



GOAL-DIRECTED COLD EXPOSURE PROTOCOLS FROM THE HUBERMAN LAB PODCAST

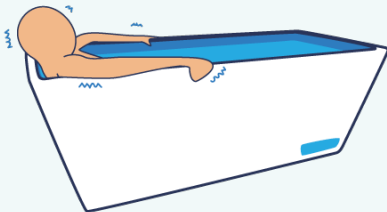
PLUNGE

The goal of this protocol is to activate shivering, which triggers the release of **succinate** from muscle tissue. Succinate activates brown fat thermogenesis (1) and large increases in metabolism and fat loss (2).



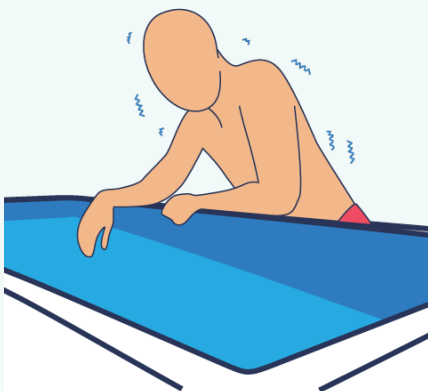
STEP 1

Set the water temperature to a level that will cause you to start shivering after 1-3 minutes of submerging or exposure.



STEP 2

Submerge to your shoulders. Don't fight the shiver; you can even sometimes facilitate the onset by shivering voluntarily. Achieve shiver and keep shivering for 60-120 seconds.



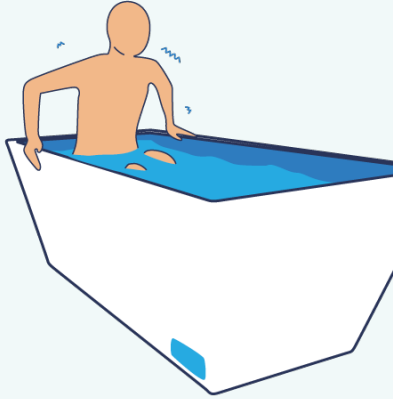
STEP 3

Once you have been shivering for 60-120 seconds, exit the tub and stand near it, but don't cross your arms or dry off. Shivering outside the tub should continue for 60-120 seconds.



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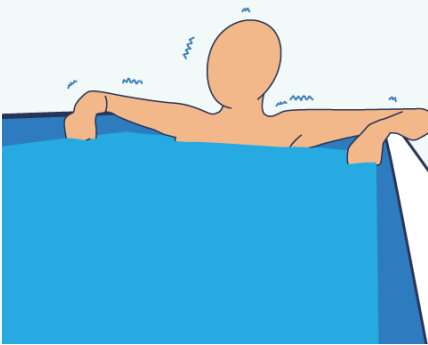
STEP 4

Once you start to feel your shivering slow down or stop, return to the cold plunge, and repeat step 2.



STEP 5

Once you have been shivering in the tub for 60-120 seconds, exit the tub again and stand near it, but don't cross your arms or dry off. Shiver for another 60-120 seconds, then repeat step 4 again.



STEP 6

You can perform 2-5 sets of cold plunge/shiver and exit/shiver. Each plunge and exit is 1 set. But remember, the goal is to not adapt too quickly to the cold so that you can continue to get the fat-loss effects induced by shivering.

(1) Accumulation of succinate controls activation of adipose tissue thermogenesis. Nature 2018 (7716):102-106.

(2) Huberman Lab Podcast: <https://www.youtube.com/AndrewHubermanLab>

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ADDITIONAL BENEFITS OF COLD THERAPY



**REDUCE
SORENESS**



**SUPPORT IMMUNE
SYSTEM**



**MENTAL
TOUGHNESS**

***START YOUR
OWN PLUNGE
JOURNEY TODAY!***

BUY NOW