



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

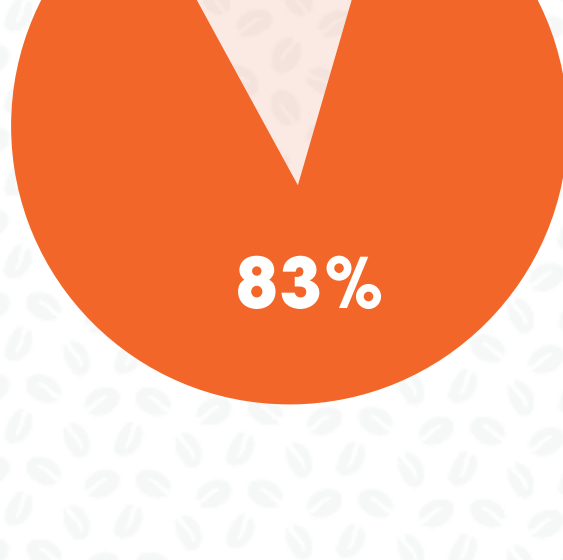
AMERICAN COFFEE DRINKING HABITS

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 1/2 heaping tbsp freshly ground Bulletproof® Upgraded™ 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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