



Freeage™

STUDI·JO  
STARK TIL LIVET

Unlock your potential.  
Freeage your life.

You are aging. Faster than you think.  
Take charge of the inevitable.



# Martin Kremmer

## CEO & Chief Health Coach at Freeage

Health Advisor for top execs, professional athletes and celebrities

Co-founder of Copenhagen Health Week

Founder of Danish Biohacker Community

International speaker on Biohacking and High-Performance Strategies

Ex-Director at Big 4 consulting company

5000+ hours spend studying health optimisation and human biology

400+ coaching clients since 2021

# Lisbeth Blak-Lunddahl

**Co-founder, Coach and mental trainer  
at Freeage**

Supporting executives, athletes, and emergency services with conflict mediation and team dynamics.

**Physical Trainer:** Enhancing individual and team performance.

**Security Advisor and Bodyguard:** Specializing in behavioral analysis, conflict resolution, and high-risk performance optimization.

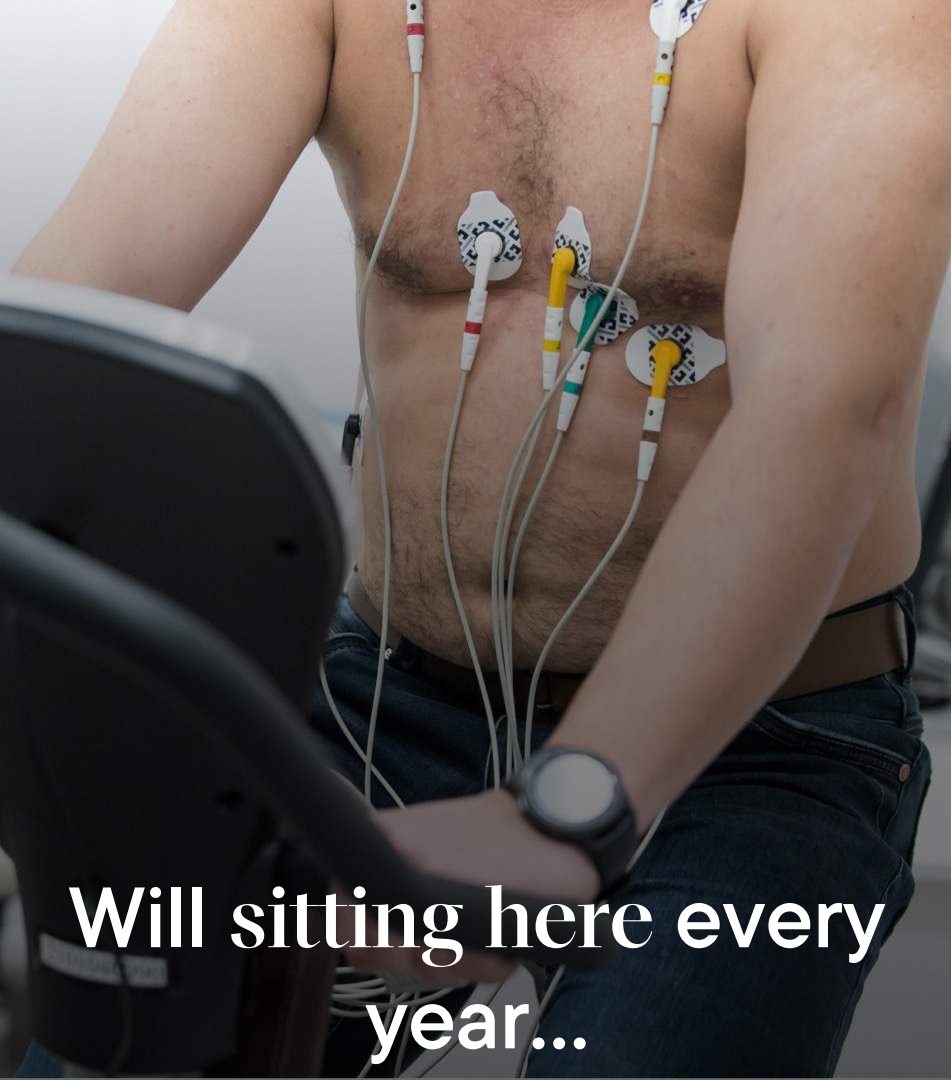


# Our experts are with you - All the way

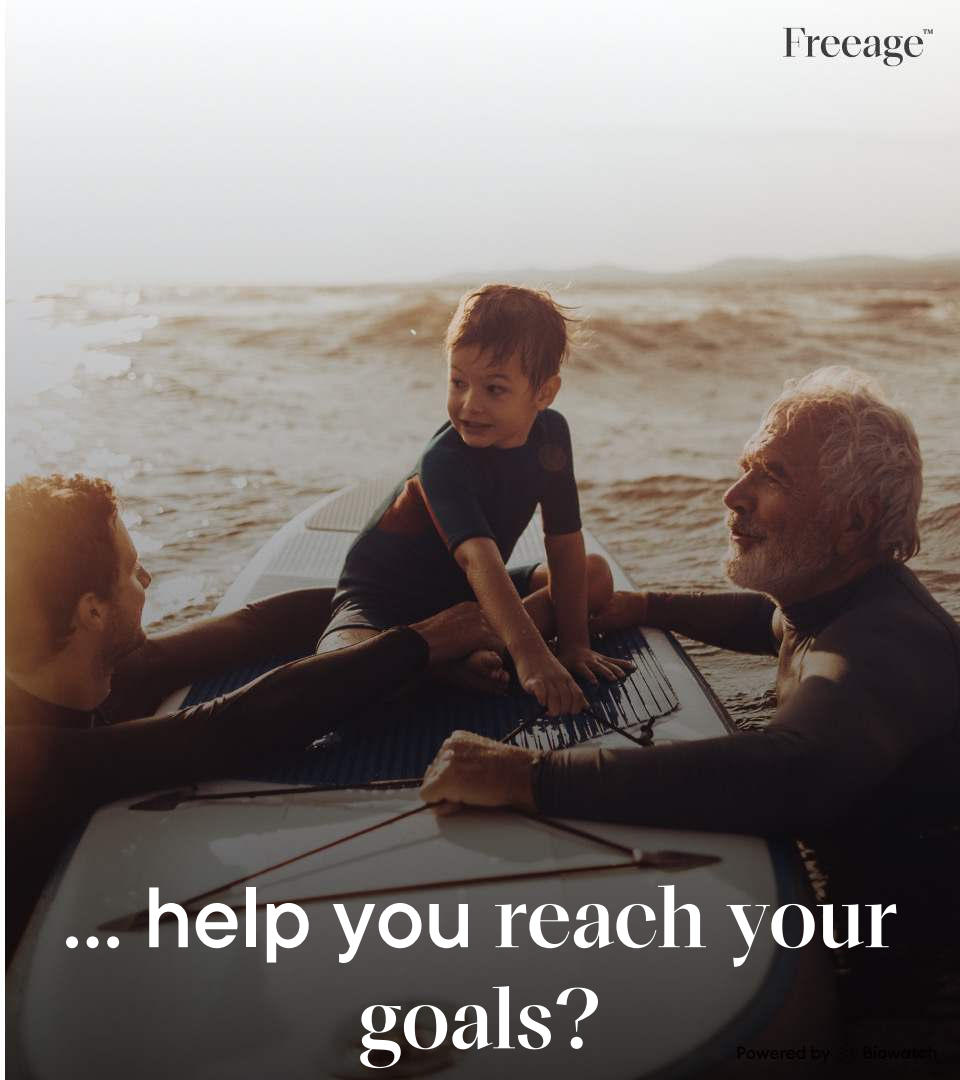
Your full health journey is a long term commitment. Our many years of experience has enabled us to assemble a team of the best specialists coaches there is! We pair you with the right coach to follow you on your specific journey and ensure you reach your goals!



# CEO of health




Will sitting here every  
year...



Freeage™

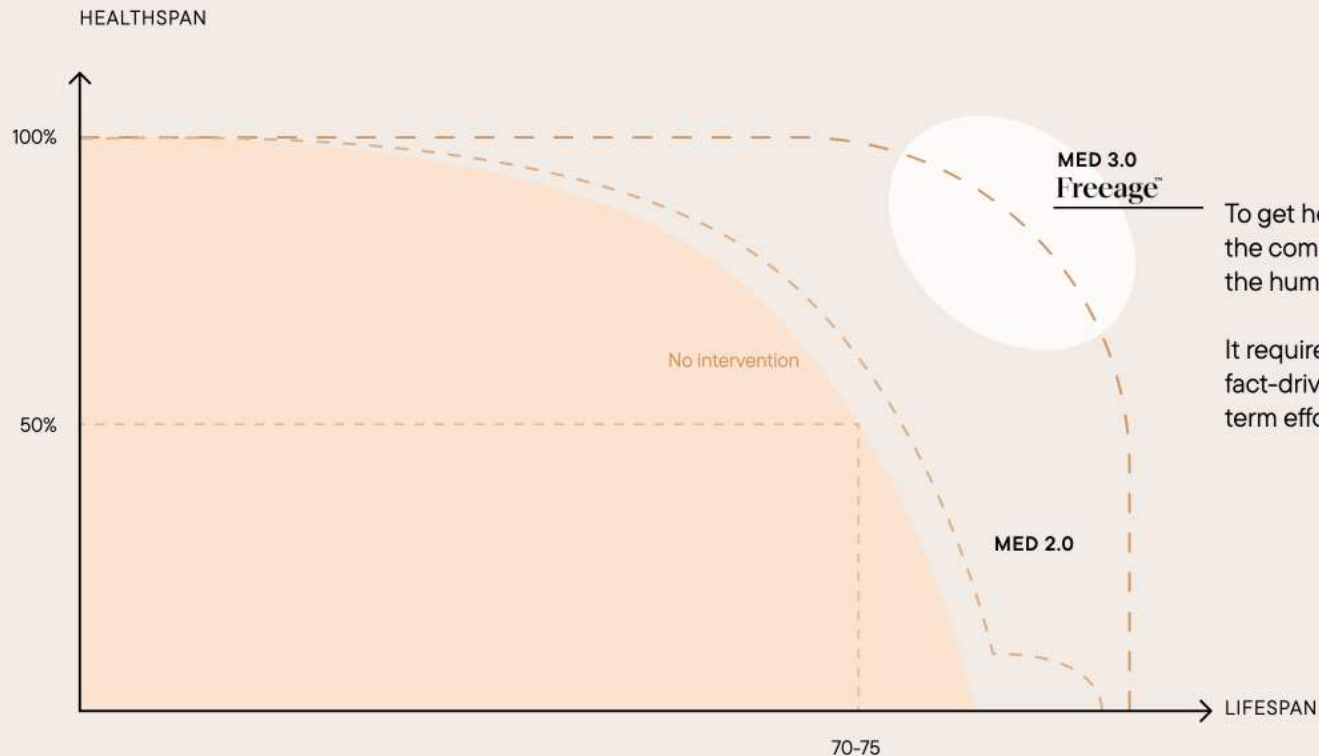
... help you reach your  
goals?

Powered by  Browatch



$$\text{Longevity} = f(\text{Lifespan} \times \text{health-span})$$

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To get here you need to navigate the complex systems operating the human body and mind.

It requires precise health metrics, fact-driven guidance and long-term efforts

## OUR APPROACH

## Navigating the cross-roads

## Traditional Medicine

- Symptom identification
- Speed over depth
- Symptom treatment
- Surgery
- Medication

Time perspective : 0-1 year ahead  
Analysis focus: Binary

Freeage™

## Functional Medicine

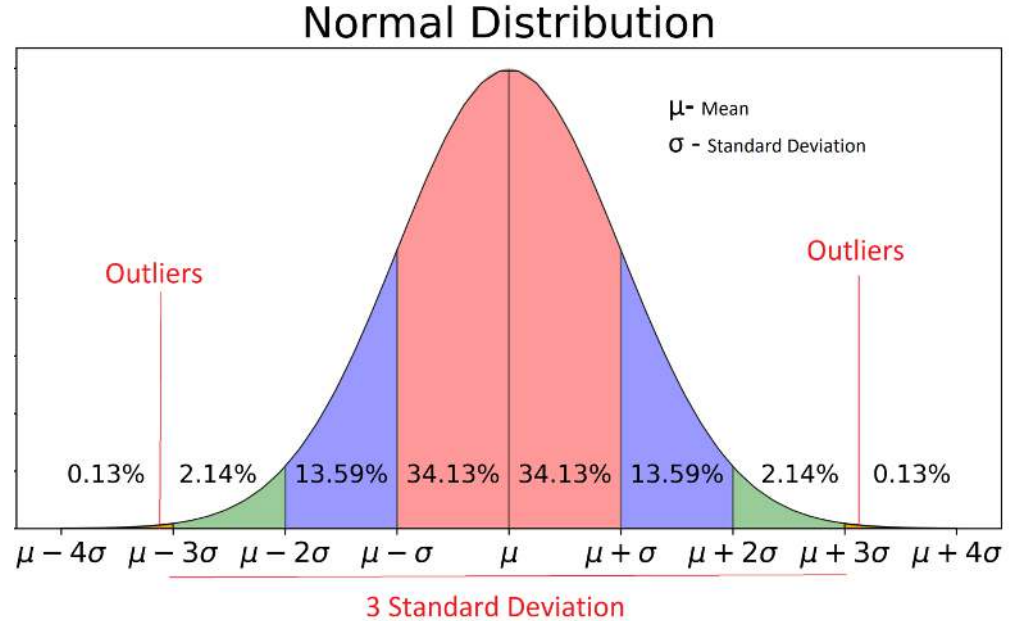
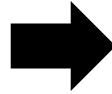
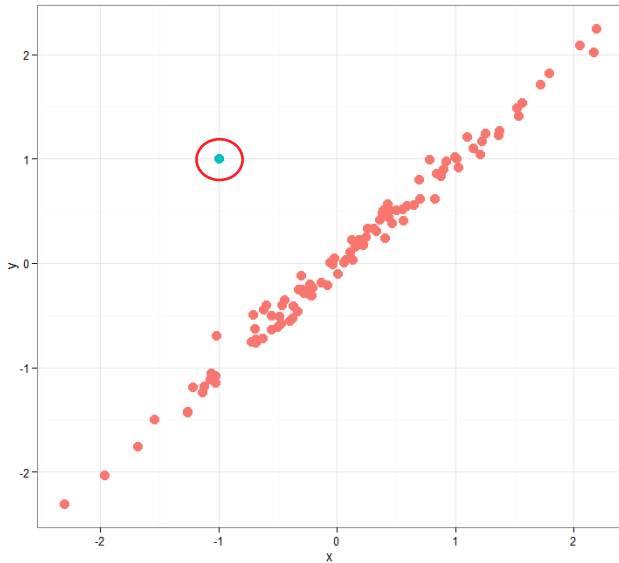
- Root cause analysis
- Test - don't guess
- Preventive medicine
- Re-balance
- Lifestyle interventions first

Time perspective : 1-10 years ahead  
Analysis focus: Systemic



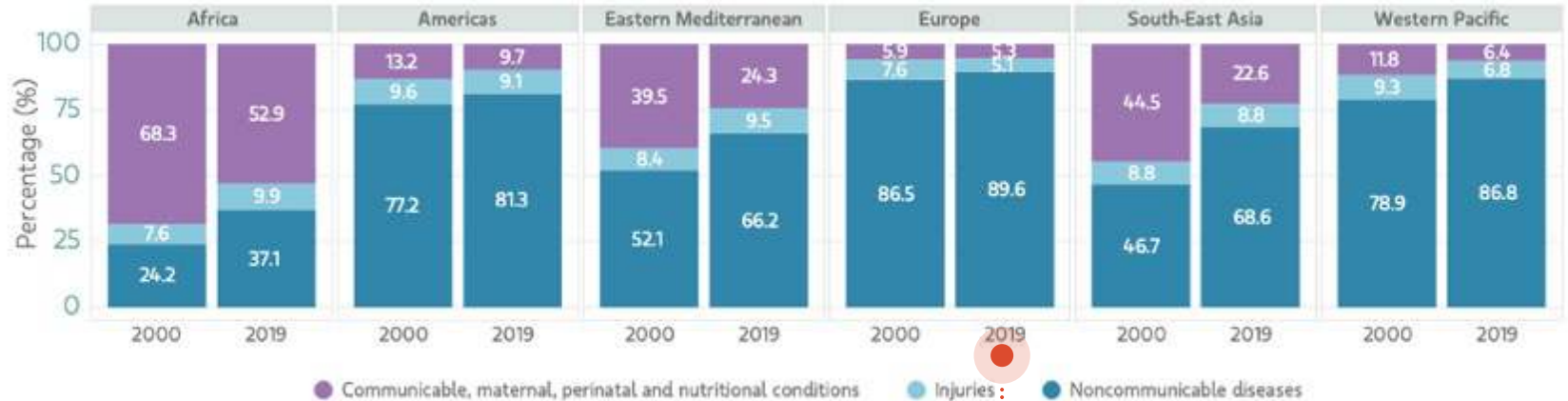
Normal is merely  
average

# Here is part of the problem...



# What is killing us ?

**Fig. 2.4.** Composition of causes of death, by WHO region, World Bank income group and global, 2000 and 2019



Source: WHO Global health estimates, 2019 (3).

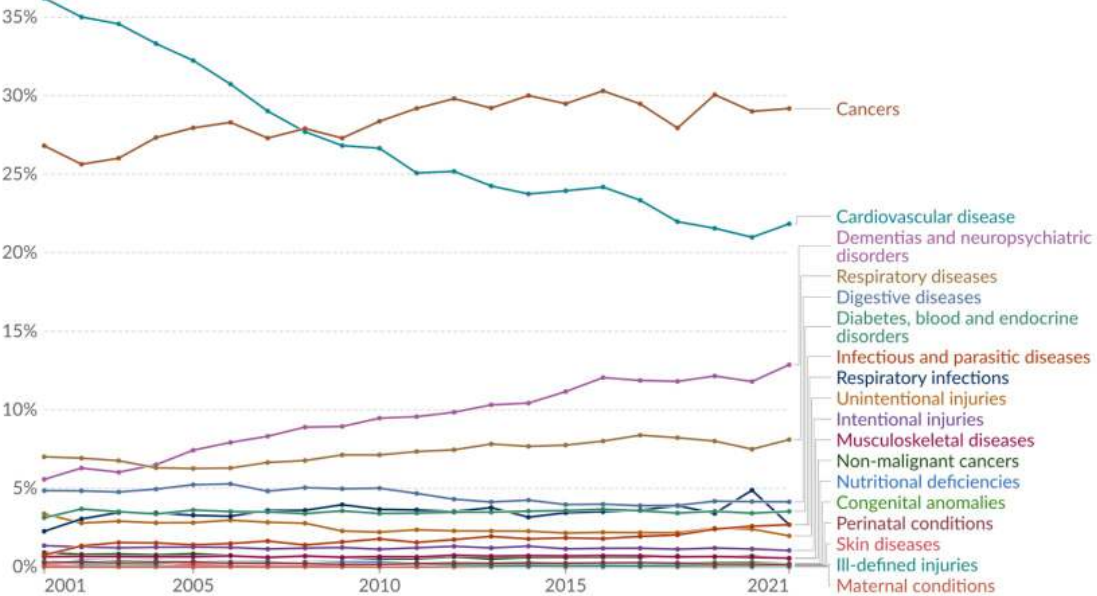
**90%** Of all deaths are related to lifestyle diseases

Preventable ? **80%**

# Share of deaths from major causes, Denmark

Our World  
in Data

Share of reported deaths from major causes, based on the underlying cause<sup>1</sup> listed on death certificates.



Data source: WHO Mortality Database (2024)

OurWorldinData.org/causes-of-death | CC BY

Note: All deaths in a country may not have been registered with a cause of death<sup>1</sup>.

**1. Underlying cause of death:** The 'underlying cause of death' is defined by the World Health Organization as: a) the disease or injury which initiated the train of morbid events leading directly to death, or b) the circumstances of the accident or violence which produced the fatal injury. All deaths may not be registered with a cause of death, especially if there is a lack of medical records for the person deceased, a lack of doctors, nurses, or hospitals nearby, or if the country has a poorly functioning vital registration system. You can read more about how causes of death are determined in our article: [How are causes of death registered around the world?](#)

# What is the driving factor?

**Freeage™**  
Unlock your potential.  
Freeage your life.



Perspective | Published: 05 December 2018  
**Chronic inflammation in the etiology of disease across the life span**  
David Tchetepan, Rik J. van der Loo, Rik J. van der Loo, Pedro Carneiro-Santos, Sushil K. Singh, Claudio Franceschi, Luigi Ferrucci, Derek W. Gilman, Alexander Kisselev, Gary W. Miller, Andrew J. Miller, Roberto Montecinos, Carolina M. Wenzel, Niklas Wenzel, Jara J. Gonzalez, Thomas A. Rando, Rita B. Gilman, Alexander Luch, Markus M. Wehner & Gerd M. Sauter  
Nature Medicine 24, 1622–1632 (2018) | [View this article](#)

<https://www.nature.com/articles/s41591-019-0675-0>

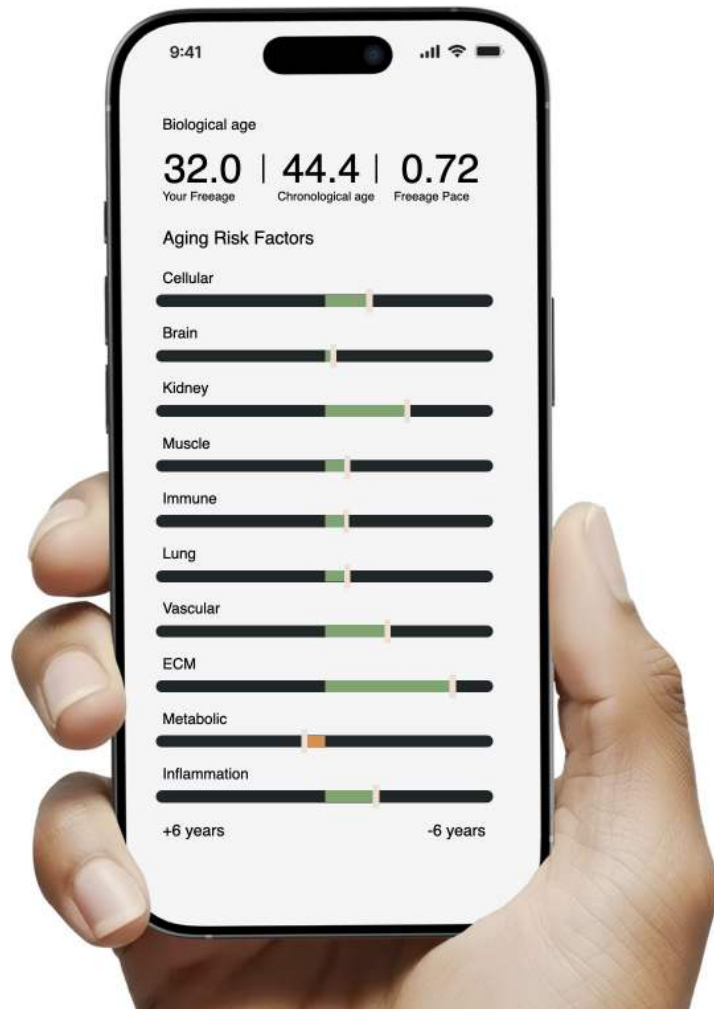


Freeage™



Developed by world leading aging scientists from UCLA

A proper biological age  
test that is actually  
useful.





**JESPER TUBØL, MSC**  
Vice President, The LEGO group

Freeage transforms aging into a journey of vitality and strength. With personalized guidance, I'm unlocking my body's potential, embracing each day with resilience, growth, and boundless possibility

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200+

**Completed tests**

Freeage foundation test  
completed since 2024

2/3

**Not eating according to their body**

Of our clients are not eating a diet  
that match their genetics and goals

+60%

**Biomarker imbalances**

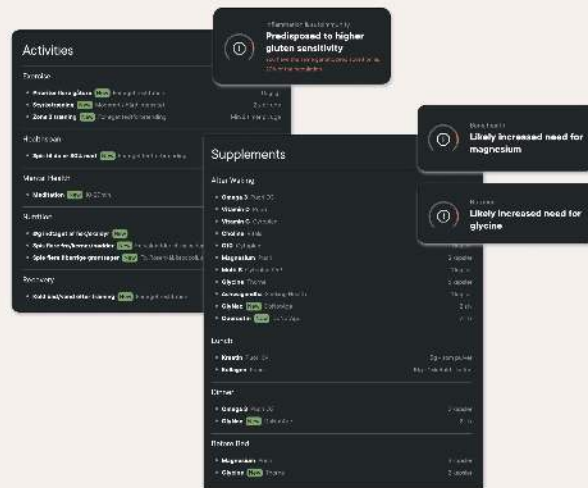
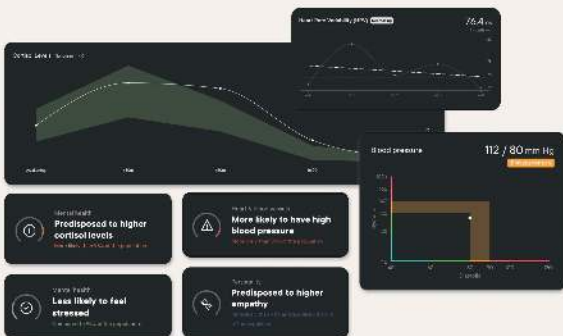
Of our clients have imbalances in  
essential vitamins and hormones

78%

**Future focus**

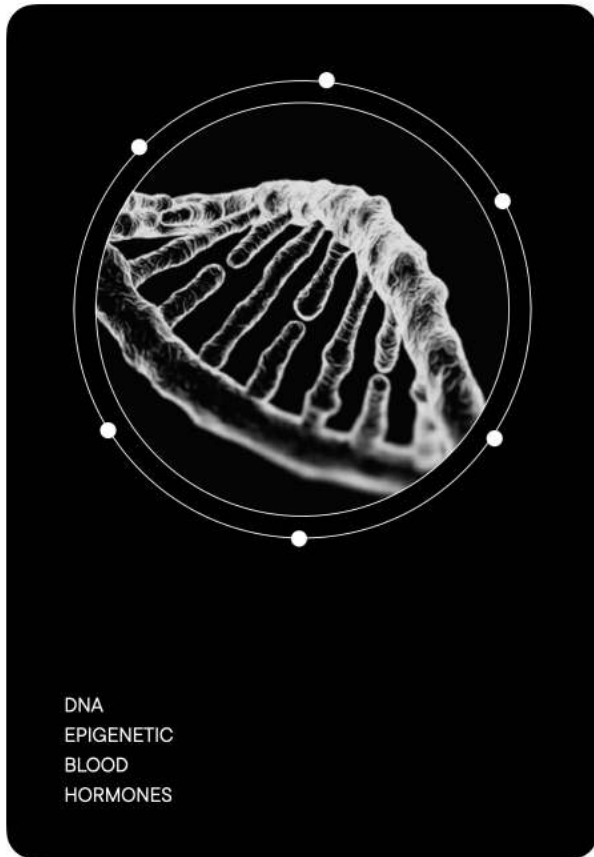
Of our clients commit to improve  
their lifestyle in pursuit of improving  
their health-span projection

### Sample snap-shots



# The Freeage foundation program

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Freeage your life.



## STARTING POINT

# Advanced health testing & Biomarker Analysis

### Comprehensive DNA profile

Identifying disease risk and genetic predispositions

### Biological age test

Using epigenetic methylation analysis

### Hormonal health panel

Measuring key indicators like cortisol & DHEA (stress) and sex hormones (male/female balance)

### Comprehensive blood test panel

Covering : Heart health, inflammation, thyroid balance, essential vitamins & minerals

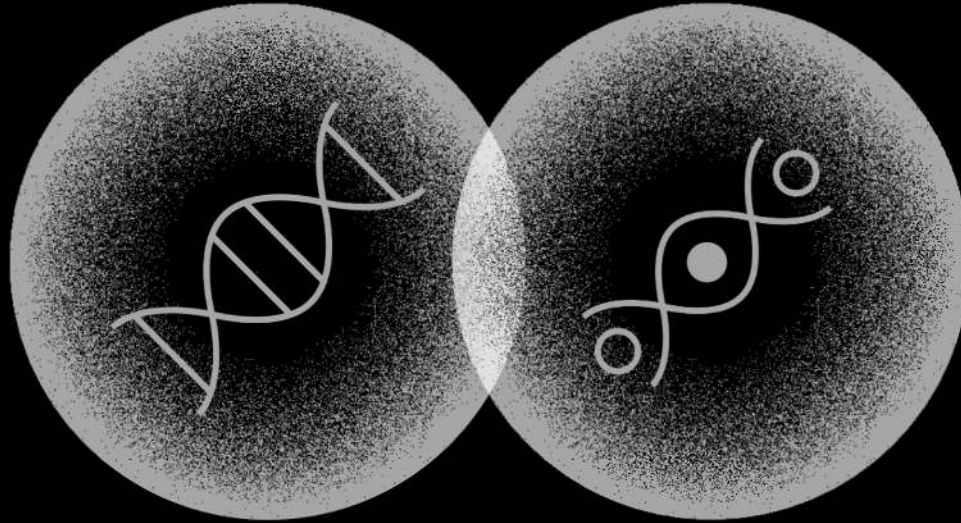
### Vital longevity tests

Including: blood pressure, grip strength, VO2 max (cardiovascular fitness)  
Wearable device data analysis ([Qura](#), Whoop, Garmin)

### Functional medicine intake assessments

To map your health history and define goals

# The importance of DNA & Epigenetics



DNA

EPIGENETICS



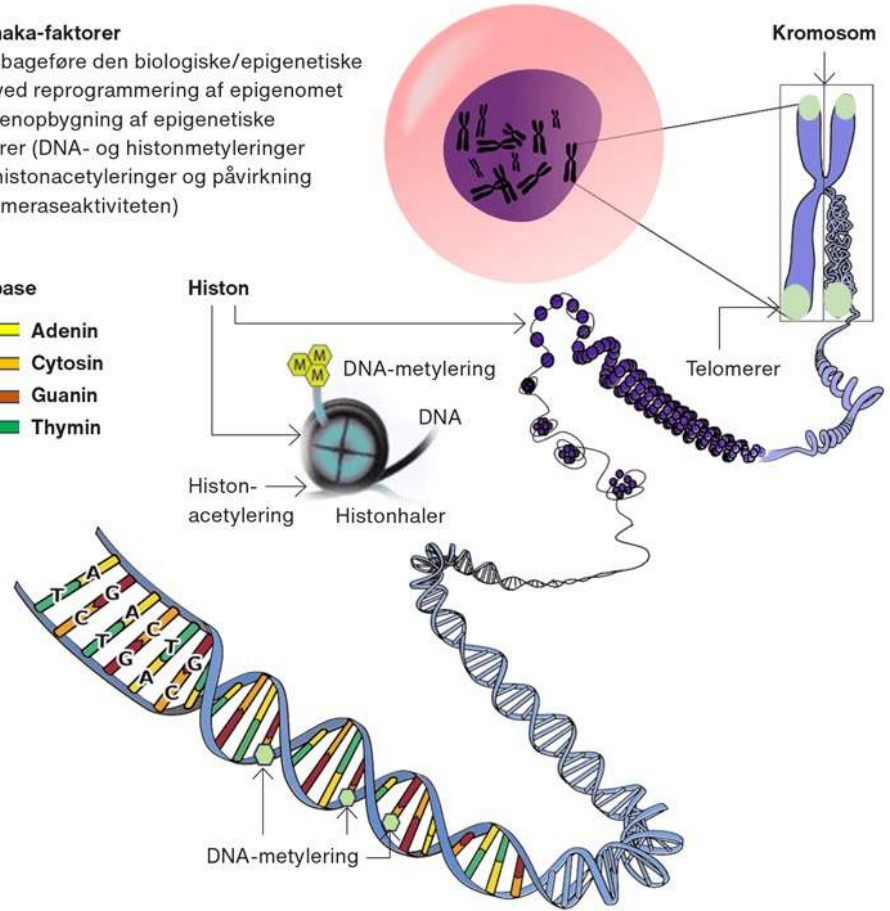
# DNA vs. Epigenetics

## Yamanaka-faktorer

Kan tilbageføre den biologiske/epigenetiske alder ved reprogrammering af epigenomet med genopbygning af epigenetiske markører (DNA- og histonmetyleringer samt histonacetyleringer og påvirkning af telomeraseaktiviteten)

## DNA-base

- A Adenin
- C Cytosin
- G Guanin
- T Thymin



THE IMPORTANCE OF DNA & EPIGENETICS

# You influence 80-90% of your future health!

Modifiable lifestyle patterns and environmental impacts throughout  
life are the main leverage over gene expression accounting for  
80-90% of your health and rate of aging.



Executives

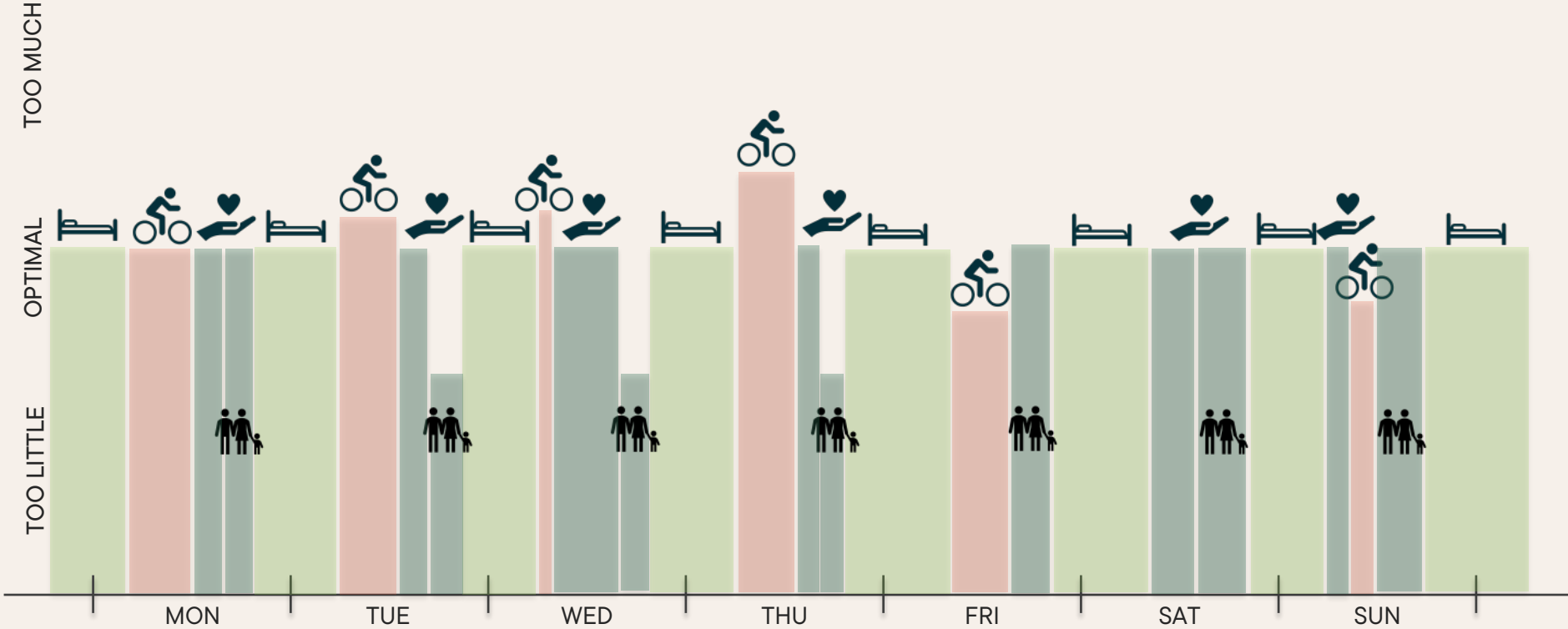


Pro athletes

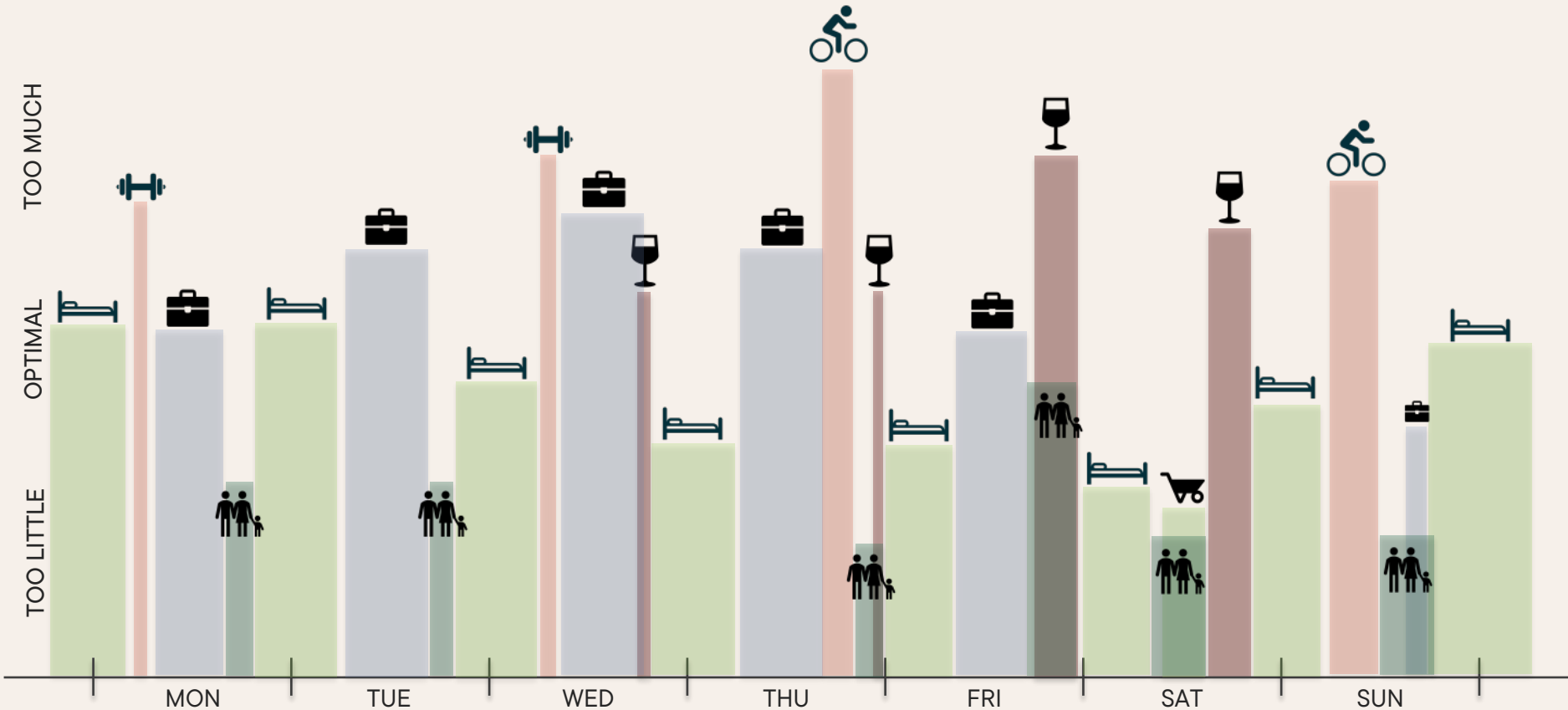


Navy Seals

# The typical World Tour rider's week



# The typical week of an average client

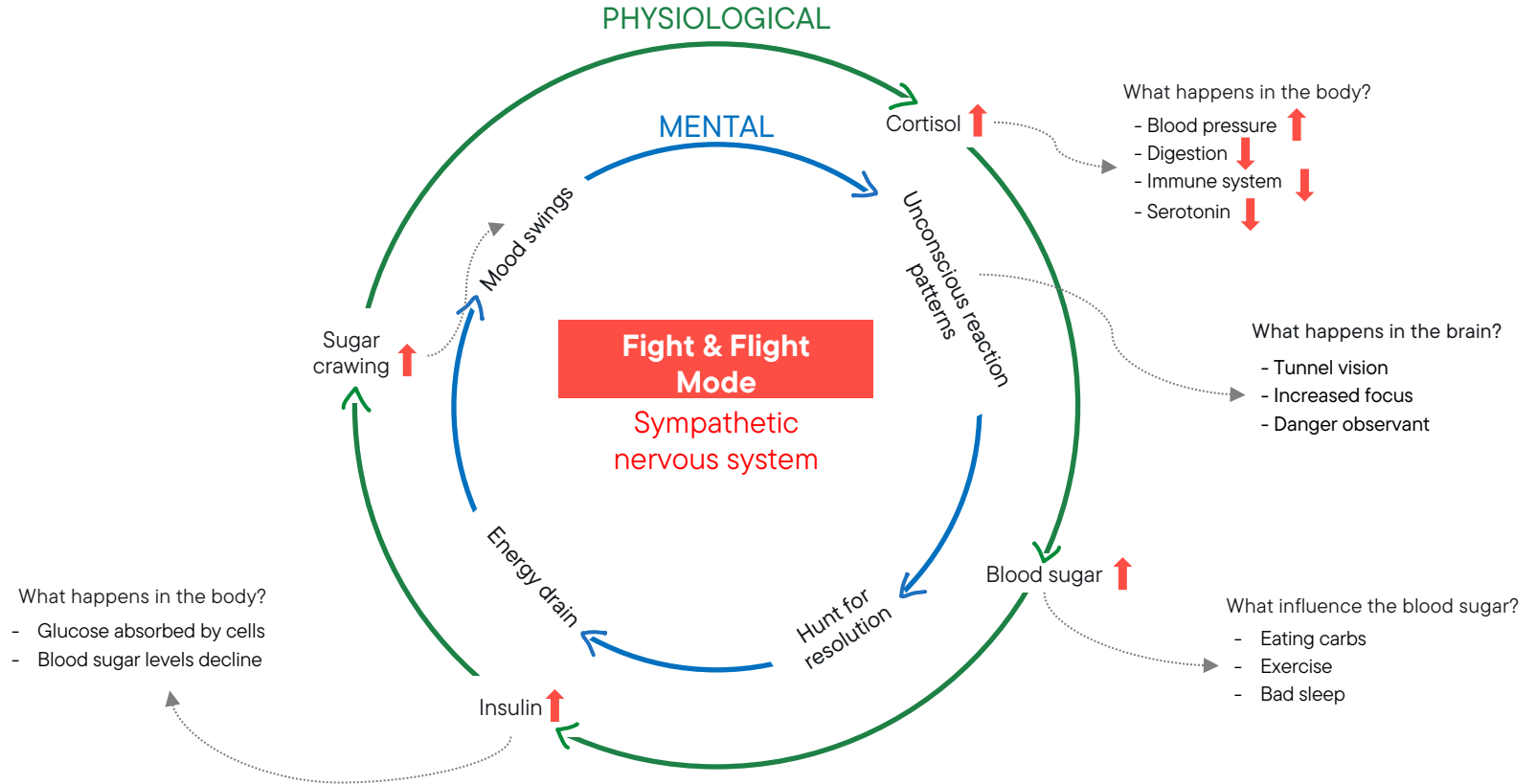








# The stress response cycle



# It's ALL about the balance!

Sleep  
Meditation/ Mindfulness  
Gardening / time in nature  
Cold showers / winter bathing  
Sauna  
Body Posture  
Breathing exercises  
Green tea and apoptogenic herbs  
Mindful eating

**Para-Sympathetic**

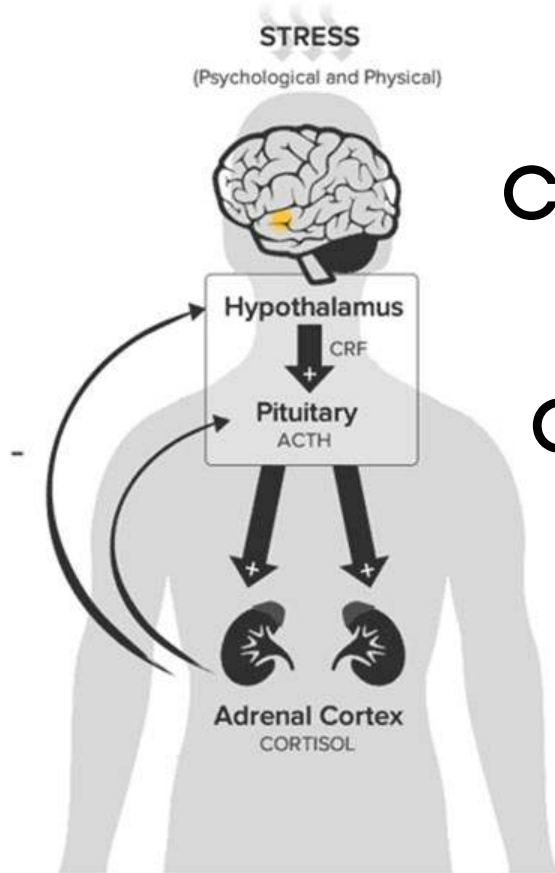
**Rest & Digest**

Mental stress  
Physical stress  
Anger  
Sadness  
Exercise  
Cold showers / winter bathing  
Body Posture  
Breathing exercises  
Coffee  
Too much alcohol

**Sympathetic**

**Fight or Flight**

# Genes drive the stress response cycle



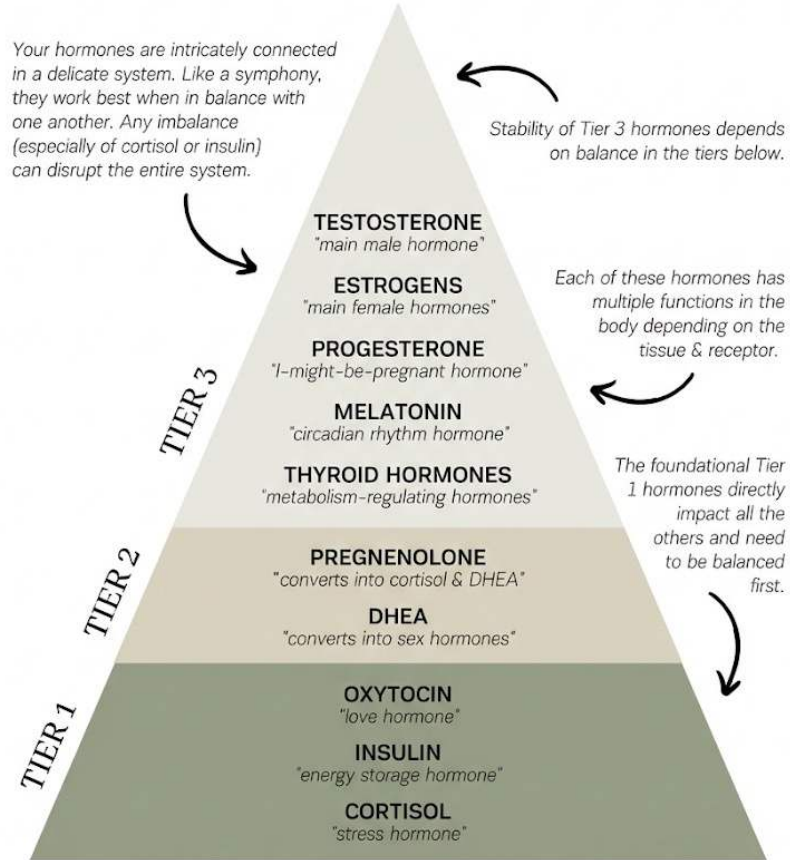
**CRHR 1 → The Stress Speeder**

Small – normal – large

**CRHR 2 → The Stress Brake**

Small – normal – large

# The Hormone Hierarchy





# It's time for a new approach!

From: **STRESS** = ~~you can't cope!!!~~

To: **PERFORMANCE** =  $f_x$  (DNA + MIND + BODY + ENVIRONMENT)

$$\text{PERFORMANCE} = \text{fx} (\text{DNA} + \text{MIND} + \text{BODY} + \text{ENVIRONMENT})$$


What NO recovery programs are focused on:

- Genetic variants
- Epigenetic status

What MOST recovery programs are focused on:

- Mindfulness
- Meditation
- Mindset
- Coping Strategy

What SOME programs are focused on:

- Sleep
- Breathing
- Movement
- Exercise
- Nutrition
- Hydration
- Vitamin Imbalances

What VERY FEW programs are focused on:

- Light (sun)
- Sound
- Colors
- Nature
- Heat
- Cold
- nnEMFs
- Relationships

# Case: The Shipping CEO

## Background

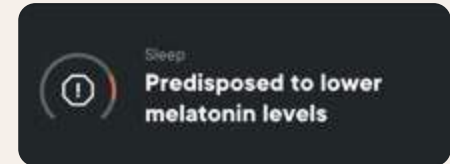
- 52 years old male, 10-12 hours of training every week
- Extremely fit and seemingly healthy
- Did all the right things according to his doctor
- Went to his annual executive health check-ups  
... everything was “normal” or “great”!

## What happened

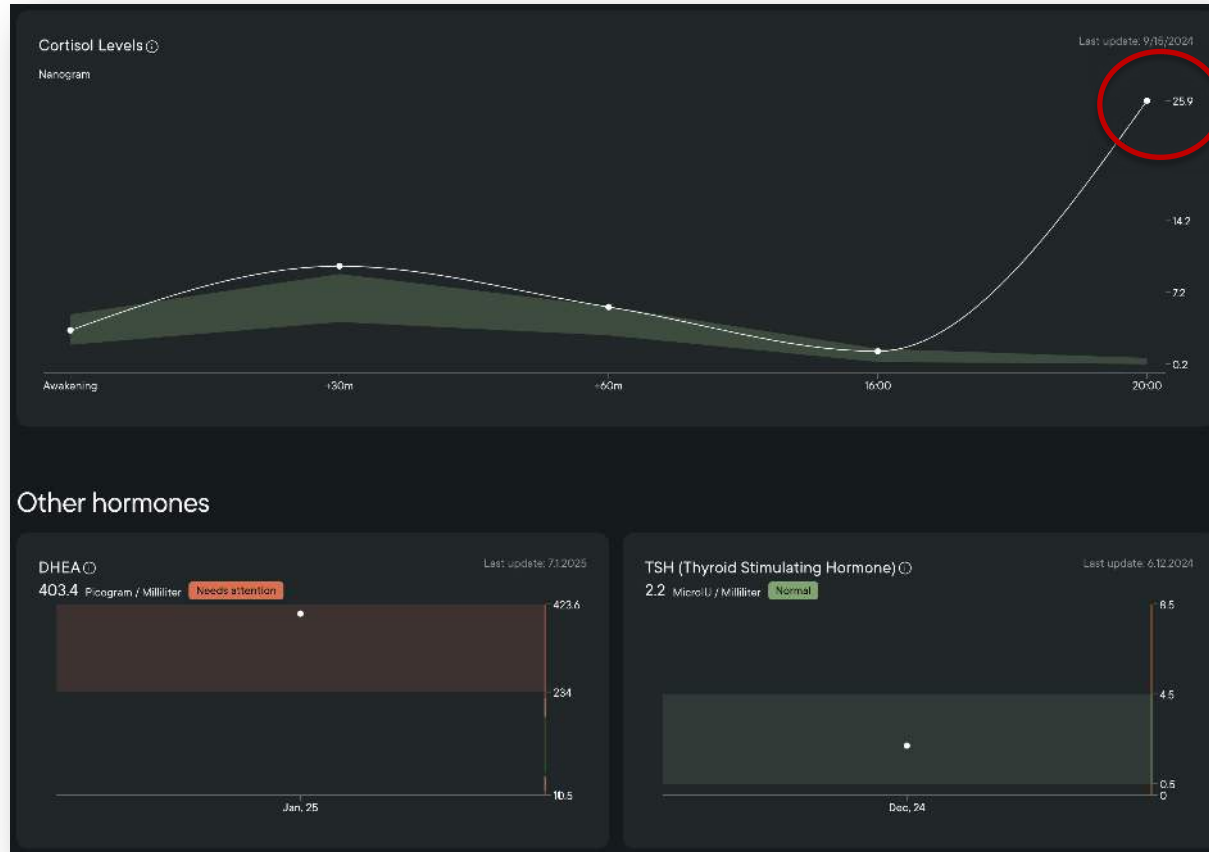
- “Neutralised” his stress-levels with a lot of training for many years
- Never really slept well, often because of evening training sessions
- Suppressed a gluten intolerance for many years
- Tripple bypass surgery July 2023 – dead for 2 minutes

## What we're doing about

- Working with his genetics to reverse his calcification issues
- Optimised his weekly schedule to allow time for recovery
- Optimised his medicine intake with targeted amino acids and correctly dosed vitamins
- Monitor the reversal of his arterial plaque

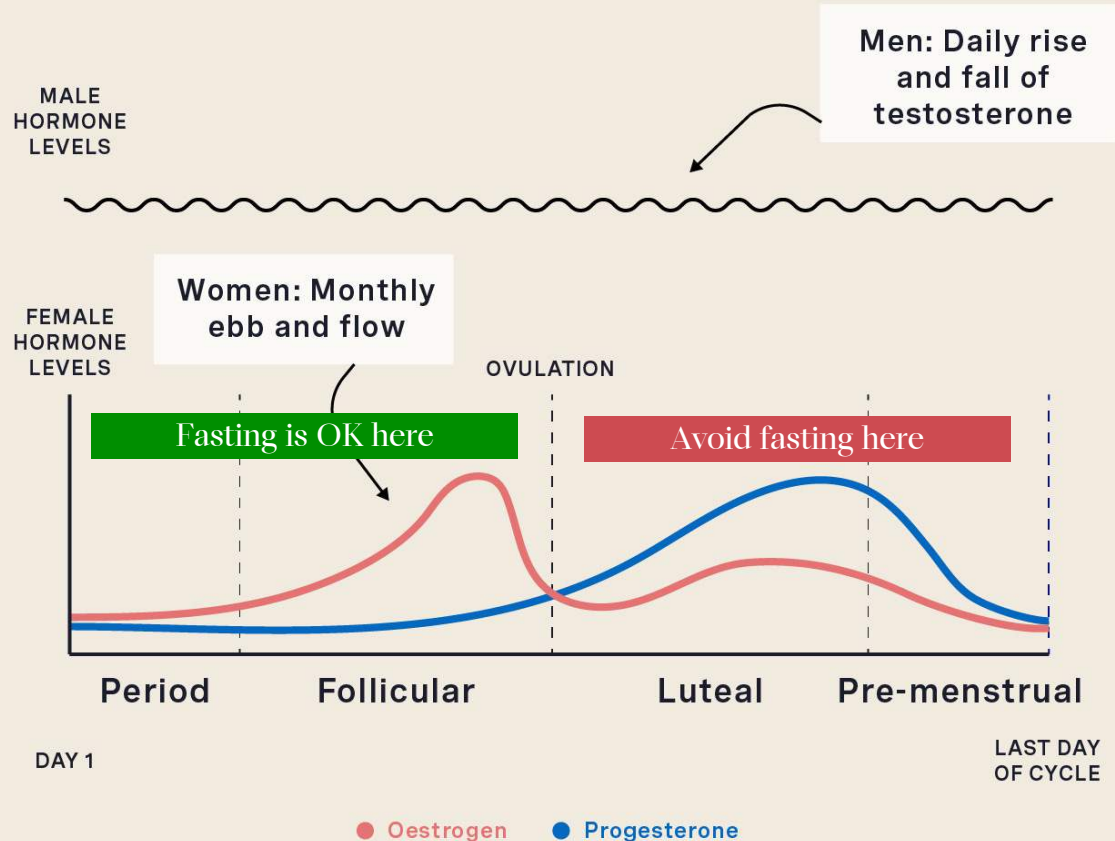


# A real-life example of the impact of evening training



Elevated cortisol levels at this time of day requires a dedicated recovery strategy to avoid long term negative consequences

# The overlooked differentiator...women are not men!!



**“The best diet is sleep”**



# Why do you need 7+ hours of sleep?

## > 6 Hours

Confusion

Exhaustion

Insulin resistance

Weak immunity

Cravings

## 7-9 Hours

Sharp focus

High Energy

Stable Blood Sugar

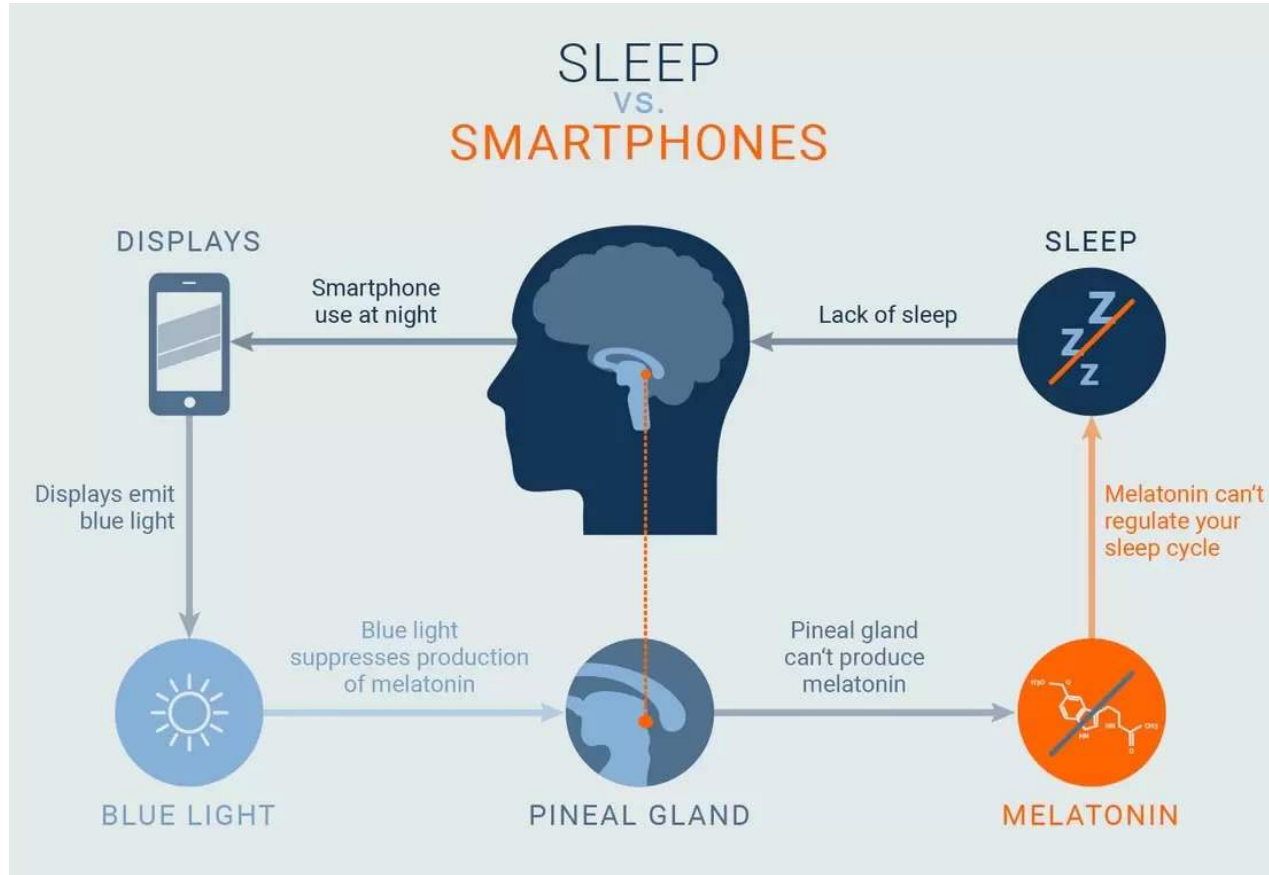
Full Recovery

Good Mood

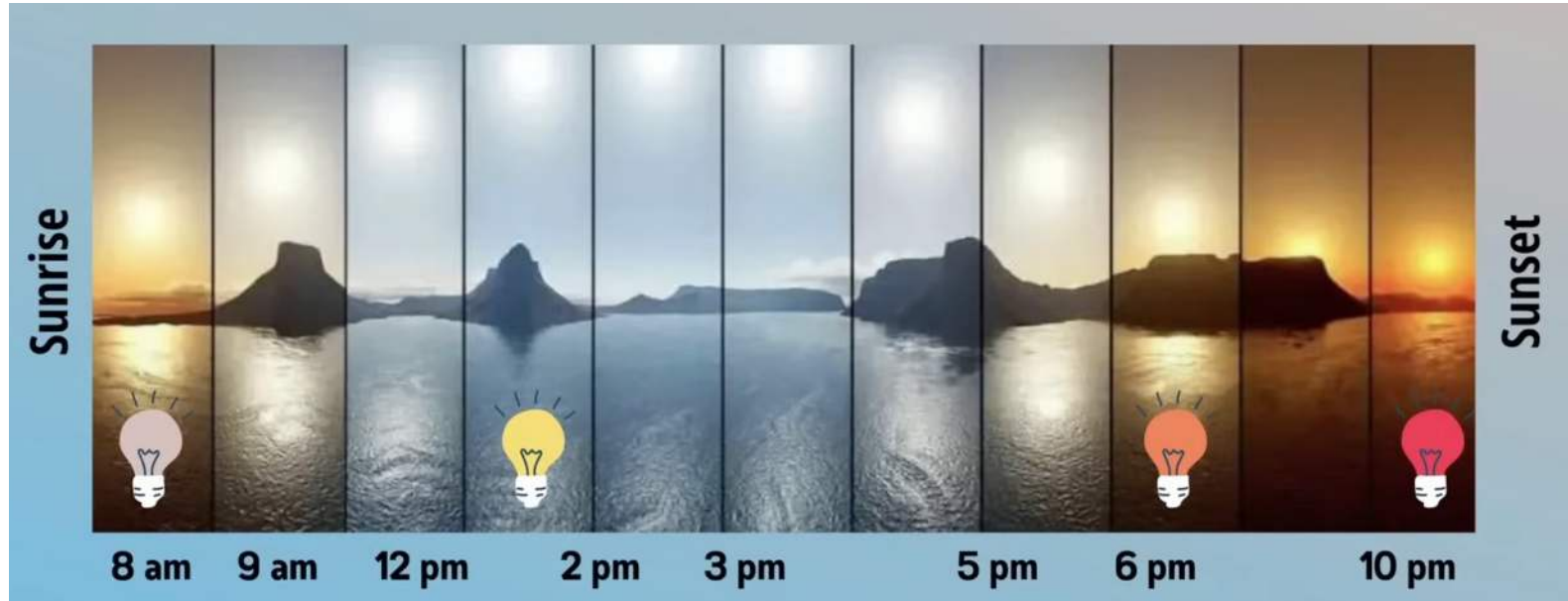
# Master your light consumption



# Here is what happens...



# Human centric lighting



# Top 5 Sleep Hacks

1. Get enough morning/daylight and minimise blue light from screens from 8pm
2. Avoid stimulating substances (caffeine) after 2pm – ideally after noon.
3. Design a sustainable evening routine
4. Master your bedroom
5. "Sleep Cocktail" 600 mg. Magnesium – 20 mcg. Zinc & 20 mg. B6
6. Wine at five...

# Case: The celebrity entrepreneur

## Background

- 49 years old woman with ADHD and severe sleep issues
- She tried everything her doctor and psychiatrist recommended
- **Surviving on a combo of sleep-, anxiety medication** + anaesthetics  
→ wakes up very sleepy and lack energy.

## What we did about it

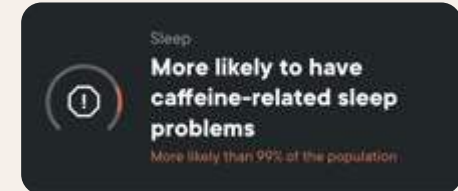
- **Identified the root cause of her ADHD and sleep issues**
- Adjusted her medicine and micro-nutrition's to work with her genetics

## Specific genes we identified as problematic

- MAOA → Breaks down serotonin/dopamine in the emotional brain
- MAOB → Breaks down dopamine in the body and motor system
- COMT → Breaks down dopamine in the prefrontal cortex (thinking)

## Her genetic variants

- Low MAOA → Racing thoughts, mental overstimulation
- High MAOB → Low energy, fatigue, physical restlessness
- **Low COMT → Stress sensitivity, overthinking, trouble switching off thoughts**







Longevity

**More likely to have sarcopenia**

More likely than 87% of the population



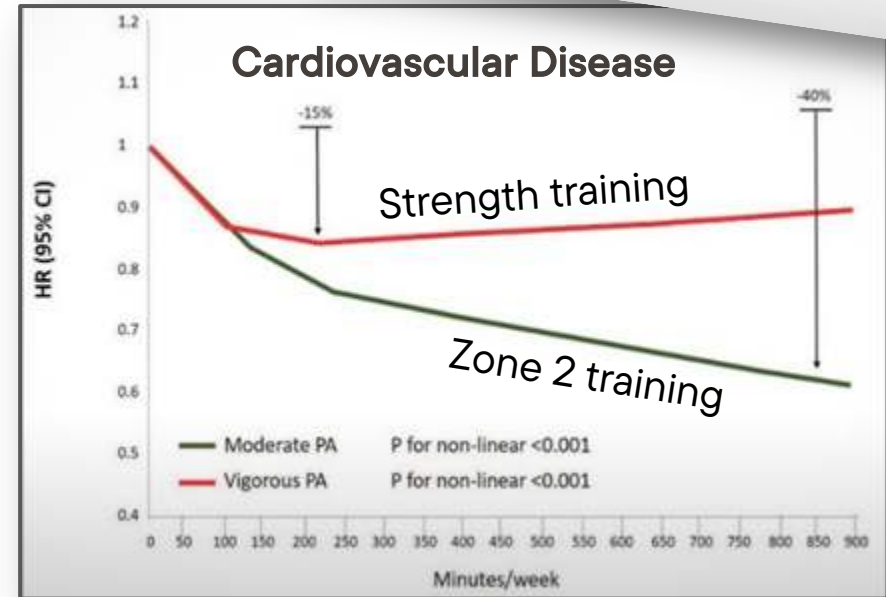
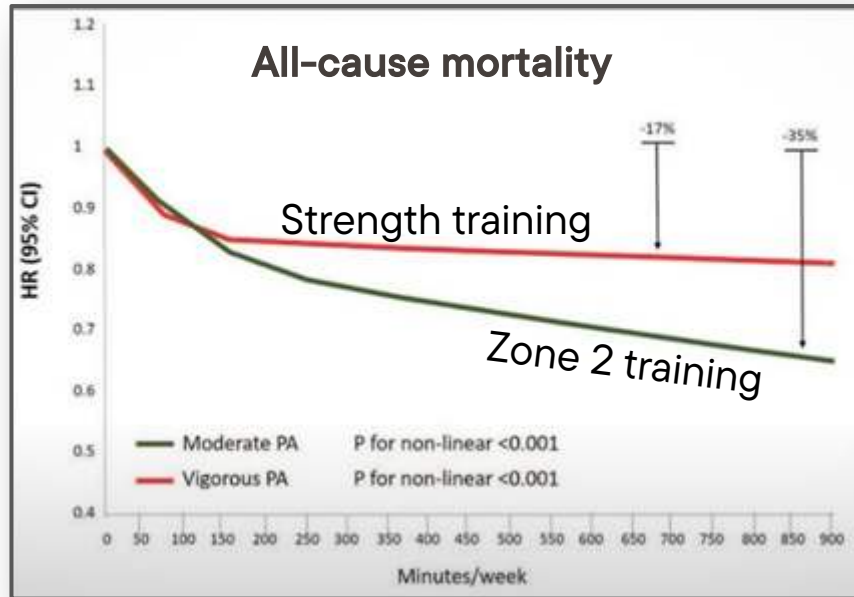
Fitness

**Predisposed to lower muscle mass**

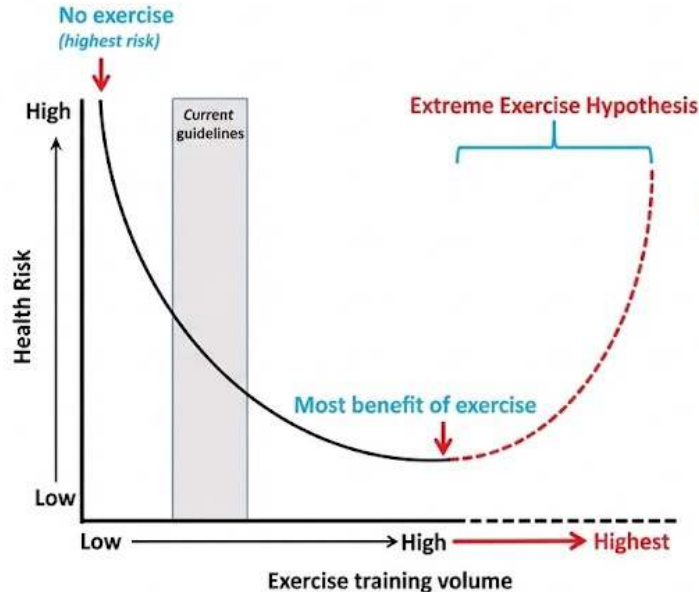
You have the same genetic predisposition as 90% of the population

# What about optimal fitness?

# The latest meta-analysis



# Overtraining is a real thing!



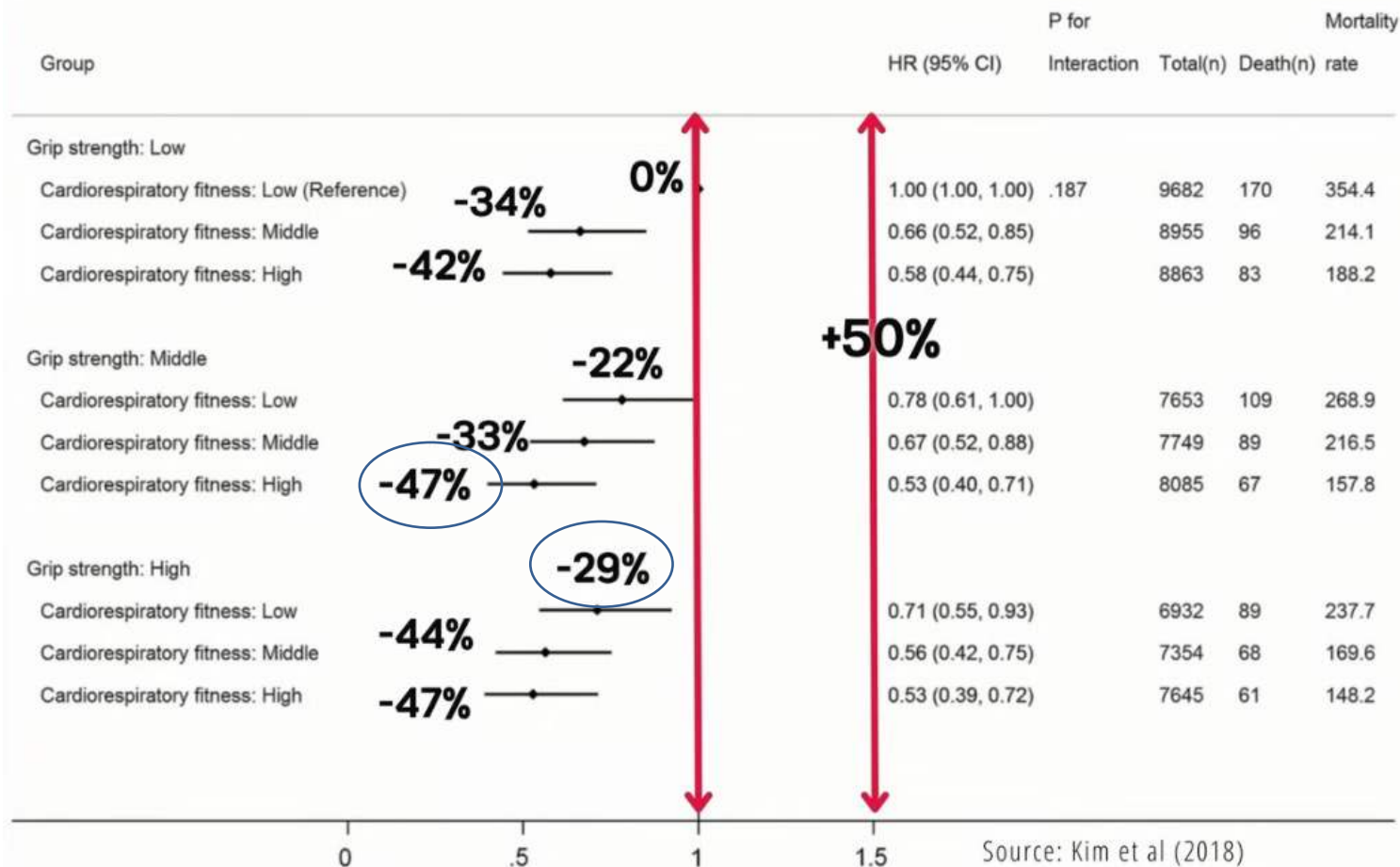
## The “Extreme Exercise Hypothesis” – Is there a limit to the health benefits of exercise?

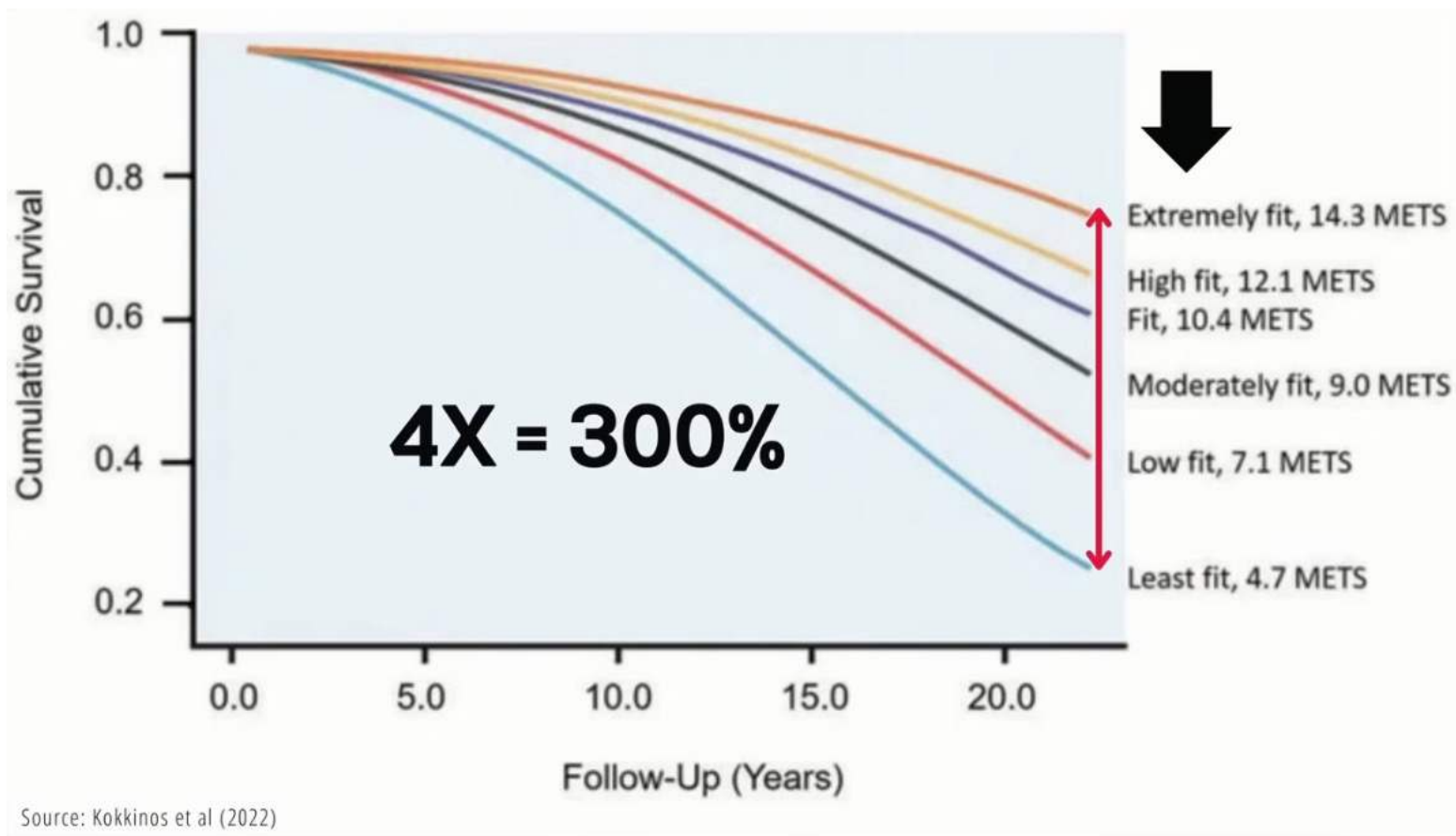
“

Some epidemiological studies reported an increased risk of disease and/or mortality at the highest exercise volumes, suggesting that health benefits of an active lifestyle may plateau or even decline in extreme exercisers. Cross-sectional studies have reported that the most active veteran endurance runners have an increased risk for myocardial fibrosis, coronary artery calcification, and atrial fibrillation. These observations imply that high volumes of chronic endurance exercise training may be detrimental to the heart.

# All-cause mortality

Freeage





# The Freeage Foundation Program

## INITIATION

### Intro and tests

1-2 hours

Your health journey begins with a dedicated one-on-one session with your assigned health coach at our Hellerup clinic (or another location by special arrangement). They'll guide you through the entire Freeage Foundation program to ensure a smooth, personalized experience. In this first meeting, we perform a series of hassle-free, non-invasive tests to create your detailed health profile.

## LAB DISCOVERY / ANALYSIS

### Analysis

3 weeks

Analysis done by clinical and functional medicine specialist. By integrating traditional evidence-based healthcare for diagnosing and treating acute symptoms with a holistic and preventive approach, we ensure to analyse your health data on both long and short term.

## RESULTS / PLAN

### Results

2-3 hours

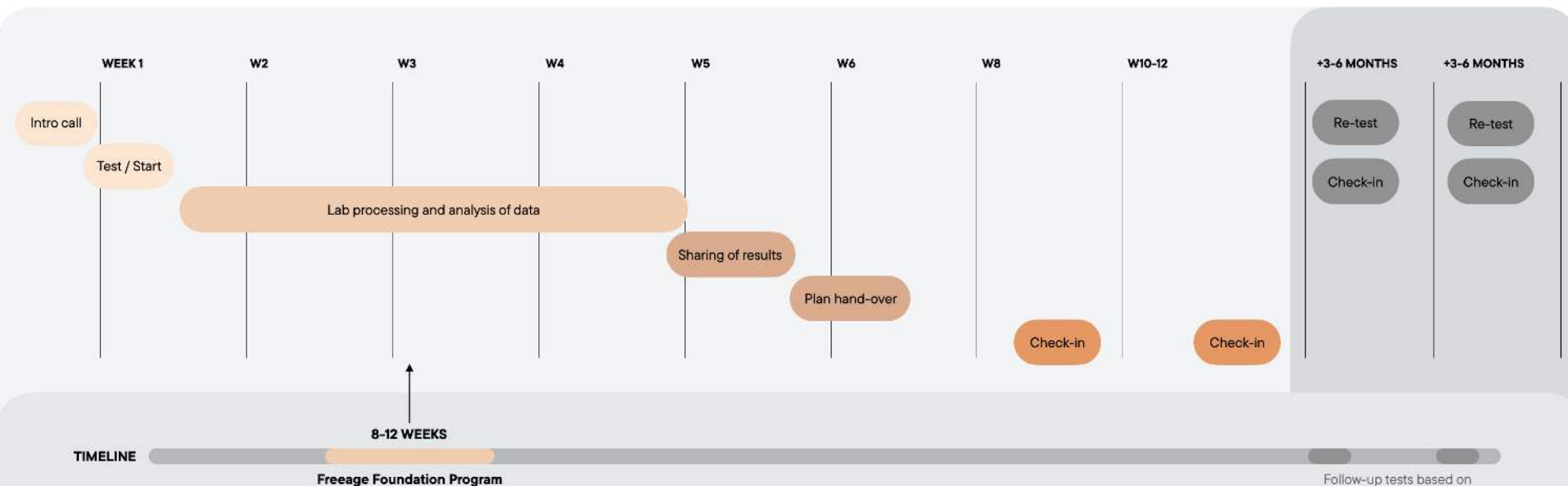
At your second meeting, your coach reviews your results, answers questions, and pinpoints key focus areas. You'll get a clear view of genetic strengths and risks (DNA), your biological age and its impact on major systems, and what your biomarker profile means for overall well-being.

## ACTIVATION

### Follow ups

2 x 30 min

In your third meeting, you'll receive a tailored plan—diet, training, supplements, sleep, and lifestyle—with clear, actionable steps. Your coach guides implementation and continues with 2 follow-ups after the Foundation program to track progress, refine habits, solve challenges, and adjust the plan for lasting results. As the last step, we agree on what/when it makes sense to test you again.



Follow-up tests based on needs and/or desire



# Freeage™ x STUDI•JO

## Priser

Freeage Foundation Program

Normal pris

~~24.495,-~~

Special pris

20.995,-

## StudiJo opstartspakke

Freeage Biological Age Test

Vo2Max test

~~6.995,-~~

5.995,-

Grebsstyrke-test

45min konsultation

## Test-dage:

Fredag 6/2 – morgen og formiddag

Mandag 15/2 – eftermiddag og aften

# Age is just a number choice



Book call

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Email: mk@biowatch.me

We can help you understand how.  
Learn more on [www.freeage.dk](http://www.freeage.dk)