

LIFE

Longevity Initiative for Food & Education

The Six Pillars Framework · Pilot Overview · 2026

THE PROBLEM

American life expectancy is falling—for the first time in a century.

The Danish Twin Study established that only 20% of how long we live is determined by our genes. The remaining 80% is shaped by daily habits and environment. Yet chronic disease, social isolation, and sedentary behavior have become the American default. We are the first generation projected to live shorter lives than our parents—not because of biology, but because of behavior.

<p>80%</p> <p>of lifespan is lifestyle</p> <p>Not genetics. Daily habits, environment, and social connection determine how long we live.</p> <p><i>Danish Twin Study, NEJM 1996</i></p>	<p>20+</p> <p>years of additional life</p> <p>Communities practicing the six longevity pillars consistently outlive the average American by two decades.</p> <p><i>Buettner D. Blue Zones, 2005</i></p>	<p>15</p> <p>cigarettes — cost of loneliness</p> <p>The U.S. Surgeon General declared loneliness a public health epidemic with mortality risk equal to smoking 15 cigarettes daily.</p> <p><i>U.S. Surgeon General Advisory, 2023</i></p>
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The Six Pillars Framework

Through decades of demographic research across the world's longest-lived populations—Sardinia, Okinawa, Nicoya, Ikaria—six shared habits emerge without exception. LIFE has organized these into a practical, accessible framework that any family can begin implementing tonight.

01 Food	Cook from scratch · Whole ingredients · Shared meals	<i>Ultra-processed food consumption linked to 62% higher all-cause mortality risk. Schnabel et al., JAMA 2019.</i>
02 Movement	Natural daily motion · Walking · No gym required	<i>30 minutes daily walking reduces cardiovascular mortality by up to 35%. Samitz et al., Int J Epidemiology 2011.</i>
03 Sleep	Consistent rest · Circadian rhythm · Recovery	<i>Under 7 hours of sleep associated with 12% higher mortality risk. Liu et al., CDC MMWR 2016.</i>
04 Connection	Social belonging · Community · Shared table	<i>Strong social relationships increase survival odds by 50%. Holt-Lunstad et al., PLOS Medicine 2010.</i>
05 Purpose	Reason to wake up · Meaning · Contribution	<i>Strong sense of purpose associated with 15-20% reduction in all-cause mortality. Cohen et al., JAMA 2016.</i>
06 Stress	Daily downshifting · Rest · Presence	<i>Chronic stress increases mortality risk by up to 43%. Kivimäki et al., Lancet 2012.</i>

The LIFE Model — How the Framework Is Delivered

LIFE delivers the Six Pillars Framework through the most effective behavior change mechanism available: lived experience. Not a book, a podcast, or a corporate wellness program. A shared meal, made from scratch, eaten together without phones, in someone's home.

- **The Gathering** — A host opens their kitchen. 4–8 guests cook a real meal from scratch together, eat at the table without phones, and receive the LIFE habit library before leaving.
- **The Promise** — Every guest commits to hosting their own table within 30 days — passing the framework to an entirely new group of families.
- **The Library** — Guests leave with a practical habit library organized across all six pillars, plus access to a digital habit tracker and longevity assessment.
- **The Ripple** — Each table of 4–6 guests generates 4–6 potential new hosts. The framework spreads person to person, kitchen to kitchen, without advertising.

Pilot Results — Atlanta, GA & Austin, TX

LIFE launched its pilot program in 2024 across two cities. The following outcomes have been observed in the initial phase:

Gatherings hosted	Initial pilot gatherings conducted in private homes across Atlanta, GA and Austin, TX
Host conversion	Multiple guests went on to host their own LIFE tables within 30 days, validating the peer-to-peer model
Key finding	The peer-to-peer spread model is functioning as designed — guests become hosts without organizational recruitment or advertising
Next milestone	Scale to 50 gatherings across both cities and formalize habit adoption tracking with pre/post assessment data

About Lou Verde — Founder

Lou Verde is a first-generation Italian-American whose grandparents lived into their mid-90s — not through supplements or exercise programs, but through the six daily habits LIFE now teaches. After years studying the world's longest-lived communities and the longevity research that validates them, Lou recognized that his family had been practicing Blue Zone principles for generations without naming them.

LIFE is Lou's answer to a question the research raises but doesn't solve: how do you actually get a modern American family to adopt these habits? His answer: start with dinner. Make it from scratch. Eat it together. Pass it on.

"Dan Buettner discovered where people live longest. LIFE is building the model that brings it to your neighborhood tonight."

What We're Building

- **Phase 1 (current)** — Pilot validation in Atlanta & Austin. Prove the peer-to-peer model. Document host conversion rates and habit adoption data.

- **Phase 2 (2026–2027)** — Expand to 10 U.S. cities. Formalize the Six Pillars assessment tool. Build the research partnership with an academic institution.
 - **Phase 3 (2027+)** — National scale. Conference presence. The LIFE Table as a recognized community health intervention alongside Blue Zones Project.
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Lou Verde, Founder · lou@longevityinitiativeforfoodandeducation.com

longevityinitiativeforfoodandeducation.com · Atlanta, GA & Austin, TX · 501(c)(3) pending