



AGELESS™

PERFORMANCE PROJECT

PERFORMANCE HAS NO EXPIRATION DATE



SCIENCE



PERFORMANCE



HEALTHSPAN



LONGEVITY

MEDIA KIT 2026

PERFORMANCE HAS NO EXPIRATION DATE.



WEBSITE:

agelessperformanceproject.com



PLATFORMS:

Instagram | Facebook | YouTube

FOCUS:



HEALTH



FITNESS



LONGEVITY



NUTRITION



PERFORMANCE



HEALTHY AGING



ABOUT

AGELESS PERFORMANCE PROJECT



Ageless Performance Project (APP) is a health, fitness, and longevity platform dedicated to helping adults over 40 improve their health, body composition, performance, and quality of life through practical, evidence-informed strategies.



APP translates complex topics in nutrition, exercise, supplementation, metabolic health, hormones, recovery, and longevity into understandable and actionable information.



Our philosophy is simple:
Getting older doesn't mean giving up performance.

APP EXISTS TO HELP PEOPLE BECOME

STRONGER, LEANER, HEALTHIER,
AND MORE CAPABLE AT EVERY STAGE OF LIFE.



OUR FOUNDER

Ageless Performance Project was founded by **Dr. Richard Hare, D.C.**, a licensed chiropractor with decades of experience in health, rehabilitation, exercise, and human performance.

After experiencing his own challenges with weight gain and declining fitness, Richard returned to the principles that had shaped his professional and athletic life: **structured training, evidence-based nutrition, consistency, and measurable progress.**

That experience became **the foundation** for Ageless Performance Project.

Today, Richard combines his clinical background, personal experience, and passion for healthy aging to educate adults who **refuse to accept declining health and performance** as inevitable consequences of getting older.



OUR AUDIENCE

APP primarily reaches health-conscious **adults 40+** who are actively looking for ways to improve:

- Fat loss and body composition
- Strength and muscle preservation
- Metabolic health
- Nutrition and protein intake
- Hormone optimization
- Exercise and recovery
- Supplements
- Peptides and emerging longevity therapies
- Healthy aging
- Energy and performance
- Evidence-based longevity strategies



Our audience is especially interested in **practical solutions** they can incorporate into their daily lives.



CORE DEMOGRAPHIC: Adults 40+
PRIMARY MARKET: United States



STRONG AUDIENCE SEGMENT: Women 40+



AUDIENCE MINDSET:
A Health-conscious, motivated, performance-oriented, and interested in investing in their long-term health.



CONTENT

Ageless Performance Project produces educational short- and long-form content across Instagram, Facebook, YouTube, and the APP website.



POPULAR CONTENT CATEGORIES INCLUDE:



WEIGHT MANAGEMENT & METABOLIC HEALTH

Visceral fat, insulin sensitivity, intermittent fasting, calorie balance, macros, protein intake, and sustainable fat loss.



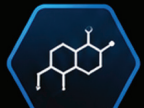
EXERCISE & PERFORMANCE

Strength training, HIIT, Zone 2 cardio, recovery, muscle preservation, and maintaining physical performance with age.



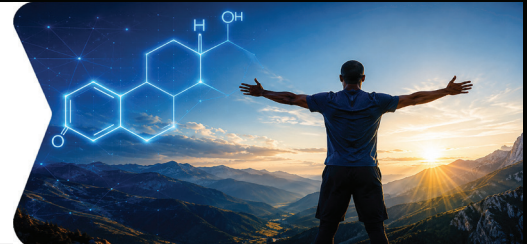
SUPPLEMENTS & LONGEVITY

Evidence surrounding supplements, potential benefits, limitations, safety considerations, and practical applications.



HORMONE OPTIMIZATION

Educational content addressing testosterone, age-related hormonal changes, body composition, energy, and performance.



PEPTIDE EDUCATION

Research-focused discussions of emerging compounds and peptides, including potential benefits, risks, limitations, regulatory considerations, and the current state of scientific evidence.



HEALTHY AGING

Strategies designed to extend healthspan while maintaining strength, mobility, independence, and quality of life.



DIGITAL PRODUCTS & RESOURCESCONTENT

APP is building an expanding library of educational tools and resources, including:





APP WEIGHT LOSS BLUEPRINT

A practical, evidence-informed system designed to help adults understand the fundamentals of sustainable fat loss and improved body composition.



NUTRITION & MACRO RESOURCES

Educational guides covering calorie requirements, protein intake, macronutrients, meal planning, and nutrition strategies.



INTERMITTENT FASTING RESOURCES

Practical guidance explaining fasting strategies, potential benefits, limitations, and implementation.



HEALTH & FITNESS CALCULATORS

Online tools designed to help users estimate calorie needs, basal metabolic rate, macronutrient targets, and other useful health and fitness metrics.

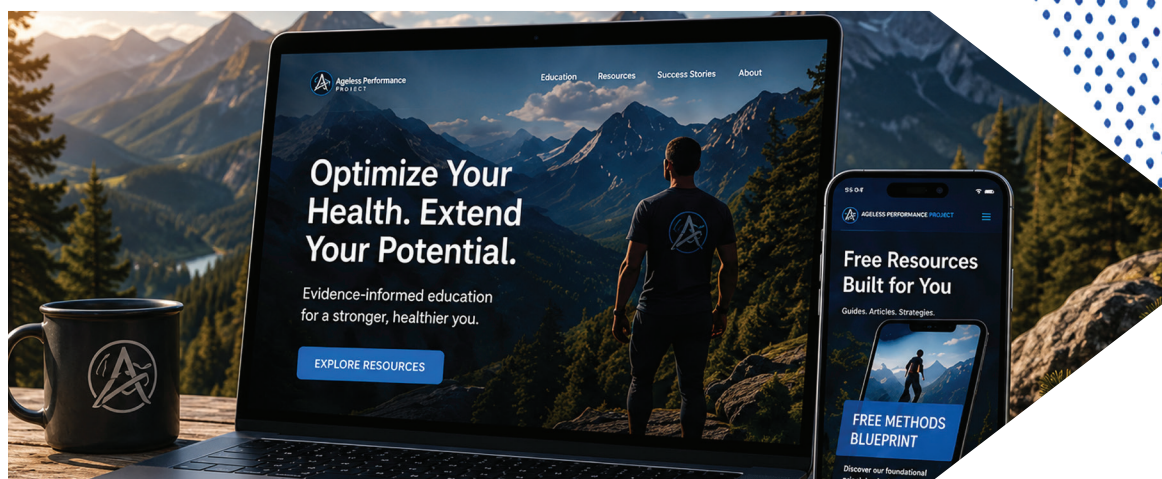


APP EDUCATIONAL CONTENT

Articles, videos, guides, and downloadable resources covering health, fitness, longevity, and performance.



SOCIAL MEDIA REACH



INSTAGRAM



Followers:
465



Average Reel Views:
1,000+



Top Reel Views:
5,184



FACEBOOK



Followers:
5,100



Average Video Reach:
1,500+



Monthly Reach:
25,000+



YOUTUBE



Subscribers:
39



Monthly Views:
4,300+ (including trial reels)



Top Video Views:
100



WEBSITE

The Ageless Performance Project website is designed as a central hub for converting social media reach into an engaged, owned audience. An integrated email capture system encourages visitors to join the APP community through free, high-value resources, including the **APP Weight Loss Blueprint, nutrition and intermittent fasting guides, health and fitness calculators, and other educational downloads.**



Visitors provide their email address to access selected resources, creating an opt-in subscriber base of adults interested in **healthy aging, weight management, fitness, nutrition, hormone optimization, supplements, and longevity.**

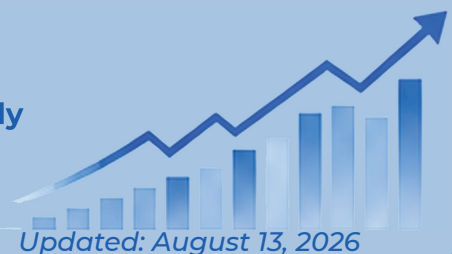


This system allows APP to progressively convert traffic from **Facebook, Instagram, YouTube, and other channels** into a growing first-party email audience. Subscribers can then receive educational content, new resource announcements, product recommendations, partner offers, and updates from Ageless Performance Project.

GROWTH STRATEGY:



The email capture platform is being launched alongside the new website, providing APP with a scalable foundation for building a highly targeted subscriber community as website traffic and social reach continue to grow.



PARTNERSHIP OPPORTUNITIES

Ageless Performance Project is interested in developing relationships with companies whose products and services align with our **audience** and **mission**.



POTENTIAL COLLABORATIONS INCLUDE:



AFFILIATE PARTNERSHIPS



SPONSORED EDUCATIONAL CONTENT



PRODUCT DEMONSTRATIONS



PRODUCT REVIEWS



BRAND AMBASSADOR RELATIONSHIPS



SOCIAL MEDIA CAMPAIGNS



WEBSITE FEATURES



NEWSLETTER SPONSORSHIPS



EDUCATIONAL COLLABORATIONS



DISCOUNT CODES AND SPECIAL AUDIENCE OFFERS



LONG-TERM STRATEGIC PARTNERSHIPS



**APP
PRIORITIZES
LONG-TERM
RELATIONSHIPS
WITH CREDIBLE
BRANDS OVER
ONE-TIME
PROMOTIONS.**



IDEAL BRAND PARTNERS

We are especially interested in partnerships involving:





SUPPLEMENTS & NUTRITION

Protein products, creatine, amino acids, vitamins, minerals, hydration, and evidence-supported nutritional supplements.



HEALTH & LONGEVITY

Healthy-aging products, diagnostic testing, metabolic health services, recovery technology, and longevity-focused companies.



FITNESS & RECOVERY

Training equipment, fitness technology, wearables, recovery devices, and performance products.



MEDICAL & WELLNESS SERVICES

DEXA scanning, laboratory testing, hormone optimization, medically supervised weight management, and appropriate physician-directed wellness services.



EDUCATION & TECHNOLOGY

Health apps, nutrition technology, fitness platforms, and tools that help consumers better understand and manage their health.



WHY PARTNER WITH APP?



Ageless Performance Project occupies a valuable intersection between **health education, fitness, longevity, and the rapidly growing 40+ wellness market.**



OUR APPROACH EMPHASIZES EDUCATION BEFORE PROMOTION.

Rather than simply presenting a product, APP explains **why it may be useful, what the evidence shows, who may benefit, and where limitations exist.**



This creates an environment where brand recommendations can be integrated naturally into educational content while maintaining audience trust.



OUR GOAL IS NOT TO PROMOTE EVERY PRODUCT.

Our goal is to introduce our audience to **products, services, and companies that genuinely fit the Ageless Performance Project mission.**



HEALTH. PERFORMANCE, LONGEVITY.



EDUCATION



FITNESS



LONGEVITY



WELLNESS

PROGRESS OVER TIME



PERFORMANCE



EDUCATE
EMPOWER
INSPIRE



OUR PARTNERSHIP PHILOSOPHY



Audience trust
comes first.

INTEGRITY
TRANSPARENCY
IMPACT





APP SEEKS PARTNERS THAT DEMONSTRATE:



Product quality



Transparency



Responsible marketing



Strong customer service



Appropriate quality-control standards



Evidence-informed claims



Alignment with healthy aging and human performance



**ALL SPONSORED AND AFFILIATE
RELATIONSHIPS ARE APPROPRIATELY
DISCLOSED.**



APP MAINTAINS EDITORIAL INDEPENDENCE
regarding the products and
services discussed on its
platforms.



LET'S WORK TOGETHER



Ageless Performance Project is actively expanding its content, educational resources, digital products, website presence, and strategic partnerships.



We welcome opportunities to collaborate with organizations that share our goal of helping adults live **stronger**, **healthier**, and **higher-performing** lives as they age.



PARTNERSHIP INQUIRIES:



[NAME / TITLE]



[EMAIL]



[PHONE — OPTIONAL]



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<https://www.instagram.com/agelessperformanceproject/>



<https://www.facebook.com/richard.w.hare>



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