

What is "Keto"

If carbohydrates are available, your body will burn that first. If carbs are not available, your body will burn fat & your fat stores!

"Keto" (scientifically known as "Nutritional Ketosis" but usually referred to as just "keto" or a "ketogenic diet") involves restricting your diet to moderate protein, very low carbohydrates and high fat. It's similar to the the Atkins diet, but with more solid science.

When you are consuming enough protein to keep muscles happy, restricting carbohydrates as low as possible and making up the rest of your calories in fat, your body switches into a fat burning mode. Your liver will begin converting fats into energy molecules known technically as "ketone bodies" - which is where the name of the diet comes from.

People end up with MORE energy and vitality on a ketogenic diet. Muscle cells are finally gaining energy instead of all the fuel getting stored away in fat cells because of insulin, specifically insulin resistance.

How to do Keto

The details of Keto can get difficult but the basics are easy:

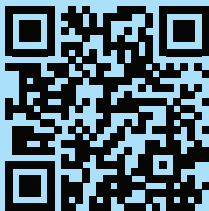
1. Get most of your calories from fat & moderate protein, things like: sausage, bacon, fatty steak, ground beef/pork, cheese, eggs, salmon, avocado, chicken (with the skin), olive oil, butter, coconut oil, more sausage and bacon. You get vitamins and minerals from low glycemic vegetables (no carrots or potatoes, look for green veggies).
2. Avoid carbohydrates as much as possible. You'll need to stay below 20 or 30g a day. Get used to looking at food labels!
3. Get enough electrolytes. Keto depletes your sodium, potassium and other electrolytes. If you do not have enough electrolytes in your system, you'll experience "keto flu" and feel miserable. It's an easy fix: drink some 0 carb broth or eat salty foods.

After 2-3 days, you'll be in "ketosis" or fat burning mode!

Recommended Reading

Detailed info that won't fit on this pamphlet:

Keto in a Nutshell
<https://goo.gl/wfQnxC>



Keto F.A.Q.
<https://goo.gl/LjYj13>



Tips

- Use a tracking program. I personally recommend Cron-O-Meter. MyFitnessPal also works but doesn't have keto specific options, and the database is cluttered with user-added junk
- Participate in the keto community. Best place is the keto subreddit (see the recommended reading). Be wary of keto facebook groups.
- Try not to snack. If you do, write it down in your tracker before eating it.
- Drink plenty of water. Add some Mio drops or other flavoring if you like.
- Diet Rootbeer & Heavy Cream (mic drop).
- Take "before" pictures, you might also want a blood test to see how awesome your triglycerides become.
- People are likely to freak out about your diet. Some doctors haven't studied nutrition since college and may not be aware that everything we thought we knew about saturated fat and cholesterol was wrong. We like to joke that the first rule of keto is "don't talk about keto." Let your results talk. If you stick to it, even the staunchest opponents may change their minds.
- Nothing ever tastes as good as you think you remember it tasting. This includes whatever was your personal indulgence. **Stick it out!**
- Keep Calm and Keto On (KCKO). If you mess up, move on and re-focus your energy. Every day you don't eat carbs it gets easier, you will eventually scoff at the free doughnuts at the office =)

Being in nutritional ketosis has many benefits:

1. Your blood sugar stabilizes. It will only go up and down in response to protein, and the time of day. This will also cause changes to how your body uses insulin (plus it needs far less insulin). Your body will stop producing as much hunger hormones like Ghrelin.
2. With the change in blood sugar and insulin, your fat cells switch from a "gotta catch 'em all" state of hoarding energy to releasing stored fat for energy.
3. Your tissues store glucose coupled with water (glycogen). When first starting keto, and those reserves are depleted, the water comes out and you lose a bunch of weight – though it doesn't happen to everyone.

1 and 3 make sticking with the diet easier. The abrupt loss of water weight entices people to continue (personally I lost 4 pounds my 4th day). Less hunger hormones give you more will-power. In my own experience, this makes dieting far more enjoyable – instead of "I'm always hungry all the time and am about to die!"

1 and 2 make it easier to eat with a caloric deficit even if you have no will power.

2 gets your body burning fat stores, which is kinda the point right?

Now for the difficult parts:

- There is a change-over period (4 days, more or less) where your body is going to revolt a bit. You'll likely have cravings for carbohydrates and you will likely feel hungry quite a bit. Soon, however, your body will give up and switch to ketosis. After a while the desire for carby food may completely disappear. I recommend starting at a higher calorie amount (2000 or so depending on your needs) so you can concentrate on kicking carbs. As time goes on you can lower the calories.
- During this same transition period, if you don't watch your electrolytes you may feel weak, disoriented, or light headed. It's often called the "keto flu" because it can feel like you have the flu. Your body needs more electrolytes in ketosis and it's even worse while you are burning up that glucose+water reserve and dumping electrolytes in the beginning. This additional requirement is why the Sodium and Potassium levels in Keto Chow are so high. Easy fixes for keto flu: chicken broth or pickle juice.
- "Bursty" muscle action like lifting weights or sprinting can take a hit with less glucose available. The upside is that endurance for other activities (after about 2 weeks) will go through the roof. It's one of the reasons Ketogenic diets are fast becoming a preferred diet for competitive marathon runners.
- You'll need to learn how to calculate "Net Carbs" - take total carbs on a nutrition label and subtract the fiber (and sugar alcohols besides maltitol). In the following example, the 23g ends up being 4g net carbs or 1/6 your daily allowance:

**23 total - 13 fiber
 - 6 low glycemic
 sugar alcohol = 4g
 Net Carbs**

Value*	Amount/Serving	% Daily Value*
12%	Total Carbohydrate 23g	8%
13%	Dietary Fiber 13g	52%
	Sugars 1g	
2%	Erythritol 6g	
8%	Protein 20g	40%
2%		

- You need to be careful to get all your nutrients, it's easy to find a couple foods that work and miss some vital vitamins. This is where Keto Chow comes in =)

Keto Chow makes keto easy(er)

Why I make Keto Chow. *By Chris Bair, founder of Keto Chow*

I want to help people change their lives... and help them not go nuts in the process.

Nutritional Ketosis (aka "Keto" or "Ketogenic Diet") can be highly effective but it's daunting, especially for beginners. Keto is the only thing I have ever tried that has had any lasting effect on my health and my weight. I consider it like the "Konami Code": a cheat or hack, because of how effective it has been in turning around my life (and the lives of family, friends, and former strangers =). I'm committed to helping others get into the Keto lifestyle and Keto Chow makes doing Keto easier; not only for beginners that are just starting out, but also for grizzled veterans who have been doing keto for years.

When you first start doing Keto, there is a lot of information to be learned. There's new vocabulary, new science, new lists of things you should or shouldn't eat. It can actually be a bit dangerous if you don't do sufficient research and don't know that insufficient electrolytes will make you feel terrible (it's called "Keto Flu" and it isn't any fun) – that was one of the mistakes I made when I started Keto. I also started keto using a meal replacement shake that was loaded with coconut flour, chia seeds and other gritty stuff.

My goals in making Keto Chow were:

1. Make figuring out Keto easy. Easy on your brain and easy to prepare the food.
2. Keep people from running into electrolyte deficiency (the aforementioned "Keto Flu").
3. Make it tasty enough that you'll not just tolerate it but honestly, actually, for realies, enjoy consuming it (and want more).
4. Make sure people are getting the vitamins, minerals and other nutrients they need to be healthy. Likely healthier than ever before.

Here's the honest truth: I completely and entirely believe in this product and the Ketogenic diet. It's not the end-all, be-all answer to everything in the world and I don't eat it all day, every day for every meal (because: bacon and cheese). But I do have it for most meals.

I made Keto Chow for myself, it just happens to be the sort of thing that other people like too. It's easy to prepare meals and I don't have to worry about missing out on weird vitamins or minerals. I hit my macronutrient goals. I'm getting my electrolytes and it's REALLY good tasting – like I'm always sad when my Chocolate Peanut Butter is empty. I mix up a couple days worth at a time and am able to just grab containers out of the fridge on my way out the door.



Actual User Testimonials

I LOVE LOVE LOVE your product. I have struggled my entire life with yo yo dieting and binge eating. I started out using Keto Chow for a couple of meal replacements per day and did start to see results and liked the way I was feeling.

- Heather W.

I'm really enjoying my keto chow. Since the beginning of the year I have lost 30 pounds but my weight loss stopped for 2 weeks before I started keto chow. I don't like a lot of foods and am a very picky eater so I would only eat junk but calorie count which does not work well after a while. Since starting keto chow 3 days ago I am finally losing weight again. Down 5 pounds since the first day.

So anyway, thank you :). I am honestly shocked at how much I enjoy the taste and feel a lot better now that I've killed a few nutrient deficiencies I know I probably had.

-Bradley D.

As I drink my gourmet vanilla, I wanted to share gratitude to you for Keto Chow. My husband and I have released 30lbs and 25lbs, respectively. Our continued results have been noticed by our friends and family and we have referred over 10 new customers to Keto Chow. They check in to let us know their progress all the time, we are finding it to be a results driven conversation topic. Everyone wants their high school energy back, save time, and to release unwanted fat! I was a former collegiate athlete and all of the years of coaches and diets I have been encouraged to use or try, nothing has compared to the energy and overall physical change as being in ketosis. We love it and we will continue to share Keto Chow.

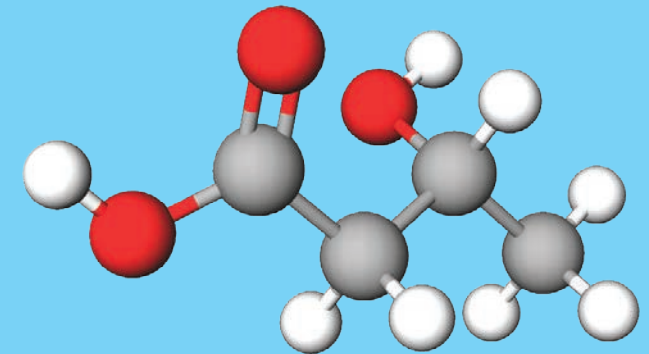
-J (female)

Your product has helped me to lose over 40lbs, and my friend that has been doing this with me has lost over 60 lbs and is no longer diabetic this month!

-Patrick R.

Basics of Nutritional Ketosis

What is Keto,
how to do it,
how to succeed.



(the molecule is Beta Hydroxybutyrate – one of the ketone bodies you live on while in ketosis; because: Science!)

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