The Black Friday Guide

Deals I actually trust, with Zora Benhamou, Gerontologist & Host of the Hack My Age Podcast

If there's something you've been eyeballing that supports your strength, sleep, energy or skin, this is the week to grab it. These are brands I partner with, and I pulled every deal into one place so you don't have to dig through your inbox.

How to use this guide

1. Save or download this guide first, so it's always one tap away.
2. Scan the one-page cheat sheet and tick what's actually on your list.
3. Jump to each brand for the full deal, dates and your code. Tap the orange button to shop.
4. Watch the dates. Some deals start early, and some get better on Black Friday itself.

AT A GLANCE

The cheat sheet

Every deal at a glance. Tap a brand name to go straight to the shop.

Tip: Save or download this guide before you start shopping. Some links open in the same window, so this way you can always come back to it.

BRAND	DEAL	DATES	CODE
SKIN			
Vitali Skincare ↗	20–25% off, early access via my link	Early access: Nov 22–26 (through my link only)	**No code**
OneSkin ↗	20–30% off (tiered)	Nov 18–30	**No code**
LIGHT & RECOVERY			
FlexBeam ↗	Up to $150 off + extra 5% with code	Early access through Nov 23	**ZORA**
Vivarays ↗	30% off Nov 27 (link only)	25% off with code: Nov 14–26 and Nov 28–30	**ZORA**
SLEEP, STRESS & TECH			
Ultrahuman ↗	42% off the Ring AIR	Live now until Nov 30	**ZORABFS**
NuCalm ↗	30% off EDGE annual ($420)	Nov 20 – Dec 1	**No code**
Leela Quantum ↗	25% off	Nov 20–28	**BLACKFRIDAY**
Apollo Neuro ↗	$125 off + free Sleep Band	Nov 20 – Dec 6	**ZORA**
SUPPLEMENTS			
BIOptimizers ↗	30% off sitewide + free gift on $135+	Nov 23 – Dec 3 (ends 11:59pm, Dec 3)	**No code**
Puori ↗	30% off subscription + free shaker	Nov 13 – Dec 2	**BLACKFRIDAY30**
BodyBio ↗	25% off sitewide	Nov 24–30	**No code**
LVLUP Health ↗	Up to 50% off	Now until Nov 30	**ZORA**
Dr. Amie Hornaman ↗	Up to 35% off + free shipping $99+	Now until sold out	**No code**
Timeline ↗	30% off a 1-month subscription	Nov 27–30 (Black Friday to Cyber Monday)	**No code**
Karen Martel ↗	30% off	On now	**ZORA**
MitoQ ↗	Up to 40% off + free shipping	Nov 22 – Dec 3 (US orders only)	**BF40**
STRENGTH			
KAATSU ↗	20% off + free guides	One week only: TBD	**BFCM20**
The Buff Muff Method ↗	$80 off + free bundle	TBD	TBD

Skin

Vitali Skincare

SKINCARE

On my list



THE DEAL
- 20% off orders up to $299
- 25% off orders $300+

DATES
- Early access: Nov 22–26 (through my link only)
- Open to everyone: Nov 27–30

CODE: **No code needed**

LINK: **Shop now →**

https://vitaliskincare.com/zora

Zora's tip: Shop early. My link gets you in 5 days before the general public.

OneSkin

SKINCARE

On my list



THE DEAL
- 20% off $149+
- 25% off $225+
- 30% off $300+
- Bundles included

DATES
- Nov 18–30

CODE: **No code needed**

LINK: **Shop now →**

https://oneskin.co/ZORA

Zora's tip: New orders only. Not valid on existing subscriptions. Can't be combined with other offers. Prices in USD.

Light & Recovery

FlexBeam

RED LIGHT THERAPY

On my list



THE DEAL

- FlexBeam 1: $479 (save 20%)
- FlexBeam 2 Connect: $599 (save $50, pre-order)
- Your code takes an extra 5% off the sale price

DATES

- Early access through Nov 23
- Then on until sold out

CODE ZORA

LINK Shop FlexBeam →

https://rechargehealthas.sjv.io/en7bRD

Zora's tip: Wearable red and near-infrared light for muscles and joints. FDA-cleared, hands-free, so you can use it while you work or relax.

Vivarays

BLUE LIGHT GLASSES

On my list



THE DEAL

- 25% off with my code or link
- 30% off on Black Friday (Nov 27) only

DATES

- 25% off with code: Nov 14–26 and Nov 28–30
- 30% off with link only: Nov 27

CODE ZORA

LINK Shop now →

https://vivarays.com/zorianabenhamou

Zora's tip: Want the biggest discount? Wait for Friday, Nov 27. That day the code doesn't work, so shop through my link.

Sleep, Stress & Tech

Ultrahuman

SMART RING

On my list



THE DEAL	• 42% off the Ring AIR
DATES	• Live now until Nov 30
CODE	ZORABFS
LINK	Shop now →

http://ultrahuman.com/ZoraBenhamou

NuCalm

STRESS & SLEEP TECH

On my list



THE DEAL	• 30% off NuCalm EDGE annual subscription: $420 (was $600, save $180) • Add the Stress Avenger for another 15% off: $357 • Total savings: 40% ($243)
DATES	• Nov 20 – Dec 1
CODE	No code needed
LINK	Shop now →

https://nucalm.com

Sleep, Stress & Tech (continued)

Leela Quantum

FREQUENCY & WELLNESS TECH

☐ On my list



THE DEAL
- 25% off
- Use my link AND the code together

DATES
- Nov 20–28

CODE
BLACKFRIDAY

LINK
US site: leelaq.com →
https://leelaq.com/?ref=ZORA

EU site: leelaq.de →
https://leelaq.de/?ref=ZORA

Apollo Neuro

CALMING WEARABLE

☐ On my list



THE DEAL
- $125 off the Apollo wearable
- 1 year of SmartVibes AI included
- Free Sleep Band
- $155 in total savings

DATES
- Nov 20 – Dec 6

CODE
ZORA

LINK
Shop Apollo →
https://www.allinflektion.com/2RJHFPXN/6Q3GCF/?sub4=ZORA&uid=858

Zora's tip: Use my link, or enter code ZORA at checkout, so you get the full Black Friday offer.

Supplements

BIOptimizers

SUPPLEMENTS

On my list



THE DEAL

- Nov 23–29: 30% off sitewide. Orders $135+ get a free Electrolyte Breakthrough, frother and free shipping
- Nov 30 (Cyber Monday): last day for 30% off. Orders $135+ get a free Sleep Breakthrough, mesh bag and free shipping
- Dec 1–3 (Cyber Week): 25% off sitewide, same free gift on $135+

DATES

- Nov 23 – Dec 3 (ends 11:59pm, Dec 3)

CODE

No code needed

LINK

Shop BIOptimizers →

https://bioptimizers.com/?rfsn=7059706.04b357&utm_source=refersion&utm_medium=affiliate&utm_campaign=7059706.04b357

Zora's tip: The free gift changes on Nov 30, so pick the week that gets you the one you want.

Puori

SUPPLEMENTS

On my list



THE DEAL

- 30% off a new subscription order, or your next order if you already subscribe
- Free shaker ($30 value) with your first PW1 Whey Protein subscription
- Pause, skip or cancel anytime

DATES

- Nov 13 – Dec 2

CODE

BLACKFRIDAY30

LINK

Shop now →

https://puori.com/HACKMYAGE

Zora's tip: Subscriptions only. The 30% doesn't stack on top of the regular subscription discount.

Supplements (continued)

BodyBio

SUPPLEMENTS

On my list



THE DEAL
- 25% off sitewide
- Available in the US, Canada, UK and EU

DATES
- Nov 24–30

CODE: No code needed

LINK: Shop now →

https://bodybio.com/ZORA

Zora's tip: The 25% comes off automatically at checkout when you shop through my link.

LVLUP Health

SUPPLEMENTS

On my list



THE DEAL
- Up to 50% off

DATES
- Now until Nov 30

CODE: ZORA

LINK: Shop now →

https://www.lvluphealth.com/?ref=ZORA

Dr. Amie Hornaman

FIXXR FORMULAS SUPPLEMENTS

On my list



THE DEAL
- Up to 35% off sitewide
- Free shipping on $99+
- Free travel pill case with every order

DATES
- Now until sold out

CODE: No code needed

LINK: Shop now →

https://thefixxrs.com/zora

Supplements (continued)

Timeline

On my list

MITOPURE SUPPLEMENTS



THE DEAL
- 30% off a 1-month subscription

DATES
- Nov 27–30 (Black Friday to Cyber Monday)

CODE
No code needed

LINK
Shop Timeline →

https://www.timeline.com/promotions-v2/bfcm-hackmyage?utm_source=hackmyage&utm_medium=social&utm_campaign=bfcm

Zora's tip: The discount is applied automatically through my link.

Karen Martel

On my list

MIDLIFE SOLUTIONS HORMONE SUPPORT



THE DEAL
- 30% off

DATES
- On now

CODE
ZORA

LINK
Shop now →

https://midlifesolutions.org/?ref=zora

MitoQ

On my list

MITOCHONDRIA SUPPLEMENTS



THE DEAL
- Up to 40% off sitewide (best on 6-month subscriptions)
- Free shipping with code BF40
- Free bottle of Triple Magnesium Complex with any new 3- or 6-month subscription

DATES
- Nov 22 – Dec 3 (US orders only)

CODE
BF40

LINK
Shop now →

https://www.mitoq.com/hackmyage

Strength

KAATSU

On my list

BLOOD FLOW RESTRICTION (BFR) TRAINING



THE DEAL

- 20% off with code BFCM20, their biggest sale ever
- Free Encyclopedia of KAATSU Protocols ($25 value)
- Free KAATSU Exercise Guide with 470+ exercises
- Buy 2 KAATSU C5 systems: get 2 Custom 12-Week Use Plans free ($500 value)

DATES

- One week only: TBD

CODE

BFCM20

LINK

Shop now →

https://kaatsu.com

Zora's tip: Each 12-week plan is built for you by a KAATSU-certified Specialist, based on your goals, experience and body.

The Buff Muff Method

On my list

PELVIC FLOOR PROGRAM BY KIM VOPNI



THE DEAL

- $80 off The Buff Muff Method
- Plus the Black Friday Ultimate Bundle free

DATES

- TBD

CODE

TBD

LINK

Shop now →

https://go.buffmuff.com/

A FEW SMART REMINDERS

Before you hit "buy"

A few quick things so you get the deal you actually want.

Buy for your body, not the sale

Ask yourself, will I use this every week? If it supports your strength, sleep or energy, great. If not, let it go. A deal on something you won't use isn't a deal.

Check the time zone

Most of these brands run on US time. So a sale that "ends at midnight" might end in the morning for you if you're in Europe. Don't leave it to the last minute.

Use the link AND the code

Some brands need both to give you the full discount. When there's a code listed, pop it in at checkout even if you came in through my link.

Read the subscription fine print

A few deals only apply to new orders or new subscriptions. Check before you add to cart so there are no surprises.

Watch the "best day"

Some deals get better on Black Friday itself (hello, Vivarays at 30% on Nov 27). Others give their best perks early. The dates are your friend.

Gift yourself first

Seriously. Midlife is the time to invest in how you want to feel at 70, 80 and beyond. Strength, energy and function, that's the goal.

WATCH THIS SPACE

A very special offer is coming for the Hack My Age Community 👀

Keep an eye on your inbox. You won't want to miss this one.

Happy shopping, and remember, you don't need all of it. Pick what fits YOUR body and YOUR goals. That's bioindividuality, baby.

xx Zora

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