

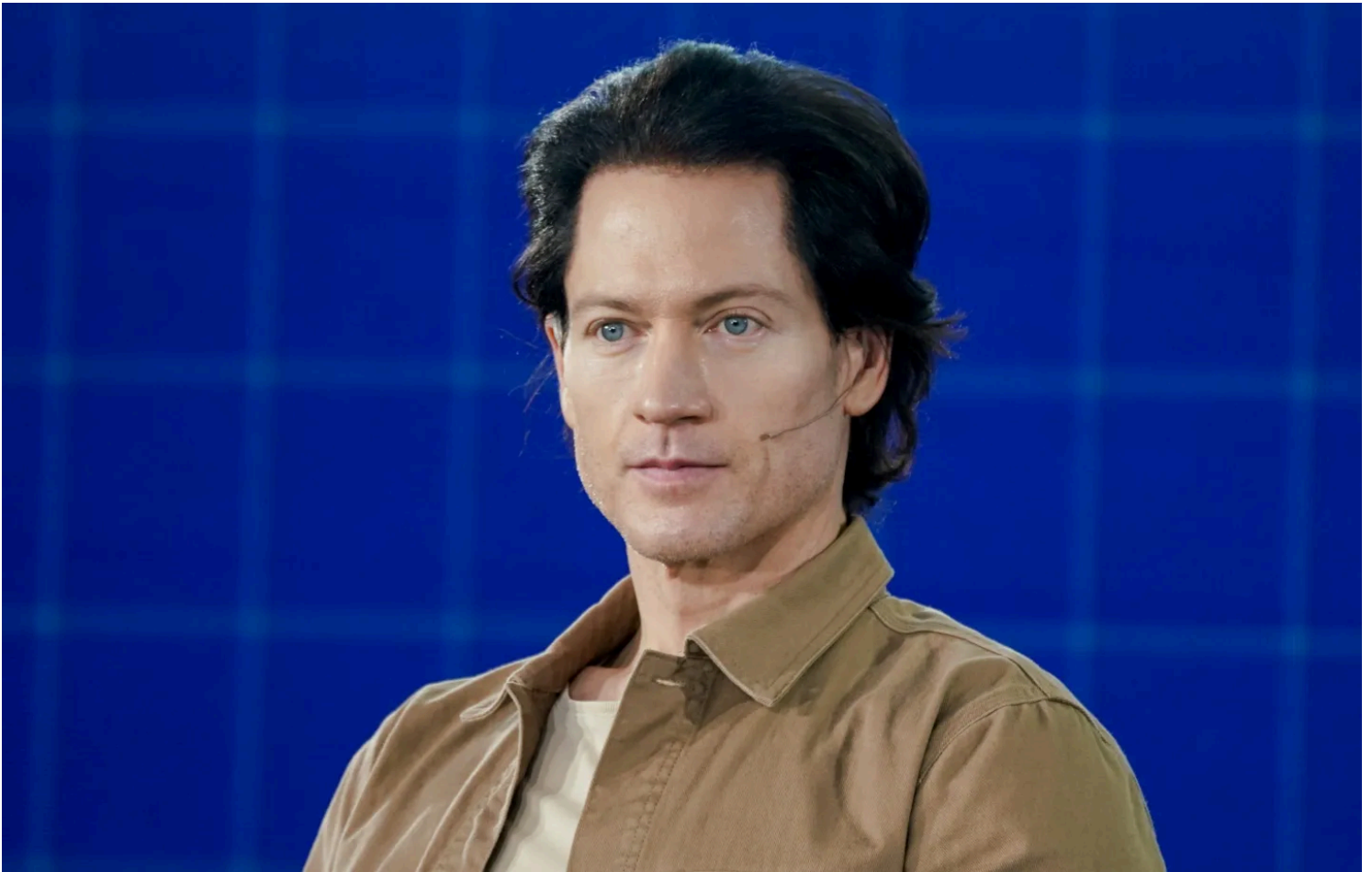
AGING WELL · LONGEVITY

Tech millionaire who spends \$2 million a year to live forever looks unrecognizable after anti-aging procedure

BY ANI FREEDMAN

November 16, 2024 at 5:21 AM GMT+8





Bryan Johnson's latest escapade in his attempt to live forever went seriously wrong.

KYLE GRILLOT/BLOOMBERG/GETTY IMAGES

The pursuit of longevity has been taken to new heights by [millionaire](#) tech entrepreneur [Bryan Johnson](#), who is at the forefront of the movement looking for new ways to [reverse aging](#) and extend health span, and live to [age 150](#).

But Johnson's latest escapade went seriously wrong.

[Johnson posted](#) to his [Instagram](#) on Nov. 14 a jarring close-up of his face, bloated and red, after an attempt to inject a "donor's" fat into his face to attain a more youthful look.

The idea came as a result of Johnson's weight loss from his strict 1,950-calorie [diet](#).

“I got really lean and lost a lot of fat—especially in my face. My biomarkers were improving, but I looked gaunt,” Johnson wrote in his caption. “People thought I was on the brink of death.”

That’s what prompted him to initiate what he called, “Project Baby Face,” an attempt to bring youthfulness back into his face.

“Facial fat, we discovered, is pretty important for how people perceive youth,” Johnson wrote. “It didn’t matter how good my biomarkers were if I didn’t have face fat.”

Johnson says he didn’t have enough fat on his own body to inject into his face, hence the need for a donor. His body quickly rejected the fat, though.



bryanjohnson_
978K followers

[View profile](#)



[View more on Instagram](#)

24,208 likes

bryanjohnson_

“Have any of your therapies gone wrong?”

In starting Project Blueprint, I had one question: are we the first generation who won't die?

To begin, my team and I evaluated all the scientific literature on longevity and aging, stack ranking the best performing health therapies with the most compelling evidence.

Caloric restriction was among the early selections. My daily calorie consumption dropped from 2,500 to 1,950. As a result, I got really lean and lost a lot of fat—especially in my face. My biomarkers were improving, but I looked gaunt. People thought I was on the brink of death.

As Blueprint grew into a global movement, the scrutiny increased. Facial fat, we discovered, is pretty important for how people perceive youth. It didn't matter how good my biomarkers were if I didn't have face fat.

So, we started "Project Baby Face," to explore whether we can restore lost volume.

We selected a first therapy: injecting a fat-derived extracellular matrix to restore volume by stimulating my body's natural fat growth. It's possible to use one's own body fat for this but the problem was I didn't have enough fat on my body to extract, so I used a donor.

Immediately following the injections, my face began to blow up. And then it got worse, and worse, and worse until I couldn't even see. It was a severe allergic reaction.

Thirty minutes after the treatment, I was scheduled to meet with [@valleyhack](#) of Bloomberg to talk about Blueprint. I called him and said, "Hey, so that you're not alarmed, you may not recognize me today. I think I'm ok. I hope I'm ok. If I'm not ok, are you by chance trained to perform any life-saving actions?"

Seven days later my face was back to normal and we were back in the trenches reformulating plans for our next attempt.

Building a product is one thing; being the product is a whole different thing.

[View all 2,127 comments](#)

Add a comment...

"Immediately following the injections, my face began to blow up. And then it got worse, and worse, and worse until I couldn't even see," Johnson's caption says. "It was a severe allergic reaction."

That complicated his plans for the rest of the day. With a swollen face, Johnson went to his scheduled meeting 30 minutes later with a Bloomberg reporter, warning him that he "might

not recognize” Johnson.

Seven days later, Johnson’s face was back to normal, he says. “And we were back in the trenches reformulating plans for our next attempt,” he wrote.

Johnson’s longevity efforts under his [Project Blueprint](#) have included receiving [blood transfusions](#) from his teenage son—with the idea that this “young blood” procedure (which is not FDA approved) will help reverse aging, adhering to a rigid diet that includes a slew of Blueprint-branded supplements, and undergoing regular [gene therapy injections](#).

For you:

- **The Well Adjusted newsletter:** [Sign up](#) to get simple strategies to work smarter and live better, in your inbox three times a week.