

GILLETTE DIET

Ferdinando Frega — Nando the Scribe

Gillettenarrative.com

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Don’t be fooled by the title. No dietary product has been launched by Gillette — at least not yet. Although the parent company P&G, whose portfolio includes some of the most important and essential brands for families around the world, is already present in the pharmaceutical market. But that’s another story.

Today I’m telling you about effects born from causes.

On Gillettenarrative we have openly declared how much I live on each month — having managed, so far, not to detonate as a human being. Those who are curious can go in and read. It’s not a confession — it’s a fact. And that fact explains everything that follows.

People go on a diet to please others. To be admired. Then a disease arrives and the diet becomes a medical obligation. And so they delegate — the nutritionist, the supplements, the protocol, the app. They spend. They wait for someone else to save their body. They don’t understand — or don’t want to understand — that the only actor has always been one: themselves. The brain decides. Not the doctor. Not the algorithm. The brain.

This is an absolute truth that costs billions every year to millions of people who prefer to pay someone else rather than take responsibility for themselves.

I, on the other hand, find myself doing three months of fasting for the opposite and simpler reason: I spent all my money registering the American copyright for my books and acquiring the ISBNs. I chose where to put it. The body follows. No delegation. No doctor. Just water, clarity, and the wait for people to read Gillettenarrative — to think, and maybe smile.

I’ve already lost 20 kg. But I’ve gained new readers. The scent of free holds its fragrance.

My boss has decided. My boss is my brain.

And my brain knows that Gillette is my mother.

You are welcome.

Nando

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