

THE *keto* CHALLENGE

the road map





THE **KETO** CHALLENGE ROAD MAP

We've created THE KETO CHALLENGE Road Map to keep our promise....



"To make going keto **EASY** to **UNDERSTAND**,
and **EASY** to **DO** ."

Within the roadmap you are going to learn 3 key strategies.

- #1. WHAT is Keto?
- #2. WHY Keto?
- #3. HOW to do Keto.

REMEMBER.....

INFORMATION + APPLICATION

=

TRANSFORMATION



WHAT IS KETO?

Keto is a high fat, moderate protein, low carb way of eating.

The goal is have 60–70% of your daily calories come from healthy fat, 25–30% from protein, and 5–10% from carbohydrates. This is an extreme inverse from the Standard American Diet (SAD), which typically consists of over 60% of one's daily calories coming from carbohydrates. The ultimate goal of the Keto diet is to transition one's metabolism to be primarily fat-burning instead of sugar-burning.



KETONES VS SUGAR

It's important to understand that there are only two primary sources of fuel the body uses, one is glucose, which comes from carbohydrates and sugar, the other is ketones, which comes from fat. So essentially, everything you eat breaks down into one of these two fuel sources. Even proteins are broken down into amino acids and then stored as glycogen (a form of glucose in the muscles and liver) or fat.



GLUCOSE (carbs and sugar) are like kindling. If we only use kindling to keep the fire going, we're going to have to stand there ALL day adding more.

KETONES (fat) are like the long-burning logs which can burn steadily for hours! Think of a keto diet as providing your body the long-burning fuel all day. Ketones are your body's preferred source of fuel. Give your body what it wants.



KETO BASICS : MACRONUTRIENT TARGETS & NET CARBS

Macronutrients are nutrients that your body needs in large amounts in order to sustain a wide range of metabolic processes. They are classified as the following:

- Carbohydrates
- Proteins
- Fats
- Fiber
- Water

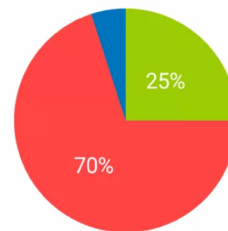
Suggested Macro Targets:

Carbs → 5–10%
Fat → 60–70%
Protein → 25–30%

Net Carbs :

Net carbs are total carbs minus fiber. Calculating them is important on a keto diet because your body makes glucose only from net carbs. Fiber has no effect on your blood glucose levels whatsoever, so feel free to load up on it.

Eating around 20 grams a day is optimal for most people.



	Total	Goal
Carbohydrates (14g)	5%	5%
Fat (92g)	70%	70%
Protein (75g)	25%	25%



WHY KETO?

Let's talk about the benefits of going keto and why you would want to switch from being a SUGAR – burner to a FAT– burner!



WHAT ARE THE BENEFITS OF KETO?

REDUCED INFLAMMATION & REDUCED RISK FOR CHRONIC DISEASE : Inflammation is your body's natural response to an invader it views as harmful. However, too much inflammation is bad for your health. Chronic inflammation (when your body constantly pumps out inflammatory chemicals) is at the root of chronic diseases including certain cancers, heart disease, and diabetes. The keto diet switches off inflammatory pathways, and ketones produce fewer free radicals compared to glucose.

IMPROVED MENTAL CLARITY : Ketones provide your brain with immediate fuel. They are so powerful that they can supply up to 70% of your brain's energy needs, way more efficient source of energy than glucose. Studies show switching to a keto diet can protect your brain from cognitive decline and improve memory.

INCREASED ENERGY : When your metabolism is in fat-burning mode, your body can tap into its readily available fat stores for energy. The result? No more energy crashes or brain fog. Ketosis also helps the brain create more mitochondria, the battery packs within your cells. Fat also gives you almost double the energy per gram compared to carbohydrates, meaning you can eat less, stay fuller longer, and have better, cleaner energy.

CLEARER SKIN : Sugars impact in the body can contribute to breakouts, as too much sugar increases sebum in the skin, as well as inflammation. Healthy fats, such as those in the keto diet, help rebuild cell membranes and reduce dry, flaky, and irritated skin, as well as providing antioxidants and anti-inflammatories to keep skin balanced. Therefore, many people experience clearer skin.

REDUCED CRAVINGS : When you burn fat for fuel, your blood sugar becomes more stabilized, and in turn, the lack of blood sugar highs and lows will rein in cravings for sugar and carbs. When eating the Standard American Diet (SAD) you have blood sugar swings that can cause bouts of hunger—sometimes within as little as two hours of eating a meal. When you enter ketosis and start burning fat for fuel, your blood sugar will stabilize at a lower, healthier level. The healthy fat will be metabolized into ketones by your liver, and that will suppress your hunger via several metabolic pathways. Remember healthy fat is very satiating!

ANTI-AGING : The ketogenic diet not only provides a high level of nutrition through whole foods sources, it also promotes a positive effect on blood sugar, weight, satiety, and fuel source for an aging brain, as well as cellular health. These are all areas in need of support when it comes to living a longer, happier life. Some say that the key to living longer lies in taking care of our mitochondria, as they are responsible for energy production in our cells. Being in ketosis is known to have hugely beneficial effects on the function of the mitochondria.

WEIGHT LOSS & FAT BURNING : When you go keto, your body uses stored body fat and fat from your diet as fuel. The result... rapid weight loss. Ketones also influence the hormones that control appetite. Ketones suppress ghrelin (your hunger hormone) and increase cholecystokinin (CCK), which tells your brain when you've eaten enough.

Benefits of Keto



Reduced Inflammation



Improved Mental Clarity



Increased Energy



Clear Skin



Reduced Cravings



Anti-Aging



Reduced Risk Of Chronic Disease



Weight Loss / Fat Burning



BECOMING A FAT BURNER

Your body will become efficient at burning whatever you feed it most. So if you want to be a sugar burner, eat a lot of carbs. If you want to become a fat burner, eat more fat.

While eating fat, your metabolism becomes conditioned to burn fat for energy which means even if you haven't eaten for a while, your body will start to burn stored fat for energy. This is one of the reasons people on the keto diet see significant fat loss while eating this way. Your metabolism can now recognize stored fat as a viable fuel source, whereas when you're still burning sugar as your primary fuel source, your body doesn't see the extra fat you have as usable energy. This is also why even if you're overweight and have plenty of "stored energy", you might often feel hungry just an hour or two after each meal. Because carbohydrates get metabolized relatively quickly, you essentially burn through the only usable energy within an hour or so, leaving you feeling tired or craving more carbs.



SIGNS OF A SUGAR BURNER

- Less able to be satiated
- Increased carb cravings and intake
- Insistent hunger
- Difficulty burning fat for weight loss
- Hangry after 2-3 hours of eating



GOING BEYOND WEIGHT LOSS.....

There is a growing body of research that supports the use of a ketogenic diet in the treatment and prevention of disease.

KETO & CANCER :

- Starves cancer cells of their primary source of fuel - SUGAR.
- Reduces inflammation which contributes to cancer cell growth and metastasis.
- Recent studies show that cancer patients who adhered to a strict keto diet while receiving chemotherapy had significantly better outcomes compared to patients that ate a standard American diet while receiving the same treatment.

KETO & HEART DISEASE :

- "Only grains and sugars cause formation of LDL cholesterol." - Dr. William Davis, Cardiologist
- Reduces inflammation which contributes to hardening and plaque build up in the arteries.

KETO & DIABETES :

- Lowers blood sugar and insulin sensitivity.
- Reduces carb cravings.

KETO FOR KIDS :

- Initially developed for kids with epilepsy.
- Iron and fat for brain development.
- 1:6 kids are obese
- Healthy kids = Healthy adults



Eating a Keto diet isn't just about tricking your body into losing weight, or even fighting disease, but more so to eat in a such a way that is congruent to our body's natural design, which in turn results in the many health benefits that are available to each of us.



HOW TO DO KETO

Now comes the fun part – taking the why & what of keto and putting it into action. We have outlined the basics for you: Macro Targets, Foods to Eat and Foods to Avoid, Meal Planning, Testing for Ketones, Intermittent Fasting, How to Overcome the Keto Flu, and Exercising on Keto. The whole point of keto is to become fat-adapted. Adhering to the following basics will help you to use your own stored fuel for energy and become fat-adapted.



MACRO TARGETS

As we've mentioned before, Keto is a high fat, moderate protein, low carb way of eating.

Suggested Macro Targets:

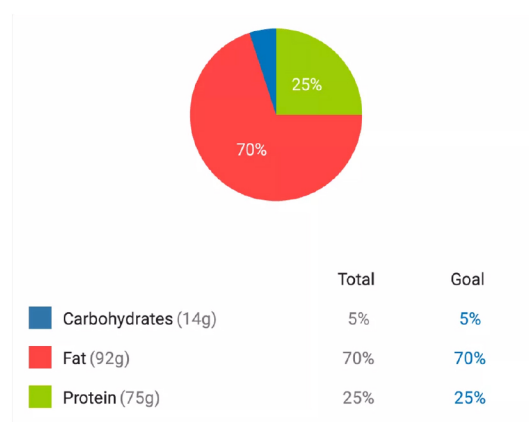
Carbs → 5-10%

Fat → 60-70%

Protein → 25-30%

Tracking your daily macros is a KEY to success.

You don't know what you don't track. Using a tracking app such as MyFitnessPal will go a long way to ensure you are hitting the right macros and truly eating Keto.



HOW TO DETERMINE YOUR MACRO TARGET

Your macronutrient needs are individualized and based on the amount of exercise, weight, body fat, lean mass, health and goals for you. Below are some basic steps to determine your macro target when starting the keto lifestyle. You will need to adjust as you start testing your ketones to determine if the macro targets are right for you.

#1. Start with Net Carbs

We recommend you start with 20g of net carbs for the first 30 days.

#2. Determine Protein Needs

General rule of thumb for determining the correct amount of protein is to follow the formula of 1 gram of protein per every kilogram of lean body mass.

#3. Finish With Fats

Now that you have determine carbs and proteins, the majority of your remaining daily caloric intake will be in the form of healthy fats. Getting 60-70% of fat in daily means you are taking in 2-3 tablespoons of added fat at each meal and at least 1 tablespoon with a snack.



FOODS TO EAT & FOODS TO AVOID

Keto isn't about what you can't have. It's about all the amazing foods you get to enjoy! Yes, you will be avoiding all high-carb, processed, sugary foods. But remember you are eating REAL whole foods that fuel your body with the nutrients and energy it needs!

FOODS TO EAT

- ✓ Meat, Fish & Eggs
- ✓ Non-Starchy Vegetables
- ✓ Low-Carb Vegetables
- ✓ Healthy Fats & Oils
- ✓ Nuts, Seeds & Berries
- ✓ Herbs & Spices
- ✓ Coffee, Tea & Water

FOODS TO AVOID

- ✗ Grains
- ✗ Beans
- ✗ Starchy Vegetables
- ✗ Vegetable Oils
- ✗ Sugar
- ✗ High Carb Fruits
- ✗ Processed Foods
- ✗ Fruit Juices, Soda, Alcohol



MEAL PLANNING

Failing to plan is planning to fail. By doing all the planning for the whole week in one go, you reduce the stress of figuring out what to eat each day. You also save a lot of time, money and stress because you are not starting from scratch each day. By creating a meal plan, you only need to go to the store once. And you know you will be eating everything that you purchase.

#1

DETERMINE HOW MANY MEALS TO PLAN FOR

Do you have any events happening, late night sports with kids, a dinner out scheduled? Plan for leftovers too! Saves time and money.

#2

CHOOSE RECIPES & MEAL PLAN

Plan out every meal, including drinks & snacks. Choose recipes. Try to use recipes with common ingredients. Create a grocery list. Go to the grocery store when you are NOT hungry!

#3

MEAL PREP

Choose one day to meal prep as much as you can for the week. Wash & Chop. Marinate. Batch cook meats or vegetables. Prep salads. Make sure to have easy grab & go food available at all times!

#4

WIN AT BREAKFAST!

This sets the tone and start to your day!



TESTING KETONES

As we stated before...you can't manage what you don't know. So how do you know if you are becoming fat-adapted? You can test with the following methods.

BREATH TEST:

Measures the amount of acetone in the breath which correlates well to BHB, the primary ketone in the blood. The strips change color to signify the level of acetone.

URINE STRIPS:

Measures the amount of acetoacetate in the urine. This is good for when you start keto. However, as you become fat-adapted, ketones in the urine may disappear making it harder to track.



BLOOD TESTING:

Is the most precise measurement for detecting ketones (BHB, beta-hydroxybutyrate). It tests the most prevalent ketone your body is using for fuel. Many blood testing devices also measure your blood glucose which is very beneficial!

If you don't want to use any of the above testing methods, you can go by how you feel.

- Mental State : clarity, no brain fog
- Decreased hunger
- Increased energy
- Increased thirst and dry skin/eyes



INTERMITTENT FASTING

Fasting is a biological stressor that initiates metabolic processes that promote overall health. There are many benefits to fasting: blood sugar stabilizes, insulin lowers, ketones are produced, damaged cells are cleared out, hunger lessens, excess body fat is shed, boosts fat burning, protects brain function, and the list goes on and on.

16:8 FAST :

We recommend a 16:8 fasting window.

Fast for 16 hours.

Eat in an 8 hour window.

Note: Any type of caloric intake will break your fast.

However, black coffee will not break a Keto fast.



BENEFITS TO ENDING EATING 3 HOURS PRIOR TO BED:

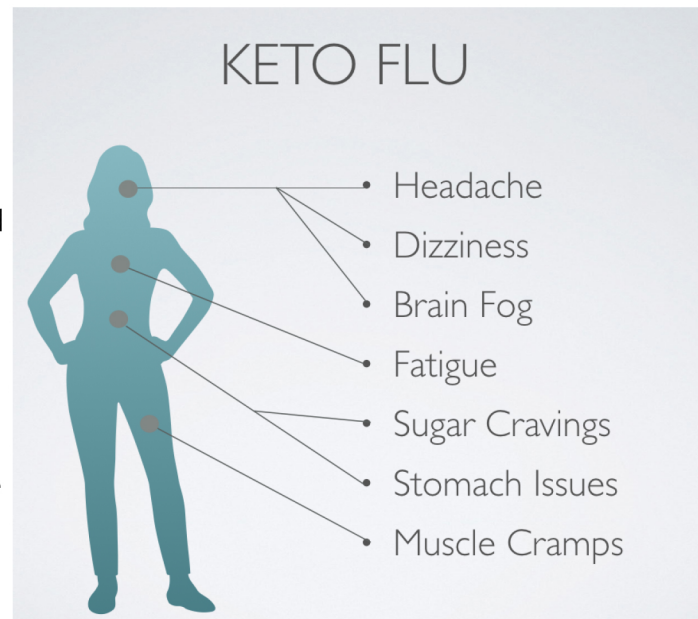
- When you are sleeping your energy needs are at their lowest. Providing excess "fuel" at this time can result in the production of excess free radicals.
- Sleep is your body's time for rest and repair - not digesting food.
- Nighttime is a common time for your body to use ketones for energy. Eating too close to sleeping can replenish glycogen stores and prevent the body from burning fat for fuel overnight.

THE KETO FLU

The keto flu is a term used to describe flu-like symptoms associated with beginning a keto diet.

Switching to a very low-carb diet is a major change, and your body may need time to adapt to this new way of eating. For some people, this transition period can be easy and for others it can be difficult.

Signs of the keto flu may start appearing within the first few days of cutting back on carbs. Symptoms can range from mild to severe and vary from person to person.



BEAT THE FLU

DRINK ENOUGH WATER :

#1

Staying well-hydrated is not only imperative for your health, but also plays a crucial role in becoming fat-adapted. Your body will be losing water, not retaining water as you lower your levels of insulin. Water will help prevent fatigue, cramps, stomach issues and headaches.

DAILY WATER INTAKE → half your body weight in ounces.

As you transition into burning fat, your kidneys will change the way they manage sodium. Pay attention to replenishing your body's salt and electrolytes.

REPLENISH YOUR BODY'S SALT :

#2

Drink warm filtered water with a few sprinkles of Pink Himalayan Sea Salt, or a cup of organic bone broth to replenish salt in your body. This will help with cramping and boost energy while also helping to prevent the keto flu.

ELECTROLYTE BALANCE :

#3

Make sure you get enough potassium and magnesium. You can add electrolyte's to your water. We recommend Thorne's Catalyte.

EXERCISE ON KETO

We recommend HIIT workouts and here is why...

HIIT, or high-intensity interval training, is a training technique in which you give one hundred percent effort through quick, intense bursts of exercise, followed by short, sometimes active, recovery periods. This type of training gets and keeps your heart rate up and burns more fat in less time.

BENEFITS :

- Boosts human growth hormone (HGH)
- Reduces abdominal fat and increases aerobic power – Journal of Obesity
- Produces an immediate change in DNA, altering gene expression responsible for fat metabolism – Journal Cell Metabolism
- Improves insulin sensitivity and blood sugar for 24 hours



DISCLAIMER

This content is not intended to diagnose or treat any diseases. It is intended to be provided for informational, educational and self-empowerment purposes ONLY. These statements have not been evaluated by the Food and Drug Administration. This is not intended to diagnose, treat, cure, or prevent any disease.

Please consult your doctor or wellness team if you have any questions regarding this whole foods program and then make your well-informed decisions based on what is best for your unique genetics, culture, conditions and stage of life.

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