

# UPEVEL YOUR MIND & BODY

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**D**ave is the creator of the widely popular Bulletproof Coffee, host of the #1 health podcast, Bulletproof Radio, and author of the *New York Times* bestselling books, *The Bulletproof Diet* and *Head Strong*. Through his work Dave provides information, techniques, and keys to taking control of and improving your biochemistry, your body and your mind so they work in unison, helping you execute at levels far beyond what you'd expect, without

burning out, getting sick, or allowing stress to control your decisions. We sat down with Dave to learn more about his career, passions and how to level up your mind and body.

**I understand you started your career in Silicon Valley which is a world away from the multimillion-dollar wellness and biohacking megabrand. What did your journey look like? ▶**



DAVE ASPREY

Master Biohacker

I started off as a successful businessman in Silicon Valley, but I was incredibly unhealthy, and unhappy. I developed The Bulletproof Diet out of enlightened self-interest. I used to weigh 300 lbs, and right in my mid 20s, I started getting severe fatigue and cognitive dysfunction. I had arthritis in both knees at age 14 and didn't know that it was normal to be able to walk or exercise without pain. I discovered and then eliminated Lyme disease, Hashimoto's, and other things like that in my quest to have amazing energy all the time.

I got the idea for Bulletproof when I drank Yak Butter tea on a trip to Tibet in 2004, and I noticed that right after I drank, I felt sharper, more aware, and just all around better.

### Can you explain what biohacking is?

(v): To change the environment outside of you and inside of you so you have full control of your biology, allowing you to upgrade your body, mind, and your life.

(n): The art and science of becoming superhuman.

### As a child did you love experiments as much as you do as an adult?

As a child, I was always interested in science and engineering because I came from a family of scientists and engineers. But I didn't experiment on myself because I didn't realize that I had control of my own biology. I grew up thinking things happened for no reason.

### You talk about the difference between being healthy and optimal performance. Can you expand on this concept and how someone might start applying it today in their life?

I talk a lot about this in my new book *Head Strong*, and it's really about understanding how your body works and what you can do to make it work more efficiently to capitalize on your potential. Eating healthy and getting exercise is important and often the first step towards optimal performance mentally and physically, but to truly unlock peak performance,

it requires going a layer deeper to actually upgrade your mind and body through different techniques and supplements. People are often intimidated by biohacking or don't know where to start on the path to being Bulletproof, but there are so many small things you can start doing every day, like making a cup of Bulletproof Coffee in the morning, to get started. And that's really the first step, making changes until you're feeling and performing better, and ultimately living a better life.

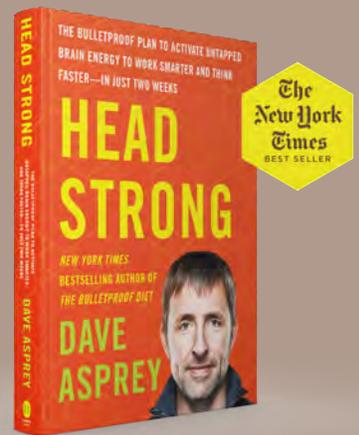
### You are on the cutting edge of biohacking technology, so what do you think will be available to us in 10 to 20 years and beyond? Do you think we will all be living well over 100 in the near future?

I think that within the next 10 years it will be very common to add another 20 years onto our lifespan. I am in touch with people working on huge breakthroughs using tools that were unavailable to us even 5 or 10 years ago. This is the best time ever to be alive and we are facing a disruptive change in this area which has never happened before.

### There is so much misinformation out in the world today. What is one of the biggest health myths that you want people to stop believing today.

The biggest myth is believing that fat is bad. Healthy fats – avocados, grass-fed butter, and Brain Octane oil (which is coconut extract 18 times stronger than coconut oil) are a few examples, actually make you perform better, mentally and physically. A low-fat diet makes you weak. A diet high in unhealthy fats and sugars also makes you weak. The standard American diet and the low-fat, high-processed-carb dogma has made generations of people fat and sick, but worse, it's affecting what people are capable of accomplishing in their personal and professional lives.

### If someone in their 20s or 30s asked you what they could do or eat that would most impact their health later in life what advice would you give them? ▶



## About Head Strong

From the creator of Bulletproof Coffee and author of the bestselling *The Bulletproof Diet* comes a revolutionary plan to upgrade your brainpower—in two weeks or less. For the last decade, Dave Asprey has worked with world-renowned doctors and scientists to uncover the latest, most innovative methods for making humans perform better—a process known as “biohacking.” In his first book, *The Bulletproof Diet*, he shared his biohacking tips for taking control of your own biology. Now, in *Head Strong*, Dave shows readers how to biohack their way to a sharper, smarter, faster, more resilient brain.

Imagine feeling like your mind is operating at its clearest and sharpest, and being able—possibly for the first time in your life—to do more in less time? What if it suddenly became easier to do the very hardest things you do? Or if you could feel 100% confident about your intellect, and never again fear being the person in the room who just isn't smart enough, or can't remember something important? How would you treat people if the mood swings, short temper, and food cravings that disrupt your day could simply disappear?

## In Head Strong

Dave shows us that all of this is possible — and more.

### SOCIAL HANDLES:

Facebook: @Bulletproof and @Bulletproofexecutive

Instagram: @Bulletproof

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Eat high-quality, grass-fed fats, lean proteins, and vegetables. The less processed and pre-made foods that are filled with sugar and toxins that you eat, the healthier and happier you’ll be. The amount of fake-healthy products that are low-fat, high sugar and high chemical makes it harder to navigate what you should and shouldn’t be eating, especially for people who don’t have the information they need to make those decisions. So, I would say to also make sure you’re reading and understanding the labels of food that you’re buying.

**We know that research shows having purpose and passion will lead to a happier and healthier life. You have clearly found your passion and purpose so what advice might you give to others looking to find and pursue their purpose?**

Whatever you are working on, if you are doing it in the service of others, it becomes a mission and it will satisfy and sustain you. If you are doing it to get rich or out of necessity or greed, it isn’t fulfilling and it becomes much harder. It’s important to recognize that as a teacher or healer or entrepreneur, if you are doing it for other people you will be much more satisfied with your life.

**With so many years of biohacking under your belt, is there an experiment that stands out where the results (good or bad) truly amazed or shocked you?**

The most shocking and amazing thing to me was the original Bulletproof Coffee experiment where I added 1,000++ calories a day to my diet, I cut back on my sleep and I stopped exercising, fully expecting to gain weight. I didn’t expect to lose weight when I started doing that in conjunction with the Bulletproof diet and the coffee. I was looking to add weight but even though I was adding this ridiculous amount of calories and not exercising - this was a huge wake up call to me.

**What’s next on the horizon?**

We’re at an incredibly exciting place as a brand right now, with so much growth ahead of us. That growth will come from the continued release of new and innovative products, including one that will be a game changer for Bulletproof consumers. In addition to new products, consumers can expect to see us in more places - from grocery stores to our own retail shops and beyond. ■