

The MH Top 30 Influencers

But this shift will also create more competition online. “The barriers of entry are greatly reduced, but the bar for quality will likely go up—with more content out there, it will be harder to stand out,” Miller says. We will rely even more on AI systems to find us the answers we’re looking for but could also get higher-quality entertainment and information.

Soon it may be difficult to tell what content is made by your favorite influencer and what’s generated through AI. “It’s early days, but there will be an explosion of AI-generated content on social channels, given it’s getting much easier to create visual content,” says Liz Snower, cofounder of Iconiq, which makes conversational AI characters. “It will be possible for your favorite influencer to have full-blown conversations about anything with thousands of fans in the DMs at once.”

Human content creators will also have to fend off fully digital influencers. The next big YouTube star, podcaster, or newsletter writer might not even be human. Lil Miquela is a CGI character on Instagram that’s amassed more than 2.8 million followers. Last year, the teen-clothing retailer PacSun announced a multi-season partnership with the virtual creator. Snower says future AI influencers, which will offer content tailored to the viewer, will likely look like Kuki, an AI-powered chatbot and persona that has appeared in influencer campaigns for H&M and *Vogue*. Eventually, platforms like Instagram will need verifications to make it clear to consumers what is human and what is AI.

If AI makes it easy to generate endless virtual influencers, each of which is able to personalize its content to our interests and desires, then perhaps we’re still only at the beginning of the influencer era. “Imagine a creator in Brazil films a portion of a YouTube video and the rest is AI generated and customized to viewers around the world,” says Miller.

Soon we could all have our own army of AI-powered virtual characters that we increasingly view as friends.

“And what’s the most powerful form of marketing?” says Gahan. “A recommendation from a friend.” ■

TAYLOR LORENZ covers online culture for The Washington Post and is the author of *Extremely Online: The Untold Story of Fame, Influence, and Power on the Internet* (October 2023).

WHAT MAKES A MEN’S HEALTH-APPROVED INFLUENCER?

The bar is high. We looked for accounts that provide strong amounts of three key factors: information, inspiration, and instruction. Did follower counts help? Of course. But degrees (M.D., Ph.D., etc.) and certifications (C.S.C.S., R.D., etc.) were also highly valued—and in topic areas where they aren’t common, sheer experience counted, too. As did the message, which had to be uplifting, not competitive or shaming. Their advice had to feel safe, practical, and, of course, fun and useful. These 30 are worth a follow. —THE EDITORS OF MEN’S HEALTH

STRENGTH & FITNESS



JEFF CAVALIERE, C.S.C.S.
@athleanx
13.3M YouTube followers

The innovative trainer built his brand on results-driven online programs with **fun and insightful video instruction**, a formula widely copied by other trainers. His annual fitness summit, AX Live, draws top fitness minds and regular joes and has become something of a Fitness State of the Union. So wide reaching is Cavaliere’s influence that Sylvester Stallone credited him on Instagram with revitalizing his routines.



HELLAH SIDIBE
@hellahgood9
214k Instagram followers,
290k on YouTube (@HellahGood)

This relentlessly positive former pro soccer player has run at least two miles every single day since May 15, 2017, **helping to introduce and drive interest in the concept of a run streak.**



BRAD SCHOENFELD, PH.D., C.S.C.S.
@bradschoenfeldphd
327k Instagram followers

The renowned muscle researcher at Lehman College **brings context to complicated fitness studies.** He’s emerged as a go-to source of information for trainers and is regularly quoted by *The New York Times*—and *MH* as well.



JASON AND LAUREN PAK
@jasonandlaurenpak
780k Instagram followers

The husband and wife certified personal trainers work to **simplify your fitness, delivering reliable, down-to-earth info that routinely debunks the quick-fix claims that are all over social media**, an approach that recently landed them on *Today*.



AARON HORSCHIG, D.P.T.
@squatuniversity
1.1M YouTube followers

The physical therapist **delivers actionable, research-backed new advice mostly about one of the oldest exercises there is: squatting.** His squat warmup and rehab protocols are well-known in CrossFit circles—and used by the likes of 2019 World’s Strongest Man Martins Licis.



LAYNE NORTON, PH.D.
@biolayne
798k Instagram followers

Many nutrition “experts” tell you what you should and shouldn’t eat. Norton, who has a Ph.D. in nutritional sciences, has built a following **telling you why those people are wrong in a way that’s both educational and freeing.**



FOOD & NUTRITION



KEVIN CURRY
@fitmencook
1.6M Instagram followers

Before FitMenCook, fit men didn’t really cook. Or at least they didn’t amass a following for it online. Then along came Curry, who started posting **healthy meals to Tumblr as FitMenCook in 2012. Chili. Smoothies. Pasta dishes.** All things that seemed not only delicious but doable. His empire has grown to include a cookbook, an app, and a meal-delivery service. He’s posted more than 4,000 free recipes and tips on Instagram that make it easier to cook healthy meals.



ZACH COEN R.D., L.N.
@zachcoen
1.5M TikTok followers

Where so much of food content online is picture-perfect, Coen’s is practical. He whips up **quick, inexpensive, healthy meals that don’t feel overly... healthy.** There’s pasta! There’s bacon! There’s pizza!



JOSÉ ANDRÉS
@chefjoseandres
960k Instagram followers

Andrés isn’t just changing the culinary world—**he’s changing the world itself through his passion for simple, nutritious food;** his nonprofit, World Central Kitchen; and kindness (which counts for a lot these days).



ASKER JEUKENDRUP, PH.D.
@ajeukendrup
101k Instagram followers

The sports-nutrition scientist **presents study findings in fun infographics that turn complex topics** into “Hey, I get that now!” Follow him to feel like an instant nutrition expert.

Courtesy subject (Cavaliere, Sidibe, Schoenfeld, Horschig, Pak)

Sergey Yudin (Norton), Kathy Tran (Curry), Namisha Nobles (Coen), Paul Morgil/Getty Images (Andrés), Edward Linsmier/Bloomberg/Getty Images (Jeukendrup)



ANDREW HUBERMAN, PH.D.

@hubermanlab
3.8M Instagram followers

This Stanford neuroscientist's goal is to bring "zero-cost science-based tools for enhancing mental and physical health" to the public. He does it in deep-dive podcast interviews with top medical experts on how to think and live better. He tackles trending topics, like contrast baths, what alcohol really does to your body and mind, and how to control dopamine, extracting evidence-based best practices on any topic. His earnest, curious approach has earned his show a spot as one of the top podcasts in the U.S.



PETER ATTIA, M.D.

@peterattiamd
630k Instagram followers

A podcaster, a physician, and the best-selling author of *Outlive: The Science and Art of Longevity*, Dr. Attia has a clear, study-backed answer for "what's the deal with..." no matter what health problem you're facing or remedy you're considering.



MUNEEB SHAH, M.D.

@dermdoctor
17.9M TikTok followers, 991k on Instagram (@doctorly)

One of TikTok's top dermatologists manages to be entertaining without being ridiculous as he tells you what to do about issues like those bumps on your arm and the eczema that's driving you nuts.



IBRAM X. KENDI, PH.D.

@ibramxk
1.1M Instagram followers, 420k on Twitter (@DrIbram)

The best-selling author, history professor, MacArthur fellow, and #GirlDad has translated his powerful anti-racist work into actionable information and lessons across his platforms for people of all ages and backgrounds—whether you're a parent who wants to teach their kid about race (*How to Raise an Antiracist*) or somebody who's intent on making the world better (*How to Be an Antiracist*). He's changing the culture, nudging all of us to be more self-aware.



RAMIT SETHI

@ramit
542k Instagram followers

There are a lot of influencers, but no others have a *How to Get Rich* Netflix show—an expansion of the personal-finance advice the self-made millionaire shares on his platforms and podcast, *I Will Teach You to Be Rich*.



WILL TAYLOR

@brightbazaar
341k Instagram followers

A decade of smart style and decor tips earned Taylor a home-accessories line at QVC and two inspirational design books.

HEALTH



RENA MALIK, M.D.

@renamalikmd
1.54M YouTube followers, 43k on Instagram

The urologist and pelvic surgeon matter-of-factly but engagingly brings you the truth about the questions you thought only you had, like how to relieve yourself with morning wood.



DARIEN SUTTON, M.D.

@doctor.darien
1.9M TikTok followers, 126k on Instagram

This emergency-med physician and ABC News medical contributor's upbeat but real vibe helps keep you from freaking out about everyday health problems like eye redness and big stuff like antibiotic-resistant bacteria.



JAMES CLEAR

@jamesclear
1.1M Instagram followers

The author of *Atomic Habits* is still at it with the perfect advice for you to reduce stress, improve your thinking patterns, and leave unhelpful thoughts behind.

LIFE



LEAH THOMAS

@greengirlleah
243k Instagram followers

The writer popularized the idea of intersectional environmentalism and created a resource hub for people (think other influencers, professors, and big brands) looking to rethink their approach to sustainability.



SANDRA LEE, M.D.

@drpimplepopper
4.4M Instagram followers, 16.3M on TikTok, 7.76M on YouTube

Come for the gross skin extractions, stay for the oddly satisfying videos. Dr. Lee has spurred a lot of curiosity—and copycat influencers—around these dermatological procedures.



JEFF GUENTHER, L.P.C.

@TherapyJeff
2.6M TikTok followers

A relationship expert with "your coolest teacher in high school" energy, Guenther was dubbed "one of the most successful therapist-cum-influencers" by *Wired*. His viral videos caught the attention of the Biden administration, which asked him to make videos touting an economic campaign. Guenther, a progressive with a left-leaning fan base, explained why he turned them down on the *All Things Private Practice* Podcast: "I will be canceled by my audience."



NICOLE LEPERA, PH.D.

@the.holistic.psychologist
6.6M Instagram followers

LePera's viral posts help her millions of followers discover how their childhood trauma is affecting their adult relationships—and how to break the cycle. Her 2021 book, *How to Do the Work*, was a number-one NYT bestseller.

MENTAL HEALTH



JAKE GOODMAN, M.D.

@jakegoodmanmd
1.3M TikTok followers

Dr. Goodman blew up the Internet in 2021 when, as a psychiatry resident, he posted a photo of himself with an antidepressant on his tongue, proudly stating that he takes meds for his mental health. Since then, he's become an outspoken advocate for mental health, being creative about ways to help people understand and manage all their emotions.



KIER GAINES

@kiergaines
404k Instagram followers

Posts by this therapist and champion of Black male mental health are somewhere between free therapy and your best bud explaining to you how to be a better communicator and friend.

SEX & RELATIONSHIPS



ESTHER PEREL, L.M.F.T.

@estherperelofficial
1.6M Instagram followers

The psychotherapist famous for her study of human relationships has two best-selling books, two podcasts, and even a card game to help people find connection. Her IG Reels on finding the right partner and navigating relationships rake in millions of views.



NEDRA GLOVER TAWWAB

@nedratawwab
1.8M Instagram followers

Are you left scratching your head whenever someone brings up "boundaries"? In her empowering videos, this therapist explains what boundaries are and how to use them for healthier relationships—wisdom you can also find in her book *Set Boundaries, Find Peace*, an instant NYT bestseller.



LOLA TASH AND NICOLE ARGIRIS

@mytherapistsays
8M Instagram followers

Two 20-somethings created this make-you-laugh, make-you-cry, all-the-feels meme site. Nothing makes you feel less alone about your issues than a good meme.



DIEGO PEREZ

@yung_pueblo
2.6M Instagram followers

If a poet and philosopher wrote down your therapist's key reminders, it would look like the feed of this author of *Lighter: Let Go of the Past, Connect with the Present, and Expand the Future*.



SHAN BOODRAM

@shanboodram
598k Instagram followers, 699k on YouTube (@shanbody)

Self-described as "Dr. Ruth meets Rihanna," Boodram talks about sex and relationships with the biggest reality-TV stars on her podcast *Lovers and Friends* and is the resident sex expert on *Ex-Rated with Andy Cohen*.

Courtesy subject (Huberman, Malik, Shah, Attia, Goodman, Tash, Argiris, Perez), Theo Waigo/Getty Images (Sutton), Pablo Raya (Gaines), Nick Francher (Clear),
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