



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



LOCAL STORIES



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?

SHARE

TWEET

PIN

CONNECT



TO TOP

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

I must add,
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),

and AI-
driven
insights to

CONNECT



TO TOP

wellness

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 don'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

can be
addressed
by a
healthier
lifestyle, a
better diet,
more
exercise,
better rest,
and
medical
check-ups.
It all starts
with
education
and
developing
healthier
habits. We
are
committed
to this – no
matter how
long it
takes.

**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

[https://apps.apple.com/de/app/betterlix-
liver-](https://apps.apple.com/de/app/betterlix-liver-)

[health-](https://play.google.com/store/apps/details?id=com.betterlix&hl=de)

[coach/id6469586362](https://play.google.com/store/apps/details?id=com.betterlix&hl=de)

[https://play.google.com/store/apps/details?
id=com.betterlix&hl=de](https://play.google.com/store/apps/details?id=com.betterlix&hl=de)

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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 Comment

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

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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.



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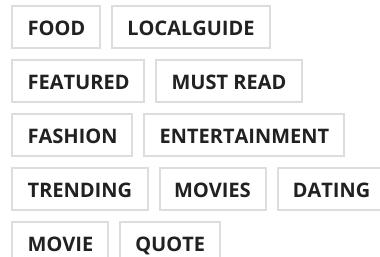
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TAGS WIDGET



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