



KamaLama

Grounded in science. Independent.

Explore What Impacts Life Expectancy

www.kamalama.org

WHITEPAPER

This Whitepaper provides general information about KamaLama.org and contains forward-looking statements based on current expectations and assumptions. These statements are subject to risks and uncertainties that could cause actual outcomes to differ significantly. Certain details have been omitted due to confidentiality; readers should review the disclaimer and risk factors at the end of the document for a full understanding of its scope and limitations. The Company assumes no obligation to update or revise these statements as new information or circumstances arise.



Executive Summary

KamaLama transforms the vast body of longevity research into clear, actionable guidance accessible to all. This white paper crystallizes our mission, scientific foundations, and the core problems we solve – information overload, fragmented evidence, lack of holistic perspective, and ambiguous advice. It is written for ambassadors, partners, researchers, funders, and users who depend on transparent, evidence-based insights.

What Drives KamaLama?

Mission

Provide clear, science-backed health insights so people can live longer, healthier lives and reach their full potential.

Vision

A world where everyone receives binary answers – “proven” or “not proven”—about how daily choices affect life expectancy, empowering the longest, healthiest life possible.

Science

AI-assisted synthesis of 70 000+ peer-reviewed studies delivers binary conclusions on whether each factor truly impacts all-cause mortality.



THE PROBLEM

Making Sense of Health in a Noisy World.

KamaLama confronts each of these challenges by synthesising high-quality mortality research, stripping out commercial noise, and delivering clear, privacy-first insights that public users and clinicians can actually use.

1. Information Overload & Noise

8 million new English-language health articles are published online every month (Ahrefs 2024)¹. Yet 74 % of readers say they struggle to separate facts from marketing (Edelman 2023)².

2. Fragmented Evidence

More than 75 000 peer-reviewed papers connect lifestyle factors to all-cause mortality, but the findings are scattered across dozens of journals and databases. No existing platform systematically consolidates and categorises this evidence across the full 360° spectrum of human behaviour, biomarkers, and environment, then translates it into practical, actionable guidance.

3. Hidden Agendas — Two-thirds of Google’s top results for longevity queries come from commercial sites selling products, skewing recommendations toward sales rather than proven life-extending interventions.

¹ <https://ahrefs.com/blog/seo-statistics/>

² <https://www.edelman.com/>



4. Low Awareness of Personal Health Markers

KamaLama's own 2025 survey (n = 1 042) shows only 15 % of respondents can name basic metrics such as blood pressure, LDL, HbA1c or BMI—impeding self-management and prevention.

5. Binary Clarity Gap

Much health guidance remains ambiguous; clear “proven/ not proven” answers backed by robust statistics are rare, making it hard for individuals to prioritise behaviour change. People cannot improve what they cannot clearly understand or prioritise.

6. Low Health Literacy – Only 12 % of U.S. only about 1 in 8 adults can readily understand and use medical information (HHS 2022)³, so most people struggle to apply complex research findings to their own lives.

7. Cost of Confusion

Modifiable behaviours—smoking, poor diet, inactivity, excess alcohol—drive 60 % of global deaths (WHO 2023)⁴, yet billions are spent each year on low-evidence fixes.

8. Limited Clinical Bandwidth

A thorough 360° health review requires **≈ 30 minutes** (NHS Health Check: 20-30 min; Cleveland Clinic physical exam: ~30 min), yet the average UK GP appointment lasts only **9.2 minutes**. With such tight slots – and the constant need to stay current with evolving research – clinicians rarely have the time to deliver an up-to-date, whole-person assessment during routine visits.

³ <https://www.hhs.gov/>

⁴ <https://www.who.int/>



THE MISSION

KamaLama's mission is to bring life-changing health insights to as many people as possible.

Rooted in peer-reviewed research and measured by all-cause mortality effect, we cut through the noise to deliver clear, actionable insights that help people extend their healthiest years.

Why?

So humans will live long enough to see it all - an incredibly changing world for the better!

A world where people receive **binary answers**—"proven" or "not proven"—about how daily choices affect life expectancy, and use that knowledge to live the longest, healthiest life possible.

As an **independent organisation**, our commitment is unwavering: no gimmicks, no hidden agenda—just pure, evidence-based guidance that empowers a longer, healthier life.



CORE VALUES

Independence. Science. Accessibility.

Independence	<p>No ads, affiliate links, sponsorships, or paid partnerships of any kind.</p> <p>We accept no funding from supplement, device, pharmaceutical, or wellness companies, and we endorse no brand, product, or ideology—only conclusions grounded in rigorous, peer-reviewed science.</p>
Binary Insights	<p>We give straight yes/no conclusions based on the best evidence available.</p>
Scientific Rigor	<p>Evidence limited to peer-reviewed human research (RCTs, prospective cohorts). Only studies with clear comparators, placebo arms, or robust hazard ratios. Strength graded with the GRADE framework.</p>
Open Knowledge	<p>Factor lists and references are published on our website so everyone can access it.</p>
Equity & Access	<p>The core test is free forever; no account needed.</p>
Privacy by Design	<p>No answers, results, or personal data are stored or retained by KamaLama.</p>



DOMAIN LANDSCAPE

Current Option	Strengths	Critical Gaps for Longevity Guidance
Wearables & Fitness Apps	Continuous data on steps, sleep, heart-rate	Track metrics but rarely translate them into years-of-life impact or prioritised actions. 70 % of users abandon wearables within 6 months (Gartner 2022).
Genetic & Biomarker Tests	Deep lab insight	Single-snapshot; often overpromise predictive power. Paywalled reports; limited lifestyle context.
Government Guidelines	Evidence-based population advice	Written for the “average” citizen, not personalised. Lack of real-time feedback or motivation.
Scientific Papers & Meta-analyses	Gold-standard evidence	Technical language, paywalls, slow updates. Inaccessible to most individuals.
Commercial Biohacking Apps	Trend-focused, high engagement	Frequently funded by supplement sales; evidence quality inconsistent; subscription costs widen inequity.

Each tool solves a fragment; none deliver an **independent, comprehensive, and clinically relevant picture** of how dozens of habits add or subtract life-years.



THE SOLUTION

The 360° Longevity Assessment

A five-minute, browser-based assessment that distills insights from 70 000+ scientific papers into one personalised longevity roadmap.

The core version asks ~25 high-impact, easily answerable questions, is completely free, requires no registration, and can be completed in under five minutes.

The core test is completely free and built for ultra-low-friction UX, so anyone can receive a science-backed health assessment in minutes.

An optional expanded version unlocks 100+ additional factors for an even deeper view of life-expectancy impact—while maintaining the same ultra-low-friction UX.

What Makes It Different

Pillar	What We Do	Problem Addressed
Evidence-Based Scope	Select only factors with strong, reproducible evidence and meaningful effect sizes on all-cause mortality; every predictor is tied to at least one high-quality human study and a meta-analytic risk estimate.	Information overload & marketing noise – filters out unproven hype and focuses users on what truly matters.



360° Overview

Organises predictors into 15 domains – Lifestyle, Social, Physical markers, Nutrition, General, Substances, Mental, Supplements, Medical history, Blood markers, Environment, Healthcare, Income, Occupation, Safety, and Sleep – for a full-spectrum view of longevity levers.

Fragmented evidence – provides the integrated, whole-person perspective missing from most tools.

Binary Clarity

Factors with strong evidence are included with summaries and references; weak or conflicting factors are listed in an “Excluded” appendix with reasons.

Ambiguous recommendations – replaces fuzzy advice with a clear “strong vs. insufficient evidence” distinction.

Three-Number Life Expectancy

Shows **Average** (baseline from WHO & Our World in Data), **Estimated** (personalised), and **Potential** (best-case) life spans, with instant recalculation on answer changes.

Lack of context & motivation – gives a benchmark, your position, and a target to drive action.

Years-Gained Engine

Converts synthesised risk estimates into intuitive years **added to** or **taken from** life expectancy.

Hard-to-interpret statistics– turns abstract risk ratios into a single metric everyone understands.



**On-Device
Privacy**

Answers are stored locally during the test. Once completed, data is sent once to the server for result calculation, then immediately discarded.

No answers, results, or personal data are stored or retained by KamaLama.

Privacy concerns – removes the data-sharing barrier that stops many from using health tools.

Independence

No ads, affiliate deals, or funding from supplement/device makers; no promotion of brands or ideologies.

Hidden agendas & bias – ensures guidance is free from commercial influence.

**Open
Knowledge**

Source references for every included factor; excluded factors with reasons; community submissions reviewed continuously.

Lack of transparency & centralised insight – invites scrutiny and keeps content up-to-date.

**Pay-What-You-
Can Model**

Core test free; optional deep-dive unlocked from a \$5 donation (*in development*).

Inequitable access – ensures everyone, regardless of income, can benefit.



THE ENGINE

Science Under the Hood

1. **Collecting - 70 000+ Human Studies**

Continuous PubMed/API crawler harvests lifestyle-mortality research.
Public source list: <https://www.kamalama.org/library/resources> (e.g., UK Biobank, Nurses' Health Study, EPIC, PURE, Framingham, CARDIA).

2. **Screening - AI Evidence Triage**

BERT-based classifier trained on 12 000 manually-labelled abstracts.
Inclusion flags: peer-reviewed, human-only, prospective design (RCT or cohort), all-cause mortality endpoint, $\geq 1\,000$ participants, statistically significant results ($p < 0.05$), reported hazard/relative risk, placebo or comparator arm where feasible, ≥ 5 -year follow-up.

3. **Reviewing – Multi-Disciplinary Audit**

At least two independent epidemiologists plus one biostatistician;
discrepancies resolved by third reviewer (Cohen's $\kappa = 0.86$).
External reviewers rotate quarterly to minimise bias.

4. **Extracting & Validating**

NLP pipeline pulls hazard ratios, confidence intervals, age strata, dose, follow-up length.
Tuned against 300 gold-standard hand-extracted papers (MAE < 0.03).
Spot-check every 500 papers to recalibrate the model.



5. Grading – Evidence Certainty

GRADE framework applied algorithmically, then human-confirmed.

Downgrades for bias, inconsistency ($I^2 > 50\%$), imprecision (CI width $> 20\%$), or indirectness.

6. Translating – Risk → Years

Baselines from WHO and Our World in Data life tables.

Interaction matrix adjusts overlapping effects across 15 domains.

7. Individual Projection Engine

- **Average**

Demographic baseline for user's age, sex, country.

- **Potential**

Best-case lifespan if all predictors were optimised (95th percentile).

- **Estimated**

Applies positive/negative year-offsets based on user answers.

- Real-time recalculation shows impact as users tweak inputs.



INDEPENDENCE

We are Truth Seekers

KamaLama stands for evidence, not ideology.

We endorse no brand, product, or lifestyle philosophy, and we welcome rigorous, peer-reviewed research that refines or challenges our conclusions.

If you have credible data or alternative analyses on any factor in our assessment, please email truthseekers@kamalama.org.

Our team will review every submission and, when warranted, update the engine and publish the change in our public changelog.