

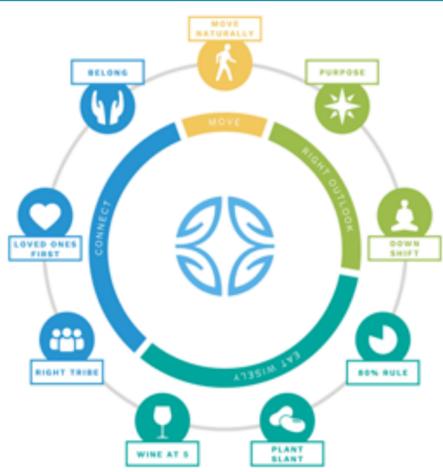


BLUE ZONES™

# FAST FACTS

Dan Buettner, Blue Zones founder, is a National Geographic Fellow and multiple New York Times bestselling author. He has discovered five places in the world – dubbed blue zones – where people live the longest, and are healthiest: Okinawa, Japan; Sardinia, Italy; Nicoya, Costa Rica; Ikaria, Greece, and Loma Linda, California. Blue Zones® is now a trademark of Blue Zones, LLC, and reflects the lifestyle and the environment of the world's longest-lived people.

## POWER 9®



After identifying the world's blue zones areas, Dan Buettner and teams of researchers found that the lifestyles of all blue zones area residents share nine specific characteristics. These characteristics are called the Power 9.

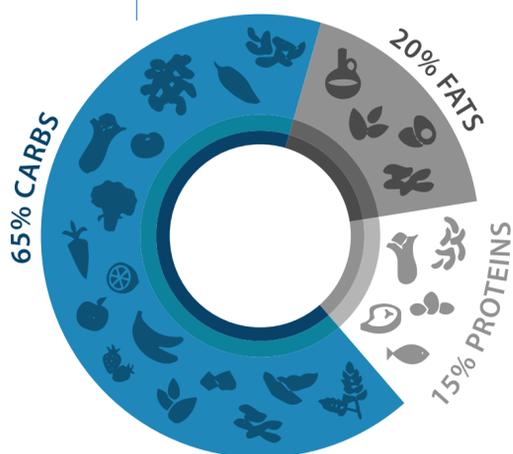
## LIFE RADIUS®

At Blue Zones we focus on the area close to home where we spend 90 percent of our lives. We optimize: the built environment; municipal policies and ordinances; restaurants, schools, grocery stores, and workplaces; social networks; habitat; and inner selves. Rather than relying on individual behavior changes, we focus on optimizing environments to favor better health.



## FOOD GUIDELINES

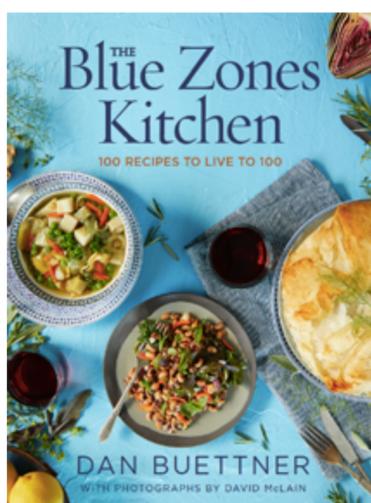
95% plant-based | 5% animal-based



We distilled more than 150 dietary surveys of the world's longest-lived people to discover the secrets of a longevity diet. These 11 simple guidelines reflect how the world's longest-lived people ate for most of their lives. 1. 95-100% Plant Based. 2. Retreat from Meat. 3. Go Easy on Fish. 4. Reduce Dairy. 5. Eliminate Eggs. 6. Daily Dose of Beans. 7. Slash Sugar. 8. Snack on Nuts. 9. Sour on Bread. 10. Go Wholly Whole. 11. Drink Mostly Water.

## THE BLUE ZONES KITCHEN

New York Times best-selling author Dan Buettner has traveled the world and visited tiny kitchens from Ikaria to Okinawa to document the recipes and dietary traditions he learned along the way. Stunning photography from National Geographic photographer David McLain accompanies the stories and recipes passed down from the longest-lived people in the world.



## BLUE ZONES MEAL PLANNER



With the Blue Zones Meal Planner, you can enjoy delicious meal plans informed by the eating habits of the world's longest-lived people. You'll receive personalized menus, smart grocery lists, grocery delivery options in select areas, and thousands of recipes to help you make meals that you, your friends, and your family will love.

TAKE THE TRUE VITALITY® TEST

TAKE THE TRUE HAPPINESS® TEST



WATCH THE TED TALK

[bluezones.com](http://bluezones.com)



CONTACT US

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