



# BULLETPROOF COFFEE™ vs. Average Joe

## Why Bulletproof® Coffee?

- The creamiest, tastiest cup of coffee you've ever had
- Free of mold + toxins that cause jitters, crashes, and headaches
- Burns fat for energy all day long

After one drink of Bulletproof® Coffee, you'll never be tempted to eat insulin-raising, fat-storing toast and oatmeal breakfasts again!

54% people say coffee makes them feel like "themselves" 



**WHAT GOES INTO YOUR MORNING LATTE?**

**16 oz Bulletproof® Coffee**  
**1 tbsp Brain Octane™**  
**2 tbsp Kerrygold Butter**

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**\$2.42**

**HOW DOES IT AFFECT YOU?**

**16 oz Latte**  
**12-14 oz Milk**  
**1-3 oz Espresso**

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**\$5.00**

Visit [Bulletproof.com](http://Bulletproof.com) to purchase your Bulletproof® coffee kit!

### Butter or Ghee

- Unsalted grass-fed butter or ghee from happy cows = healthy fats
- Grain-fed cows store toxins in their fat, so grass-fed is best!
- Ghee or butter provides 3-4x more antioxidants than milk

### Bulletproof® Brain Octane

- 18x stronger than coconut oil
- Rapidly & efficiently converted into energy for the brain & body

### Bulletproof® Collagen

- Strong joints/bones, rapid recovery, glowing skin

### Milk

- Most mass-market milk/cream is highly processed & toxic
- Pasteurized milk causes inflammation
- Milk protein binds to antioxidants in coffee & makes them unavailable to your body

### Sugar

- Sugar causes diabetes
- Increases food cravings
- Does not taste as good as butter or bacon

### SIDE EFFECTS

- Energy
- Less cravings
- Focus



### SIDE EFFECTS

- Afternoon crash
- Hunger
- Fatigue



"Cup of Joe" comes from the term GI JOES in WWII (big coffee drinkers) 

## GLOBAL STATISTICS



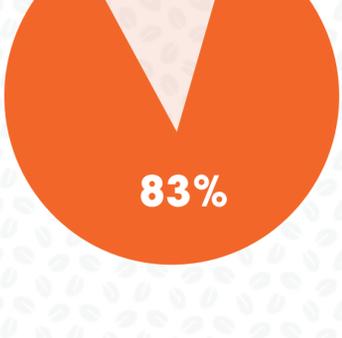
- Finland drinks the most coffee per capita in the world
- Europe restricts Ochratoxin A in coffee to 5 parts per billion, while the U.S. has no restrictions
- Coffee is grown in over 50 countries

78% of people would rather give up sex than their morning coffee 

## AMERICAN COFFEE DRINKING HABITS

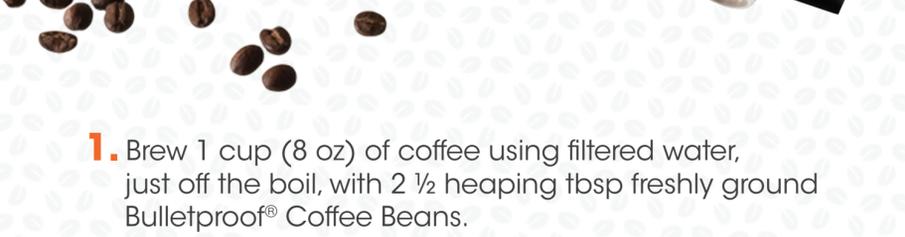
- 65%** of Americans who drink coffee consume an average of **13 cups** per week
- 60%** of Americans claim they need their cup of coffee to start the day
- 3.1** cups of coffee consumed daily per person

About **83%** of adults in the U.S. drink coffee



In 1675, the King of England banned coffee houses, claiming they were places where people met to conspire against him

## HOW TO MAKE BULLETPROOF™ COFFEE



- 1.** Brew 1 cup (8 oz) of coffee using filtered water, just off the boil, with 2 ½ heaping tbsp freshly ground Bulletproof® Coffee Beans.
- 2.** Add in 1-2 tbsp Bulletproof® Brain Octane oil to the hot coffee (It's STRONG – start with 1 tsp and work up over several days).
- 3.** Add 1-2 tbsp grass-fed, unsalted butter or ghee. Mix it all in a blender for 20-30 seconds until it is frothy like a foamy latte.

Click [here](#) to watch the official video on how to make Bulletproof® Coffee.



The first coffee shop opened in Istanbul in 1475 

[BULLETPROOF.COM](http://BULLETPROOF.COM)