



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?

HOW DOES IT AFFECT YOU?



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

\$2.42

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

\$5.00



Visit **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



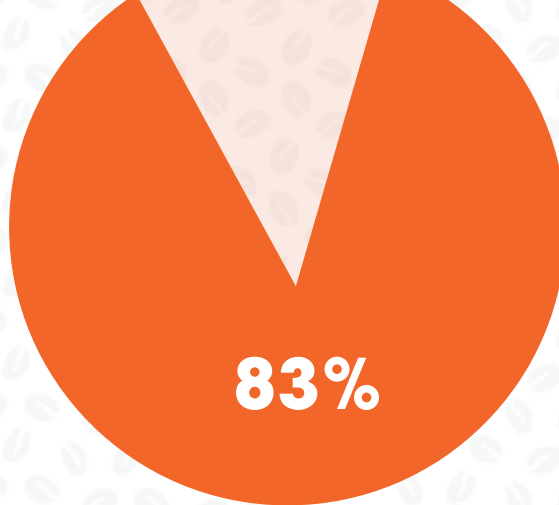
- ° Finland drinks the most coffee per capita in the world
- ° Europe restricts Ochratoxin A in coffee to 5 parts per billion, while the U.S. has no restrictions
- ° Coffee is grown in over 50 countries



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

AMERICAN COFFEE DRINKING HABITS

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



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



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

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