



longevity bros are feuding

They're referring to a recent wave of public drama among high-profile "longevity influencers" like Bryan Johnson, Andrew Huberman, Peter Attia, Dave Asprey, and others, who've been sniping at each other over supplements, science claims, and personal credibility.^{[1] [2] [3]}

What's going on

- A recent GQ piece framed it as "the internet's most popular purveyors of podcasts and peptides...having it out," highlighting tensions among Peter Attia, Bryan Johnson, Dave Asprey, and peers over money, sponsorships, and scientific rigor.^{[2] [4]}
- Bryan Johnson has publicly attacked the popular supplement AG1 as ineffective and suggested influencers promoting it are getting rich from a product he argues doesn't deliver real clinical benefits, which implicitly criticizes peers who advertise it.^[2]
- Commentators describe "open warfare" in the longevity/biohacking scene, noting that attacks on products often double as shots at rival influencers' integrity and business models.^{[3] [1]}

Bryan Johnson vs Huberman example

- In early 2025, Johnson and Andrew Huberman clashed on X after Huberman commented on Johnson's leg press video, saying "friends don't let friends do partial reps."^{[5] [6]}
- Johnson replied with a long post accusing Huberman of taking a "cheap shot," favoring perception over **science**, and even bringing up an earlier probability-calculation error Huberman had made.^{[6] [5]}
- Huberman later said it was a misunderstanding and that his comment was meant as friendly encouragement about full range of motion, not a jab.^{[5] [6]}

Why people are calling it a feud

- Pieces and posts sum it up as a mix of:
 - Fights over supplement sponsorships and alleged "heists" (e.g., AG1 criticism).^{[1] [2]}
 - Status battles among influencers who all sell their own protocols, memberships, or products.^{[7] [3]}
 - Personality clashes playing out publicly on podcasts and social media (like Johnson vs Huberman).^{[6] [5]}
- So "longevity bros are feuding" is basically shorthand for this cluster of ongoing beefs in the online longevity/biohacking world, not just one isolated argument.^{[3] [1] [2]}

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What started the Peter Attia Bryan Johnson feud

The “feud” is mostly about money, hype, and what “real” longevity looks like, not a single personal incident.^[16] ^[17]

Core trigger: expensive biohacking vs basics

- Peter Attia has publicly criticized wealthy “biohackers” who spend huge sums on unproven therapies (like a ~ \$700,000 follistatin gene therapy example) and, in his view, make people think you need massive money to live longer.^[16]
- Commentators widely inferred he was talking about Bryan Johnson or people very similar to him, since Johnson has done follistatin gene therapy in Latin America and spends millions per year on an extreme quantified protocol.^[16]

Johnson’s side: influencer/“heist” culture

- In the GQ piece, a key flashpoint is Johnson’s attacks on AG1/athletic greens, where he called the product an “influencer heist” and implied that big wellness podcasters were getting rich off a mediocre supplement.^[17]
- That criticism implicitly hits people like Attia (and Huberman), who have historically profited from AG1’s popularity, so it’s read as a veiled shot at that whole camp of longevity personalities.^[17]

How it became a “feud”

- Attia’s irritation with “rich biohackers” distracting from evidence-based basics (VO2 max, strength, sleep, relationships) clashes directly with Johnson’s high-budget experimental persona, even if Attia doesn’t name him.^[16]
- Johnson’s rhetoric about influencer grafts and overpriced products in turn paints clinicians/podcasters like Attia as part of the problem, so the media frames it as the two sides of the longevity world openly sniping at each other rather than collaborating.^[17] ^[16]

In other words, it’s less “one event” and more a clash of models: Attia’s clinical, basics-first, anti-hype stance versus Johnson’s maximalist, heavily marketed experimental blueprint that also criticizes the influencer economy Attia benefits from.^[17] ^[16]

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summarize the GQ article

The article “The Longevity Bros Are Fighting” says that a small group of male longevity influencers have turned on each other in a very public way, exposing money, ego, and ethics tensions in the wellness world.^[31] ^[32]

Main storyline

- The piece opens on "influencer outbursts" and "betraying biohackers," describing how a week of online spats made the optimization/biohacking scene feel like it was in open conflict.^[31]
- It centers on figures like Bryan Johnson, Peter Attia, Andrew Huberman, and Dave Asprey, who are portrayed as the internet's most visible mix of podcasts, peptides, and high-priced longevity protocols.^[32] ^[31]

Bryan Johnson vs AG1

- The narrative pivot is Bryan Johnson attacking AG1, a greens supplement that heavily sponsors major wellness podcasts, after he read a 2024 clinical trial and claimed it showed "no clinical advantages."^[31]
- Johnson called AG1 an "influencer heist" and told people to cancel their subscriptions, suggesting influencers promote it mainly because it pays them well rather than because it is worth its price.^[31]
- AG1 publicly responded that the year-old study did not support his interpretation, and Johnson doubled down by saying companies pay influencers "not because it's worth \$79, but because you all get rich."^[31]

Epstein documents angle

- The article then folds in the release of Epstein-related documents, noting that Johnson appeared in them as someone who met Epstein while seeking funding.^[31]
- It quotes Johnson's online reflections where he frames the public's reaction to the documents in quasi-neuroscience language about mirror neurons, trauma, and the brain recognizing "wrongdoers" without a way to retaliate.^[31]
- Johnson said on social media that his Zoom with Epstein was their last meeting and that Epstein made him feel "sick to my stomach," though records show he contacted Epstein's office again in 2018.^[31]

Bigger point the article makes

- By juxtaposing Johnson's AG1 attacks, his own extreme anti-aging persona, the Epstein connection, and the podcast ecosystem, the piece argues that longevity culture is deeply entangled with big money, sponsorships, and personal branding.^[32] ^[31]
- It paints the "longevity bros" as both preaching health optimization and simultaneously engaged in status competition, commercial conflicts, and messy reputational battles that undercut their calm, science-first image.^[33] ^[31]

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What did Peter Attia say about Bryan Johnson

Peter Attia has not (as far as public records show) gone on record saying Bryan Johnson's name while criticizing him, but he has clearly described a "rich biohacker" whose behavior closely matches Johnson's follistatin experiment and high-spend lifestyle.^[46] ^[47]

What Attia actually said (without naming Johnson)

In a 2024 video, Attia said he'd been asked about a man "obsessed with biohacking his way to immortality" who went to Mexico, spent about 700,000 dollars on follistatin gene therapy, and chased experimental interventions with no human evidence.^[46]

He called that kind of spending "the most ridiculous thing" he'd ever heard and added, "If it was 7 dollars, I wouldn't do it, because there is zero evidence this works," emphasizing that follistatin/myostatin muscle-growth ideas lack human proof and that more muscle can be built in the gym.^[46]

Attia said rich biohackers "distract from what matters" by making people think you need huge money to live longer, while the things that almost certainly help—high VO2 max, strong muscles, time outdoors, good sleep, and relationships—are relatively cheap.^[46]

He complained that people end up spending "500 dollars a month on supplements for which there is no demonstrated efficacy" and concluded, "I have a very low tolerance for nonsense and buffoonery," which many listeners took as aimed at Johnson-style protocols.^[48] ^[46]

How this relates to Bryan Johnson

The same article notes that the anonymous follistatin story lines up with Johnson's documented trip to Latin America (Honduras) for follistatin gene therapy, part of his multi-million-dollar longevity quest.^[47] ^[46]

Because of that overlap, outlets summarize Attia's position as calling out Bryan Johnson-type biohacking as wasteful, unproven, and misleading for the public—even though he stops short of saying Johnson's name directly.^[49] ^[46]

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Details on Dave Asprey in the feud

Dave Asprey is positioned as both an elder statesman in the longevity scene and a critic of how Bryan Johnson is approaching "don't die"-style biohacking.^[61] ^[62]

What Asprey has said about Johnson

- Asprey has praised Johnson as an "outlier" who does a **service** by showing what's possible and getting mainstream attention on longevity, saying we "need those pioneers who will do things most of us never will."^[62] ^[61]
- At the same time, he warns that Johnson belongs to a camp that is "repulsed by death" and trying to "cheat death," and he argues that "trying to cheat death only makes death stronger," calling that mindset misguided.^[61] ^[62]

How this fits into the broader feud

- Asprey tells outlets there are “two factions” in longevity: one driven by fear of death, and one focused on living a vibrant, meaningful long life; he explicitly cites Johnson as emblematic of the fear-driven, anti-death faction. [62] [61]
- Commentators wrap this into the “longevity bros are fighting” narrative: Johnson publicly attacks influencer money and products like AG1, while figures such as Asprey critique Johnson’s psychology and “cheat death” framing, turning philosophical differences into a public rift inside the same biohacking ecosystem. [63] [64] [61]

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