



Simple Keto 101

# Easy-To-Follow

## *Keto For Beginners*

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## BURNING FAT VS. STORING SUGAR

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Let's face it. We've all been there. Staring into the mirror. Looking at ourselves... examining our bodies and then it hits us... maybe, we need to go on a diet. The pants are too tight. The tummy bulges out a bit too much, or we want more muscle tone in our arms and shoulders.

Hey, there's nothing wrong with wanting to lose some weight but what diet should you hop on? Should you drop your calories and starve yourself? Obviously not. Just as a carpenter uses certain tools to get the job done, the ketogenic diet. Keto is like a Swiss Army Knife. Especially when it comes to fat loss.



You see, our bodies are complex, and the science behind fat loss has remained largely unchallenged. For example, most fitness gurus will tell you that weight loss is simple. It's all about how many calories you consume versus how many calories your body can burn – calories in, calories out.

The more calories it can burn, the more weight you will lose. Simple, right? Well, it's not really that simple, and if you've tried other diets, you will know this experience is usually frustrating. Things start off great. You lose weight for a few weeks, but then the side effects start to kick in.

You're more hungry, irritable, moody, tired, and well... hungry! Your body is fighting back, and it's not going to stop until you feed it. The key to rapid and lasting fat loss lies in the quality of calories and not so much how many calories you take in.

For example, many customers at [Konscious Keto](#) report eating incredible, delicious keto dessert yet losing a tremendous amount of weight in what seemed like a snap of their finger. Again, it's the quality of what you eat that matters most.

One of the biggest contributors to weight gain is sugar. Eating too much sugar causes many people to gain weight. The way your body processes sugar is by releasing insulin. Over many years and decades of eating too much sugar or refined carbohydrates, your body can no longer keep pumping out insulin to combat the excessive blood sugar spikes.

Eventually, a resistance happens and this is how someone can develop Type 2 diabetes accompanied by stubborn weight gain. Medical researchers do not fully understand the process that causes a person to become insulin resistant, and the condition is often diagnosed using a fasting plasma glucose (FPG) test or the A1C test.<sup>1</sup>

Most people know the various types of sugar that we consume daily, however, did you know that fructose is another form of sugar? Some might say it's one of the worst types of sugar for you, especially when it's man-made.

Fructose exists naturally in nature. It's found in pretty much any fruit. Man-made stuff like high-fructose corn syrup has been shown to interfere with a specific "hunger" hormone inside your body called leptin.

Leptin helps to tell your brain when you're full and when you're hungry. Plus, leptin is secreted by your fat cells. So the more fat cells you have, the more leptin gets released into the bloodstream.

But fructose, like the trouble-maker it is, loves to wreak havoc on your body's natural hunger response center. When we eat too much sugar (like fructose), less leptin is secreted, and your brain doesn't receive the message you're full. This is where overeating starts. So if you found it hard to lose fat or keep it off, excess sugar could be a likely culprit.



Which brings us to our second point. Fat has gotten a bad rap in the past, especially at the height of the low-fat/high-carb diet craze, but as more research was done and people saw results after switching to a high fat/low-carb way of eating, it became clear that fat was never the problem – it was sugar.

Both sugar and fat serve as fuel, but it's the type of fuel that's important. Sugar is a quick-burning energy source, which means while you may initially feel energized after eating a sugary snack or drinking soda. The effects do not last.

This quick rush of energy soon dissipates, and you experience the infamous sugar crash. Not only does the energy from sugar fade quickly, if it's not burned off quickly enough, the body's processes also convert it to stored fat!

Fat is also a form of energy, but it's much more dense than sugar. Fat is a slow-burning form of fuel that can sustain you throughout your daily activities, even when sleeping. Fat has twice the amount of energy compared to sugar.

The sugar you store in your body is good for about 90 minutes of activity. In contrast, stored fat can be used as energy for about four weeks. So once sugar is burned, fat takes over as the primary energy source. Your body is no longer burning through sugar or carbs and is now using fat as its primary energy source.

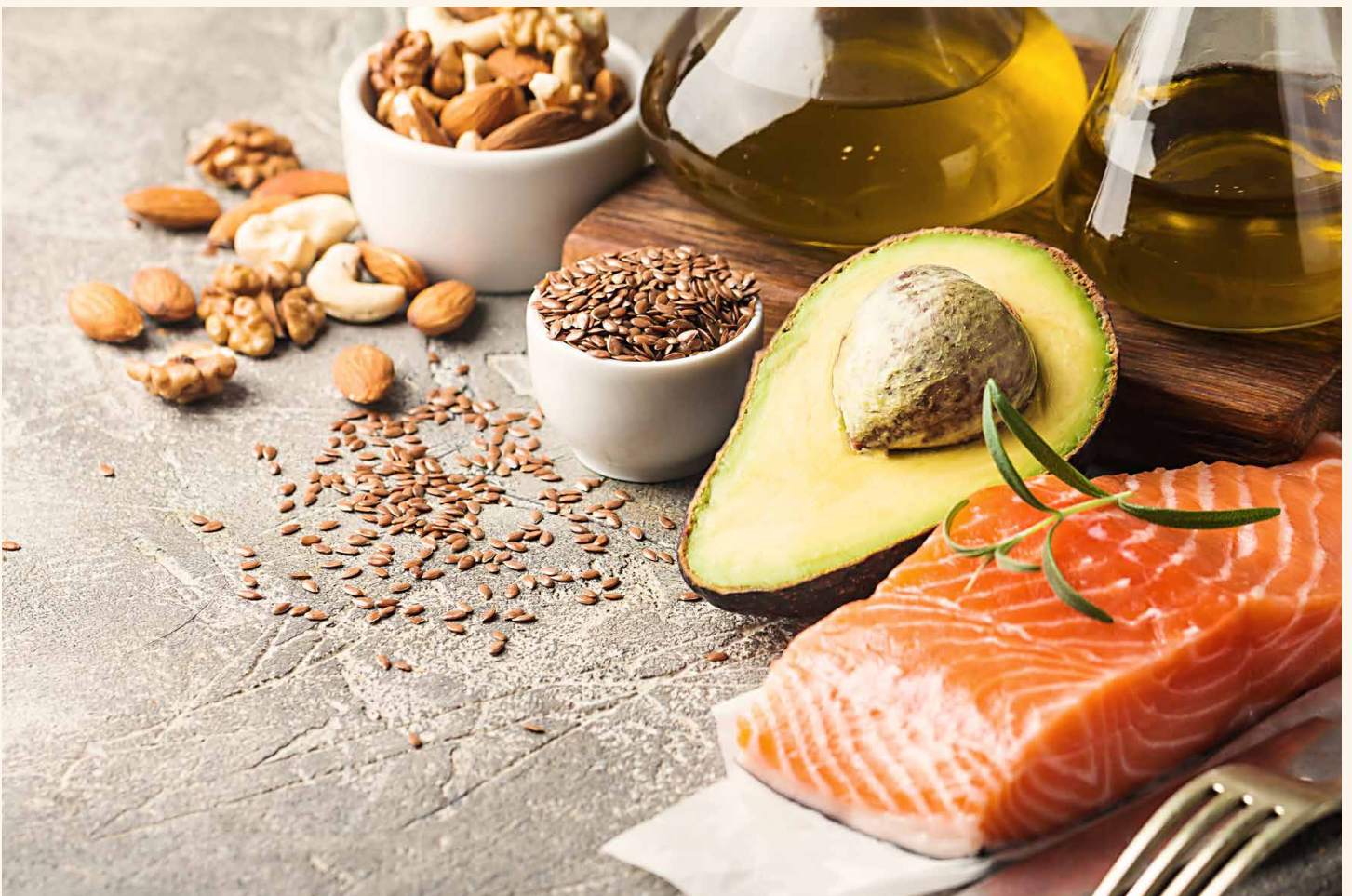
On a ketogenic diet, you are eating fat to lose fat. When your body flips the switch and enters ketosis, the fat you've been storing begins to melt away, you feel more energetic, you think more clearly, and your blood sugar is stabilized. That's the logic of the ketogenic diet.

This guide will help you understand the ins and outs of the ketogenic diet, and why it's quite possibly one of the most effective approaches to fat loss. You'll learn about the origins of this diet, how the body responds to ketosis, and how to successfully incorporate the ketogenic diet into your lifestyle. You'll even get keto-friendly recipes that could help accelerate your fat loss, improve clarity, and stabilize your blood sugar.<sup>3</sup>

## CHAPTER 1

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# WHAT IS THE KETOGENIC DIET?



The ketogenic diet has been the subject of a lot of buzz in recent years thanks to the amazing results publicized by celebrities like Halle Berry, Jessica Alba, and of course, Kim Kardashian. But what exactly is the ketogenic diet and how can it help you achieve your fat loss goals?

Going keto is more than a diet; it's a lifestyle backed by scientific studies that have proven this dietary change has a significant effect on weight loss and a variety of medical conditions if used correctly.

Once your body burns through all of its stored carbohydrates, that's when your metabolism can begin to oxidize fat. Igniting very powerful and primal biochemical processes which can act as sort of a "reset" for many of your vital functions.

Everyone knows that changing dietary habits is the key to losing weight, yet achieving lasting results can be tricky, but with the keto diet, it doesn't have to be this way. You'll enjoy moderate amounts of protein, and minimal amounts of carbohydrates and sugar. This makes it one of the most effective diets for a complete lifestyle overhaul.<sup>2</sup>

You see, consuming your calories in this manner causes your body to go into a state known as ketosis. Ketosis is when glucose (sugar) levels fall to such a low level that the body is compelled to use fat as its energy source. However, your body has to convert this body fat into a usable fuel source. This is where ketones come into play.

It doesn't matter how much fat you have to lose; you will continue to drop pounds when your body is in this consistent state of ketosis because of the almost unlimited supply of body fat. With most other weight loss diets, you're simply removing calories but you never really switch to burning stored body fat for fuel via ketosis. It's still in a sugar-burning mode most of the time.

So you might start with noticeable weight loss in the beginning, but then it slows or plateaus before you reach your goal. In a sense, keto is not a diet at all – it's a lifestyle. The ketogenic diet not only helps you burn unwanted fat, but it also enables you to develop a new way of looking at food and how your body responds to what you put in it.

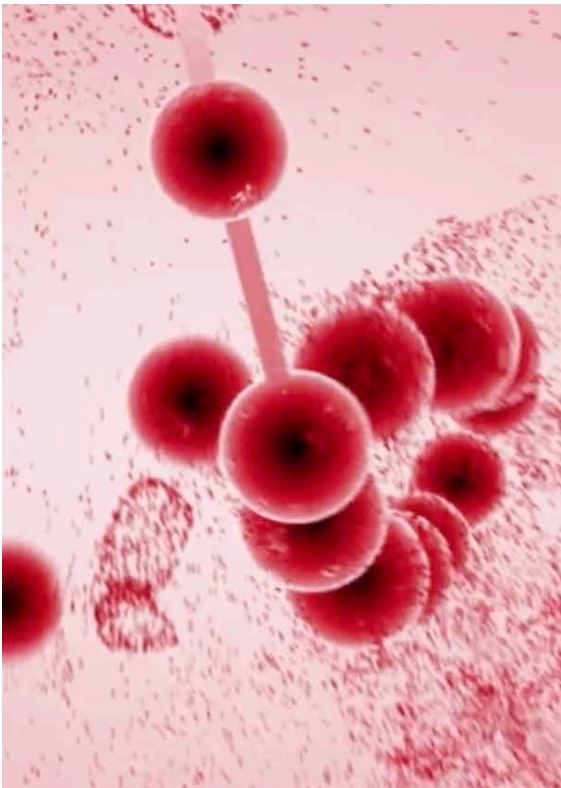
Keto is easy to follow, and once you see results, you will wonder why you didn't try it sooner. Next, we're going to look at ketosis in more detail, to learn how it can help you achieve your fat loss goals.

## WHAT IS KETOSIS?

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In a nutshell, ketosis is when your body turns fat into ketones to use as a primary energy source. This can only happen if there is no glucose readily available, which can take days, to weeks depending on the individual.

Fasting (going without food for a period of time), for example, will accelerate the depletion of glycogen. We want this to happen. When the body runs out of glycogen, it is forced to turn to stored fat for energy.



If someone is eating sugary foods, it will be impossible to get into ketosis as the body will never get the message to burn fat. It will just use the endless supply of sugar, which it can then turn into more stored fat if you do not exercise and use up all the energy.

So, it could take three to four days for your body to enter ketosis. Sometimes longer depending on how much glycogen you have stored. Once this happens, you start to produce ketone bodies and be truly fat adapted. Your body will give up looking for glucose and like a man on a mission, will go straight to fat for its source of energy. This means the longer you stay in ketosis, the easier it is for your body to remain a fat-burning machine.

However, it is important to note, as long as you are producing ketones and in ketosis, you still get to enjoy all the benefits. Once you're in ketosis and stay there, you may start to notice some interesting and very positive side effects – the most noticeable being fat loss.

Like we've already said, once you're in ketosis, your body is going to tap into its stubborn fat reserves and use them to produce ketones. This will happen around the clock (even while you sleep) and why in most cases, weight loss is very rapid.

The second thing you may notice once you are fat-adapted is that you feel less hungry. This can create a natural calorie deficit that encourages fat loss. You see, we like to think being in ketosis is evolution's natural lap band surgery. Unlike fast-burning carbs, fat burns more slowly and is more slowly digested, helping you feel fuller, longer, allowing you to say goodbye to most of your cravings while gently nudging your body to a more vibrant and healthy, energetic state.

Believe us; you'll feel the effects, and you'll love it! Now, besides having a suppressive effect on your appetite and cravings for sugar and junk food, ketosis is also having a profound effect on blood sugar levels. There are even reports of people coming off diabetic medication because of the ketogenic diet's ability to help regulate blood sugar levels.<sup>8</sup>

For your body to enter a state of ketosis, you'll want to cut your carbs down to 20-50 grams per day. By eliminating foods like bread, pasta, candy, high-sugar fruits, starchy vegetables, and sugary drinks, your body will stand a better chance of entering into ketosis within days. But how will you know if you're truly in ketosis?

We won't lie, it can be tricky to truly know, and the only way to know is by measuring the ketones in your blood, breath or urine. You don't have to test, but most drugstores and online retailers sell keto testing supplies, making it easy to gauge the ketone levels in your blood. Now besides testing for ketones, once your body begins adapting, you might notice higher energy levels, better stamina, and improved focus.

Unlike a sugar rush from those energy drinks where you crash, this new sense of well being could help you with energy the entire day. Ketosis promotes dramatic boosts of energy and will give you all of this without an afternoon slump or sugar crash. Let's explore this idea more by looking at nutritional ketones.

## WHAT ARE NATURAL KETONES?

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There are two types of ketones: those that are made outside of the body (exogenous ketones) like the type found in [Keto Activate™](#), and those naturally produced by our bodies (endogenous ketones). [Keto Activate™](#) is a revolutionary product packed natural ingredients chosen for their ability to support you on your keto journey.

When you go on a ketogenic diet, the body first produces acetoacetate, which in turn creates beta-hydroxybutyrate (BHB). Acetone is then created as a byproduct of acetoacetate, but it can take time for your body to learn how to do this. Taking a supplement can help you get into ketosis and make your body produce an energy demand, to create more ketones.

Let's dig deeper into how these ketone types function in the body.

### **Acetoacetate**

When you go keto, the first line of business is to break down stored body fat to produce the ketones needed to power your vital systems. The first ketone to be produced is acetoacetate. The significance of acetoacetate (working together with BHB) is that it can provide your brain with an unlimited and very clean fuel source.

Essentially, ketones are like rocket fuel for your brain. Helping to improve your focus while you power through your day's tasks. Plus, ketones improve your memory, so you'll never forget an important event while you enjoy plenty of peak performance in numerous aspects of your life.

## Beta-hydroxybutyrate (BHB)

Working in tandem with acetoacetate, BHB is the main type of ketone produced when the body is using fat as its energy source (ketosis), and this is one of the most important ingredients in [Keto Activate™](#). Exerting its influence on everything from your energy levels to your body's ability to metabolize body fat.

You see, your body produces two kinds of BHB:

- **D-BHB:** a type of BHB that produces high quantities of energy; D-BHB has reports of anti-aging properties
- **L-BHB:** a type of BHB that produces lower amounts of energy and is useful for synthesizing fatty acids.

Remember how we said ketones are like rocket fuel for your brain? Well, the reason is that BHB helps fatty acids cross the blood-brain barrier. Your neurons soak up these ketones like a dry sponge at a rate of 0.032 mmol/kg/min. Now, that might not mean much to you but, in scientific terms, this is very profound.

Your neurons just can't get enough of this fuel source which is why this ketone has been shown to improve cognition in patients with dementia, reduce free radicals, lower neuroinflammation, and improve focus.<sup>2</sup>

## Acetone

And last but not least, we have the ketone body acetone. Acetone is both naturally produced by your body and in nature. The name might sound familiar since it is also created for industrial products. But don't be alarmed.

Our bodies only produce a small amount of acetone. Even when you switch from a high-carb diet to a ketogenic diet, your body will automatically produce higher amounts of acetone, which is totally fine. This ketone works in tandem with BHB and acetoacetate to improve neurological conditions including epilepsy and seizure disorders.<sup>2</sup>

## WHAT ARE EXOGENOUS KETONES?

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Now that you know how the body produces ketones, did you know there's a fast and easy way to reach ketosis in just a few hours (so long as you follow the recommended serving sizes)? We call them exogenous ketones and they can be the boost you need if you're struggling to achieve nutritional ketosis.

Plus, it can help you stay in ketosis with ease or even snap your body back if you've cheated a bit on the weekends.

So what exactly are exogenous ketones? Well, exogenous ketones are simply the same ketones your body makes, except in supplement form. You take the supplement and, even if you're not in ketosis, the ketone levels in your bloodstream will instantly increase, and the effects can be pretty dramatic. The majority of exogenous ketone supplements are derived from beta-hydroxybutyrate, also known as BHB.

When you take a BHB supplement, your body converts it to acetoacetic acid and acetone, mimicking the process your body goes through when you enter nutritional ketosis.

Taking an exogenous ketone supplement is basically a shortcut to jumpstart your ketogenic diet and get your body into a state of ketosis much faster. Hence why we created [Keto Activate™](#).

Exogenous ketones derived from BHB fall under two categories:

### **Ketone Salts**

Naturally derived, BHB is mixed with sodium (and sometimes potassium) to improve supplement absorption. Exogenous ketone supplements are ketone salts. Common names for these supplements include BHB Mineral Salts or Ketone Mineral Salts.

## Ketone Esters

Unlike ketone salts, ketone esters are synthetic compounds that combine ketone bodies with alcohol.

When ingested, the liver processes the supplement, converting it to ketones. Ketone esters are used in clinical settings and are not commercially available. Despite being man-made, exogenous ketones can have the same effect inside your body like a natural supply of ketones, produced from breaking down stored body fat.

Exogenous ketones are a great tool to have in your arsenal. They can quickly elevate your levels of BHB in the bloodstream while at the same time lowering blood sugar. This is of particular importance for those who have Type 2 diabetes since this kind of supplementation is gaining more recognition as a potential treatment.<sup>2</sup>

Exogenous ketones have been shown to increase oxygen utilization in the central nervous system, which lessens the likelihood of oxygen levels in the CNS and is critical for reducing inflammation. Undoubtedly, exogenous ketones have numerous benefits.

As with any supplement, it's important to be cautious. Not everyone can tolerate exogenous ketones, so it's important to know what to watch out for.

Common side effects include electrolyte imbalances caused by increased urination and halitosis due to dehydration. Gastrointestinal upset is also possible, though it typically only happens in those who take high doses of exogenous ketones.

That's why [Keto Activate™](#) was formulated with a triple blend of electrolytes to make sure your body gets the support it needs to thrive in a ketogenic environment.

## HOW TO BOOST FAT LOSS WITHOUT STARVING

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Most everyone starts the ketogenic diet because they want to lose weight. They hear stories about men and women dropping the pounds faster than a bad habit. A lot of these rumors and success stories appear to be true. For many people, the ketogenic diet is their last ditch effort to finally lose all of the stubborn weight and enjoy the life and body they've always imagined for themselves.

The great news is, there are a few neat little tricks you can use to help accelerate your results without the uncomfortable aspects of dieting. At [Konscious Keto](#), we hate the word diet because it can be filled with so many negative emotions. On keto, a lot of these negative side effects, like hunger, you might've experienced on other diets can be eliminated. This allows you to enjoy consistent weight loss until you are closer to your ideal body shape and goal.

Plus, when you employ intermittent fasting, you might start seeing the weight fly off... Not just on the scale, but in the mirror possibly every few days.

Intermittent fasting, or IF for short, is an amazing way to fast track your results on keto while eliminating feelings of deprivation. Intermittent fasting allows you to lose fat more quickly and is the equivalent of mentally convincing yourself that you are eating whatever you want.

How?

Intermittent fasting works by dividing your day into two windows: your eating or feeding window and your fasting window. You are in a feeding state during certain hours of the day, and you're in a fasting state when sleeping or between meals. Since there are a few ways to do IF, you have some options when it comes to making it work for you.

## Skipped Meals

Skipping meals might sound like torture, but we promise it's not. For example, skipping breakfast, which most people do anyway, can add a few extra hours to your fasting window.

Plus, when you have a serving of [Keto Activate™](#) in the morning on an empty stomach, it's a strong signal to your body to start producing ketones from stored body fat.

## Eating Windows

Typically, those who IF with the eating window model keep their hours of food intake between 4 and 7 hours. For example, lunch at 1 pm could be your first meal of the day and dinner at 8 pm could be your last meal of the day.

## 24-48 Cleanse

This is a less popular form of IF, but it can be effective for the purpose to jumpstart your fat loss early on. It involves periods of complete fasting for one or two days. During a 24-48 hour cleanse, you may still consume water, coffee, tea, and supplements, provided they have no sugar or carbs.

Look at a 24-48 hour cleanse as your chance to reset your body and prepare yourself for a keto diet. You will be ridding your body of its carbohydrate stores, toxins, and the remnants of your former diet.

You will also be training your body to listen to hunger cues, which will inevitably help you change your relationship with food. Ideally, you will want to avoid solid food during this fasting period to allow your body to adapt to minimal blood glucose levels.

Of course, there's no way you can detox years of poor eating in a couple of days, but if you can last through this short period, you'll be better prepared – both mentally and physically – to start and stick to a ketogenic lifestyle.

Keep in mind that sleeping also counts toward your 24-48 hour fasting window, so if you sleep at least 8 hours every night, you can subtract 16 hours from your total over two days.

The great thing about starting your keto diet with a cleanse is you can jump right in. A 24-48 hour detox is one of the simplest ways to ease yourself into any dietary change. You're essentially giving yourself a head start.

If you decide to try this method to kick off your keto diet, expect to have some cravings. Up until this point, your body has gotten used to what you normally eat, so forgoing food for 24-48 hours is bound to cause some unsettling feelings. You may find this approach easier if you have a busy few days ahead, reducing the risk of eating out of boredom.

Prepare your home by removing anything that could derail your transition into ketosis. If prohibited foods aren't within reach, it will be more difficult to stray from your plan. You can also use this time to stock up on ingredients for your keto recipes, so when your detox is over, you can go right into your keto diet with no issues.

Try to remember the goal of getting into ketosis faster and keep yourself busy if possible. Intense exercise isn't recommended with an extremely low caloric intake, but if you're up to it, yoga or light walking are good forms of exercise that will keep you energized as you fast.

Your brain will begin to adjust to utilizing ketone bodies for fuel thanks to the reduced intake of glucose, which will essentially make the transition to ketosis that much easier. You can also expect to drop a few pounds during the 24-48 hour fast, especially if you decide to go the 48-hour route.

Since your body is using up your glucose reserves for energy instead of food, you will get into fat burning mode without much effort. You will likely experience an energy boost even though you will not be consuming solid food.

This boost of energy will typically follow a period of sluggishness at the beginning, but once you're over the hump, your body will rely on clean-burning energy and the energy highs and lows associated with carbs and sugar will be a thing of the past.

After your initial fast, instead of going back to your old diet, you can go right into enjoying delicious keto recipes to maintain a state of ketosis and keep the fat burning fire going. Fasting for 24 hours or more is not easy, but it will help get you into ketosis faster. If you have a medical condition, check with your doctor first before going this route.

Whichever IF option you pick, the goal is to increase how much food you can eat at one time while staying within your daily calorie and carbohydrate limit.

As you can see, you stand to get some positive benefits while following a ketogenic diet, along with intermittent fasting. It has really helped others to drop the pounds. When you try intermittent fasting, you are automatically limiting your caloric intake, so your body has no choice but to drop fat.

Plus, the longer you do IF, the easier it becomes. You'll gradually see that hunger, a lot of times is a learned response by your body that develops out of habit. Combining IF with keto is a cheat code for dropping fat and feeling satisfied while helping to reset the natural hunger response in your brain.

Keep reading! There are plenty of other ways we'll be sharing with you in this guide on how to take the ketogenic diet and your success even further.

## WHAT ELSE WILL YOU LEARN IN THIS GUIDE?

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Once ketones fuel your body, many people begin to feel more mentally clear, with fewer physical health issues. Endurance could improve during exercise, and your body may respond better post-workout since muscle loss is decreased.

We will not only cover the basics of this keto lifestyle; we'll take a look at the research that backs this revolutionary strategy. On top of that, we'll give you some tips and tricks that could skyrocket your fat loss and maximize your results.

Living a keto life has some truly remarkable benefits, and this guide was specifically designed to give you the best results.

## CHAPTER 2

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# THE BENEFITS OF A KETO LIFESTYLE



Compared to the ketogenic lifestyle, no other diet can match the buffet of benefits you could experience once you're in ketosis. And it's not just physical... No, these benefits can vary between your physical, spiritual, and cognitive wellness. While everyone may experience these benefits differently, even just one of these benefits could be life-changing.

From rapid fat loss to improved cognitive function, hundreds of thousands of people are reaping the benefits of a keto lifestyle with no desire to go back to their old dietary habits.

In addition to the noticeable benefits of keto, there are plenty of long-range benefits, which we'll address in greater detail later. Studies have indicated adopting a low-carb/high-protein diet improves symptoms in women diagnosed with polycystic ovary syndrome (PCOS), and can reduce the severity and frequency of seizures.<sup>4</sup>

## **Boosts Metabolism**

This is a no-brainer and how individuals can lose so much weight so quickly... It's so simple to understand why. Once your body makes the switch from burning mostly carbs for fuel to fat, weight loss will happen at a much faster clip.

## **Improve Neurological Function**

Ketones have been shown to reduce the loss of neural function and contribute to improvement in those already diagnosed with neurological disorders. Also, ketosis has been found to help slow the breakdown of your hippocampus. The area of the brain responsible for memory and cognition.

## **Blood Sugar Regulation**

Studies have shown when diabetic patients were put on a ketogenic diet that the ketone bodies produced significantly improved their blood sugar levels to the point they were able to stop their diabetes medications.<sup>5</sup>

## Rapid Fat Loss

Of course, one very noticeable benefit of the ketogenic lifestyle is fat loss. Sometimes rapid fat loss. Once the body enters a state of ketosis, fat is the only usable source of energy. If you have excess fat you want to get rid of, this is the perfect environment.

Even if you are relatively sedentary, your body will still use fat as the fuel for all of your normal activities.

Your base metabolic rate (BMR) is what's used to calculate how much energy your body uses while at rest – it's essentially the amount of energy it takes to eat, walk around, breathe, sleep or do nothing at all. Your body will burn this amount of energy no matter what you do (or don't do).

If, however, you are relatively active, you will likely see an even faster fat loss on a ketogenic diet. Why? Well, when you have no more sugar stored in your body, fat becomes the go-to energy source.

The fat loss is heightened further if you participate in fasted cardio. Meaning, if you wake up and complete some form of cardiovascular exercise before you eat a meal, your body will burn fat first because there is no food to use as an energy source.

## Diabetes

Eating a keto-focused diet has been shown to improve overall health, but it also has specific benefits for diseases and disorders such as IBS, obesity, and diabetes.

In the United States, diabetes has become so common that 1.5 million people a year are diagnosed with Type 2. However, there is some good news for Type 2 diabetes. This disease, according to many doctors, could be better managed and potentially reversed by following a ketogenic lifestyle.<sup>6</sup>

With proper nutrition, many diabetic patients find that their symptoms improve significantly or are eliminated, because of the effect ketosis has on insulin levels. As we've already explained, when you ingest too many carbohydrates and sugars, your body not only responds by packing on the pounds, it functions less efficiently overall.

In some cases, the body's ability to naturally produce insulin is reduced. This is also known as insulin resistance and is characteristic of Type 2 diabetes. This form of diabetes accounts for almost all of newly diagnosed cases in the U.S., with Type 1 making up the remainder of cases.

- Type 1 diabetes is commonly caused by genetics and not lifestyle choices.
- Type 2, on the other hand, is a result of insulin resistance that builds up over time.

Insulin resistance happens as a result of sugar building up in the blood. Your metabolic rate, how active you are, and how much muscle you have on your frame, determine how many carbs your body can efficiently process at any given time. If there's no need for the excess glucose floating around in your bloodstream, your body will then store this extra fuel in the form of body fat.

However, once your body enters a state of ketosis, blood sugar levels will naturally begin to drop. This is very important for successfully managing diabetes and the secret trick many keto followers have used to decrease or eliminate their medications.

The fat burning power of the ketogenic diet helps you lose fat fast, which is also critical to diabetes prevention and management. So if you've been diagnosed with either type of diabetes, it's important to discuss going on a ketogenic diet with your doctor. It's important not to skip this step, as everyone's body will respond differently to the diet.

For people with diabetes, who are also taking medication, it's even more critical to get their doctor's okay since blood glucose levels will need to be monitored.

## **Reduced Inflammation**

Did you know medical scientists are beginning to connect the dots on how inflammation might play a key role in numerous diseases? You see, inflammation is the body's response to external events such as disease or injury. It's there for a reason and plays an integral role in the healing process.

For example, if you get a cut, a few days later, the area will scab over and become slightly inflamed. That's a great example of an inflammatory response in your body. However, inflammation can pose a problem when there's too much of it on a cellular level. This is called systemic inflammation, and many believe, could be the culprit for so many diseases.

So how does the keto lifestyle directly contribute to reducing inflammation? Let's start with what causes inflammatory responses in the body that can lead to health conditions such as asthma, dental issues, rheumatoid arthritis, and Crohn's Disease, to name a few.<sup>7</sup>

The main culprits are processed foods and refined oils (including soybean, canola, and corn oils). Do you notice any similarity between these inflammation-causing foods? They're all man-made. This is exactly why we stress the importance of whole, natural-based foods to help lower the inflammatory response in your body.

So with that being said, once you're in ketosis and you'll no longer be pumping your body full of these processed foods and chemicals, finally, for maybe once in your life, your body can get a grip on out of control inflammation levels.

You'll be enjoying tasty and delicious keto-approved foods shown to actively reduce inflammation such as eggs, avocados, fish rich in omega 3 fatty acids and low carb veggies including spinach, kale, and broccoli.

Plus, many of the keto-friendly oils like olive oil, avocado oil, and coconut oil have been shown to have anti-inflammatory properties as well. In addition to fat loss benefits, consuming anti-inflammatory keto foods can help relieve joint pain and significantly improve gut health.<sup>9</sup>

## **Improved Mood & Energy**

There's an epidemic happening right in front of our eyes, and it's something tens of millions could be suffering from.... What's that you might ask? It's fatigue. And the biggest contributor is the Standard American Diet (SAD), which is full of carbs, sugar, and chemical additives.

Listen, if you have been eating a Standard American Diet, then you have likely experienced fatigue and just a general feeling of being run down. In many cases, people experience mood swings and depression as a result of their diet choices. Research has shown that ketones produce roughly two-thirds of brain energy.<sup>10</sup>

The brain only needs a tiny amount of sugar to function properly, so when we bombard it with high-carb, high-sugar foods, you're shooting yourself in the foot. This is why people notice immediate and drastic changes when they embark on a keto lifestyle.

When the switch is made from glucose (sugar) to ketones, you may feel like you're tapping into a treasure trove of energy. The truth is, excess sugar is the equivalent of metabolic waste and this results in inflammatory responses throughout the body, including our brains. The free-radical damage done by excess sugar and other inflammatory agents is called oxidative stress.

It's believed that ketosis could lessen this stress. The result is better moods and a significant increase in energy. It's no wonder that those who follow a ketogenic lifestyle consistently report that they experience more energy than they've had in years.

One study compared high-carb diets to the ketogenic diet and the results were astounding. Negative symptoms like depression, tearfulness, anger, and anxiety were associated with the infamous sugar crash while the opposite was true for those following a keto diet. Researchers found that keto directly contributed to stabilizing moods of the study participants.<sup>10</sup>

Remember when we talked about sugar crashes earlier? It's easy to see why your food is making you groggy and tired. The reason that keto is so effective for energy production can be attributed to something simple – sugar is removed from the equation.

In a ketogenic diet, you eliminate foods that cause sharp insulin spikes that cause sluggishness and replace them with foods that promote steady, clean energy.

## Mental Clarity & Cognitive Function

Mindfulness is a hot topic, and there is evidence the ketogenic diet can help improve mental clarity and cognitive function.<sup>10</sup> The research in this area is extensive and dates back to the 1920s when ketogenic diets were used to treat epilepsy in children.

In these cases, the patients showed dramatic improvements in brain function that led to reduced instances of seizures, though researchers could not pinpoint the exact mechanisms that made it possible.

The theory is that seizures were decreased because neurons were stabilized and the brain's mitochondria and mitochondrial enzymes were up-regulated. These changes were directly linked to a change in diet.

The results were astounding, and the marked improvement led to even more research on how a ketogenic diet can improve brain and cognitive function. Not only has keto shown promise as a treatment for epilepsy, but it has also shown potential in Alzheimer's patients.

Scientists have uncovered that a ketogenic diet can significantly improve cognition in people with Alzheimer's and other forms of dementia as well as neurological disorders such as Parkinson's disease.<sup>10</sup>

Even those who do not suffer from serious neurological conditions can see brain benefits from following a ketogenic lifestyle. Before trying a high-fat/low-carb diet like keto, many people experience what is known as brain fog. Often, we don't even realize we are in a mental fog until we drastically change our lifestyle and see a total transformation.

After about 4 or 5 days of eating keto, you will experience improved sleep and a noticeable difference in energy levels. The science behind it is that your insulin levels drop and remain stable over time, which helps you avoid that mid-afternoon sugar crash.

Since the glucose found in carbs is not the preferred source of energy for the brain and total body functions, many people feel lethargic and generally worn down as they go about their daily activities. Once they switch to a ketogenic diet, the difference is remarkable. They usually have more energy, are better able to focus, and feel more alert.

The high-fat content of the ketogenic diet is responsible for this because not only do all of the body's systems function more efficiently using fat as fuel, the brain responds particularly well.

You quite possibly could notice improved sleep almost immediately, though the science behind this improvement is still somewhat of a mystery. Instead of repeatedly hitting the snooze button then dragging yourself out of bed, you may feel refreshed and ready to tackle the day.

The few studies that have been done conclude that a ketogenic diet is responsible for a shift from REM sleep to slow-wave sleep patterns, which is responsible for more restful nights.<sup>11</sup>

Put simply; ketones are a preferred source of energy for brain function because as we age, our brains process glucose less effectively. This explains why the ketogenic lifestyle has been so effective for those suffering from cognitive impairments such as Alzheimer's disease and multiple sclerosis.<sup>12</sup>

If you are looking for a strategic way to increase your mental clarity while simultaneously preventing conditions that can impair your cognitive function, the ketogenic diet is worth exploring.

## Reproductive and Sexual Health

Without a doubt, eating a ketogenic diet has yielded positive results for a variety of health issues and reproductive health is no exception. Most reproductive and sexual health conditions are tied to hormonal imbalances that can be directly tied to the food we consume.

In women, one of the most prevalent conditions is polycystic ovary syndrome, also known as PCOS. Symptoms of PCOS include irregular periods, weight gain, infertility, fatigue, acne, and mood swings, to name a few.

Researchers believe the underlying cause of PCOS is insulin resistance and women who have been diagnosed with diabetes, glucose intolerance, or hypertension are at an increased risk of developing this disease. Additionally, obesity is thought to contribute to PCOS, and all the previously mentioned conditions exacerbate it.

**Note:** Do you see how a lot of these diseases can be tied back to diet?

Specifically the number of carbs and sugar in your diet? That's why being in ketosis can feel like a total reset of every vital system in your body. So what does keto have to do with PCOS? Well, scientists have made the connection between insulin resistance and hormonal imbalances, so going keto could reverse insulin resistance and possibly help alleviate the symptoms of PCOS.<sup>13</sup>

In one study, overweight women were put on a ketogenic diet with carbs limited to 20g or less per day. After 24 weeks, the women had an average weight loss of 12%, testosterone levels decreased by over 20%, and insulin levels dropped by an amazing 54%! Just making simple dietary changes had a significant impact on a serious medical condition.

Now, what about other reproductive health issues? Well, a ketogenic diet has been reported to improve many reproductive health conditions, including infertility.<sup>13</sup>

According to the CDC, more than 10% of women between the ages of 15 and 44 are unable to carry a pregnancy to term, and an even larger percentage have trouble conceiving in the first place.

The main causes of infertility include:

## **An Overabundance of Androgens**

While they're known as male hormones, androgens are produced in both women and men. Androgens are produced in smaller amounts in women and are essential for puberty, sex drive, hormonal balance, and estrogen synthesis. The problem is when excess androgens are produced due to insulin resistance. Excess androgens are responsible for excess body hair growth, acne, and a host of symptoms similar to those of PCOS.

## **Obesity**

Another cause of infertility is excess body fat. Scientific studies show women who are overweight or obese are at an increased risk of developing reproductive issues that include infertility, higher rates of miscarriage, pregnancy complications, and problems related to menstruation and ovulation.<sup>13</sup>

Research suggests overweight and obese women are three times as likely to battle infertility when compared to women who are considered non-obese.<sup>13</sup> That's why once you embark on a ketogenic diet, the main cause of insulin resistance will be addressed when you begin to lose fat, and your risk of developing reproductive complications could be drastically reduced.

## **Alleviated Medical Symptoms**

We know that the ketogenic lifestyle has an amazing effect on fat loss and can significantly improve mood and reduce inflammation. Adopting this way of eating also positively impacts a variety of serious health conditions.

Switching to a diet like keto that focuses on high-quality fats, low carbs, and minimal sugar can help prevent disease and show significant improvement in those suffering from certain conditions. Of all the research out there about keto and the associated improved health effects, one of the most publicized benefits is its impact on epilepsy.

A neurological condition, epilepsy is characterized by seizures that vary in frequency and severity, sensory pain/sensitivity, and fatigue, to name a few. The ketogenic diet was discovered during research focused on treating this condition.

Besides helping to alleviate the symptoms of a seizure, the ketogenic diet has also been found to potentially have positive effects on the prevention and shrinking of tumors.

Cancer is responsible for more than 20 percent of all deaths in the United States, though the numbers seem to be stabilizing and treatment methods are more effective than in the past. However, there's emerging research on how a ketogenic diet can prevent some cancers because again, it all has to do with carbohydrates and sugar.<sup>14</sup>

According to research published by Dr. Dominic D'Agostino in 2014, cancer cells express an irregular cell metabolism that is characterized by excess glucose consumption. Basically, they suck up glucose like a dry, starving sponge.<sup>14</sup>

This results in genetic cell mutations that eventually become cancer cells. Eating a ketogenic diet potentially prevents the formation of cancerous cells by not fueling their production (i.e., there is no excess glucose to feed on). Further, ketones may inhibit the growth of cancerous tumors, which can be an important part of a cancer treatment regimen.<sup>14</sup>

Heart disease is yet another condition that reports conclude may be effectively managed through a ketogenic diet. Characterized by high blood pressure and elevated bad cholesterol levels, heart disease affects millions of Americans.

The ketogenic diet has been shown to improve triglycerides, lower blood pressure, and stabilize blood glucose levels thanks to the reduction of carbs and sugar combined with increased fat intake. When it comes to HDL (good cholesterol) and LDL (bad cholesterol), keto works to raise HDL numbers while stabilizing and lowering LDL levels.<sup>15</sup>

## CHAPTER 3

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# WHAT CAN I EAT IN KETOSIS?



Changing your eating habits is never easy but switching over to the keto lifestyle is one of the simplest diets to follow, and it's even simpler when you use [Keto Activate™](#) for even more support as your body adjusts to this new way of eating.

Once you get a good idea of what foods are best at keeping your blood sugar stable and helping your body use fat efficiently and incorporate the right supplements and meal replacements, meal planning and your everyday food choices become much easier. Once you get the gist of the keto method, it's like having your cake and eating it too.

## Carbs

If you knew anything about keto before reading this book, you might think that carbs are totally off-limits. Not so. Carbohydrates are tricky because many foods we think are carb-free do have minimal amounts of carbohydrates that still must be accounted for.

Yes, grains like bread, wheat pasta, pastries, etc. are prohibited on keto due to their high carb counts, but several other carb-containing foods are easy to incorporate into your ketogenic diet.

Many people find that they eat a lot more vegetables when they go on keto simply because they are eating much less pasta and other grains.



So which carbs are okay to eat on keto? Well, to start, many non-starchy vegetables and even some protein sources contain carbs, though not in large amounts. Vegetables are the easiest things to eat on keto and still keep your carb count low. Dark, leafy greens are the most nutrient dense, so you'll want to include lots of organic spinach and kale, as well as other similar veggies like chard, cabbage, and collard greens.

To avoid boredom or if you dislike leafy green vegetables, you can also eat cruciferous vegetables as a part of your ketogenic diet. Broccoli and cauliflower are the most popular and widely available types of cruciferous veggies, and as keto becomes more popular, items like cauliflower "rice" are popping up at grocery stores, which makes sticking to the diet easier with a wide variety of choices.

A good rule of thumb when choosing keto-friendly veggies is to stick to green colored vegetables as they generally contain fewer naturally occurring sugars. Keto-friendly veggies include green beans, asparagus, broccoli, spinach, and cabbage. You can also indulge in other delicious options like cauliflower, mushrooms, and eggplants. Diversity is key!

Keep in mind that leafy greens generally have fewer carbs so they can be eaten in large quantities, helping you to feel fuller.

## Keto-Friendly Vegetables

Food	Serving Size	Carb Count (g)
Spinach	1 cup, raw	1g
Swiss Chard	1 cup	1.3g
Romaine Lettuce	1 cup	2g
Collard Greens	1 cup, raw	2g
White Mushrooms	1 cup	2g
Bell Pepper	1/2 cup	2g
Cabbage	1 cup	2.3g
Broccoli	1/2 cup, chopped	2.9g
Cauliflower	1 cup, chopped	5g
Green Beans	1 cup	6g
Yellow Onion	1 cup, chopped	7g
Kale	1 cup	7g

## Protein

Many people who take a glance at the ketogenic diet, believe it's just a high protein diet. It's not. The ketogenic diet is a high-fat diet with moderate protein levels. Eating large amounts could kick you out of ketosis via gluconeogenesis. That's just the scientific term to describe the process by which your body converts excess protein into carbohydrates.

Now, when going keto, it's important to choose fattier cuts of meat. So if you love chicken, feel free to leave the skin on. Instead of lean cuts of steak, opt for ribeyes. No matter what type of protein you decide to have, we urge you to stick with the organic, grass-fed varieties to minimize your exposure to pesticides, artificial hormones, and antibiotics.

You can feel free to prepare eggs in various ways while on keto since they are one of the most versatile and readily available protein sources. It's better to eat organic eggs whenever possible, and so long as you don't consume an excessive amount, there is little concern about eggs raising your cholesterol.

## Fat

When it comes to fat on the ketogenic diet, avocados are the undeniable star of the show. Technically classified as a fruit, avocados are rich in both monounsaturated and polyunsaturated fats.

Avocados are a great substitute for many of the processed-fat laden foods typically found in the Standard American diet, and they fit into the keto lifestyle since they are so nutrient dense and low in carbs. Avocados are full of beneficial vitamins including Vitamin K, Vitamin B1, B2, B3, B5, and B6. They are extremely versatile and can be used in salad dressings, smoothies, and snacks like guacamole.

However, all fats are not created equal. Just as all protein sources are not ideal for the keto lifestyle, the same is true of fat sources.

We'll break down the difference between good fats and bad fats and give you some tips on how to choose the right fats for the best results.

## GOOD FATS V. BAD FATS

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You might be thinking, ‘What’s all the fuss over fat? It’s all the same right?’ Wrong! Just as calories from low-quality foods are different from those that come from high-quality foods, there’s a difference between good fats and bad fats. There are four types of fat: trans fats, saturated fats, monounsaturated fats (MUFAs), and polyunsaturated fats (PUFAs).

Polyunsaturated fats are an important part of a ketogenic lifestyle because they contain Omega 3 fatty acids. Omega 3s reduce the risk of heart disease, inflammatory diseases, and stroke, and can improve symptoms of depression.

However, some PUFAs form free radicals when heated, which can cause an inflammatory response. So stick to these keto-approved favorites like olive oil, avocado, coconut oil, flaxseed oil, and walnuts. Conventional diets emphasize that saturated fats are bad and should be avoided, but this is a rather narrow viewpoint.

Saturated fats were once considered a major contributor to heart disease, but research has largely dispelled this myth. There is such a thing as healthy saturated fat and, if you know what to look for, it can be a part of a healthy ketogenic lifestyle.

You see, saturated fats contain something that is very important to a ketogenic diet called medium chain triglycerides (MCTs). Medium chain triglycerides are especially important on a ketogenic diet because they are quickly digested by the body.

MCTs can be found in coconut and palm oil and help your body burn fat, reduce the build-up of LDL (bad cholesterol) in the arteries, maintain bone density and raise good cholesterol (HDL) levels. Other fat sources on a ketogenic diet include butter, cream, extra virgin olive oil, avocado oil, lard, and cocoa butter.

Now, anything that contains the word hydrogenated or partially hydrogenated oils on the back of a food label needs to be avoided like the plague. There is no place for trans-fats in the diet, and they're completely man-made. They don't even exist in nature. They can contribute to inflammation, increase the risk of heart disease and some cancers. Trans-fats are found in oils like sunflower, canola, soybean, and safflower.

Processed foods are notorious for having trans-fat in the ingredient list. Good thing processed and fast food is discouraged on a ketogenic diet!

## Nuts & Seeds

One of the best things about the ketogenic lifestyle is the variety it offers. This ensures that you don't get bored with the food choices and allows you to make some pretty creative meals. Just like there are several protein sources to choose from, healthy fats can be found in various forms.

Many nuts and seeds provide much-needed healthy fat and serve as satisfying snacks to keep you on track. Keto-approved nuts and seeds typically have lower carbs than fruits, vegetables, and grains and are excellent sources of fiber, vitamins, and minerals. It may seem unbelievable that these nuts and seeds have such low carb counts, but there's a good explanation for that and here's a hint: it has to do with fiber.

You see, many people like to think nuts and seeds are the same, but that's not necessarily true. Nuts are classified as a type of fruit since they have outer shells that need to be removed to access the food. Nuts are also rich in monounsaturated fatty acids (MUFAs).

In contrast, many seeds can be consumed directly from the plant and are typically high in polyunsaturated fatty acids (PUFAs). It's easy to include nuts and seeds in your ketogenic diet; a general rule of thumb is that three handfuls of nuts equal 100 grams. The nuts with the lowest net carb counts include pecans, macadamia nuts, and brazil nuts.

These can be used as a snack option to keep you feeling satisfied between meals. Cashew or nuts with a lot of seasoning, on the other hand, will contain higher carbs. It is best to read labels and stick to low-carb nuts at all times.

The best seeds to consume on a ketogenic diet will have low net carb counts and will provide vital nutrients. For example, flaxseed is high in Omega 3s and has been shown to reduce the risk of heart disease by lowering blood pressure. Sesame seeds are another keto-friendly seed that also happens to be rich in calcium and magnesium.

Sunflower seeds are a great go-to snack that can be eaten alone or used in salads, smoothies and other keto-conscious meals and these seeds provide nearly half of the recommended daily value of Vitamin E.

One of the best things about nuts and seeds is their versatility. Aside from snacking on keto-friendly nuts and seeds, you can also incorporate nut and seed butter into your diet.

It's important to note that not all nut butter is considered keto-friendly, and even the ones that are, should be eaten in moderation since they're so nutrient-dense. One tablespoon contains a lot of calories.

For example, many think that peanut butter is okay to eat on keto, but this is not necessarily true. Technically, peanuts are considered legumes, which are high in carbs, and may cause inflammation.

Peanut butter regularly contains added sugar and excess hydrogenated palm oil, disqualifying it from keto.

You can consume all-natural peanut butter in moderation. Look for terms like no added sugar and no added salt on the label, and be mindful of your calorie requirements when indulging in natural PB.

Also, powdered peanut butter can be used as a substitute in smoothies and other recipes. Just be sure to read the label.

## Fiber

Fiber is not only important for digestion, but it's also one of the easiest ways to enjoy some of your favorite foods while on a ketogenic diet. When you tally up the carb count for your food, it's important to factor in the fiber grams. By subtracting the fiber grams from the carbohydrate grams, you will come up with the net carbs for that particular food.

Let's say, for example, you are about to eat something that contains 10 grams of carbohydrates and 5 grams of dietary fiber. You would subtract the fiber grams to arrive at your net carb count of 5 grams.

The more you practice, the easier it will be to calculate your net carb count. And, if you frequently eat the same foods, you will have a good idea of which foods are keto-friendly without having to calculate the net carbs at all.

## Sugar Alcohols

The reduction of sugar is one of the main tenets of the ketogenic lifestyle, and for those who have become accustomed to the added sugar present in their favorite sugary snacks, beverages, and processed foods, drastically cutting out sugar may be hard to do.

Luckily, for anyone transitioning to a ketogenic diet, there's a way to get some of the sweet taste you desire without ruining your progress. The answer to the sweet dilemma lies in what's known as sugar alcohols.

Sugar alcohols are not the same as the alcohol that people drink. They are tiny molecules of sugar attached to an alcohol group. Sugar alcohols can be naturally derived from fruit but can also be artificially produced.

Containing fewer calories than refined sugar, sweeteners like erythritol and xylitol do not affect blood glucose levels and generally do not negatively affect oral health like regular sugar. It seems that sugar alcohols are the perfect solution for those who have a sweet tooth and want to lose weight on keto. But not so fast. Sugar alcohols have a lot of benefits, but they also have a few drawbacks.

One of the major cons of sugar alcohols is their impact on the digestive system. Since sugar alcohols cannot be digested, side effects like bloating, diarrhea, and flatulence are common. Another caveat that ketogenic dieters should be aware of when it comes to sugar alcohols is that some can interfere with ketosis.

The biggest question is, what effect do sugar alcohols have on ketosis? The answer depends on the specific sugar alcohol because different sugar alcohols have varying effects on the human body.

On the surface, sugar alcohols may seem harmless since they have fewer carbs and less impact on blood sugar compared to sugar, but this does not mean that sugar alcohols don't affect blood sugar. Some people are very sensitive to sugar alcohols and may experience symptoms such as bloating, cramping, or gastric upset.

The list of sugar alcohols is pretty extensive, but we'll cover the most common ones and those that are more beneficial to the ketogenic lifestyle:

## **Isomalt**

Derived from beets, this sugar alcohol is about half as sweet as sugar and contains half the calories, which makes it ideal for keto-friendly baking. Isomalt has a minimal impact on blood sugar levels but can give rise to digestive problems if consumed in excess.

## **Xylitol**

This sugar alcohol naturally occurs in some fruits and vegetables and tastes similar to sugar but with much fewer calories. Xylitol doesn't contribute to tooth decay and is rumored to prevent osteoporosis, despite its minimal nutrient content.

## Erythritol

About 3/4 as sweet as sugar, this sugar alcohol is virtually calorie-free and has a slightly minty flavor. [Erythritol](#) is ideal for baking and is generally well-tolerated by most people since it has the least laxative effect of all sugar alcohols.

## Stevia

This one isn't really considered a sugar alcohol, but stevia is regarded as the Holy Grail of sweeteners. Extracted from the leaves of the stevia plant, this zero-calorie sweetener is widely available at grocery and health food stores and is easily tolerated by most people. Stevia does leave an aftertaste, but a little experimentation with recipes can help mask it.

## Monk Fruit

A fruit native to China and Thailand, monk fruit is 300 times sweeter than sugar. Only a little is needed, and monk fruit does not leave a distinct aftertaste like stevia.

Monk Fruit is also the only sweetener on this list that does not create any negative sugar response in your body. Although sugar alcohols are lower in carbs than sugar, they must still be figured into your daily macronutrient count.

When cooking or consuming sugar alcohols, it's important to be mindful of how many are used. If you consume a type of sugar alcohol that is easily absorbed by the body, a state of ketosis could be delayed or interrupted. This antiketogenic effect is the exact opposite of what you want, so it's best to use both natural and artificial sugar alcohols sparingly.

## A WORD ABOUT FRUIT

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Keto focuses heavily on the reduction of sugar and carbs so it would seem that fruit of any kind would be off limits. Generally, fruits are full of natural sugar and eating them can quickly wreck your progress on keto.

It's true that high-sugar fruits like banana, apples, and pineapples should be avoided on a ketogenic diet but some fruit can be eaten in moderation as long as you're mindful of the ones that are generally okay to eat.

The fruits with the lowest carb counts include avocados (1.8g), tomatoes (2.7g), blackberries (4.3g), and raspberries (5.4g). Starchy vegetables such as sweet potatoes (14g), white potatoes (28g), peas (14g), corn (32g), and carrots (6g) should be avoided due to their high carb content.

Instead, it's best to eat leafy greens, including spinach (1.4g), bok choy (1.2g), celery, asparagus (1.8g), and swiss chard (2.1g) as well as cruciferous veggies like broccoli (4g) and cauliflower (3g). Again, this list isn't comprehensive but it will give you some idea about what fruits are okay to eat on a ketogenic diet.

As long as you're mindful of the carb count of each one and are careful not to overdo it, you won't have to worry about derailing your progress.



## CHAPTER 4

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# TRANSITIONING INTO KETO



Now, this is very important. You see, for most of your adult life, we're willing to bet your body has mostly been running off of glucose and not ketones. Granted, this does happen from time to time, but your body has never really made an adjustment... until now.

You see, for this metabolic-re-adaptation to take place, hundreds to thousands of brand new biochemical reactions need to take place. So, during this time, you might notice a few side effects, which we'll be talking about below. Don't worry; it's nothing major.

Remember, even though a ketogenic diet has amazing health benefits, it's common to experience some unwelcome side effects as your body gets used to this new way of eating. Uncomfortable side effects eventually go away, so it's important to stick to it.

Not everyone will experience the adverse effects associated with keto, and no two experiences will be identical. If you find yourself dealing with unwelcome side effects, we'll give you some strategies for getting over the hump.

## **Mental Side Effects**

Keto has a reputation for noticeably improving brain function but, early on, you may experience symptoms like mental foggy and lack of concentration. These symptoms tend to be the most noticeable 2-3 days after starting a keto regimen.

To improve mental clarity, try incorporating intermittent fasting (IF) or keep your carb counts very low for the first week on the diet. This accelerates how fast your body gets into ketosis. Since the transition period is shortened, your symptoms will quickly subside.

## **Physical Side Effects**

The physical side effects of transitioning into ketosis can be pretty noticeable, especially if you already engaged in high-intensity exercise. Your body's muscles require fast burning fuel sources, so initially, you may experience discomfort as your glycogen stores are depleted, and your body makes the switch to burning fat for fuel.

To combat the negative physical effects, try modifying your high-intensity workouts to low to moderate intensity for the first couple of weeks on keto. If changing your workouts isn't an option, try cyclical keto. So on training days, your carb count will be higher, yet still within the limits of keto. On non-training days you can eat up to the typical limit.

## Digestive Issues

Another common effect of transitioning to keto is related to the digestive system. Even if you feel mentally fine, your body may not respond well to this new lifestyle change. Issues like constipation, nausea, and diarrhea can occur early on.

Luckily, these symptoms are easy to manage by adding electrolytes and water to your diet. We'll show you the perfect blend, coming up. Proper hydration is the key to avoiding gastrointestinal upset and is essential for keeping the body's systems functioning at optimal levels. If constipation is an issue, try to consume more keto friendly veggies.

## WHAT ARE MACROS?

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When you first start a ketogenic diet, you'll hear a lot about macros. Short for macronutrients, macros are a way to categorize the types of foods you eat. Macronutrients are divided into three main categories: fats, carbs, and protein while micronutrients include vitamins, amino acids, and everything else that makes up the food we eat.

When you start eating keto, the body transitions from using sugar and carbs to using fat for fuel and your macros need to be on point to maximize fat loss and maintain optimal health. So how do you determine what your macros should be?

To keep things simple, your carb count should generally stay below 20g a day if your goal is to drop fat and maintain muscle. Your fat intake should make up about  $\frac{2}{3}$  of your daily calorie consumption, with the remaining  $\frac{1}{3}$  reserved for protein.

If you want a more customized macro ratio, you can use a formula to calculate how much fat, protein, and carbs are acceptable.

You can use a keto calculator such as [Calculo.io](https://calculo.io) to determine your personal macros.

## WHAT IS KETO FLU?

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If you begin to research the ketogenic diet, you will inevitably come across people talking about the keto flu. What is the keto flu? Well, it's not really influenza, but some people experience flu-like symptoms when they begin to reduce their intake of carbs and sugar drastically. Look at keto flu as your body's way of withdrawing from the addition of sugar and carbohydrates.

Some of the common symptoms of keto flu include, but are not limited to, stomach pain, fatigue, and lightheadedness. You may also experience increased cravings for sugar, crankiness, lack of focus, insomnia, and muscle soreness.

Thankfully, keto flu doesn't last forever. Most people only experience these symptoms for the first couple of days of carb reduction, though sometimes the symptoms of keto flu can last up to 30 days. Longer bouts with keto flu are uncommon, but the change in eating can affect everyone differently.

Research has revealed that individuals who are less metabolically flexible have more trouble adapting to the ketogenic diet. Metabolically flexible is a fancy way of saying your body isn't producing enough enzymes to adjust to this sudden change in your carb and sugar intake. However, this is only one piece of the keto flu puzzle.

Your lifestyle will also affect whether you experience keto flu symptoms and how long those symptoms last. If you start the ketogenic diet after a long period of eating processed foods high in carbs and sugar, you will likely experience keto flu symptoms that may be more severe and long-lasting.

On the other hand, if you have generally avoided these foods, you may not experience keto flu at all. If you regularly exercise you are probably more metabolically flexible than people who don't, and this will also play a part in how well your body adjusts to this new way of eating.

So how does keto flu happen? Reduction of carbs and sugar triggers the body to go into starvation mode briefly. Though you are not starving, the body senses a change in its energy source and then activates the stress hormone cortisol as a response to your body's unfamiliar fat-burning state. Luckily, this stress response is temporary.

Getting through keto flu is totally doable, and with a little preparation, it will be over before you know it. Consuming higher amounts of fat, staying hydrated, and engaging in exercise are the best ways to help alleviate keto flu symptoms.

## WHEN DO I BECOME FAT-ADAPTED?

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Since the Standard American Diet is full of high-carb, high-sugar, and highly processed foods, most people are not fat adapted. What does fat adapted mean?

Most of our bodies have to rely on sugar and carbs for energy and are not adapted to using fat as a fuel source. We experience wild fluctuations in blood sugar and deal with the vicious cycle of quick energy followed by sugar crashes.

You crave sugar and carbs because your body is longing for consistent energy that simply can't be provided by these inefficient sources. When you enter ketosis, your body shifts to using fat as its major energy source. A ketogenic lifestyle is critical to becoming fat adapted, and there are three ways to accomplish this task.

Here are some helpful tips:

## **Reduce Carb Intake**

When you lower your intake of carbs, your body automatically burns off the leftover carbs and sugar in your system. Once those stores are drained, your body starts accessing fat for energy production.

## **Eat More Fat**

When carbs are replaced with protein and fats, you get a feeling of fullness that helps you avoid the dreaded mid-afternoon crash.

You will also experience fewer cravings for sugary snacks. Eating more fat will enable you to go longer between meals so hunger pangs won't drive you to overindulge in high-carb, high-sugar foods.

## **Watch Your Protein Consumption**

While reducing your carb intake, you will want to concentrate on fat and protein intake. Many people mistakenly think a ketogenic diet is high in protein, but that assumption is incorrect. Moderate protein intake is encouraged, but the focus of keto is on increasing the amount of fat you eat.

So how will you know when you've become fat adapted? Initially, you will feel the effects of carb withdrawal, which is often referred to as keto flu.

You may experience mood changes, cravings, and lethargy but the good thing is that this only lasts for a short time. Once you're past this stage, you will begin to feel energized, and your body will be fat adapted.

## EATING KETO ON A RESTRICTED DIET

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The ketogenic lifestyle is so flexible that nearly anyone can reap the benefits even with dietary restrictions. These restrictions could be self-imposed based on personal choice, or they could be due to a medical condition. Regardless of the reason, those who have dietary restrictions can still go on a ketogenic diet.

Many people choose to reduce or eliminate meat in favor of a vegetarian diet. Since keto is not all about the meat, vegetarians can easily get into ketosis while still enjoying many of the available keto-friendly foods.

However, there are a few things to keep in mind.

When starting a ketogenic diet as a vegetarian, protein will have to come from non-meat sources, but a lot of vegetarian options like beans, whole grains, and lentils are not low in carbs. This shouldn't discourage vegetarians from trying out the ketogenic diet because there are plenty of keto foods that are vegetarian-friendly by default.



For those who still consume dairy and other animal products, eggs, and dairy are high in protein and won't keep you from going into ketosis. Dairy is a significant part of most ketogenic diets, but it's important to understand that all dairy is not keto friendly. Cow's milk is off limits on a ketogenic diet due to the high sugar to protein ratio.

One cup of cow's milk contains about 9 grams of protein, and 12 grams of sugar and goat's milk is not much better. For this reason, animal-derived milk should be avoided.

Other dairy products like heavy cream and half-and-half are acceptable to consume on a ketogenic diet. Heavy cream is approximately 35% fat, and its richness means you do not need to use much during cooking.

Half-and-half is similarly high in fat but has more sugar so it should only be used sparingly and should fit into your daily macros.

There is some confusion on whether cheese is acceptable on a ketogenic diet. Generally, harder cheeses like cheddar and parmesan have lower carb counts and can be eaten in moderation. Always make sure to choose full-fat cheeses.

Ghee may be considered the Holy Grail of the ketogenic lifestyle. During the process of making butter, all water is drained, making ghee almost 100% fat. Ghee, or grass-fed butter, can be used as a condiment, as a baking ingredient, and can even be blended into smoothies or your morning coffee. Grass-fed butter and ghee is higher quality and should generally be chosen over highly processed versions.

Even vegans – those who do not consume meat or any animal products at all – can follow a ketogenic diet by making smart substitutions. Tofu is a great meat substitute in a variety of dishes and is ideal on a ketogenic diet since it contains up to 20 grams of protein and 2 net carbs per serving.

Other popular vegan protein sources that fit into the keto lifestyle include vegetable proteins like pea protein and hemp protein, which serve as a boost to your keto smoothies and other keto recipes. All [Keto Activate™](#) flavors are dairy free and gluten free, meaning that nearly everyone can enjoy the benefits of this amazing product.

Of course, nuts and seeds and non-animal fats fall within the vegan-friendly keto options. It should be noted that vegetarians and vegans on a ketogenic diet should not rely solely on nuts and seeds for protein. The reason being, these protein sources are calorie-dense and overeating them will result in a high overall carb and calorie count for the day.

Following a ketogenic lifestyle doesn't have to be complicated, even if you are on a restricted diet. Keto has helped many people manage their weight without causing additional food-related health problems.

Whether you have allergies or choose not to eat certain foods, keto offers so much variety that just about anyone can make the diet work for them. The keto recipes included at the end of this guide are versatile and can aid in weight loss and ketosis.

## CAN I CHEAT ON A KETOGENIC DIET?

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When you think of cheating on a diet, you may envision cheat meals or planned cheat days where you abandon your usual food choices and indulge in all of the foods you've been deprived. On a ketogenic diet, one meal could kick you out of ketosis and slow your progress, which is exactly what you don't want. While you don't want to ruin your progress with one food choice, there are some creative ways to "cheat" on a ketogenic diet.

One of the easiest keto hacks is exogenous ketones. Since these exogenous ketones are made outside of the body and ingested, they encourage your body to get into ketosis fast. This translates into a fat loss head start that allows you to "cheat" by fast-tracking ketosis. If you can start day one already in ketosis, your fat loss will occur that much sooner. When you see almost immediate results, you'll be more inclined to stick to the ketogenic diet.

Even if you do consume a little more sugar than you should, taking exogenous ketones after you've already become fat adapted will encourage your body to still go to fat as its primary fuel source.

LIFE LESSON

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# EAT FAT TO BURN FAT



Years ago, if someone came up to you and said eating fat was the secret key to increased energy, vibrant health, and a body you would love to show off, you probably would've thought they were crazy. But now, the times have changed. The winds are pushing us to a more health-conscious society... and frankly, we don't have much choice.

Soon, it's predicted that 68% of the population will be considered overweight or obese. And with obesity, comes diseases like diabetes, hypertension, heart disease, cancer, and even dementia.

You see, we believe at [Konscious Keto](#), that the ketogenic diet, the very one you're about to embark on, could act as a reset for your entire body. From head to toe... inside and out. The research and data are there. The before and after testimonials are there. The proof is in the pudding.

Plus, this isn't exactly like most diets where you can't enjoy your life. When you commit to living a ketogenic lifestyle, you'll still be able to dine out with delicious options, make keto-friendly meals that the whole family can enjoy, and attend events without fear of wrecking your diet.

Thanks to the ketogenic diet and the success that many have found by sticking to it, the attitude about the healthy benefits of fats is beginning to shift. The ketogenic lifestyle may not be a good fit for everyone, but those who follow it have found a commonsense approach to weight loss that allows them to look good, feel good, and live a keto-[konscious](#) life.

BONUS 3

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# KETO ACTIVATE™ FAT LOSS RECIPES



At [Konscious Keto](#), we understand that if this is your first time trying out the ketogenic lifestyle, it could be a bit tough to get in the groove of things. Let's face it; the ketogenic diet isn't your typical weight loss diet.

That's why we decided to help you out with these recipes below. Why? Because, in the beginning, it's easier to follow a template than experiment on your own. Plus, following these delicious and easy to make recipes will cut down on time.

We understand your time is valuable so the quicker you can create these delicious recipes, the easier it will be for you to stay on the ketogenic diet and enjoy all of its wonderful benefits.

As a bonus, you can easily incorporate [Keto Activate™](#) into your diet rounding out your arsenal in your quest to ignite rapid fat loss. These delicious fat loss shake recipes will get you started: but first, let's look at how and when you should use them to maximize the effectiveness of the keto diet.

## Why [Keto Activate™](#) Works

[Keto Activate™](#) is a special product we created to help you get the full benefits from a ketogenic lifestyle. It works by combining highly effective, all-natural ingredients to help you reach a state of ketosis faster and stay in ketosis for the long term.

[Keto Activate™](#) is full of healthy ingredients and doesn't rely on fillers or other harmful ingredients. You'll get the sustained energy that will last throughout the day. This will help rev your metabolism while suppressing your appetite.



You should take our exogenous ketones in the morning, on an empty stomach. We do not recommend taking it at night as it produces so much energy. Whether you choose to mix it into your favorite smoothie, use it as a pre-workout supplement, or as a way to get back on track after eating more carbs than normal, we think you'll love the results.

This last benefit is super important because, although cheating is not encouraged, [Keto Activate™](#) can help get back into ketosis if you happen to slip up. Flooding your system with exogenous ketones will fool your body into burning fat.

## When to Take [Keto Activate™](#)

To achieve success, consistency is key. Your choices early on will have a huge impact on your results. Start by adjusting your mindset. This will be important ongoing, especially if you're transitioning from a Standard American Diet (SAD) to a ketogenic lifestyle.

Developing a consistent regimen not only helps you stick to keto it will also keep you from feeling deprived and fatigued and will dramatically improve your fat loss results. Getting into ketosis and maintaining that constant fat burning understandably presents a challenge for some people.

As mentioned before, there are a few approaches you can take that will ease your transition into keto – from gradually tapering your carb and sugar intake to fasting to keto cycling. Review each approach and decide which one is the best fit. Decide every day to do your very best to remain committed. Keto can work for many people – you just need to learn how to do it properly.

No matter which approach you prefer, [Keto Activate™](#) was created to make staying on track a piece of cake (no pun intended).



By taking one scoop every morning on an empty stomach, you'll jump-start your day with healthy fats in a delicious formula that will make you forget all about the carbs and sugar-laden foods you used to eat. Just mix ½ scoop with 8-10 ounce of water, nut milk, or coffee.

You can even add it to your morning smoothie for a flavor-filled boost of healthy fats. If you are keeping a close eye on your macros, [Keto Activate™](#) is an excellent source of good fats that tastes amazing and can be used up to 3 times a day. [Keto Activate™](#) is also a great pre-workout supplement. Take a full scope before your workout for long-lasting clean energy.

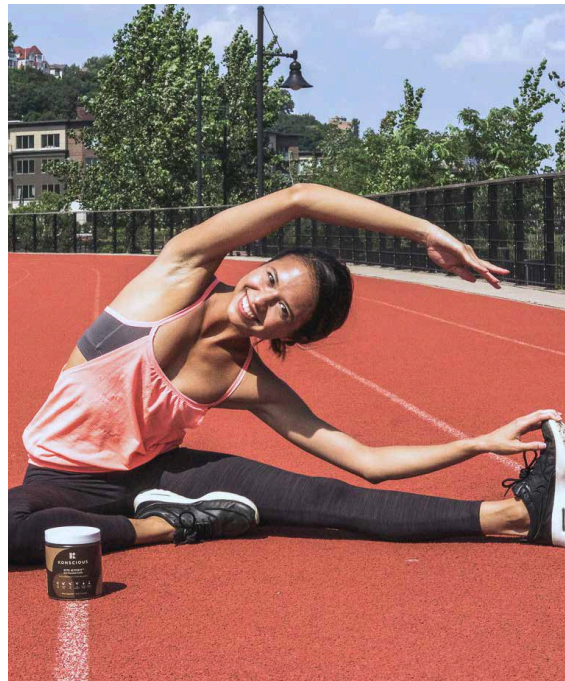
## Why It's Important to Follow a Keto Diet

We can't say it enough: to get real results on a keto diet, you must be consistent. To drop fat at a rapid pace, your body must remain in a constant state of ketosis. Keeping your carb count around 20 grams every day and increasing your intake of healthy fats from oils, nuts, seeds, and dairy products is critical for seeing results on a keto diet.

In addition to being mindful of your carb and sugar intake, you can supercharge your results on a keto diet by incorporating [Keto Activate™](#). This revolutionary product works by actively working to keep your body in a state of ketosis with a proprietary blend of all natural ingredients like sea salt, healthy fats like MCT oil, and natural, sugar-free sweeteners.

The MCTs in [Keto Activate™](#) give you sustained energy, helping you power through tough workouts or make it through a hectic workday without the energy crashes for other energy sources like excessive caffeine and sugar.

Sea salt is one of the most important ingredients in [Keto Activate™](#) and you may be wondering, what does salt have to do with ketosis? A lot actually. When you embark on a keto diet, your body needs sodium to maintain proper electrolyte levels and, surprisingly, glucose has a lot to do with your body's sodium levels.



Though more research is needed, what researchers know so far is that insulin serves the purpose of regulating sodium levels in the body so when you drastically reduce your sugar and carbohydrate intake, things can get out of whack pretty fast, causing your body to expel too much sodium.

Though too much sodium is certainly bad for you, your body does need stable salt levels for sustained energy and support mental focus. [Keto Activate™](#) contains sea salt, a natural source of sodium, to assist in stabilizing your body's sodium levels, helping you avoid the problems that often result from electrolyte imbalances.

## RIDICULOUS RASPBERRY KETO SMOOTHIE



### **Macros:**

Calories: 180

Fat: 14g

Total Carbs: 15.5g

Fiber: 4.5g

Sugar Alcohols: 6g

Net Carbs: 5g

Protein: 3g

## RIDICULOUS RASPBERRY KETO SMOOTHIE

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This ridiculously raspberry [Konscious](#) smoothie is perfectly keto and contains antioxidant-rich raspberries that compliment your keto lifestyle goals. Ideal as a quick snack or light meal replacement, this very berry smoothie is refreshing and delicious. Add a scoop of [Keto Activate™](#) to blast through your day (or workout!). The blend of exogenous ketones, MCT oil, and heavy cream will add a pep in your step.

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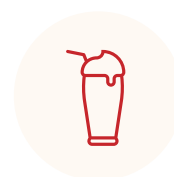
PREP TIME  
5m



TOTAL TIME  
5m



MAKES  
1 serving



SERVING SIZE  
1 smoothie

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**PREPARATION:** You will need a [high-speed blender](#) for this recipe.

### INGREDIENTS:

- 1 ½ cups of ice
- ½ cup of fresh or frozen raspberries
- 2 tsp Keto sweetener, such as Swerve
- 2 tbsp heavy cream
- ½ tsp [vanilla extract](#)
- 1 ¼ cup of [unsweetened vanilla almond](#), coconut, or hemp milk
- 1 scoop [Keto Activate™](#)
- Optional: 1 tbsp [MCT oil](#), 1 tbsp [collagen powder](#)

**DIRECTIONS:** Blend until smooth.

## MIRACULOUS MINT KETO CHOCOLATE CHIP FRAPPE

**Macros:**

Calories: 277

Fat: 25g

Total Carbs: 15.7g

Fiber: 6.9g

Sugar Alcohols: 6g

Net Carbs: 2.8g

Protein: 5g

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# MIRACULOUS MINT KETO CHOCOLATE CHIP FRAPPE

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This mint-choc-chip frappe is heavenly. With almond or coconut milk - or our favorite, the super keto macadamia nut milk - you can get everything you need nutritionally in this power shake. Yet, it tastes like a mega-treat. Indulge with friends on an afternoon or take after you hit the gym to load up on energy. Either way, we know you'll love this refreshing blend. Add a scoop of MCT oil for an extra boost.

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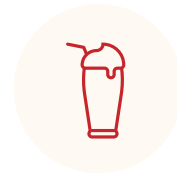
PREP TIME  
5m



TOTAL TIME  
5m



MAKES  
1 serving



SERVING SIZE  
1 smoothie

---

**PREPARATION:** You will need a [high-speed blender](#) for this recipe.

## INGREDIENTS:

- 1 cup ice
- 1 ½ cup unsweetened coconut, almond, hemp, or [macadamia nut milk](#)
- 2 tbsp heavy cream
- ½ ripe avocado
- 1 cup baby spinach
- 1 scoop [Keto Activate™](#)
- 2 tsp Keto sweetener, such as Swerve
- 1-2 tsp [peppermint extract](#)
- Optional: 1 tbsp [MCT oil](#)

**DIRECTIONS:** Blend until smooth.

## WAKE ME UP KETO MOCHA FRAPPE



### **Macros:**

Calories: 141  
Fat: 14g  
Total Carbs: 9g  
Fiber: 1.5g  
Sugar Alcohols: 6g  
Net Carbs: 1.5g  
Protein: 2g

## WAKE ME UP KETO MOCHA FRAPPE

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Everyone goes mad for mocha! This [Konscious](#) frappe was created out of our love for coffee and brings to life our [Keto Activate™](#) exogenous ketones, into a daily keto coffee that will give you tons of energy and mental focus. We used MCT oil for an extra kick, but you can omit this or use coconut oil if you find MCT oil too potent. Drink once or twice a day as needed to continue to burn fat and feel fantastic.

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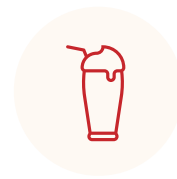
PREP TIME  
5m



TOTAL TIME  
5m



MAKES  
1 serving



SERVING SIZE  
1 smoothie

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**PREPARATION:** You will need a [high-speed blender](#) for this recipe.

### INGREDIENTS:

- 1 ½ cups ice
- ½ cup [cold brew iced coffee](#)
- 2 tsp keto friendly sweetener, such as Swerve
- 2 tbsp heavy cream
- 1 cup [unsweetened vanilla almond milk](#)
- 1 scoop [Keto Activate™](#)
- Optional: 1 tbsp [MCT oil](#), 1 tbsp [collagen powder](#)

**DIRECTIONS:** Blend until smooth.

## IRRESISTABLE KETO CHOCO PEANUT BUTTER SHAKE



### **Macros:**

Calories: 230

Fat: 21.5g

Total Carbs: 11.5g

Fiber: 2g

Sugar Alcohols: 6g

Net Carbs: 3.5g

Protein: 6g

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## IRRESISTABLE KETO CHOCO PEANUT BUTTER SHAKE

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If you're a PB fan, you're going to love this super chocolatey keto butter shake that's packed with delicious keto macronutrients. With lots of healthy fats and moderate protein, you can drink this guilt-free and cure your sweet tooth in one serving. Serve as a deliciously keto and refreshing breakfast, or drink on the go as an easy meal replacement. The choice is up to you but we think this one is a home run.

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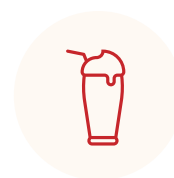
PREP TIME  
5m



TOTAL TIME  
5m



MAKES  
1 serving



SERVING SIZE  
1 smoothie

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**PREPARATION:** You will need a [high-speed blender](#) for this recipe.

### INGREDIENTS:

- 1 ½ cups of ice
- 1 cup of [unsweetened vanilla almond](#), coconut, or hemp milk
- 1-2 tbsp of [unsweetened peanut butter](#)
- 1 scoop of [Keto Activate™](#)
- 2 tbsp heavy cream
- ½ tsp [vanilla extract](#)
- 2 tsp Keto sweetener, such as Swerve
- Optional: 1 tbsp [MCT oil](#), 1 tbsp [collagen](#), 1 scoop [vanilla whey protein powder](#)

**DIRECTIONS:** Blend until smooth.

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