Quick Start Guide
What is Keto?

A ketogenic diet is a low carbohydrate, moderate protein and high fat way of eating. In keeping carbohydrate consumption low, your body switches over from burning glucose for fuel to burning fat - specifically ketones. When the body changes over fuel sources, it can burn body fat for fuel resulting in weight loss. Ketones are a cleaner burning fuel source which helps reset hormones and lowers the risk of heart disease, diabetes, Alzheimer's disease, and other modern day diseases.

The Standard American Diet (SAD) is loaded with excess sugars, processed foods and starchy carbohydrates. When carbohydrates are consumed, they are broken down into glucose molecules. Insulin is simultaneously released to deal with the glucose coming into the blood. When glucose is the primary fuel, insulin shuttles it into the liver and muscle tissue first in the form of glycogen. Any excess glucose gets converted to fat. Insulin is known as the fat storage hormone. When it is present, you are in fat storing mode.

On a ketogenic diet, little to no insulin is released. Dietary fat is converted into ketones with in the mitochondria of the liver cells. There are three ketone bodies are produced - acetoacetate, acetone, and beta hydroxybutyrate (BHB), The beta hydroxybutyrate is the main ketone body used for fuel. Studies have shown that the body and brain prefers beta hydroxybutyrate as a fuel source compared to glucose.

It takes about 3-6 weeks for the body to be efficient at using ketones for fuel instead of glucose. As long as little to no insulin is released in the body, it will burn fat for energy - both dietary fat and body fat.

If your goal is weight loss with this lifestyle, it is important that you limit any snacking. Any time you eat, even if the food is 100% fat, a small amount of insulin is released which can halt body fat metabolism. The body switches to processing the incoming nutrients instead of burning excess body fat. **It is ideal to have longer periods of fasting if you want to lose weight.**
Benefits of Keto

- Increased Energy
- Mental Clarity
- Improved Mental Health
- Decreased Blood Pressure
- Decreased Blood Glucose
- Decreased Blood Inflammation
- Decreased Risk of Coronary Artery Disease
- Improved Cholesterol Markers
- Improved Fertility
- Resolution of Many Skin Conditions
- Decreased Chronic Pain
- Improved Fertility
- Improves PCOS in Women
- Weight Loss
Getting Started

Typically a well formulated ketogenic diet breaks down the three major macronutrients as follows:

- **70 to 80% fat**
- **10 to 20% protein**
- **5% carbs**

Eliminate all sugar and high carbohydrate foods.
Ideally, most of your carbohydrates should come from vegetables or some low sugar fruits (ie blackberries, strawberries, raspberries). These foods contain lots of fiber that will slow the release of glucose into the blood. Simple sugars and many processed treats can greatly spike the blood sugar as these are processed quickly in the body.

One teaspoon of pure sugar has 4.2 grams of carbohydrates. Sure, you could take up to four teaspoons of sugar a day and still stay under the carb limit for a ketogenic diet. But this type of carbohydrate is not ideal for a well formulated keto diet. It will cause your blood glucose to quickly spike, producing a large insulin surge.

Get rid of all sugary, high carbohydrate, and processed foods in your cupboards. These foods are highly tempting when you are first starting. It's best not to have easy access to them so you won't be inclined to cheat.

Focus on fatty cuts of meat.
In order to get your fat intake in and make you feel full longer, choose fattier cuts of meat. Select chicken thighs instead of breasts, rib eye steaks instead of filet mignon, salmon instead of tilapia, and pork belly instead of pork chops.
Choose healthy fats.
The healthiest fats you can consume are saturated fats, monounsaturated fats, and medium chain triglycerides (MCTs). These fats are ideal because they have a lower risk of oxidation and causing free radical damage in the body. Some saturated fats you should consume are coconut oil, lard, tallow and butter. For monounsaturated fats, consider using avocado oil, olive oil, and duck fat.

Avoid trans-fats and polyunsaturated fatty acids (PUFAs) like vegetable oils, margarine and canola oil. These fats are unstable and subject to oxidation and free radical damage in the body.

Don't forget your micronutrients.
As you continue your low carb journey, insulin levels start to drop. Insulin plays a role in the kidneys. As insulin declines, the kidneys release excess fluid easily. However, with the excretion of water, comes the release of electrolytes (sodium, potassium and magnesium). These are crucial micronutrients for cellular functions.

When electrolyte levels decrease too low, you can start to experience symptoms of dizziness, headaches, fatigue, and cramping. This phenomenon is also known as the keto flu.

It may be necessary to supplement with sodium, potassium or magnesium in order to maintain electrolyte balance and prevent or treat keto flu symptoms. Don’t be afraid of adding salt to your foods. Consume avocados, herbs, and chocolate to increase potassium levels. To maintain healthy levels of magnesium, take a bath in Epsom salts for 20 minutes or take a magnesium supplement. My favorite is magnesium glycinate as it has very good oral absorption.
**Meal timing is everything.**
To get the most benefit from the ketogenic diet, it’s important to space out the times between eating as much as possible, eliminate snacking, and consider intermittent fasting. Not only does this increase weight loss results but there are other health benefits to periods of fasting as well. Intermittent and extended fasting can increase cognitive function, decrease blood pressure, increase insulin sensitivity, improve mood, inhibit cancer growth, decrease visceral fat, and decrease aging.

Start by only having three meals a day. Try not to snack unless you are truly hungry. If you are hungry, reach for a snack that is mostly fat to keep you full or try drinking some bone broth. Aim for a 12 hour fasting window at night. For example, eat breakfast at 7 am, lunch at 1 pm and dinner at 7 pm. Next, try to move to two meals a day. Eat meal 1 at 1pm and meal 2 at 7 pm. This would allow for an 18 hour fasting window.

Some people have great results eating one meal a day (OMAD) or having a four hour eating window.

**Stay hydrated.**
As mentioned above, decreasing insulin release causes more water to be excreted from the body. It’s important to maintain proper hydration for cellular function and decreasing the appetite.
Calculate net carbs.
When it comes to counting carbs on the keto diet, most people use a net carb count. Net carbs are:

Net Carbs =
Total Carbs - Fiber - Alternative Sweeteners

Since fiber and sugar alternatives (ie sugar alcohols, monk fruit, erythritol) don’t affect blood glucose, they aren’t counted as carbohydrates.

Eliminate Alcohol or extremely limit the use.
Even though there are low carb options out there for alcohol, you still want to limit the use. Alcohol is considered a toxin in the body. Your body tries to eliminate it first when you consume it. If you have a drink along with a meal, your body processes alcohol first. The other macronutrients are likely broken down and stored as fat since your liver is busy ridding itself of any alcohol first.

Some low carb alcohol beverages options:

**wine**
- pinot noir
- cabernet sauvignon
- sauvignon blanc
- dry rose
- dry champagne

**spirits**
- bourbon
- vodka
- gin
- rum
- scotch

**beer**
- michelob ultra
- corona premier
- north coast scrimshaw pilsner
- lagunitas daytime IPA
There are three methods for testing ketones. Each tests for different types of ketones in the body. There are three types of ketone bodies: acetoacetate, acetone and beta-hydroxybutyrate (BHB).

Acetoacetate and BHB are produced in the liver from long chain fatty acids and MCTs. Acetoacetate is further broken down into acetone. Acetone is mostly excreted in the lungs. Acetoacetate is excreted in the urine.

**Urine test strips**
When you are testing for ketosis in the urine, you are testing for excess acetoacetate as it is excreted in the urine. You will typically see higher levels of ketones in the early days of ketosis as your body isn't keto adapted yet and is not able to efficiently use ketone bodies for fuel. This excess gets excreted in the urine. Once you are keto adapted, you will see fewer ketones in the urine because your body is using them for fuel. This is why sometimes you won’t positively test for ketosis when using the urine strips.

Urine test strips can be purchased at most pharmacies or online. They are called Ketostix.
**Ketone breathalyzer**  
The ketone body that is excreted in the lungs is acetone. This is what might be causing that fruity smelling keto breath. There are many breath testers available. Ketonix is a popular one.

**Blood ketone strips**  
The best indicator for ketosis is blood ketone testing. Blood ketone strips tests for levels of BHB in the body. This is the most accurate form of ketone testing. A range of 0.5 to 5 is a good indication that your body is in ketosis.

The higher level of ketones does not mean you are in a “deeper” state of ketosis or provide better weight loss results. If you are active and have been in ketosis for a long time, you may display a lower level of blood ketones since you are more efficient at using any available ketone fuel in your body. This is especially true for athletes.

There are a couple different types of blood ketone meters out there. The Precision Xtra is the model I use, but the Keto Mojo is a more affordable option.
Ideally, you want to limit snacking on the keto diet; especially, if you are trying to lose weight. When you are first getting started, you may find yourself hungry in between meals. This may be an indication that you are not consuming enough fat in your meals. Next time, try increasing your fat content of your meals. But if you can’t make it to your next meal, consider having one of these snack options. The higher the fat content of the snack, the more satisfied you will be until your next meal.

- Low carb beef jerky (grass fed if possible)
- Almonds, handful
- Macadamia nuts, handful
- Pili Nuts, handful
- Pork rinds
- Celery sticks with almond butter
- Cheese
- Pepperoni
- Salami
- Olives
- Bulletproof coffee
- Bone Broth
- Low Carb Yogurt (Peak Yogurt or Two Good)
- Tuna fish with olive oil
- Guacamole
- Avocado
- Hard boiled eggs
- Whipped Cream, homemade with berries
- Dark Chocolate (85% or darker)
- Bacon
- Parmesan crisps with butter
# Pantry Essentials

## Canned Foods
- Pickles
- Olives
- Coconut cream
- Canned tuna
- Chicken broth
- Marinara sauce (Raos)
- Tomato sauce*
- Tomato paste*
- Mayonnaise (avocado oil based)
- Mustard
- Almond butter
- Diced green chiles
- Diced tomatoes
- Shirataki noodles
- Ground pork rinds

## Baking Products
- Blanched almond flour
- Coconut flour
- Psyllium husk (NOW brand)
- Monk fruit sweetener
- Erythritol (Swerve)
- Golden monk fruit (Lakanto)
- Arrowroot powder
- 100% cocoa powder
- Baking chocolate, unsweetened
- Whey protein powder (Vital Proteins)
- Low carb chocolate chips (ChocZero or Lily's)
- Stevia drops
- Xanthan gum

## Sauces / Oils
- Coconut vinegar
- Sherry vinegar
- Apple cider vinegar
- Coconut aminos
- Avocado oil
- Coconut oil
- Olive oil
- MCT oil

## Seasonings
- Himalayan pink salt
- Pepper
- Garlic powder
- Italian seasoning
- Bragg's Organic Sprinkle Seasoning
- Blackened or cajun seasoning
- Cumin
- Chili powder

(*) Look for low sugar / carb options
I designed this 7 day meal plan for easy meal prep and a grocery list that won't break the bank. You will see that these recipes require a few sources of protein that can be made once and used in other recipes. Perfect for nights when you don't have a lot of time to cook.

**Grocery List**

**fruits & veggies**
- raspberries
- mixed greens
- purple cabbage
- fennel
- bell pepper x2
- tomato x2
- cilantro
- chives
- zucchini x3

**protein**
- garlic bulbs x2
- onion
- riced cauliflower
- sliced mushrooms
- grape tomatoes
- lemon
- jalapeno
- avocado X5
- smoked salmon
- eggs
- chicken thighs 2 lbs
- bacon
- cod, 4 fillets
- skirt steak, 1.5lbs
- ground beef, 1lb
- prosciutto, 3oz

**dairy**
- butter
- cream cheese, 8 oz
- heavy cream, 1 pt
- sour cream, 8 oz
- mozzarella cheese, 5 c
- brie cheese

**dry goods**
- coconut oil
- avocado oil
- MCT oil
- Swerve
- macadamia nut milk
- collagen powder
- coconut flour
- almond flour
- Bragg's Sprinkle Seasoning
- sherry vinegar
- chicken broth
- marinara sauce (Rao's)
- diced tomatoes
- italian seasoning
- garlic powder
- arrowroot powder
- tomato paste
- xanthan gum
- chili powder
- cumin
- red wine
- coffee
## 7 Day Meal Plan

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Smoked Salmon SCRAMBLED EGGS

makes 1 serving

INGREDIENTS
- 3 large eggs
- salt & pepper
- 1 tablespoon unsalted butter
- 2 ounces smoked salmon, flaked
- 1 tablespoon minced chives

DIRECTIONS
1. Beat the eggs with a dash of salt and pepper until combined.
2. Melt butter in a non-stick skillet over medium-high heat. Add egg mixture and stir using a rubber spatula until the eggs begin to clump together.
3. Reduce heat to low. Add salmon and chives and fold into the eggs. Remove from heat.

Calories: 383  Fat: 28 g  Protein: 29 g  Net Carbs: 1.1 g

Keto SMOOTHIE

makes 1 serving

INGREDIENTS
- 1 cup ice
- 60 g avocado (1/2 cup)
- 1/2 cup raspberries
- 1 tablespoon coconut oil
- 2 tablespoons Swerve
- 1 scoop collagen powder
- 1/2 cup macadamia nut milk
- 1/2 cup water
- pinch of salt

DIRECTIONS
1. Add all ingredients to a blender and blend until smooth.

Calories: 312  Fat: 26 g  Protein: 12 g  Net Carbs: 5.3 g
**Bulletproof COFFEE**

makes 1 serving

**INGREDIENTS**
- 12 oz fresh brewed coffee
- 2 tablespoons unsalted butter
- 2 tablespoons MCT oil

**DIRECTIONS**
1. Combine all ingredients in a blender and blend until frothy.

Calories: 460  Fat: 28 g  Protein: 0.4 g  Net Carbs: 0 g

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**Keto PANCAKES**

makes 4 servings

**INGREDIENTS**
- 8 oz cream cheese, softened
- 1/2 cup coconut flour
- 1/4 cup Swerve
- 1/2 cup heavy cream
- 2 teaspoons baking powder
- 1 teaspoon vanilla
- 4 eggs

**DIRECTIONS**
1. Add all ingredients to a blender and blend until smooth.
2. Pour into 2 - 3 inch pancakes onto a pre-heated, greased griddle or non-stick pan.
3. Cook at low heat until the first side is set around the edges. (takes longer to cook than a traditional pancake).
4. Flip over and finish cooking on the other side.

Calories: 384  Fat: 30 g  Protein: 12 g  Net Carbs: 5.8 g
Rainbow Chicken SALAD

makes 1 serving

INGREDIENTS

- 2 cups mixed greens
- 1/4 cup shredded purple cabbage
- 1/4 cup sliced fennel
- 1/4 cup chopped bell pepper
- 1/4 medium tomato, sliced
- 1/2 avocado, sliced
- 6 oz grilled chicken thighs, sliced
- 2 tablespoons avocado oil
- 2 teaspoons sherry vinegar
- 1 teaspoon Bragg’s Organic Sprinkle Seasoning

DIRECTIONS

1. Mix all ingredients in a bowl and enjoy!

Calories: 673  Fat: 54 g  Protein: 38 g  Net Carbs: 9.5 g

Fiesta Chicken RICE BOWL

makes 4 servings

INGREDIENTS

- 4 cups riced cauliflower
- 1/2 cup drained diced tomatoes, canned or fresh
- 2 tablespoons minced onion
- 1 clove garlic
- 3 tablespoons avocado oil
- 1 teaspoon salt
- 1/4 cup chicken broth
- 1/2 cup diced zucchini
- 4 oz grilled chicken thighs
- 1/2 bell pepper, sautéed
- 2 tablespoons cilantro
- 3 tablespoons sour cream

DIRECTIONS

1. Add tomatoes, onion, and garlic to a blender. Puree until smooth. Set aside.
3. Add broth, salt and zucchini. Cook uncovered until all fluid disappears.
4. For the bowl, combine 1 cup rice, chicken, peppers and cilantro.

Calories: 359  Fat: 24 g  Protein: 24 g  Net Carbs: 7 g
**Bacon Wrapped COD**

*makes 4 servings*

**INGREDIENTS**
- 4 cod fillets
- 4 slices thick cut bacon
- 2 tablespoons butter, melted
- salt & pepper

**DIRECTIONS**
1. Salt and pepper each fillet.
2. Brush each piece with melted butter. Brush the sides and bottom too.
3. Wrap each piece with a slice of bacon.
4. Bake at 400 degrees for 10-12 minutes.

Calories: 300  Fat: 16 g  Protein: 36 g  Net Carbs: 0 g

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**Grilled Skirt Steak & GUACAMOLE**

*makes 4 servings*

**INGREDIENTS**
- 1.6 pounds skirt steak
- salt & pepper
- garlic powder
- 1 cup The Best Guacamole

**DIRECTIONS**
1. Preheat grill to 450 degrees.
2. Season steak at least 30 minutes prior to grilling and allow to come to room temperature.
3. Grill on direct heat for 5 minutes then flip and grill for another 3 minutes.
4. Let rest for 5 minutes before slicing.

Calories: 540  Fat: 39 g  Protein: 45 g  Net Carbs: 2 g
**Steak Bolognese & ZOODLES**

makes 2 servings

**INGREDIENTS**
- 8 oz leftover grilled skirt steak
- 1 tablespoon olive oil
- 1/4 cup chopped onion
- 1 teaspoon garlic powder
- 1 tablespoon Italian seasoning
- 1/2 cup marinara sauce (Rao's brand)
- 1/4 cup heavy cream
- 1/4 cup mozzarella cheese
- 2 tablespoons parmesan cheese
- 2 cups spiralized zucchini
- salt & pepper to taste

**DIRECTIONS**
1. Chop up leftover skirt steak into small chunks.
2. Heat oil in a skillet over medium heat. Add onion and saute until soft. Add steak and seasonings. Cook until steak is heated through.
3. Add marinara sauce and cream. Cook until bubbly.
4. Stir in cheeses and zucchini noodles.

Calories: 555  Fat: 40 g  Protein: 36 g  Net Carbs: 9.1 g

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**Bunless BURGERS**

makes 2 servings

**INGREDIENTS**
- 1/2 lb 80/20 ground beef
- 1/2 cup shredded cheese
- 2 slices cooked bacon, crumbled
- 2 eggs

**DIRECTIONS**
1. Divide the ground beef into 4 portions. Make boats out of 2 of the patties.
2. Stuff each boat patty with 1/2 of the cheese and bacon.
3. Put the remaining patties on top of each stuffed boat patty and seal the edges.
4. Grill, bake or fry until cooked through.
5. Top with a fried egg.

Calories: 502  Fat: 35 g  Protein: 42 g  Net Carbs: 1 g
Salisbury
STEAK

makes 2 servings

INGREDIENTS
1/2 lb ground beef
1/4 cup heavy cream
1/4 cup shredded parmesan cheese
2 tablespoons butter
1/4 onion, sliced
4 oz sliced mushrooms
1/2 tablespoon tomato paste
1/4 teaspoon arrowroot powder
1/2 cup chicken or beef broth
2 tablespoons red wine

DIRECTIONS
1. Mix cream, parmesan, ground beef, 1/4 t salt & 1/8 t pepper. Form 2 patties.
2. Melt 1 T butter in a skillet over medium-high heat. Add patties and cook until browned on each side. (5 minutes per side) Remove patties and set aside.
3. Melt 1 T butter in the skillet. Saute onions until soft. Add mushrooms & 1/4 t salt. Cook until mushrooms release their fluid & most of it has evaporated. Stir in tomato paste and arrowroot powder.
5. Add patties, reduce to low heat and cook covered for 10-15 minutes.

Calories: 673  Fat: 54 g  Protein: 38 g  Net Carbs: 9.5 g

Grilled
PIZZA

makes 4 servings

INGREDIENTS
3.5 cups shredded mozzarella cheese
1.5 cups almond flour
1 egg
1 teaspoon baking powder
1 teaspoon xanthan gum
½ teaspoon salt
2 oz brie cheese
3 oz prosciutto
6 grape tomatoes, sliced
1 tablespoon Healthy Toum
1 tablespoon pesto
1/4 cup arugula

DIRECTIONS
1. Whisk together almond flour, baking powder, xanthan gum and salt until combined. Set aside.
2. Microwave cheese in a glass bowl until melted (1-2 min).
3. Beat in egg. Add in dry mixture and beat until combined.
4. Roll out dough between two pieces of parchment paper until 1/4 inch thick.
5. Spread toum and pesto onto crust. Add remaining toppings.
6. Grill at 450 degrees on a parchment lined grill tray for 15 minutes or until golden brown.

Calories: 672  Fat: 50 g  Protein: 47 g  Net Carbs: 9.5 g
### Healthy TOUM

**makes 32 servings**

**INGREDIENTS**
- 2 cups avocado oil
- 1/2 cup garlic cloves, peeled
- water
- juice from 1 lemon
- 1/2 teaspoon salt

*if the emulsion separates, mix 1 egg white with 1/4 cup of garlic sauce until frothy then slowly add in rest of toum.

**DIRECTIONS**
1. Put garlic in a 1/2 measuring cup and fill with water until reached the top of the measuring cup.
2. Add garlic, water and salt to a food processor. Pulse until pureed. Slowly add in oil until the mixture forms a mayonnaise like consistency.
3. Mix in lemon juice.
4. Store in a sealed container in the refrigerator for up to 2 months.

Calories: 127  Fat: 14 g  Protein: 0.1 g  Net Carbs: 0.8 g

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### The Best GUACAMOLE

**makes 4 servings**

**INGREDIENTS**
- 3 large avocados
- ¼ onion, diced
- 1 tomato, diced
- 2 cloves garlic, minced
- ½ jalapeno, minced
- ½ cup cilantro, chopped
- ¼ lime, juiced
- ½ teaspoon salt
- ½ teaspoon chili powder
- ¼ teaspoon cumin

**DIRECTIONS**
1. Smash up avocados on a large flat plate using a fork.
2. Add remaining ingredients and stir together until combined.

Calories: 195  Fat: 17 g  Protein: 3 g  Net Carbs: 4.7 g
Disclaimer

The recipes provided contain ingredients that may cause allergic reactions in some individuals. These recipes are suggestions only. Do not make a recipe that contains ingredients that you are allergic to. If you are unsure about potential allergic reactions people consult your medical provider.

Any application of the recommendations set forth in this guide, ketofocus.com or in any personal consultation by email or otherwise, is at the reader’s discretion and sole risk. The information offered is intended for people in good health. Anyone with medical problems of any nature should consult a physician before starting any diet. Even if you have no known health conditions, it is advisable to consult with your medical provider before making major changes in your lifestyle.

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Contact

I would love to hear about your experience and result on keto diet and success with this Quick Start Guide.

I love seeing your foodie pictures! If you take any pictures of the food you make from my recipes, please share them on Instagram, tag me @ketofocus and use the hashtag #ketofocus so I can see all your delicious photos!