OPEN SCIENCE · PARTICIPANT INTRODUCTORY CALL

WHM/Cancer Pilot Study

A first-of-its-kind feasibility pilot, run in the open.

Friday, May 8, 2026
Noon EST · 5 PM GMT · YouTube (unlisted)

HOSTING TODAY

Jim Nasr
Co-Investigator, Acoer

Jane Jones
Certified Advanced WHM Instructor, UK Lead

The waiting is almost done. The study officially starts May 18.

TODAY

What we'll cover.

Eight stops, in order. Then your questions.

OVERVIEW

A feasibility pilot, in the open.

16 weeks of practice. Week 20 follow-up. All from home.

WHAT IT IS

- **A safety and adherence pilot.**
- Can people living with cancer learn WHM and stick with it... safely.
- Open science. Anonymized data shared publicly when complete.
- Independent team. No financial relationship with any Wim Hof or WHM businesses or organizations.
- Fully remote. Practice at home.

WHAT IT ISN'T

- **A treatment study.**
- We are not testing whether WHM treats or cures cancer.
- Not a replacement for your medical care. Keep your team in the loop.
- Not pass/fail. We learn from every data point you contribute.
- Not a marathon. Build gradually. Listen to your body.

CALENDAR

From now to week 20.

Mark these dates. Everything else fits around them.

MAY 8
Today
Intro call #1

BY MAY 18
Profile + baseline
Portal complete

MAY 18
Study starts
Week 1 begins

MAY 22
Wim Hof live
Noon EST

WEEK 16
Practice ends
Final logs in

WEEK 20
Follow-up
Last data point

Total: 16 weeks of practice plus a week 20 follow-up. *All from home.*

INDEPENDENT

Who you'll see and hear from.

Core team + several others supporting behind the scenes. No financial relationship with any Wim Hof organizations.

SM

Sara Matijevic, PhD

Principal Investigator

University of Oxford

JN

Jim Nasr

Co-Investigator

Acoer · Independent

RR

Rafael Rolli

Study Coordinator

Independent

JJ

Jane Jones

WHM Instructor (UK Lead)

Certified Advanced WHM Instructor

AM

Ashley MacWhirter

AI & Data Lead

Data Engineer

DO

Dr. Owais Durrani

Medical Safety Advisor

Memorial Hermann · ER Physician

GET SET UP

Two things in the portal. Then you're ready.

Self-register, complete your profile, and submit the baseline questionnaire.

1

Self-register

Create your account on the participant portal. One per participant.

2

Complete your profile

Demographics, cancer history, current treatment, doctor approval on file.

3

Baseline questionnaire

Symptoms, sleep, energy, mood. Wearable metrics if you have them.

Deadline: All three done before May 18. *Portal: coldtherapy.acoer.com*

WHAT WE MEASURE

More signal beats more frequency.

Capture what you can, when you can. Some data beats no data, every time.

Weekly check-in

Symptoms, sleep, energy, mood, side effects. About 5 minutes online.

Wearable data

Heart rate, sleep, activity. Oura, Whoop, Apple Watch, Garmin... whatever you wear.

Blood markers

As available through your own health or oncology blood draws.

Daily logs

Did you do the practice today? How long? How cold? In the WHM app and portal.

Don't optimize for perfect. Optimize for present.

BREATH WORK

10–15 minutes a day, 5+ days a week.

Three to four rounds of deep breathing followed by breath holds.

How it goes

- Sit or lie down. Somewhere quiet.
- 30–40 deep breaths (full inhale, relaxed exhale).
- Exhale, then hold... as long as is comfortable.
- Inhale fully, hold for 15 seconds.
- Repeat the round 3 to 4 times.

Ground rules

- **Never in water. Never driving.**
- Sit or lie down. Tingling and lightheadedness are normal.
- Skip the day if you feel unwell. No catch-up rounds.
- Use the WHM app to time and log every session.
- *Free version of the app is fine.*

COLD EXPOSURE

Start gentle. Build slowly.

Most participants start with a 15–30 second cold finish to a normal shower.

Weeks 1–2	Weeks 3–4	Weeks 5–8	Weeks 9+
15–30 sec	**30–60 sec**	**1–2 min**	**2–3 min**
Cold finish to normal shower	*Hold the cold, breathe slow*	*Standalone cold shower*	*Optional: full immersion*

The principle: discomfort, not distress. *If your breath panics or your body tightens past control, end the session. Try again tomorrow.*

OPTIONAL

Cold water immersion.

After week 4, if you want to and it's safe for you. Not required for the study.

When it's open

- After 4+ weeks of consistent breath work and cold showers.
- Tub, lake, ice barrel, or sea… your choice.
- Start short. 30–60 seconds is plenty.
- **Never alone, where possible. Never with hold-your-breath rounds.**

Not for you, for now

- **If you are on active chemotherapy: full immersion is not permitted in this study.**
- If your doctor has flagged immersion as a risk: stay with showers.
- If your immune counts are low: stay with showers.
- *If the day feels off: skip. Cold will be there tomorrow.*

CAPTURE

If it isn't recorded, it didn't happen (for the data).

Three small habits make your contribution five times more useful.

Use the WHM app

Time your breath work. Log your cold sessions. Free version is fine. App data syncs to the portal.

Photo + video

A quick clip of your shower thermometer or plunge tub. A selfie post-cold. Time stamps tell the truth.

Numbers next to it

Water temperature. Duration. How you felt: 1–10. Anything wearable picked up. Drop it in the weekly form.

Privacy: your photos and videos are private to the study team unless you explicitly opt in to share. *Default is private.*

A QUICK NOTE

Other methods we'll track in the comparison arm.

If you're in the comparison group, your practice is just as important.

Sauna

Heat-based stress. Tracked time, temperature, frequency.

Contrast therapy

Hot then cold cycles. We capture exposure ratio and duration.

Other breath work

Box breathing, slow nasal, pranayama. Tracked sessions per week.

Why this matters.
Without a comparison group, we can't tell what's WHM and what's the act of doing something deliberately for your wellbeing. *If you're in this arm, you are not 'second tier.' You are the control. The science needs you.*

YOUR WEEK

What a typical week looks like.

Daily practice. Weekly check-in. One or more live sessions.

MON	TUE	WED	THU	FRI	SAT	SUN
Breath	**Breath**	**Breath**	**Breath**	**Live session**	**Optional**	**Check-in**
10–15 min	*+ Cold finish*	*10–15 min*	*+ Cold finish*	*Group or 1:1*	*Plunge or rest*	*5 min form*

Live sessions are unlisted YouTube livestreams.
Drop in anonymously. Ask questions in chat or via the portal. We'll record and share within the cohort.

SPECIAL SESSION

Wim Hof, live.

A guided breath work session and Q&A. For our participants only.

MARK YOUR CALENDAR

Friday

May 22, 2026

Noon EST · 5 PM GMT

WHAT TO EXPECT

- A short hello and context from Wim.
- A live, guided breath work session you can follow at home.
- Q&A. Drop questions in the chat anonymously or beforehand via the portal.

Unlisted YouTube link will be sent through the participant portal 24 hours in advance.

HOW WE'LL TALK

Privacy by default. Access on demand.

Three channels. Use whichever feels right for the question.

Unlisted YouTube

Group calls and breath work sessions. No one finds them through search.

No real name required.

Participant portal

Submit baseline, weekly check-ins, daily logs. Direct messages to any team member.

Your single source of truth.

Anonymous Q&A in chat

Drop a question during any livestream. No identity required.

Or email a team member directly.

OVER TO YOU

Questions, please.

Anonymously in chat. Or via the participant portal. Or directly to any of us.

1 Self-register

Portal account. One per participant.

2 Profile + baseline

Both done before May 18.

3 Download WHM app

Free version is fine. Phone ready.

Thank you. *See you May 18.* · *coldtherapy.acoer.com*