

FREE GUIDEBOOK · 2026

BELLY GOES FIRST

THE NEW SCIENCE OF MINERALS & HUNGER CONTROL

13 × NEW YORK TIMES BESTSELLING AUTHOR

JORGE CRUISE

LOSE 5 LBS OF BELLY FAT IN 19 DAYS

As Featured in Woman's World · First for Women · The Doctors TV · Radio Andy SiriusXM

Dear Friend,

If you are reading this, something brought you here. Maybe it was a stubborn belly. Maybe it was the exhaustion of fighting cravings. Maybe it was the quiet worry that your health is slipping and nobody has given you a real plan.

My name is **Jorge Cruise**. I am 55. I have spent 25 years writing about wellness. Thirty-nine books. Thirteen New York Times bestsellers. My career was launched by **Tony Robbins** and **Oprah Winfrey**, who flew me to Harpo Studios in 1998.

"On February 5, 1998, my mother Gloria passed away at 64. She challenged me to take my work to Oprah and get Tony to support my first book. Less than eight months later, I was on the Oprah Winfrey Show. Everything I have built since that day is for her."

Six years ago I wrote **The Cruise Control Diet** with Dr. Jason Fung. That book taught time-restricted eating — and one of its most powerful findings: when you fast, visceral belly fat is the first place your body draws fuel. A 2022 trial in *Cell Reports Medicine* confirmed it. **Your belly goes first.** Your waistline is your lifeline. This guidebook is about giving you a healthy waistline that adds decades to your life.

Midlife is not the end. Midlife is the upgrade.

My mother, **Gloria Cansino**, was a luminous actress from Mexico's golden era of cinema — a lifelong dancer, a teacher of elegance. She lost her life not because she did not care, but because she did not have the right information. That taught me: **midlife decisions matter.**

If this guidebook helps you, please **share it with someone you love.** This is a revolution, and revolutions spread one person at a time.

Peace and Purpose,

Jorge Cruise

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THE PROBLEM

YOU MUST UNDERSTAND THE PROBLEM BEFORE YOU CAN SOLVE IT.

If you are over 40 and hungrier than ever, if belly fat appeared overnight — you are not broken. You are experiencing three forces nobody explained to you.

As **Dr. Jason Fung** writes in *The Obesity Code*: the calorie model has failed. The Women's Health Initiative put nearly 50,000 women on calorie-restricted diets for seven years — average loss was barely one pound.

Your mineral reserves are depleted. 70 years of declining topsoil have stripped sodium, potassium, and magnesium from food. We have been salt-shamed by federal guidelines into fearing the very mineral our bodies need. Research shows sodium deficiency amplifies sugar-craving neurons by nearly tenfold. 98% of women over 45 are low in at least one mineral.

Your reward system is hijacked. As Dr. Anna Lembke explains in *Dopamine Nation*, modern life overwhelms us with quick dopamine hits until our brains forget real satisfaction. Sugar is borrowed dopamine. The bill always comes due.

Your environment works against you. A landmark *NEJM* study found if a close friend becomes obese, your risk rises 57%. Who you eat with shapes what you eat.

The reason diets fail after 40 is not because you became lazy. Midlife is when muscle declines faster, stress peaks, and loneliness increases. As Dr. Fung explains, cortisol elevates blood sugar, which raises insulin, which stores belly fat. It is hormonal, not personal. The Zero Hunger Plan breaks this cycle at the source.

"You cannot fix a hunger you cannot name."

THE ZERO HUNGER PLAN · JORGE CRUISE

THREE HUNGERS

MOST DIETS RESTRICT. THIS PLAN REGULATES.

Turn off physical hunger first. When physical hunger quiets through mineral replenishment, emotional and social hunger become dramatically easier. This mineral deficiency is not your fault — we have been **salt-shamed** for decades. My friend **Dr. James DiNicolantonio**, author of *The Salt Fix* and *The Mineral Fix*, has proven that sodium restriction drives sugar cravings.

1

PHYSICAL

HOMEOSTATIC

Mineral deficits distort hunger signals. You feel hunger, but the body wants minerals.

Lever: Minerals. Zero Hunger Water.

2

EMOTIONAL

HEDONIC

Hunger for relief, not food. Sugar cravings, late-night eating, scrolling.

Lever: Dopamine wins. No insulin spike.

3

SOCIAL

CONDITIONED

Your kitchen, circle, routines. If a friend becomes obese, your risk rises 57%.

Lever: Community. Change your circle.

BEFORE YOUR NEXT CRAVING

1. Physically empty? → Mineral hunger. Drink ZHW.
2. Something emotional? → Hedonic hunger. Do a dopamine win. (Visit jorgecruise.com → Zero Hunger Approved.)
3. Triggered by environment or people? → Conditioned hunger. Change the cue or leave the room.

This framework alone reduces shame. When you name the hunger, you stop blaming yourself. **Physical hunger goes first** — turn it off with minerals, and the other two become dramatically easier. This is what I teach Mondays at 5 PM Pacific. Join us at jorgecruise.com.



PILLAR ONE

PHYSICAL

TURN OFF PHYSICAL HUNGER WITH MINERALS. THE FASTEST WIN.

Dr. James DiNicolantonio, author of *The Salt Fix* and *The Mineral Fix*, told me: most hunger is not a calorie problem — it is a mineral problem. When you eat low-sugar, insulin drops. Good. But kidneys release sodium. If you don't replace it plus potassium and magnesium, your body enters mineral deficiency that feels exactly like intense hunger.

THE RESEARCH

Sodium → Sugar: Sodium deprivation amplifies sugar-craving neurons ~10x (Roitman et al.).

Magnesium → Satiety: Mg stimulates CCK, the "stop eating" hormone (Kreft & Štrukelj, 2021).

Potassium → Weight Loss: Increasing K was the strongest predictor of BMI reduction — 45.6% of variance (Tal et al., 2019).

Core habit: 12 oz Zero Hunger Water upon rising. Continue every 2 hours. As **Dr. Jason Fung** says: fasting becomes dramatically easier when mineral hunger is addressed first.

"Most hunger is not a calorie problem — it's a mineral problem."

DR. JAMES DINICOLANTONIO · THE SALT FIX · THE MINERAL FIX

ZERO HUNGER WATER®

CHAPTER IV · THE RECIPE · SINGLE SERVING

Featured on The Doctors TV, Woman's World, First for Women (twice), and Dorinda Medley's Radio Andy on SiriusXM. Make it at home in 60 seconds.

SINGLE SERVING · 12 OZ GLASS

12 oz filtered water

1/8 tsp pink Himalayan salt (~375 mg sodium)

A pinch potassium chloride powder (~75 mg potassium)

A small pinch magnesium glycinate powder (~22 mg magnesium)

Optional: lemon, lime, stevia, mint, ice. Stir until dissolved.

Upon Rising: First 12 oz before anything else.

Every 2 Hours: Another 12 oz. Set a timer on your phone.

Before Cravings: Drink ZHW, wait 15 min. If craving passes → minerals, not food.

Goal: At least 3 servings per day. Most clients eat only 1–2 meals.

BATCH MIX · 48 SERVINGS

½ cup pink Himalayan salt

1¾ tsp potassium chloride powder (NOW Foods brand)

½ tsp magnesium glycinate powder (Doctor's Best brand)

Shake in a lidded jar. Per serving: ⅓ tsp mix → 12 oz water.

Store jar on your counter. Keep it visible — consistency is key.

VARIATIONS

Citrus Calm: Add squeeze of orange + lime + pinch cinnamon.

Ginger Reset: Add fresh grated ginger + squeeze of lemon.

Berry Tea: Steep a berry tea bag, pour over ice, add electrolyte mix.

Coming Summer 2026: Zero Hunger Water available as ready-made electrolyte stick packs. Three flavors: Lemonade, Raspberry, Blood Orange. Zero sugar, zero calories. zerohungerwater.com

Simplicity is the secret. You can vary this schedule — breakfast and lunch instead, or any combination. There are no hard rules. The key: **protein first, healthy fats, low-sugar carbs**. Aim for **1 gram of protein per pound you weigh** (or 2.2g per kg for those outside the US). You do not need complicated meals.

4:30a	WAKE · 12 oz Zero Hunger Water
6:00a	Gym · 12 oz ZHW
8-12	12 oz ZHW every 2 hrs · Optional: Chia Seed Pudding if needed
2:00p	MEAL 1: Protein-rich with healthy fats (see food list, p.37)
6:00p	MEAL 2: Collagen bone broth + protein + vegetables
8:30p	Magnesium · Wind down · Bed by 9

CHEAT MEAL · IF YOU NEED EXTRA SUPPORT

Jorge's Vanilla Chia Seed Pudding · Live with Kelly & Mark

Ingredients: ½ cup chia seeds (Navitas Organics) · 1½ cups hot water · One 14-oz can full-fat coconut milk · 2 tsp vanilla extract · ⅓ cup Swerve or SweetLeaf stevia drops.

Directions: Mix chia with hot water. Add coconut milk, vanilla, sweetener. Stir well. Divide into 6 cups. Refrigerate 1 hour or overnight. Top with cinnamon or berries.

Why: Chia expands 10x, forming a gel that fills you without raising insulin — a fasting-friendly "cheat meal." Featured on Live with Kelly and Mark (June 2019). Perfect for beginners or those with emotional eating history.

KNOW YOUR WINDOW

THE 24-MONTH GLP-1 TRUTH. ARE YOU PREPARED?

Not on a GLP-1? Skip to page 19. But if you are thinking about one — or already on one — this may be the most important section. I discuss this on my podcast with Dr. Jason Fung at jorgecruise.com.

I recently got stung by a stingray and ended up in the ER with crutches. Imagine a GLP-1 like a crutch. It gets you moving when you cannot move on your own. But use crutches forever and your legs deteriorate. A year later — a wheelchair. **GLP-1 medications are a crutch, not a lifestyle.**

THE NIH RESEARCH

Kevin D. Hall, Ph.D. at the NIH used validated mathematical modeling to show that GLP-1 drugs weaken your appetite feedback circuit by 40–70% — which is why they work powerfully in year one. But the body is designed to adapt, just as it adapts to caffeine or any substance. This is called **adaptation**, and by month 18–24, the plateau is reached — even at maximum dosage. This is not failure. This is physiology. **The question is: are you prepared?** The STEP 1 Extension: participants regained $\frac{3}{4}$ of weight within 1 year of stopping. SURMOUNT-4: 82.5% regained 25%+ after stopping tirzepatide.

Hall KD. Obesity. 2024;32(6):1163–1168. Download the full study with my commentary free at jorgecruise.com. Watch my podcast with Dr. Jason Fung about this — it may be the most important conversation on GLP-1s you will hear.

Full Name	
Age	
Current Weight / Waist	
Goal Waist	

M E D I C A T I O N H I S T O R Y

MEDICATION	START DATE	CURRENT DOSE	WT LOST
Ozempic / Semaglutide			
Wegovy / Semaglutide 2.4mg			
Mounjaro / Tirzepatide			
Zepbound / Tirzepatide			

Surgery: None Gastric Bypass Sleeve Lap Band Other: _____

Hunger suppression now (1-10): ____ Increased dose/switched? No Yes

Step 1: Base Window

First GLP-1 dose: _____ + 24 months = Base end date: _____

Step 2: Subtract for Risk Factors

Prior bariatric surgery → -3 months

Age 60+ at first dose → -2 months

Dose increase or brand switch in year 1 → -2 months

ACE score 4+ (see next page) → -3 months

Eating alone / limited support → -2 months

Active emotional eating pattern → -2 months

Total subtracted: _____ → **Adjusted end date:** _____

These are conservative estimates. In severe cases — especially unresolved childhood trauma (ACE 6+) — emotional eating may override the medication entirely. For some, it never fully works without addressing the emotional root. All three pillars must work together.

Share this with your doctor. Download the full Hall study with my commentary at jorgecruise.com. Watch my podcast with **Dr. Jason Fung** about the 24-month window there as well.

The Adverse Childhood Experiences questionnaire measures childhood trauma. Higher scores correlate with greater emotional eating risk. Score 1 point per Yes.

During your first 18 years:

1. Did a parent/adult often insult, humiliate, or frighten you? Yes No
2. Did a parent/adult often physically hurt you? Yes No
3. Did an adult/older person ever touch you sexually? Yes No
4. Did you feel unloved or unsupported by your family? Yes No
5. Did you lack food, clean clothes, or protection? Yes No
6. Were your parents separated or divorced? Yes No
7. Was your mother/stepmother physically abused? Yes No
8. Did you live with anyone who abused alcohol/drugs? Yes No
9. Was a household member mentally ill or suicidal? Yes No
10. Did a household member go to prison? Yes No

Your ACE Score: _____ / 10

0: Low risk. 1-3: Moderate — subtract 1-2 months. 4+: High — subtract 3+ months. Source: Felitti & Anda, CDC-Kaiser ACE Study (1998). Free at camh.ca.

EMOTIONAL HUNGER

How often do you eat for emotional reasons?

- Rarely 1-2x/wk 3-4x/wk Daily Multiple/day

What emotion most triggers eating?

Major life change in the last 3-5 years?

SOCIAL HUNGER

Who do you eat with most?

- Alone Partner Family Friends Coworkers

Does your social environment help or hurt?

What must be true for permanent results without medication?

2

PILLAR TWO

EMOTIONAL

FIND DOPAMINE WINS THAT BUILD YOU UP — WITHOUT RAISING INSULIN.

Dr. Anna Lembke (Stanford, *Dopamine Nation*) showed why people on perfect diets still relapse. Dopamine recovery is not deprivation — it is **replacement**. I teach the **Midlife Reset**: take a painful memory, extract the lesson, rewrite it through God's eyes, turn it into an anthem.

I did not understand I was a gay Latin man for years. I carried shame I did not deserve. What changed was seeing it through a different lens: "How might this be happening FOR me?" With Suno, I created an album as Victor Sol — *Needed This* on Spotify. Follow @iamvictorsol. You need truth, repetition, and the right soundtrack.

 ZERO HUNGER APPROVED DOPAMINE WINS

Experiences: Morning sunlight walk · Cold plunge · Prayer/meditation · Church · Reading · Walking in nature ·

Cooking a beautiful meal · Journaling · Creating something

Biohacking: Red light therapy (Joow) · Compression recovery (Normatec) · Cold plunge

Products I Love: Primal Kitchen (sauces, mayo) · SweetLeaf (stevia) · Navitas Organics (chia, superfoods) · Suno (AI music) · LMNT (electrolytes)

Music: Listen to "Let God Drive" or any music that inspires you. Music is one of the most powerful dopamine tools available.

Visit jorgecruise.com → Zero Hunger Approved for the full curated list — more added monthly. And remember: Zero Hunger Water is always your first line of defense. When in doubt, drink your ZHW before reaching for anything else.

3

PILLAR THREE

SOCIAL

THE BEST PLAN COLLAPSES IN ISOLATION — OR WITH THE WRONG PEOPLE.

If you are surrounded by people who encourage snacking, drinking, and quitting, you fight uphill. You need a circle that normalizes hydration, strength, and consistency. Join me **Mondays at 5 PM Pacific** at jorgecruise.com. My **Zero Hunger Approved** product library is also there — dopamine wins rated for positive impact with zero side effects.

<p>WEEKLY COACHING</p> <p>MONDAYS</p> <p>5 PM PT · Google Meet</p>	<p>COMMUNITY</p> <p>CONNECT</p> <p>Share wins · Get support</p>	<p>LIBRARY</p> <p>RESOURCES</p> <p>ZHW · Moves · Meals</p>
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One of the things I recommend throughout your 19 days is to **listen to music that inspires you**. If you are spiritual in any way, listen to "Let God Drive" — for me, that is the universe, a higher purpose. I was raised Catholic, but it does not have to be the traditional God. Find music that moves you. Music is one of the most powerful dopamine tools we have.

REAL RESULTS

THE PROOF IS IN THE PEOPLE.

SANDY ROSSER

FAYETTEVILLE, NC · AGE 58 · LOST 95 LBS · SIZE 24 → SIZE 8

After a 1988 back injury, Sandy turned to sugar to cope. Then she found ZHW. She sips it from 6 AM and the hunger simply stops. "Water alone never curbed my appetite, but with electrolytes, you drink some and literally forget to eat!" She says: "My birth certificate says 58, but I feel like 28."

JULIE GUSHLAW

PAHRUMP, NV · AGE 50 · LOST 84 LBS IN 11 MONTHS · SIZE 20 → SIZE 4

Julie couldn't make it up stadium steps to watch her son's marching band. She drank ~100 oz of mineral water per day. She shed 8 lbs the first week. Her husband lost 55 lbs, her daughter 50, her mother 20. "This is the best thing I have ever done for myself and my family!"

Dr. Will Cole

FUNCTIONAL MEDICINE · GOOP

"Jorge is a legend in fitness, health and wellness!"

Dorinda Medley

RHONY · RADIO ANDY

"I have a flat stomach again! This is not a hoax!"

THE 19-DAY PLAN

THREE PHASES. 19 DAYS. MEASURE YOUR WAIST, NOT YOUR WEIGHT.

YOUR STARTING MEASUREMENTS

Day 1 Waist

Day 1 Weight (optional)

Today's Date

Goal Waist

Goal Weight (optional)

*"For the next 19 days, I commit to myself.
I will drink my Zero Hunger Water. I will move my body.
I will show up — not perfectly, but consistently.
My belly goes first. My health goes forward.
My best is yet to come."*

Signature: _____ Date: _____

Sign this, take a screenshot, and send it to [\[email protected\]](#). I read every email. Then join me live **Mondays at 5 PM Pacific** at jorgecruise.com — ideally on Day 1. Measure waist once per week max. You are not alone.

THE
BELLY GOES FIRST

DIRECTIONS — WEEK 1

Upon rising, turn off physical hunger with 12 oz Zero Hunger Water™. Repeat every 2 hrs (up to 6 circles). If still hungry, continue and mark an X for each extra serving. Eat 2 protein-rich meals daily — skip breakfast for evening meals with family or friends. Track dopamine to avoid emotional eating.

Each ○ = 12 oz Zero Hunger Water or Protein 40g | Fat 1 tsp | Carb 12g (X = double).

Cure midlife belly fat.™

DATE	DAY	DAY #	ZHW 12oz	MEAL 1 Protein 40g	Fat 1 TBSP	Carb 12g	MEAL 2 Protein 40g	Fat 1 TBSP	Carb 12g	DOPAMINE
	MON	1	○○○ ○○○	○○ ○○	○○ ○○	○○	○○ ○○	○○ ○○	○○	○○○ ○○○
	TUE	2	○○○ ○○○	○○ ○○	○○ ○○	○○	○○ ○○	○○ ○○	○○	○○○ ○○○
	WED	3	○○○ ○○○	○○ ○○	○○ ○○	○○	○○ ○○	○○ ○○	○○	○○○ ○○○
	THU	4	○○○ ○○○	○○ ○○	○○ ○○	○○	○○ ○○	○○ ○○	○○	○○○ ○○○
	FRI	5	○○○ ○○○	○○ ○○	○○ ○○	○○	○○ ○○	○○ ○○	○○	○○○ ○○○
	SAT	6	○○○ ○○○	○○ ○○	○○ ○○	○○	○○ ○○	○○ ○○	○○	○○○ ○○○
	SUN	7	○○○ ○○○	○○ ○○	○○ ○○	○○	○○ ○○	○○ ○○	○○	○○○ ○○○

Foods: Meat (4 oz = 40 P) | Poultry (4 oz = 40 P) | Fish (4 oz = 40 P) | Eggs (4 = 40 P + 3 F) | Cheese (4 oz = 40 P + 4 F) | Avocado (½ = 1 F) | Olives (10 = 1 F) | Berries (½ cup = 1 C) | Half & Half (2 Tbsp = 1 F)

Dopamine: Prayer | Sun | Sleep | Move | Music | Read | Laugh | Nature | Dance | Friends | Pets | Volunteer | Journal | Forgive | Create | Gratitude | Learn

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THE
BELLY GOES FIRST

DIRECTIONS — WEEK 2

Upon rising, turn off physical hunger with 12 oz Zero Hunger Water™. Repeat every 2 hrs (up to 6 circles). If still hungry, continue and mark an X for each extra serving. Eat 2 protein-rich meals daily — skip breakfast for evening meals with family or friends. Track dopamine to avoid emotional eating.

Each ○ = 12 oz Zero Hunger Water or Protein 40g | Fat 1 tsp | Carb 12g (X = double).

Cure midlife belly fat.™

DATE	DAY	DAY #	ZHW 12oz	MEAL 1 Protein 40g	Fat 1 TBSP	Carb 12g	MEAL 2 Protein 40g	Fat 1 TBSP	Carb 12g	DOPAMINE
	MON	8	○○○ ○○○	○○ ○○	○○ ○○	○○	○○ ○○	○○ ○○	○○	○○○ ○○○
	TUE	9	○○○ ○○○	○○ ○○	○○ ○○	○○	○○ ○○	○○ ○○	○○	○○○ ○○○
	WED	10	○○○ ○○○	○○ ○○	○○ ○○	○○	○○ ○○	○○ ○○	○○	○○○ ○○○
	THU	11	○○○ ○○○	○○ ○○	○○ ○○	○○	○○ ○○	○○ ○○	○○	○○○ ○○○
	FRI	12	○○○ ○○○	○○ ○○	○○ ○○	○○	○○ ○○	○○ ○○	○○	○○○ ○○○
	SAT	13	○○○ ○○○	○○ ○○	○○ ○○	○○	○○ ○○	○○ ○○	○○	○○○ ○○○
	SUN	14	○○○ ○○○	○○ ○○	○○ ○○	○○	○○ ○○	○○ ○○	○○	○○○ ○○○

Foods: Meat (4 oz = 40 P) | Poultry (4 oz = 40 P) | Fish (4 oz = 40 P) | Eggs (4 = 40 P + 3 F) | Cheese (4 oz = 40 P + 4 F) | Avocado (½ = 1 F) | Olives (10 = 1 F) | Berries (½ cup = 1 C) | Half & Half (2 Tbsp = 1 F)

Dopamine: Prayer | Sun | Sleep | Move | Music | Read | Laugh | Nature | Dance | Friends | Pets | Volunteer | Journal | Forgive | Create | Gratitude | Learn

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THE
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DIRECTIONS — WEEK 3

Upon rising, turn off physical hunger with 12 oz Zero Hunger Water™. Repeat every 2 hrs (up to 6 circles). If still hungry, continue and mark an X for each extra serving. Eat 2 protein-rich meals daily — skip breakfast for evening meals with family or friends. Track dopamine to avoid emotional eating.

Each ○ = 12 oz Zero Hunger Water or Protein 40g | Fat 1 tsp | Carb 12g (X = double).

Cure midlife belly fat.™

DATE	DAY	DAY #	ZHW 12oz	MEAL 1 Protein 40g	Fat 1 TBSP	Carb 12g	MEAL 2 Protein 40g	Fat 1 TBSP	Carb 12g	DOPAMINE
	MON	15	○○○ ○○○	○○ ○○	○○ ○○	○○	○○ ○○	○○ ○○	○○	○○○ ○○○
	TUE	16	○○○ ○○○	○○ ○○	○○ ○○	○○	○○ ○○	○○ ○○	○○	○○○ ○○○
	WED	17	○○○ ○○○	○○ ○○	○○ ○○	○○	○○ ○○	○○ ○○	○○	○○○ ○○○
	THU	18	○○○ ○○○	○○ ○○	○○ ○○	○○	○○ ○○	○○ ○○	○○	○○○ ○○○
	FRI	19	○○○ ○○○	○○ ○○	○○ ○○	○○	○○ ○○	○○ ○○	○○	○○○ ○○○
	SAT	—	○○○ ○○○	○○ ○○	○○ ○○	○○	○○ ○○	○○ ○○	○○	○○○ ○○○
	SUN	—	○○○ ○○○	○○ ○○	○○ ○○	○○	○○ ○○	○○ ○○	○○	○○○ ○○○

Foods: Meat (4 oz = 40 P) | Poultry (4 oz = 40 P) | Fish (4 oz = 40 P) | Eggs (4 = 40 P + 3 F) | Cheese (4 oz = 40 P + 4 F) | Avocado (½ = 1 F) | Olives (10 = 1 F) | Berries (½ cup = 1 C) | Half & Half (2 Tbsp = 1 F)

Dopamine: Prayer | Sun | Sleep | Move | Music | Read | Laugh | Nature | Dance | Friends | Pets | Volunteer | Journal | Forgive | Create | Gratitude | Learn

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PHASE 1 • MINERAL FOUNDATION

DAYS 1-7

Day 1 — The Mineral Reset

4:30a	WAKE · 12 oz Zero Hunger Water
6-12	12 oz ZHW every 2 hours · Journal how you feel
12-2p	<i>If hungry → MEAL 1: Protein-rich + healthy fats (see food list p.38)</i>
6:00p	<i>MEAL 2: Protein + vegetables · No screens</i>
8:30p	WIND DOWN · Magnesium · Bed by 9

Day 2 — Add Movement

5:00a	8-MIN MUSCLE RESET (see p.33)
6+	ZHW every 2 hours all day
2:00p	<i>MEAL 1 · 6:00p MEAL 2</i>
8:30p	Magnesium · Gratitude journal · Bed by 9

Days 3-7: Add 20-min morning sunlight walk (Day 3). Try a ZHW variation (Day 4). Rest day, journal which hunger type (Day 5). Add cold plunge 30 sec (Day 6). Day 7: Measure waist. Compare to Day 1.

PHASE 2 • EMOTIONAL STRENGTH

DAYS 8-14

Day 8 — The Midlife Reset

4:30a	WAKE · ZHW · Meditation or prayer (10 min)
5:00a	8-MIN STRENGTH · Add bands or dumbbells
10:00a	MIDLIFE RESET: Write one painful event. What lesson?
2:00p	MEAL 1 · 6:00p MEAL 2 · Protein-rich
8:30p	Listen to Victor Sol on Spotify or your own anthem · Bed by 9

Day 9: Flip the script — "How might this have happened FOR me?" Use Suno to create a personal anthem.

Days 10-14: Add evening dopamine win (Day 10). Journal 3 gratitudes from difficulty (Day 11). Rest day + anthem (Day 12). Cold plunge + 3 hungers check (Day 13). Day 14: Measure waist.

PHASE 3 • COMMUNITY ACTIVATION

DAYS 15-19

Day 15 — Join the Community

4:30a	WAKE · ZHW · Meditation
5:00a	8-MIN STRENGTH · Push yourself
5:00p	MONDAY COACHING · 5 PM PT · jorgecruise.com
6:30p	MEAL · Protein-rich · Celebrate community
8:30p	Journal what you learned in coaching

Day 16: Share progress with one person. Day 17: Nighttime protocol — craving → ZHW → dopamine win → reassess. Day 18: Long walk. Share this guidebook with someone you love. Revolutions spread one person at a time.

Day 19 — Transformation Day

5:00a	8-MIN STRENGTH · Give everything
9:00a	MEASURE WAIST · Compare to Day 1
2:00p	Celebrate with a beautiful protein-rich meal
8:30p	Gratitude · Plan your next 19 days · Bed by 9

DAY 1 WAIST	DAY 19 WAIST	TOTAL INCHES LOST
_____	_____	_____

EIGHT MINUTE MUSCLE

THE ORGAN OF LONGEVITY IS LEAN MUSCLE MASS.

The organ of longevity is lean muscle mass. As Dr. Gabrielle Lyons teaches, and as I demonstrated in the January 2005 centerfold of *O, The Oprah Magazine*, you need two moves, eight minutes, and consistency. Oprah's headline: "Let's Lose Weight Fast!" But the real message: small daily wins create lasting change.

Aim for **1 gram of protein per pound you weigh** (2.2g/kg) daily to support muscle growth. See the food list on page 37.

MOVE 1

Sit-to-Stand Squats

Stand before a chair. Sit, then stand. 4 minutes.
Targets: legs, glutes, core, balance.

MOVE 2

Wall Push-Ups

Hands on wall/counter. Lower, push back. 4 minutes.
Targets: chest, shoulders, arms, core.

Based on the "O to Go" workouts from O, The Oprah Magazine (Jan 2005). Each week in my coaching club: two fresh moves.

PROGRESSION

Week 1: Chair for squats, wall for push-ups. **Week 2:** Counter height. **Week 3+:** Add dumbbells, floor push-ups. Slightly more than last time, every time.

CHAPTER XII · YOUR INVITATION

JOIN THE MOVEMENT

Every Monday at 5 PM Pacific, I lead live coaching. 60
minutes of Q&A, accountability, and connection.

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CODE: FOUNDER = 80% OFF

CODE: HARDSHIP = 96% OFF

Limited to first 100 founding members

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WAIST MEASUREMENT GUIDE

CHAPTER XIII · YOUR PRIMARY METRIC

Forget the scale. Waist circumference is the strongest predictor of heart disease, diabetes, and cancer.

How: Stand relaxed. Find narrowest point above belly button, below ribs. Wrap tape level. Exhale normally. Read. Measure once per week maximum.

W O M E N

32"

or below

M E N

38"

or below

DAY	WAIST	WEIGHT (OPT)	ZHW	NOTES
1				
7				
14				
19				

APPROVED FOOD LIST

CHAPTER XIV · PROTEIN FIRST, THEN FATS, THEN CARBS

PROTEIN FIRST

Chicken · Turkey · Beef · Steak · Ground beef · Salmon · Tuna · Shrimp · Eggs · Collagen powder · Bone broth · Greek yogurt · Cottage cheese · Pepperoni · Deli meats (no sugar added) · Whey protein · Pork chops · Lamb

Vegan: Lentils · Tempeh · Hemp seeds · Nutritional yeast. Less bioavailable — you need more. Not my top recommendation, but possible.

HEALTHY FATS

Avocado · Avocado oil · Extra virgin olive oil · Butter · Ghee · Coconut oil · MCT oil · Half & half · Heavy cream · Macadamia nuts · Almonds · Walnuts · Pecans · Cheese · Full-fat sour cream

Avoid: Seed oils — canola, soybean, corn, sunflower, safflower, grapeseed, cottonseed, rice bran. These are inflammatory. Use Primal Kitchen products (avocado oil-based).

LOW-SUGAR CARBS

Zucchini · Broccoli · Asparagus · Spinach · Kale · Lettuce · Peppers · Squash · Cauliflower · Brussels sprouts · Green beans · Avocado (also a fruit) · Berries · Lemon · Lime · Tomatoes · Mushrooms · Onions

Choose low-glycemic, plant-based carbs. Avoid sugar, bread, pasta, rice, potatoes, and fruit juice.

For sample meals, see [Woman's World](#) and [First for Women](#) magazine features at jorgecruise.com.

THE SCIENCE

CHAPTER XV · REFERENCES

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Podcast: The Jorge Cruise Show (Spotify, Apple, iHeart)

Victor Sol: "Needed This" — Spotify & Apple Music · @iamvictorsol

Zero Hunger Approved: jorgecruise.com → Zero Hunger Approved

ACE Questionnaire: camh.ca

Reading: The Obesity Code · The Salt Fix · The Mineral Fix · Dopamine Nation · Forever Strong

MEDICAL DISCLAIMER

The information in this guidebook is for educational purposes only and is not medical advice. Always consult your physician before starting any diet, exercise, or supplementation program.

Jorge Cruise is not a licensed physician, registered dietitian, or mental health professional. Individual results vary. Consult your physician before changes — particularly if you have kidney disease, heart failure, high blood pressure, diabetes, thyroid conditions, or are pregnant or nursing.

Statements regarding GLP-1 medications are based on published research. Do not modify any medication without your physician's guidance.

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