



BULLETPROOF™

» THE STATE OF HIGH PERFORMANCE™ »

Why Butter Is Good For You

ANCEL KEYS GOT IT ALL WRONG - AND YOU'RE PAYING THE PRICE.

Saturated fat has never been proven to cause heart disease.
Trans fat and polyunsaturated fat does. (1)
Butter protects against cancer compared to vegetable oil. (2)

Fat soluble vitamins in butter protect against heart disease,
atherosclerosis, osteoporosis, and degenerative disease.
Vitamin K2 (in butter) protects against atherosclerosis and heart attacks. (3)

BUTYRATE

BUTTER'S SECRET INGREDIENT THAT MAKES YOU BULLETPROOF

Butyrate is a short chain saturated fatty acid (the kind that's supposed to be bad for you).



In mice and rats, butyrate...

Protects against mental illness. (4)
Increase energy expenditure and
improves body composition. (5)
Reduces the negative effects of
type-I diabetes. (6)
Decreases intestinal permeability. (7)



In humans, butyrate...

Is anti-inflammatory. (8)
Inhibits NF-Kappa Beta
(reduces inflammation). (9)

NOT ALL BUTTER IS CREATED EQUAL



Butter must come
from grass-fed cows.

Grass-fed butter is higher in omega-3's, CLA, beta-carotene,

Vitamin A, Vitamin K, Vitamin D, Vitamin E, and antioxidants. (10)(11)

Butter increases tissue CLA content of rats, which protects against cancer. (12)

Grass-fed butter tastes better (especially in coffee).

FACTS

Just 14 g. of grass-fed butter has:
500 IU of vitamin A

More Carotenes than carrots
<http://www.ncbi.nlm.nih.gov/>

High amounts of Vitamin K2,
Vitamin D, and Vitamin E

0161
IN 1910

Butter consumption
was 18 pounds/capita.

HEART DISEASE

RATES WERE BELOW

10 PERCENT.

<http://www.dietheartpublishing.com/>

2000
IN 2000

Butter consumption
was less than 4 pounds/capita.

HEART DISEASE KILLS

40-45% OF PEOPLE.

1. <http://www.ajcn.org/content/78/3/370.abstract>
4. <http://www.ncbi.nlm.nih.gov/pubmed/14561870>
7. <http://www.ncbi.nlm.nih.gov/pubmed/18346306>
10. <http://www.ncbi.nlm.nih.gov/pubmed/16702259>

2. <http://circ.ahajournals.org/content/40/1S2/II-1>
5. <http://www.ncbi.nlm.nih.gov/pubmed/19366864>
8. <http://www.ncbi.nlm.nih.gov/pubmed/11024006>
11. <http://www.ncbi.nlm.nih.gov/pubmed/5413655>

3. <http://www.ncbi.nlm.nih.gov/pubmed/18722618>
6. <http://www.ncbi.nlm.nih.gov/pubmed/12231422>
9. <http://www.ncbi.nlm.nih.gov/pubmed/11989838>
12. <http://www.ncbi.nlm.nih.gov/pubmed/10573540>