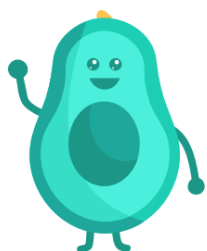


Introducing:

Keeping Keto



This Guide Includes:

A Keeping Keto sample meal plan, 4 snack options, a Keto Buddy approved food list and a how-to-guide to get you started today!



Keeping Keto is Made for Those Who:

- Feel deprived on other diets
- Prefer protein rich fatty foods over carbohydrates
- Have tried other weight loss methods and have had little success
- Want to improve their insulin levels



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STARTER GUIDE

Keeping Keto



iTrackBites

Getting Started

Keeping Keto is Made for Those Who:

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Our bodies are very adaptable machines. They utilize fuel, in the form of macronutrients, to keep us up and running. When the body runs out of a preferred fuel source, other sources are used and sometimes these other sources can lead to even better performance.

That is the story behind carbohydrates and fats. The body's preferred fuel source is carbohydrates, but when it is low, fat will arise as the next best candidate. Transitioning the body from utilizing carbohydrates as its main fuel source to fat will change the way food is metabolized and ultimately, how the body stores fat. In this state, the body will become more efficient at burning fat for energy, other- wise known as ketosis. That is the magic behind **Keeping Keto**.

The Ketogenic Diet

What is the Ketogenic Diet?

The macronutrients on a typical ketogenic (keto) diet are divided into approximately **70% fat**, **5% net carbohydrates** and **25% protein**, sharply opposing the typical 30% Fat, 50% Carbs, 20% Protein found in a regular diet. This means that on a standard 2,000 calorie diet, your carbohydrate intake could be as low as 25 to 50 grams a day (and even less for those who are trying to lose weight).

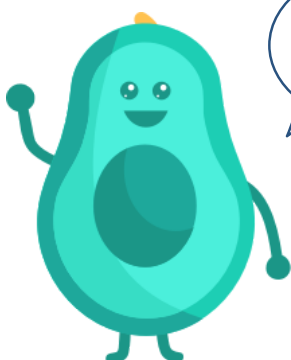
Carbohydrates in this diet are in the form of **net carbs**, as opposed to the more traditional measure of total carbs. Total carbs are exactly what they sound like: the total amount of carbs consumed in one day. Net carbs however, is the total carbs in any given food item, minus its grams of fiber.

2

Net Carbohydrates Equation



Net Carbs = Total Carbohydrates - Fiber



Hi! I'm Keto Buddy!
Look out for me for
important details.

The Ketogenic Diet

These components are subtracted due to the fact that they are not digested in the body. The FDA requires that total carbohydrates are listed on food labels, but they don't require any other carbohydrate subcategories to appear. Therefore, net carbs must be consciously monitored either through manual calculation and/or utilization of the iTrackBites app in order to successfully maintain this allotted macro- nutrient percentage.

Why Should You Try it?

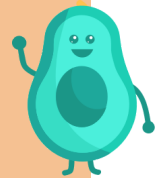
It doesn't sound very enjoyable (especially if you're a big carbohydrate fan), but there is a method to the madness. The macronutrient ratio change on a keto diet is used to redefine our primary energy source. Carbohydrates are our body's preferred source of energy. When carbohydrate intake is low and our body can no longer produce enough glucose internally, ketone bodies will be the new primary source of energy.³ During this state of ketosis, the stimulus for fat and glucose storage will be dramatically reduced.² Additionally, fatty acids in the body are broken down and converted to be- ta-hydroxy-butyrate and acetone.² These are the ketone bodies that are utilized for energy production by the heart, muscle tissue, kidneys, as well as the brain. In simple terms, in ketosis the body will convert from using carbohydrates as energy to using stored fat as energy.

The Ketogenic Diet

Your Net Carbohydrate Intake

On the Keeping Keto plan, your optimal calorie intake will be calculated based on your age, gender, weight, height, activity level and weight loss goal. From there, your designated fat, carbohydrate, and protein intake will be calculated using the following ratio: 70% Fat, 5% Net Carbs, 25% Protein (PRO members can change this). On the iTrackBites app, Keeping Keto will use net carbs to track consumption of carbohydrates.

A lightly active, 150 lb., 5'6" female is seeking to lose 1 lb/ wk



- Caloric intake = 1579 calories
- 5% Carbohydrates = 19.7 grams
- 70% Fat = 122.8 grams
- 25% Protein = 98.7 grams

The Science

Weight Loss

It's no question that **Keeping Keto can be a very effective diet for weight loss**. In fact, research has shown that the keto diet is far superior to a low-fat diet. In a study conducted with fifty-three healthy, obese females, those in the low-carbohydrate group lost significantly more weight (16.7 lbs vs. 9.3 lbs) and more body fat (10.6 lbs vs. 4.4 lbs) than those in the low-fat group over the course of 3 months.⁴

Satiety Factor

In addition, the high intake of fat that is classic to Keeping Keto can make it much more satisfying than regular diets. In a study conducted with seventeen obese men, **those on the ketogenic diet had significantly lower hunger** than those who were on the high-protein, medium carb diet.⁵ To top it off, those on the ketogenic diet experienced a significantly higher weight loss (14 lbs) in comparison to those on the medium carb diet (9.6 lbs).⁵ The results from this study confirm that the higher satiation factor experienced from a ketogenic diet can make it easier to reach your weight loss goals.

The Science

Disease Prevention

Lastly, Keeping Keto may be able to lower risk factors for disease. Researchers from the Temple University School of Medicine in New Jersey found that the **ketogenic diet improved insulin sensitivity by a whopping 75%.**⁶ Other studies show that the ketogenic diet may have benefits for a wide variety of different health conditions such as heart disease,⁷ cancer,⁸ Alzheimer's disease,⁹ epilepsy,¹⁰ Parkinson's disease,¹¹ Polycystic ovary syndrome,¹² and acne.¹³

A Word of Caution



Keeping Keto is more serious than the average diet because **you're changing the way your body metabolizes food on a cellular level.** If you want to try Keeping Keto and you have existing liver or kidney problems, you'll want to heed caution. The keto diet will place more stress on the liver as they will have to process a higher amount of fat than usual. Additionally, the kidneys will have a higher amount of protein to process. It's important to have your liver and kidneys checked before starting this diet to make sure they're healthy and that no underlying health issues exist. **We strongly recommend consulting with your physician** before starting Keeping Keto.

Is It for You?

If you haven't had much luck on other diets and you prefer protein rich and fatty foods over carbohydrates, it might be time to give Keeping Keto a go. Although it surfaced fairly recently, much research has been conducted that confirm the benefits of this diet such as its **higher satiation** (in comparison to other weight loss diets) and its **ability to lower risk factors for disease**. It's much different from other weight loss diets and will take some time to transition into, but if it's right for you, **Keeping Keto** could be the perfect diet to kick-start your weight loss journey!



Food Recommendations

To get the most out of the Keeping Keto plan, it is best to choose foods that are **low in carbohydrates** and **high in fat and protein**. You can find a more extensive food list on the following page.

General Food Guidelines for Keeping Keto



- Low carb veggies are your best friend. make these the base of your meals. They are healthier and much lower calories than high fat options.
- Prioritize nutrient dense fresh foods over processed foods. Processed foods tend to be lower in your essential vitamins and minerals.
- Make your plate colorful. The more colorful, the wider variety of nutrients you are likely to be consume.
- Find low-carb flour alternatives. Some alternatives like almond flour, coconut flour and flax seed meal can be made into a variety of breads, cookies, and even pastas.
- Choose the right fats. Focus on healthy oils like olive or avocado oil, protein dense fish like salmon, and high vitamin fruits like avocado.



Food Recommendations

Foods to Eat

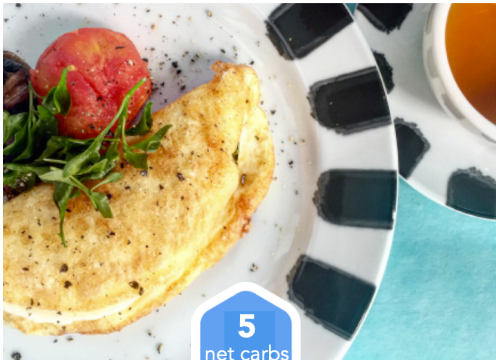
- Meat:
 - Red meat, steak, ham, sausage, bacon, chicken and turkey
- Fatty Fish:
 - salmon, trout, tuna and mackerel
- Eggs:
 - Look for pastured or omega-3 whole eggs.
- Butter & Creams:
 - Look for grass-fed when possible.
- Cheese:
 - Unprocessed cheese (cheddar, goat, cream, blue or mozzarella)
- Nuts & Seeds:
 - Almonds, walnuts, flax seeds, pumpkin seeds, chia seeds, etc.
- Healthy Oils:
 - Primarily extra virgin olive oil, coconut oil and avocado oil
- Avocados:
 - Whole avocados or freshly made guacamole
- Low Carb Vegetables:
 - Most green veggies, tomatoes, onions, peppers, etc.
- Condiments:
 - You can use salt, pepper and various healthy herbs and spices

Foods to Avoid

- Sugary Foods:
 - Soda, fruit juice, smoothies, cake, ice cream, candy, etc.
- Grains and Starches:
 - Wheat-based products, rice, pasta, cereal, couscous, quinoa, bread etc.
- Fruit:
 - All fruit, except small portions of berries like strawberries, raspberries and blackberries
- Beans & Legumes:
 - Peas, kidney beans, lentils, chickpeas, etc.
- Root/Starchy Vegetables:
 - Potatoes, sweet potatoes, carrots, corn etc.
- Low Fat/Diet / Sugar Free Diet Foods:
 - Most are highly processed and high in carbs
 - These are often high in sugar alcohols, which can affect ketone levels in some cases. These foods also tend to be highly processed.
- Condiments & Sauces:
 - These often contain excess sugar and unhealthy fats.
- Unhealthy Fats:
 - Limit your intake of processed vegetable oils, mayonnaise, etc.
- Alcohol:
 - Many alcoholic beverages have a high carb content.

1 Day Sample Meal Plan

Breakfast: Veggie Omelet



- 1/2 cup spinach
- 1/4 cup mushrooms
- 1/4 cup scallions
- 2 eggs
- 2 tbsp. cheddar cheese
- Salt & Pepper to taste
- 1 tbsp. olive oil
- 1/2 medium avocado

Start your morning with a tasty and filling breakfast. Avocados and eggs are fantastic staples in Keeping Keto. Simply sauté your veggies in the oil, fold it in the omelet, and sprinkle the cheese on top.

Lunch: Chicken Pomegranate Salad



- 1 cup lettuce of choice
- 6 oz. grilled chicken breast
- 1/4 cup brussel sprouts
- 2 tbsp. pomegranate seeds
- 1 tbsp. walnuts
- 2 tbsp. Italian vinaigrette

This flavorful salad will give you the energy boost you need. Tossing together low-carb veggies with a protein source such as chicken breast is a great staple meal on Keeping Keto. Just be mindful of your dressing choice!

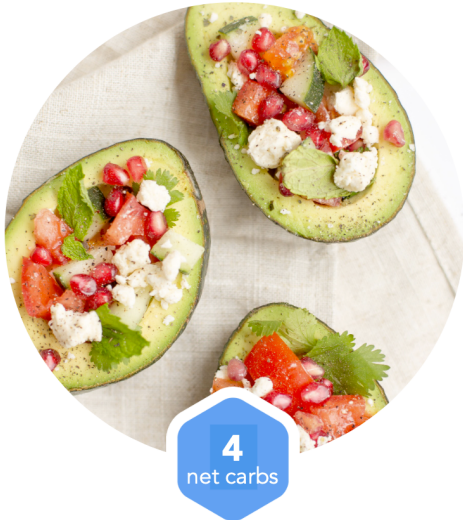
Dinner: Classic Chili (serves 6)



- 1.5 lbs ground beef
- 1 yellow onion, diced
- 1 green pepper, diced
- 1 jalapeño, minced
- 2 clove garlic, minced
- 1/4 cup tomato paste
- 15 oz. canned tomatoes
- 2 cups beef broth
- 2 tbsp. chili powder
- 1 tsp. cumin

Modify a classic dish to cater it to the Keeping Keto weight loss plan. It's hard to believe that this spin-off only has 6 grams of net carbs!

Snack List



Best in Show:

Stuffed Avocado

- 1 medium avocado (sliced in half)
- 2 tbsp. feta cheese
- 2 tbsp. pomegranate seeds
- 2 tbsp. sliced cucumber
- 1 tsp. avocado oil
- 1 tsp. lemon juice

There's a reason why Keto Buddy is an avocado! One of these fatty fruits pack a whole 8 grams of healthy, omega-3 fats in addition to crucial vitamins like vitamin C, E, K and B-6. Spice up this recipe with other, low-carb, filling variations to keep your taste buds happy.



Low-Cal

Roasted Cauliflower

- 1 cup cauliflower
- 1 tbsp. olive oil
- 1 clove garlic
- 1/2 tsp. crushed red pepper
- 1 tsp. salt



On-the-Go

Cheese Cubes

- 1/2 cup cheese cubes (flavor or your choice)



Sweet Fix:

Chocolate Mug Cake

- 1 egg
- Cocoa powder (0 sugar)
- Low carb sweetener of choice
- 1/4 cup whipped cream

How-To Get Started

We know that starting a new diet is challenging so we created a step-by-step list of things to keep in mind as you ease your way into this new way of eating.

1. Go Easy on Yourself



If you go over your carbohydrate goal the first day, **do not be discouraged** (we've all been there). It may take some experimenting but eventually you will find what works for you. On the other hand, if you are not experiencing the results you expect after a period of time, it may be best to switch back to one of the more well-rounded weight loss plans.

2. Plan Meals Strategically



Since you're not eating a wide variety of fruits, vegetables, and grains, you could be at risk for micronutrient deficiencies. The best way to combat this is to **choose fresh, whole foods as opposed to the processed stuff**. Use low calorie vegetables to build the base of your meal with meats, eggs, nuts, cheese and/ or oils as secondary to round the plate out.

3. Plan for an Adjustment Period



When starting Keeping Keto, you may experience a short adjustment period referred to as the **"keto flu"** where you feel tired, have brain fog, feel irritable, nauseous, have headaches and possibly insomnia. **This is totally normal and temporary!** It is simply your body adjusting to ketosis. The good news is, you'll likely only go through this once.

4. Drink Water



A ketogenic diet can cause you to lose more electrolytes than usual, thus putting you more at risk for dehydration. Make it a habit to drink plenty of water regularly throughout the day to make Keeping Keto more feasible. **Aim for at least 8-10 cups a day**, but this number may increase depending on the heat, exercise, and medications. Check with your doctor if you aren't sure.

How-To Get Started

5. Watch you Cholesterol Levels



Since Keeping Keto may increase your consumption of saturated fat, you could see a temporary rise in your LDL cholesterol levels. Most people see them level out over time but in order to avoid this completely, It's best to **choose foods that are composed of healthy, unsaturated fats** (i.e. avocados, eggs, nuts/ seeds). Stay away from the saturated and trans varieties.

6. Mind Your Calories



It's important to remember that **calories have a place in successful weight loss**. If your weight is stagnant it may be worth checking how many calories you are consuming. Fat calories can accumulate faster than you expect. Check your calorie intake every once in a while to make sure you aren't eating an exuberant amount of calories that could halt your weight loss progress.



How-To Be Successful

Lastly, here are a few key habits that will undoubtedly help you find success in your weight loss journey.

1. Get Moving



Exercising doesn't have to be a chore. Find something you enjoy that gets your blood pumping. It's a great way to **let off some steam** and release those coveted endorphins. Another plus: in-putting your activity into the app will grant you extra BITES!

2. Connect with the Community



We all need a little motivation here and there. Check out the community feature in the iTrackBites app to get your questions answered, find recipe inspiration, or receive praise on a recent milestone you achieved. **We're all in this together.**

3. Track your Progress



It's important to document your weight loss (or maintenance) journey. After-all, that is why iTrackBites was created in the first place! **Make it a habit to input your weight** onto the app on a consistent basis and check out the weight trend graph (located on the profile tab) to see exactly how far you've come!

4. Celebrate



When you've come to a place in your journey when you've been hitting your goals and feel especially accomplished, it's okay to celebrate! **Pat yourself on the back and reward yourself!** It's important to let loose and remember to have fun.

Keeping Keto

STARTER GUIDE

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