



SAN DIEGO'S  
MOST INSPIRING  
STORIES

SAN DIEGO'S  
MOST INSPIRING  
STORIES

THE THOUGHT-  
PROVOKERS:  
CELEBRATING

THE TRUE  
RENEGADES

THE NON-  
SNOBBY SAN  
DIEGO DINING

LOCAL STORIES

SEPTEMBER 15, 2025

# Story & Lesson Highlights with Mustafa Behan of Carlsbad / North County

SDVoyager

LOCAL STORIES



SHARE



TWEET



PIN



We're  
looking  
forward to  
introducing  
you to  
Mustafa  
Behan.  
Check out  
our  
conversation  
below.

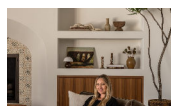
POPULAR



HIDDEN GEMS: LOCAL  
BUSINESSES & CREATIVES YOU  
SHOULD KNOW



SAN DIEGO'S MOST INSPIRING  
STORIES



HIGHLIGHTING LOCAL GEMS



WHAT HAVE BEEN THE  
DEFINING WOUNDS OF YOUR  
LIFE—AND HOW HAVE YOU  
HEALED THEM?

CONNECT



Mustafa,  
we're so  
happy to  
have you  
here with  
us and  
we'd love  
to explore  
your story  
and how  
you think  
about life  
and legacy  
and so  
much  
more. So  
let's start  
with a  
question  
we often  
ask:  
What's  
more  
important  
to you—  
intelligence,  
energy, or  
integrity?  
This is easy  
to answer.  
Integrity  
beats

CONNECT



TO TOP

beats  
energy. I  
have met  
smart  
people. I  
have met  
people  
with a lot  
of energy.  
These are  
good  
qualities.  
But the  
people that  
I want to  
build long-  
term  
relationships  
with are  
people of  
integrity.  
Also, it is  
quite  
difficult to  
find these  
people.

**Can you  
briefly  
introduce  
yourself  
and share  
what**

CONNECT



TO TOP

**brand  
unique?**

I am the founder of Amsety. I studied mathematics and technical mechanics in Germany and Italy, and initially focused on mathematical methods for quantum mechanics. After this, I changed lanes to work in business, first for Procter&Gamble (consumer goods) and then for McKinsey

CONNECT



TO TOP

with  
partners, I  
founded a  
Fintech  
company,  
long before  
“Fintech”  
became  
fashionable.  
In 2012, I  
founded  
Amsety  
(www.amsety.com).  
Amsety is  
dedicated  
to support  
individuals  
with liver  
conditions.  
I had a  
personal  
motivation  
to work in  
Liver  
Health,  
having  
both Liver  
Disease  
and  
Diabetes in  
my  
immediate

CONNECT



TO TOP

mission is  
to give  
people  
more  
healthy  
days. We  
mean this  
in two  
ways:  
Firstly, we  
want to  
make it  
easier to  
live a day  
full of  
healthy  
habits –  
from  
nutrition  
to exercise  
and rest.  
Secondly,  
we would  
love to see  
people  
benefiting  
from their  
healthy  
habits by  
having less  
days of  
health

CONNECT



TO TOP

that the  
keys to  
these  
healthy  
days are  
threefold:

1.  
Education  
about  
nutrition,  
exercise,  
and  
avoiding  
toxins
2. Pointing  
out  
harmful  
habits and  
providing  
healthy  
alternatives
3.  
Providing  
practical  
solutions  
like the  
Amsety  
Liver  
Health  
Nutrition  
Bar, the  
BetterLix

CONNECT



TO TOP

Liver  
Health  
Digital  
Assistant  
We provide  
resources  
and  
support  
that  
promote  
prevention  
and  
encourage  
healthier  
lifestyle  
choices. In  
addition to  
our Amsety  
Bars—  
specially  
developed  
to support  
liver health  
—we offer  
nutrition  
guidance,  
digital  
tools  
([www.betterlix.com](http://www.betterlix.com)),  
and AI-  
driven  
insights to

CONNECT



TO TOP



journey.

On our  
websites,  
you'll find  
helpful  
resources  
like the  
Liver  
Health  
Score quiz,  
expert tips,  
free  
eBooks,  
and liver-  
friendly  
recipes—  
all  
designed  
to make  
liver health  
part of  
everyday  
life.

With  
everything  
we do, we  
strive for  
scientific  
accuracy  
and  
highest

CONNECT



TO TOP

Anxiety  
Liver  
Health  
Nutrition  
Bars are  
based on  
clinical  
studies  
covering  
liver health  
and  
nutrition,  
offering  
key  
benefits  
like  
gluten-  
free,  
sodium-  
free, no  
refined  
sugar,  
organic,  
high in  
protein  
and fiber.

**Amazing,  
so let's  
take a  
moment  
to go back  
in time.**

CONNECT



TO TOP

**you the  
most  
about  
work?**

My father  
taught me  
the love for  
Mathematics.

He was an  
engineer.

He loved  
numbers  
and started  
to teach  
me

calculations  
when I was

4. Next to  
my father,  
my martial  
arts master

was of  
massive  
influence.

He told me  
about work  
ethics,  
discipline,  
and  
overcoming  
obstacles.

He has

CONNECT



TO TOP

almost 40  
years now.  
I had great  
mentors in  
business,  
who taught  
me about  
leadership,  
strategy  
development,  
and  
economics.  
But the  
greatest  
teacher I  
had is  
Master  
Octav, my  
Martial  
Arts  
teacher.

**Was there  
ever a  
time you  
almost  
gave up?**

No. Every  
time Frank  
Sinatra  
sings “I  
thought of  
quitting,

CONNECT



TO TOP

just ain't  
gonna buy  
it", I sing  
along.  
However, I  
am not  
sure that  
this is  
always a  
good thing.  
Sometimes,  
a quicker  
escape  
from  
situations  
would have  
been the  
right  
decision.  
But again,  
my heart  
does not  
want to  
buy it.

**I think  
our  
readers  
would  
appreciate  
hearing  
more  
about**

CONNECT



TO TOP

what you  
think  
matters in  
life and  
career,  
etc. So our  
next  
question  
is along  
those  
lines.  
What's a  
belief or  
project  
you're  
committed  
to, no  
matter  
how long  
it takes?

Our  
mission is  
equally  
important  
as it is very  
difficult to  
achieve.

We want to  
improve  
Liver  
Health.  
The

CONNECT



TO TOP

Foundation  
estimates  
that more  
than 100  
million  
Americans  
suffer from  
a liver  
condition.  
This  
estimate  
increased  
from  
around 10  
million in  
2008, to 30  
million in  
2015 to  
now more  
than 100  
million,  
meaning  
every third  
American  
suffers  
from a liver  
condition –  
with the  
majority of  
them being  
undiagnosed.  
Many of

CONNECT



TO TOP

**Okay, so  
before we  
go, let's  
tackle one  
more area.  
Are you  
tap**

CONNECT



TO TOP



**Have you  
been that  
level of  
excited at  
any point  
in your  
career? If  
so, please  
tell us  
about  
those  
days.**

I am  
excited to  
go to work  
every day. I  
enjoy  
getting  
feedback  
from  
customers,  
solving  
problems,  
developing  
people and  
strategies.

I like to  
make  
things  
happen.  
Work is a  
major part

CONNECT



TO TOP

happy that  
I love what  
I do.

## Contact

### Info:

- **Website:**  
<https://www.amsety.com>
- **Instagram:**  
<https://www.instagram.com/amsetybar/>
- **Linkedin:**  
<https://www.linkedin.com/company/amsety/>
- **Twitter:**  
<https://x.com/amsetybar>
- **Facebook:**  
<https://www.facebook.com/AmsetyBar/>
- **Youtube:**  
<https://www.youtube.com/c/AmsetyBar>
- **Other:**  
[www.betterlix.com](http://www.betterlix.com)  
<https://apps.apple.com/de/app/betterlix-liver-health-coach/id6469586362>  
<https://play.google.com/store/apps/details?id=com.betterlix&hl=gs>



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*Trending*

SAN DIEGO'S MOST  
INSPIRING STORIES

## Suggest a

## Story:

SDVoyager

is built on

recommendations

from the

community;

it's how we

uncover

hidden

gems, so if

you or

someone

you know

deserves

recognition

please let

us know

**here.**

**RELATED  
ITEMS**

LEAVE  
A  
REPLY

---

Your email  
address will not  
be published.  
Required fields  
are marked \*

CONNECT

---



TO TOP

Comment \*

*Trending*

SAN DIEGO'S MOST  
INSPIRING STORIES

Name \*

Email \*

Website

☐

Save my name,  
email, and  
website in this  
browser for the  
next time I  
comment.

Post Comme

## MORE IN LOCAL STORIES



## MEET DAVID OBUCHOWSKI OF SELF

Today we'd like to introduce you to David Obuchowski. David Obuchowski Hi David, thanks for sharing your story with us. To...

LOCAL STORIES | JUNE 25, 2024



## INTROVERTED ENTREPRENEUR SUCCESS STORIES: EPISODE 3

We are thrilled to present Introverted Entrepreneur Success Stories, a show we've

CONNECT



TO TOP

# SDVoyager

San Diego is an incredible city - but it's so large and so vast and so diverse that all of us are missing out on tons of great people, businesses, organizations, events and more.

SD Voyager wants to highlight the best of San Diego - from freelance makeup artists that will dazzle you to the best Meetup groups in town.



## LATEST HEADLINES

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