with feeling energised).

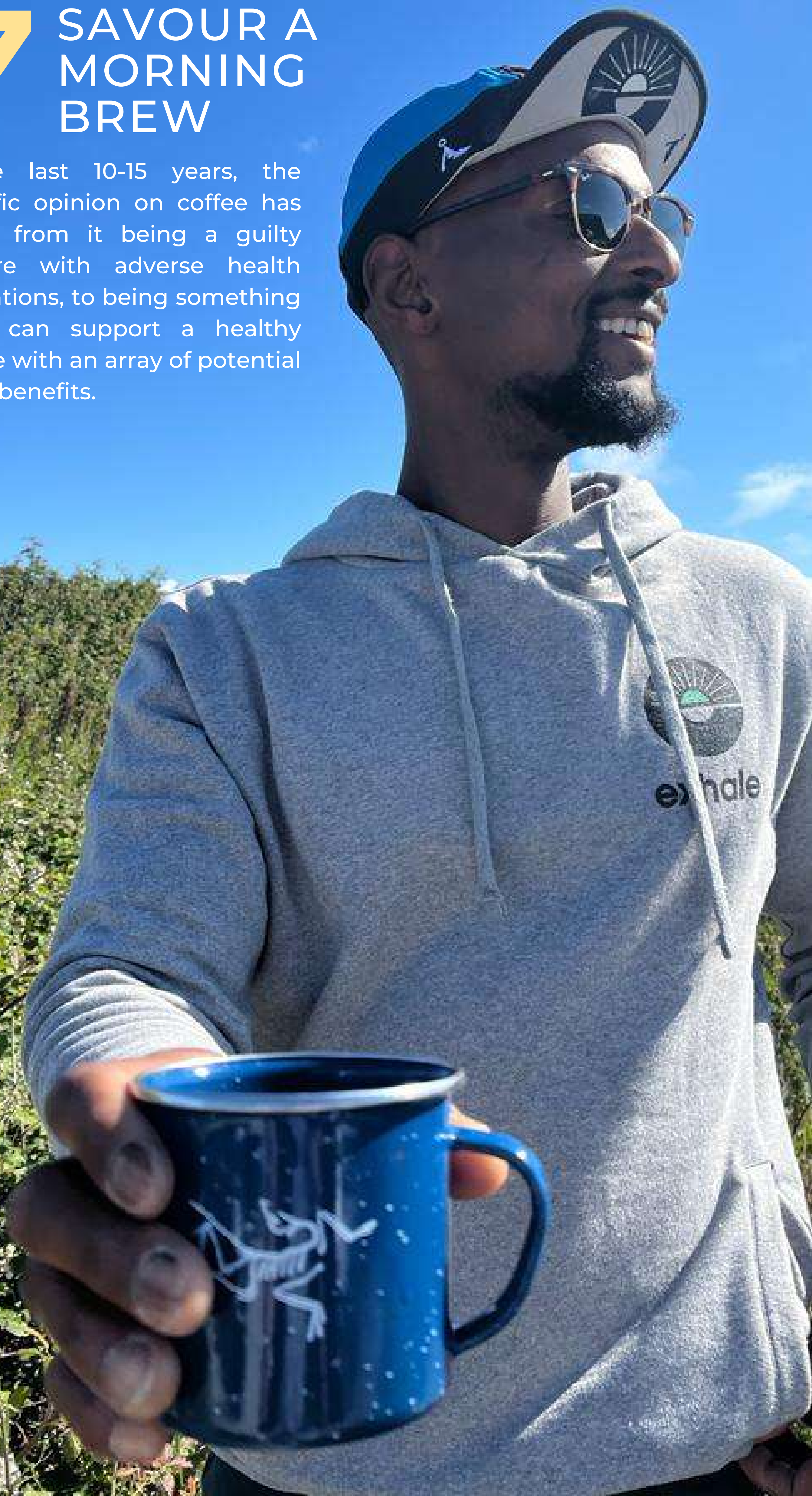
Gentle, dynamic stretching is best first thing, as static stretches can cause strain or injury if you're going in cold. Build up to anything static.





# 7 SAVOUR A MORNING BREW

In the last 10-15 years, the scientific opinion on coffee has turned from it being a guilty pleasure with adverse health implications, to being something which can support a healthy lifestyle with an array of potential health benefits.







In 2017, the BMJ published an umbrella review on coffee, concluding that 'coffee is good for almost everything, as long as you aren't pregnant'. Specifically, drinking 3 cups a day was associated with a 17% lower risk of 'all-cause mortality'.

Healthy coffee is a great addition to a morning routine, and independent lab tests show Exhale Coffee is bursting with active antioxidants, is higher than any other coffee tested for polyphenols, and is one of the richest natural sources of vitamin B3 (niacin) in your diet. It's also organic and free from mycotoxins, moulds, pesticides and other nasties.

If you're in a particularly stressful phase of life you may want to drink coffee later in the morning or after food because of caffeine's interaction with cortisol. But if you have an optimised morning routine, this can be counteracted by the morning routine itself. The environment you're in when drinking coffee will affect your physiological response to it.

So you can get the wonderful benefits and ritualistic enjoyment of making and drinking coffee in the morning, we advise you to engage your senses, enjoy the preparation, and enjoy your coffee while getting in some natural light and mindful breathing.



# 8 EXERCISE

Elevating your heart rate is another way of indicating to your body that it's time to wake up and set off your circadian clock. And you can achieve that through cardio or strength work.

It is a known fact that exercising every day will help you to feel more awake and think more clearly. It increases blood flow and oxygen delivery to the brain, which helps clear the fog.

Exercise can also help you sleep better by reducing anxiety, stress, and feeling overwhelmed — all things that contribute to insomnia, which in turn makes you feel happier and live longer!

Even if it's literally starting with 60 seconds of running on the spot or one push up. Start small and gradually build it up over time. In a month's time - that's 30 push ups! And you've acclimated to it subtly over time, so now it's a routine.





# 9 HAVE A COLD SHOWER

Cold showers (or if you have access to it, a dip in a cold ocean, lake or river) have a multitude of benefits, including:

- They make you feel more awake and alert, even after a short time.
- They reduce your stress levels by releasing endorphins into the bloodstream.
- They get your blood flowing, which improves circulation.
- They help build mental resilience by doing something that you don't want to do, helping you overcome any obstacles that you might face throughout the day.
- They may help burn fat. A fasted cold shower after exercise is thought to help you burn fat. This is because it helps you convert white adipose tissue to brown, metabolically-active adipose tissue.

The best way to start taking cold showers is by slowly getting used to them over time - you don't want to shock your system with an ice bath on day 1!

Also be mindful of the fact extreme cold isn't for everyone and especially if you're in a stressful period of your life you may want to take it easy and reduce the overall burden of stress you put on your body and mind. It's not a sport... you don't need to 'boss it' and spend 10 minutes in ice everyday to benefit. A 30-second cold shower will suffice for most of the population!





# 10 INTERMITTENT FAST

There is a growing body of research on the health benefits of intermittent fasting. As David Sinclair, geneticist at Harvard Medical School says “Almost any periodic fasting that does not result in malnutrition is likely to put your longevity genes to work in ways that will result in a longer, healthier life.”

We recommend delaying breakfast and fasting for 12-16 hours, eating within an 8-12 hour window. Women generally should do a shorter fast than men. And again, this is another stress on the body so the length of your daily fast should be adjusted to reflect what stresses you have in the rest of your life at the time.

If you're going to have breakfast, have a slightly delayed breakfast at the end of your morning routine. And finish dinner early the night before so your morning routine, including the cold shower, is done after a decent window of fasting.

One of the major benefits of fasting is a process called autophagy. Japanese scientist who won a nobel prize for his research into autophagy in 2016. It's your body's cellular cleansing mechanism and is where damaged or dying cells are replaced by fresh, new healthy ones!



# 11 TAKE IT SLOW AND BE KIND TO YOURSELF

Take it slow, enjoy each moment and don't feel guilty about not doing every single thing on your list - there's always tomorrow! It's better to do fewer things in the morning but be present while doing them, than to rush through to 'tick' them all off.

And don't beat yourself up if your life's circumstances mean you don't have as 'optimised' a routine as you'd like. Perhaps, if you've had kids your routine may not be what it once was, and that's ok. It's all about flexing to suit different phases in your life. As with Damian Hall, one of the world's best ultrarunners, a strict morning routine isn't always necessary to be at the top of your game.





# A NOTE FROM OUR FOUNDERS

There you have it - 11 ways to make your mornings and indeed lives a little bit better! We hope that this guide has helped you feel empowered to start making small changes right away.

Switching to leading a healthier lifestyle, led by nature, has been a game changer for us. It's enabled us to continually keep chasing our dreams. Nothing is holding us back and nothing is off the table.



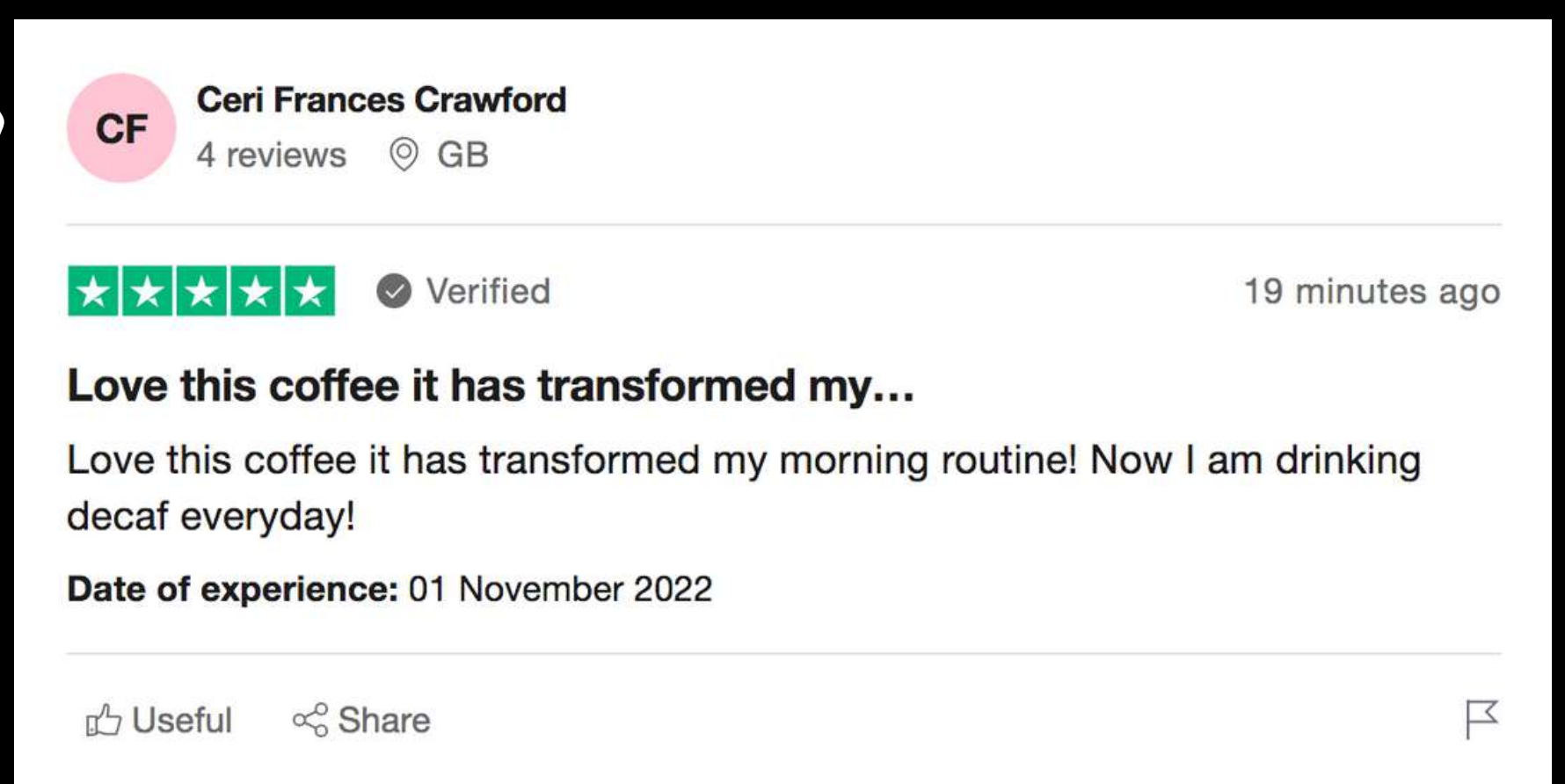
Hopefully you've also seen from this guide that our recommendations are mostly free! And easily implementable. Wellness shouldn't be an exclusive club that costs the world.

We believe in the power of healthy coffee, nature and community and will stop at nothing to spread the word!

Now, about that ridiculously healthy coffee... *Kirsty & Alex*



To be like Ceri, head to our website and shop our ridiculously healthy coffees today!



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