



5

EASY STEPS TO CRUSH YOUR CRAVINGS



KONSCIOUS



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5 EASY STEPS TO CRUSH YOUR CRAVINGS

One of the biggest reasons the keto diet works is that ultimately, it reduces cravings naturally and make you feel less hungry. However, that doesn't mean on day zero you're going to be a carb-denying, sugar-quitting hero.



We're here to help you break free from it all and get your body back. In this quick guide, we'll tell you what secret weapon we use to knock sugar cravings into submission within seconds. It's a crazy effective, little-known hack and everyone who tries it agrees, it's a total game-changer.

BUT FIRST, WHY IS SUGAR SO ADDICTIVE?



Yes, sugar really is an addiction.
It's not just a saying...



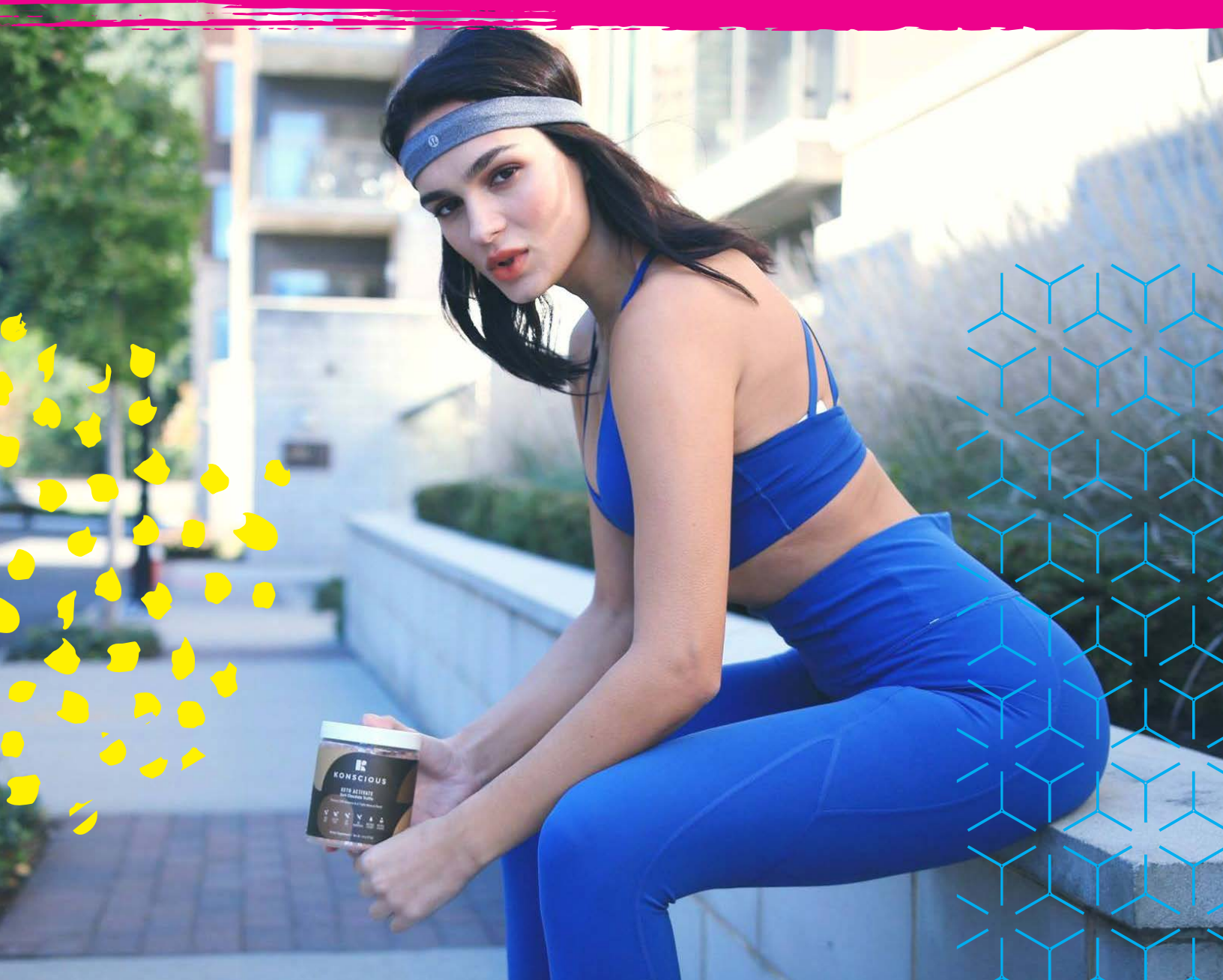
Scientists have long-known that sugar acts like cocaine, especially how it taps into the brain. Sugar can make you feel anxious, jittery, stressed, all while craving more and more. If you don't get enough sugar, your body gets mean and fights dirty.

You'll get "hangry," you'll be cranky, crabby, even with people you love. Little things become super irritating, and the only consolation and happy place are at the bottom of a supersized box of french fries, or a pint of ice cream.



In one lab test, scientists even found that rats preferred sugar and found it more addictive than cocaine; it's that bad.

It only seems natural that people are anxious to start a keto diet when one of the first things you hear is you have to give up sugar and sweets and candy, and all the stuff you love. So how can you quit without going cold turkey and feeling completely hopeless and deprived?



We're here to tell you that not only is it possible, but this could be the best thing you ever do; eating satisfying foods will taste better and feel better than sugar ever did.



JUST LET US
SHOW YOU HOW.



1

TEST FOR KETOSIS

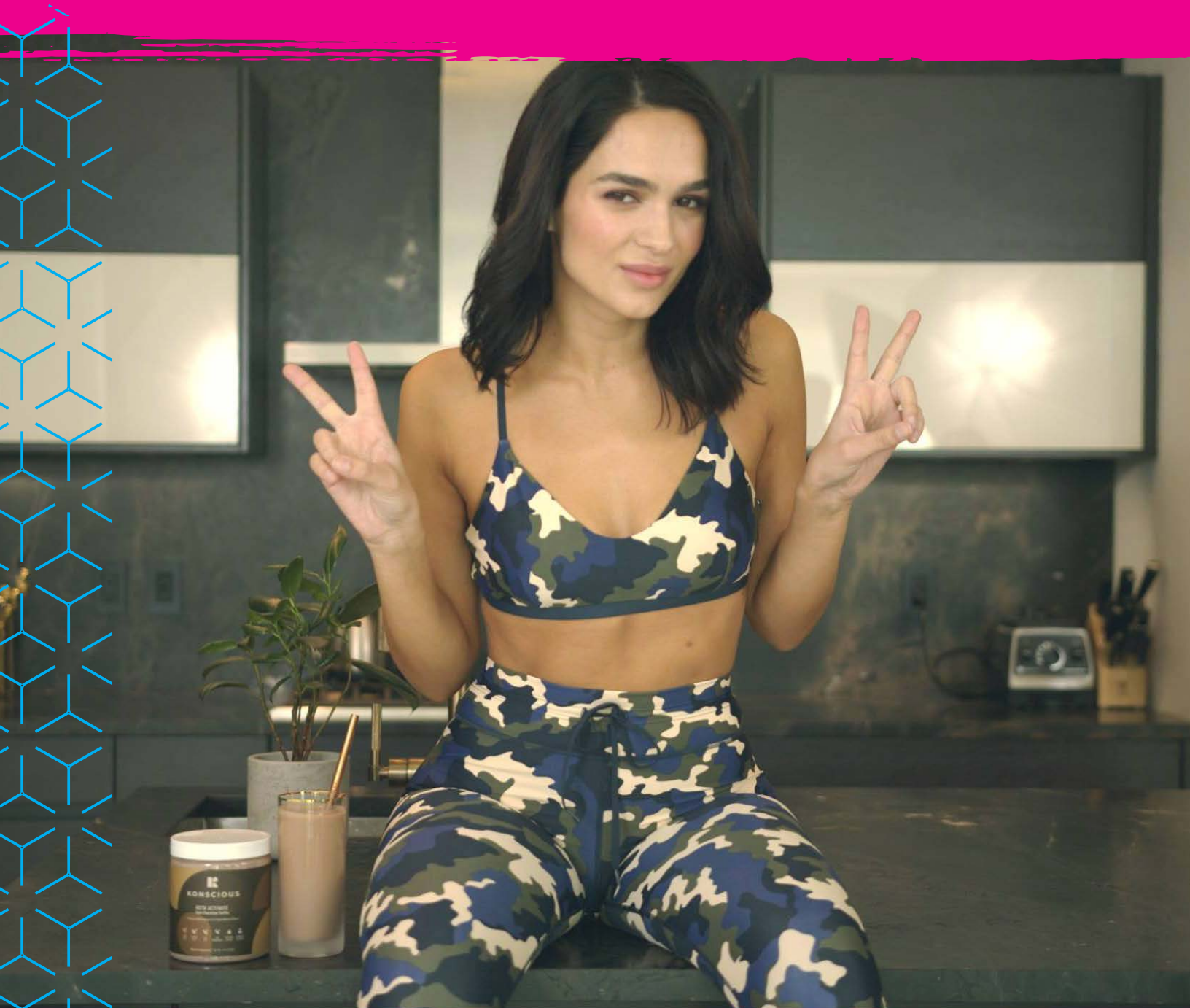




The first golden rule is to test if you're actually in ketosis. One of the problems people face is they think they're eating a keto diet, but they're not producing ketones yet, so sugar cravings will be very high (and they won't come down).



Use a urine strip, blood ketone meter or breathalyzer to make sure you're producing ketones during the transitional phase. Ketones reduce hunger and cravings naturally, and the more ketones you activate, the fewer cravings you'll experience.





Using body fat for energy also has an amazing way of making you feel satiated. We'll share some tips on how to eat more fat and lose weight, all while killing those cravings, coming up.

The main thing to remember is to make keto delicious, high-fat and fun. We've seen many people eat skinless chicken and asparagus and think that it's keto or healthy.

IT'S NEITHER KETO NOR FUN TO EAT LOW-CALORIE, LOW-FAT FOODS.



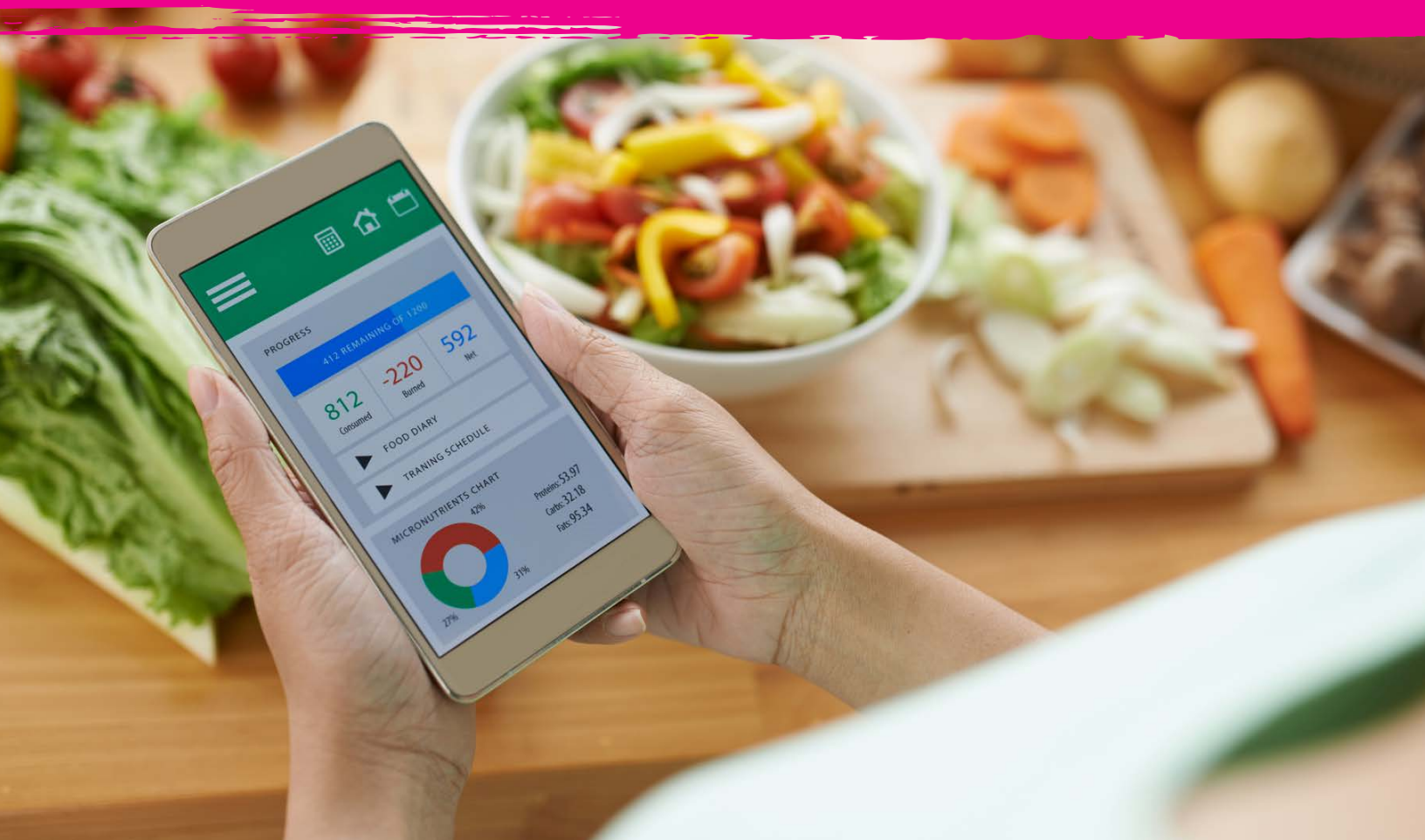
You don't have to eat super strict diet foods to get the results, if anything, doing this can make cravings worse and make you feel awful. Keto is changing how people view food because it breaks all the rules.

YOU CAN EAT CHEESECAKE AND
CHEESEBURGERS. AND YOU SHOULD.



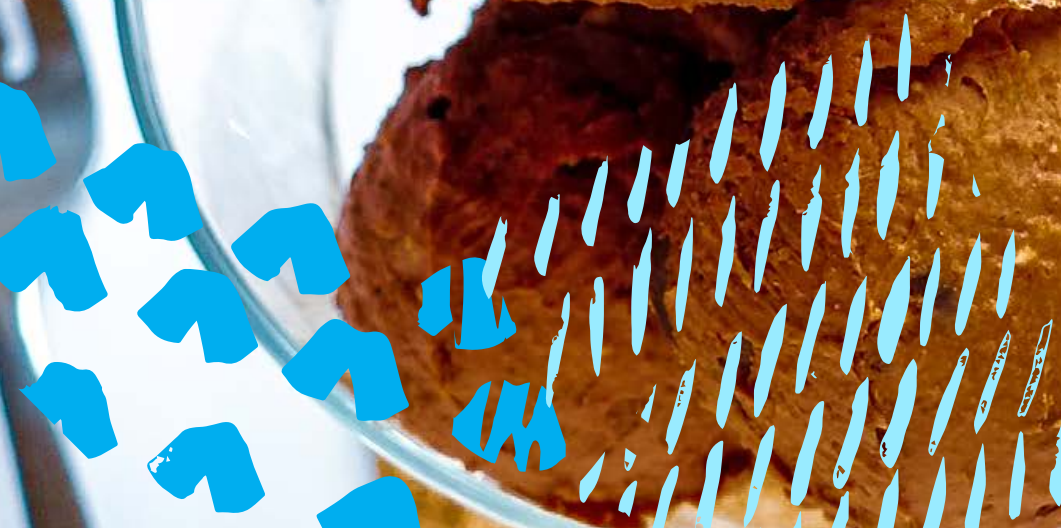
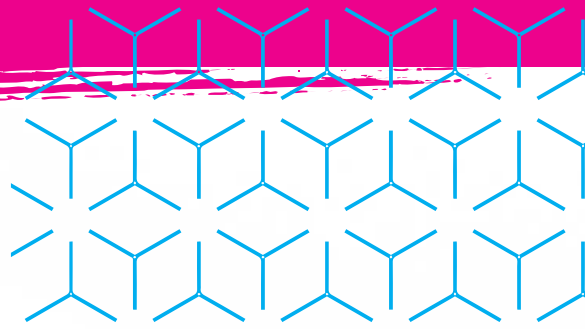
But you must also check if you're in ketosis and creating ketones or else you could be eating carbs inadvertently, and that's a recipe for disaster.

NOW THAT WE HAVE THAT OUT OF THE WAY, LET'S LOOK AT WHAT THE SECOND GOLDEN RULE OF CRUSHING CRAVINGS IS, ARE YOU READY?



2

USE FAT BOMBS



When starting keto, one of the biggest craving triggers is believing that you are deprived. You can eat dessert for breakfast and still lose weight on keto. So do it!



Eating tasty, delicious foods earlier in the day will help stop those late night intense cravings as your body doesn't feel like it's deprived.

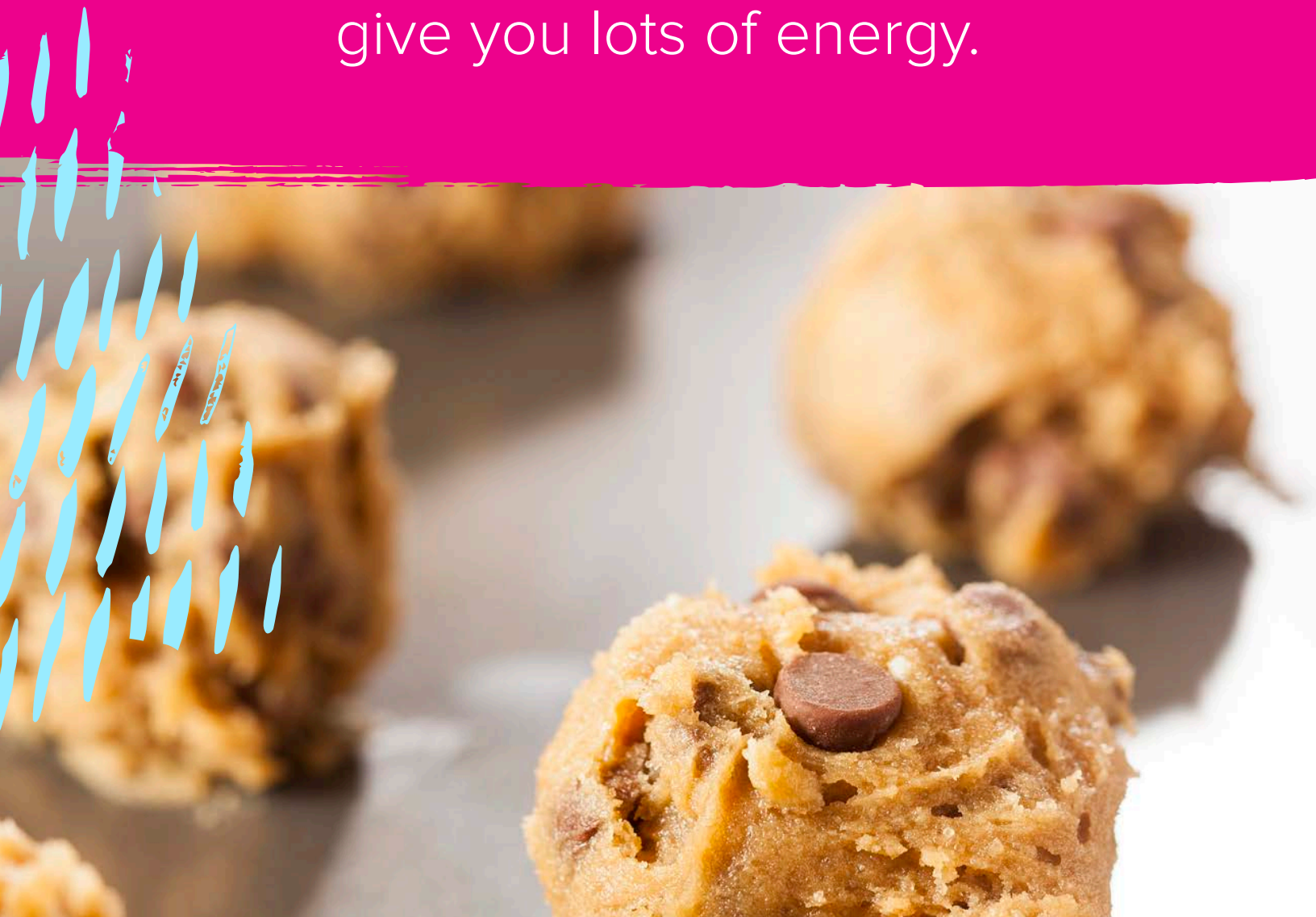


EATING MORE NOW CAN SAVE YOU BIG TIME LATER. MAKE SURE TO MAKE FAT BOMBS TO HAVE ON HAND. THESE ARE DELICIOUS APPETITE DESTROYERS!



Many people think that on keto you have to eat a low-calorie diet. Being in ketosis and eating lots of fat is how you lose weight. It isn't possible to hit your macros and be under calories. Just a small calorie deficit of around 5-10% is all you need to amp up your results.

If you sense cravings are coming on, eat one or two. They are super filling and give you lots of energy.

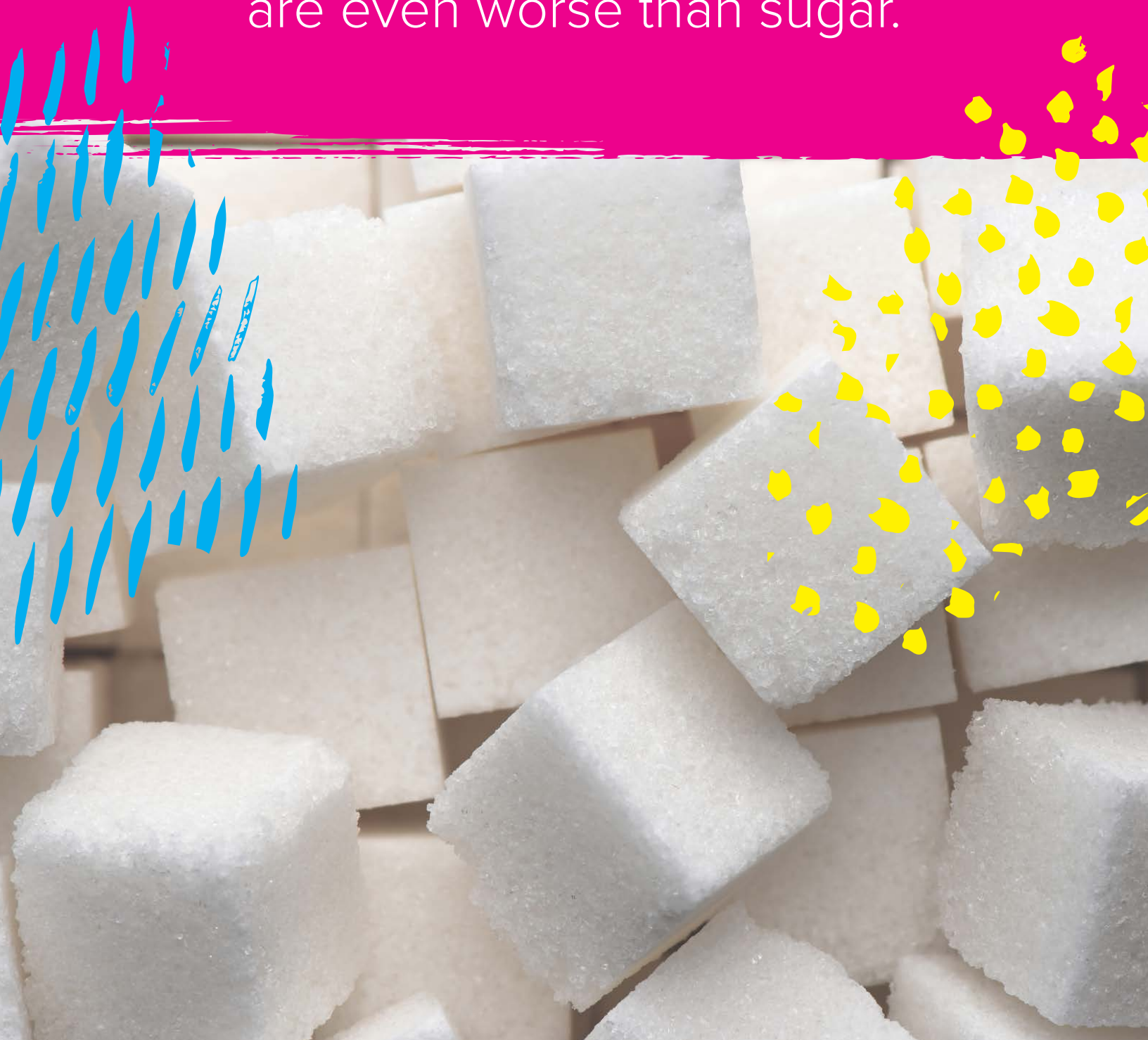


Many recipes contribute the necessary healthy fats like coconut oil and grass-fed butter, so don't fear the needed fat content. Plus, they taste like candy and are a great treat you can look forward to.

Remember it's ok to have keto desserts on hand. Ideally, these should be homemade, so that you can avoid any artificial flavors and fillers (all of which can trigger cravings). We are big fans of having some berries and heavy whipped cream on hand.



Artificial sweeteners (yes, even some of the ones people say are “keto-approved”), still seem to trigger your sweet tooth craving after the fact. We strongly recommend that you avoid Maltitol and Sorbitol at all costs as these are even worse than sugar.



3

DRINK CHOCOLATE KETONES





If you want to know how some people are scoring big on the keto diet; we'll tell you... the ultimate way to beat cravings is to drink chocolate ketones. These boost your ketone levels naturally and instantly squash cravings, dead in their tracks.



We recommend drinking chocolate ketones during the first few weeks of ketosis when cravings are really high, and hard to overcome using willpower alone.



Chocolate ketones are ideal for those moments when you've missed your hunger cue or have a really intense craving. You can simply add a scoop to a glass of water, and enjoy a delicious, 5 calorie chocolate drink that gives you energy, ketones and rebalances your cravings to zero.



Afterward, you'll be thinking "Cravings, what cravings?" Those desires and urges to binge on sugary carbs just vanish as your body floods with energy-giving ketones. The reason chocolate ketones are so beneficial is that it can take over 2 months to become fully fat-adapted.





During this time, your body is highly susceptible to sugar. Just the smell, the thought of a taste, can make you crave sugar all over again, like the first time. That's 2 months of saying no, avoiding eating out, not going to see friends... it's totally unrealistic, and no one wins at it.

So during this time, do yourself a favor and order some chocolate ketones before you start a keto diet and make sure you have a backup plan in place. While you might not think you get cravings, it can be an eye-opening experience to see what happens when you ditch sugar.



The awesome news is that chocolate ketones get you into ketosis much faster than diet alone, so instead of waiting weeks or months, you can be in ketosis within days or even hours. So think of it like your cape when you need to fly.





As you become fat adapted, the need for sugar becomes less, and your ketosis will kick in and take over, and you may find you don't even need the chocolate ketones anymore. What a realization that day will be!

4

CHEAT SMART



If there are times where you feel you must cheat or want to break away from the keto diet, it's important to keep in mind that not all cheat food is created equal.

SO CHEAT WELL.



We are human, so even those with the absolute best intentions will eat non-keto foods eventually. It's actually OK to do this because often adding some carbs can boost your metabolism and reset the ketosis process.

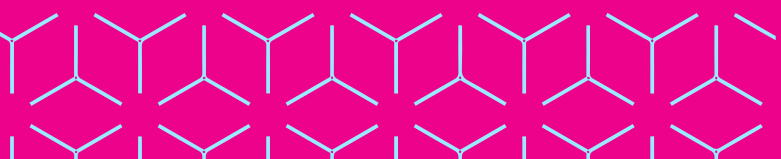




Soda with high fructose corn syrup, antibiotic laden fried chicken, packaged foods with chemicals and MSG, cheap big chain pizza, foods cooked with trans fats... these foods and those like them fuel obesity like nothing else. They are the nitroglycerin of fatty foods. If you have been keto for a while, these foods will likely make you extremely sick anyhow.



It's very difficult to become overweight without eating those foods. There isn't anyone who is seriously overweight who doesn't drink soda.



So if you are going to cheat, eat artisan pizza, craft chocolate, go out for an expensive dessert, and so on. The servings will tend to be smaller, they are more expensive, so you eat less, and your palate will change from preferring overly sweet, mass-produced foods.



THESE FOODS ARE MORE LIKELY TO BE RARE TREATS RATHER THAN DAILY OCCURRENCES.

- **First**, if you allow yourself to cheat occasionally and do it well, you'll not likely put on any weight as some fearmongers might tell you.
- **Second**, sometimes there is no fighting a major craving, so you've got to go with it.
- **Third**, avoid feeling guilty or beating yourself up. That just leads to spiraling.

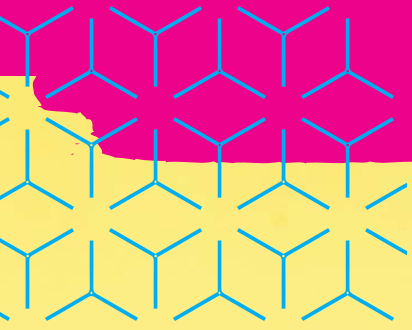


What we like to do after a cheat meal is stock up on chocolate ketones and get back into ketosis within a few hours or days, and get on with life. The stress of worrying if you're in keto or not can be worse than eating sugar, in some cases.



5

SWAP FOR KETO SNACKS



When a craving strikes, we've found that there are tons of simple substitutions you can do to stay in ketosis, that also taste amazing. Scratching a small craving itch here or there isn't the end of the world, it just means your human.

MAKE SURE YOU'RE NOT EATING OUT OF
BOREDOM, ANGER, OR OTHER EMOTIONS.





If you're just looking for a healthy and tasty keto snack, here are some great options we highly recommend:

- **Craving Potato Chips:** pork rinds with lime and salt, nuts (macadamia, walnut, hazelnut, pecans) with added salt, crispy jicama chips, curried zucchini chips, radish chips, toasted hemp hearts.





- **Craving Chocolate:** chocolate fat bombs, keto-friendly chocolate (e.g., Lily's, ChocoPerfection), small amounts of 85% / 88% / 90% dark chocolate, keto french chocolate mousse, avocado pudding, keto chocolate muffins / brownies / cake, etc.

- **Craving Candy/Pastries:** fat bombs of all kinds, in general, increase fat intake, keto desserts of all sorts, ensure you are hydrated.



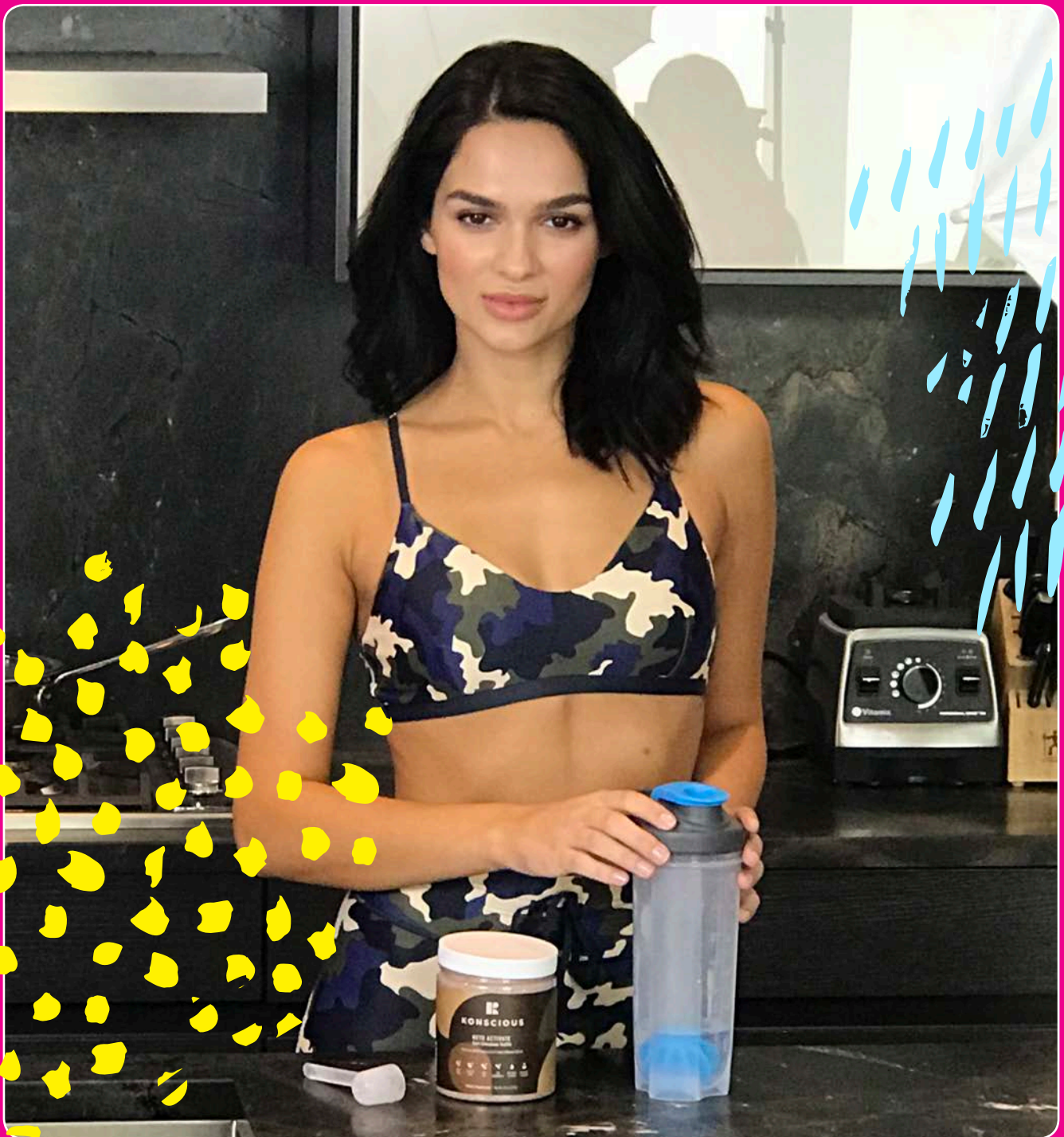
- **Craving Soda:** adding electrolytes is key here! Substitute with keto-friendly beverages like unsweetened iced tea, low-carb electrolyte drinks, sparkling water with lemon, zero carb drinks like Zevia and La Crois, coffee, keto-friendly kombucha.



We recommend avoiding diet soda as this is linked to weight gain and many underlying medical issues. You should also avoid any drinks with artificial sweeteners, preservatives, or colors.



There are many types of keto-friendly water enhancers and sparkling water alternatives that can take the place of soda. Be sure to look for ones sweetened with stevia.



All in all, understanding the cause of your craving is what will set you on a path to a new body:

- ARE YOU AN EMOTIONAL EATER, ARE YOU STRESSED
- ARE YOU EATING BECAUSE YOUR BODY IS TELLING YOU TOO?
- WHAT CAN YOU DO TO REPLACE THAT CRAVING WITH SOMETHING TASTY, HEALTHY, NUTRITIOUS AND DELICIOUS?



Once you can unpack these kinds of questions, you'll find that a lot of the pressure to eat poorly will naturally vanish.



Ketosis is really all about making whole lifestyle changes that positively impact your mind, body and soul connection. Getting in tune with your body and cravings now can be one of the best things you ever do.



To make sure you succeed at the keto diet and crush those cravings, we're offering up to **30% off Keto Activate**, our premium chocolate ketones that can get you into ketosis almost instantly.



Just enter **BURN20** at the checkout and wave goodbye to cravings!

TRY IT NOW!