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Book Launch:

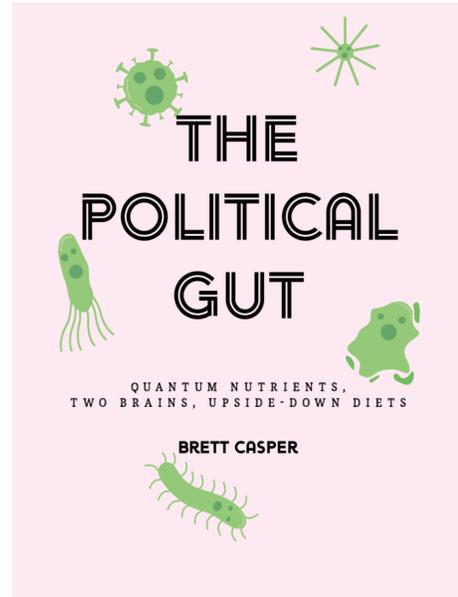
The Political Gut:

Quantum Nutrients, Two Brains, Upside-Down Diets

BRETT CASPER

Available on Amazon **June 30, 2022**
Kindle, Paperback and Hardcover

“A cross between *Breaking The Habit Of Being Yourself* by Dr, Joe Dispenza and *The Tipping Point* by Malcolm Gladwell, with a dash of *Gut: The Inside Story Of Our Bodies Most Under Rated Organ* by Giulia Enders”



Acclaimed Wellness Brand Founder Launches Book About The Politics Of Food And Deceptive Messaging

OJAI, CA (June 24, 2022) Established in 2010, acclaimed wellness brand Pure Luck®, recognized globally as a “**pioneer**” in the kombucha space and by **Food and Wine Magazine** as “**Top 5 Best**” kombucha brands in the USA, is launching a new book by Brett Casper combining manifesto and memoir.

The Political Gut follows Brett Casper’s journey from a Calvin Klein model to founder of wellness brand Pure Luck®. A journey that set off a chain of events in which he realized that toxic foods and messaging are creating toxic humans.

Brett Casper says, “Humans are being manipulated daily, to act and consume against their best interests. Many people don’t recognize how much they are under the control of politicians, advertising and corporations. It all comes back to our food system and toxic messaging. This directly translates into a lower quality of life for each individual and society as a whole. My aim is to show people how they can eliminate the negative voices in their head. And how we can collectively, as a society, take back control.”

“**Control food and you control people.**” - **Henry Kissinger** - Corporate entities and the politicians who take their money are using our diets to manipulate serotonin and dopamine levels in our bodies, altering our DNA and thought processes. What we ingest affects our microbiome, which in turn affects our personal energy signature, personal genome through epigenetic expression, and alters our decision making processes where illness, altered mind states, craven and addicted decisions affect our individual and collective behaviors and life outcomes. Creating bad habits and often severing the ability to think, and act rationally.

Collectively these decisions form a toxic state of existence, inevitably creating a toxic society. Food is political because financially entrenched architectures, additives and subsidies are keeping us down so we *need* something to pick us up, to escape, to keep us needy and addicted.

Professional photographer and author Brett Casper is the founder of Pure Luck®, which has been featured in **ELLE Decor** and acclaimed as a “**pioneer**” of the kombucha brewing industry in Asia. He and his wife Tibb Phungtham opened Pure Luck Bangkok, Thailand’s 1st ever Kombucha brewery, in 2013, and the world’s first dedicated kombucha school in 2017.

Pure Luck®’s notable collaborations include Michelin Starred Le Du and Gaggan Anand, FENDI, Fresh Cosmetics, and 5 Star resorts: Park Hyatt, Anantara Kihavah and Six Senses. Casper’s notable photography clients - Prince Andrew, Warren Buffet, Jay-Z, Brooklyn Brewery, Johnny Walker, Beefeater, and German Vogue.

Cut out toxic, processed foods, sugar and its derivatives, and learn how corporate and political messaging manipulates your mind into being your worst self. Change your diet and learn the tricks used against you, to change your life. Casper outlines how he took control of his body and then regained control of his mind by sharing reading recommendations, meditation tips, action steps for changing what you eat, and a viable solution for ensuring basic human rights. The endless consumer cycle puts profits on the top and people on the bottom. The first step to change the world is to change the way you live.

Available on Amazon June 30, 2022. Head to thepoliticalgut.com to read book excerpts. Learn more about Brett Casper at brettcasper.com and check out mypureluck.com to know more about our wellness philosophies.



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