

# FACTS

14g of grass-fed butter has 500 IU of Vitamin A

Butter contains high amounts of Vitamin K2, A, D, and E

Butter is **FULL OF CHOLESTEROL** and cholesterol is an **ANTIOXIDANT** that **PROTECTS** your body from free radical damage that can cause cancer and heart disease

## YOU NEED SATURATED FAT

+ Saturated fat is an extremely important nutrient in our diet. Our brains are largely made up of this substance.

+ Saturated fats are what half of every cell membrane in your body are composed of and are vital to nearly every function and organ in the body.

+ Consumption of butter improves heart health, promotes stronger bones, improves liver health, lungs, results in a healthier brain, and assists in proper nerve signaling.

# BUTTER IS GOOD FOR YOU

*^ actually*

1

## 10 REASONS WHY YOU SHOULD EAT BUTTER



1

Butter helps fat-soluble vitamins be **ABSORBED** by the body

2

Rich source of **LAURIC ACID** (also found in breast milk and coconut oil)

3

Great source of **VITAMINS A, D, E, K,** and **K2**

4

**VITAMIN K** helps with blood clotting

5

Butter contains **VITAMIN A**, which is an **ANTIOXIDANT** and is the most easily assimilated form of Vitamin A available nutritionally. Vitamin A is crucial for healthy thyroid, adrenal and other organ health, as well as calcium absorption and proper development in children

6

**Vitamin D** is vital for immune system strength and calcium absorption

7

Butter contains **VITAMIN E**, which is another antioxidant and helps protect our cardiovascular system

8

Great source of **HEALTHY** dietary **CHOLESTEROL** (and no, cholesterol is not all bad)

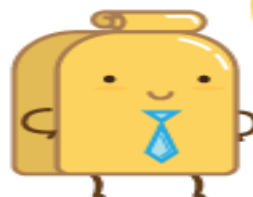
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Butter contains glycosphingolipids, which is a special type of fatty acid that helps fight gastro-intestinal infection, especially in children and elderly

10

Butter is rich in short and medium chain fatty acids, which have been shown to **PROTECT AGAINST CANCER**

BUTTER CONTAINS MORE CAROTENES THAN CARROTS!



## DID YOU KNOW?

+ Saturated fat has never been proven to cause heart disease.

+ Trans-fat and poly-unsaturated fats have been linked to heart disease.

+ Butter protects against cancer compared to vegetable oil.

+ Fat soluble vitamins in butter protect against heart disease, atherosclerosis, osteoporosis, and degenerative disease.

+ Vitamin K2 (in butter) protects against atherosclerosis and heart attacks.

# BUTYRATE

## BUTTER'S SECRET INGREDIENT

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

Increase energy expenditure and improve body composition

Reduces the negative effects of type-1 diabetes

Decreases intestinal permeability

### IN HUMANS, BUTYRATE:

Is anti-inflammatory

Inhibits NF-Kappa Beta which reduces inflammation



# 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

GRASS-FED BUTTER TASTES BETTER (ESPECIALLY IN COFFEE)

## BUTTER DOES NOT MAKE YOU FAT

**IN FACT, IT DOES THE OPPOSITE, IT AIDS IN WEIGHT MANAGEMENT.**

Butter doesn't make you fat. Adipose tissue (body fat) is made up of a series of long-chain fatty acids. Butter is a rich source of short and medium chain fatty acids. These short and medium chain fatty acids are not deposited to any extent in the adipose tissue. In fact, butter does just the opposite. It provides a quick source of energy, leaves you feeling full for a longer period of time and

reduces cravings. It does this by stimulating the release of bile, which allows for the absorption of vitamins and eliminates toxins and old hormones from the body. It can even help you burn fat by keeping a spike in insulin at bay allowing your body to release and burn stored fat.