



**KETO** 3 6 0

BLUEPRINT

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# HOW TO USE THIS BLUEPRINT

Your life is about to change, and we are so excited to be on this mission with you to help transform your health. Our team is here to support you and help you maximize your results! It is our goal to serve you, encourage you and offer accountability throughout the Keto360 program.

This guide is designed to educate you on factors contributing to weight gain, stress and mental fatigue. Most importantly, this Blueprint will provide strategies to help get your body into the fat-burning zone, while also boosting your brain health and helping you achieve boundless energy.

When it comes to losing weight, it's all about accessing your fat stores, aka your stubborn fat. While there are many ways — through various diets and exercise plans that ultimately fail — to make this happen, the ketogenic diet gets you there faster, and our Keto360 program gets you there easier. As you will see for yourself, the out-of-control hunger and other challenges that accompany so many diets do not occur in Keto360 (see The Keto360 Advantage on page 14 for more information).

Keto360 is designed to not only change your body, but transform your brain as well. You'll be amazed as your sugar cravings will begin to disappear while you achieve mental clarity and strength previously unknown to you.

You'll discover why Keto360 is so successful in helping to achieve healthy weight loss and support overall health and well-being. We'll provide additional tools to aid in your success, including the Keto360 meal plan, a Keto360 shopping list and a FAQs guide to answer your most pressing questions.

There's even a journal at the end of this Blueprint to help track your diet, exercise and supplements along with a place to record daily affirmations to help keep you motivated throughout the program.

Your success will be determined by your commitment to following this Blueprint. Keeping this in mind, here are a few tips to help you before you start:

## TIPS FOR SUCCESS

- 1 Read this Blueprint twice before you begin the Keto360 program.** This is the best recommendation we can offer when getting started! It's important to become very familiar with all of the tenets of the Keto360 program before you begin so that you feel fully prepared on Day 1.
- 2 Review the Keto360 Prep Checklist (received via email) and the Keto360 Shopping List.** Make sure to do this a few days before you begin the program so that you have all the food, supplements and other tools you need to be successful.
- 3 Follow the program guidelines as closely as possible.** Deviating from the program will hinder your results. While the best results are achieved with strict adherence to the principles laid out in this plan, we believe you will appreciate the built-in flexibility and the direction to help you make any necessary modifications.

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This Blueprint offers additional tips, tricks and strategies you can use after you complete the program to help you maintain your weight loss and enjoy your new healthy lifestyle.

Now it's time to unlock your health potential and experience the health and well-being you've always dreamed of. So, let's get started. It's time to go Keto360!

# INTRODUCTION



# THE KETO360 MISSION

We are currently living in a day and age unlike any other in history. More than ever before, we are being exposed to obesogens (toxins that make us fat), addictive chemicals and factors that promote fatigue, stress, poor overall health and weight gain. And science has proven that those who are significantly overweight are at a greater risk of developing various health challenges as they age.

Today, people are fed up (literally) with the diet failures, empty promises, yo-yo weight gain and not feeling healthy and vibrant. You may be one of them. And despite the money and efforts invested in helping people lose weight (such as the advent of diet foods and placing gyms, health clubs and even juice bars on every corner), America is now the most overweight industrialized nation in the world. As a society, we are accomplishing the exact opposite of what our goals have been: to get fit and thrive.

## RETURNING TO ANCIENT NUTRITION

Ultimately, you have to take responsibility for your own health and life ... but that can be hard to do when you're being bombarded with contradictory information, brain-altering addictive chemicals and an onslaught of toxins that promote weight-loss resistance. So, don't beat yourself up for past failure. We're here to help you move forward towards ultimate health.

Our mission is simple: We have a vision to transform the health and lives of 1 million people by 2020, and we believe that, in order to accomplish this, we have to look to the past. More specifically, we have to return to the time-tested nutritional principles of our ancestors — or what we like to refer to as ancient nutrition.

You see, it was very common for our ancestors to eat a substantial meal and then skip a meal or even an entire day's worth of food. This commonly followed practice would send their bodies into a health-promoting state of ketosis (see "Keto360 Explained" on page 12 for more information). In short, the Keto360 program is designed to help your body more easily achieve a state of ketosis.

We will give you the tools and know-how to transform your health once and for all. Remember, Keto360 is not just a short-term program, but a sustainable total health transformation.

# KETO360 EXPLAINED

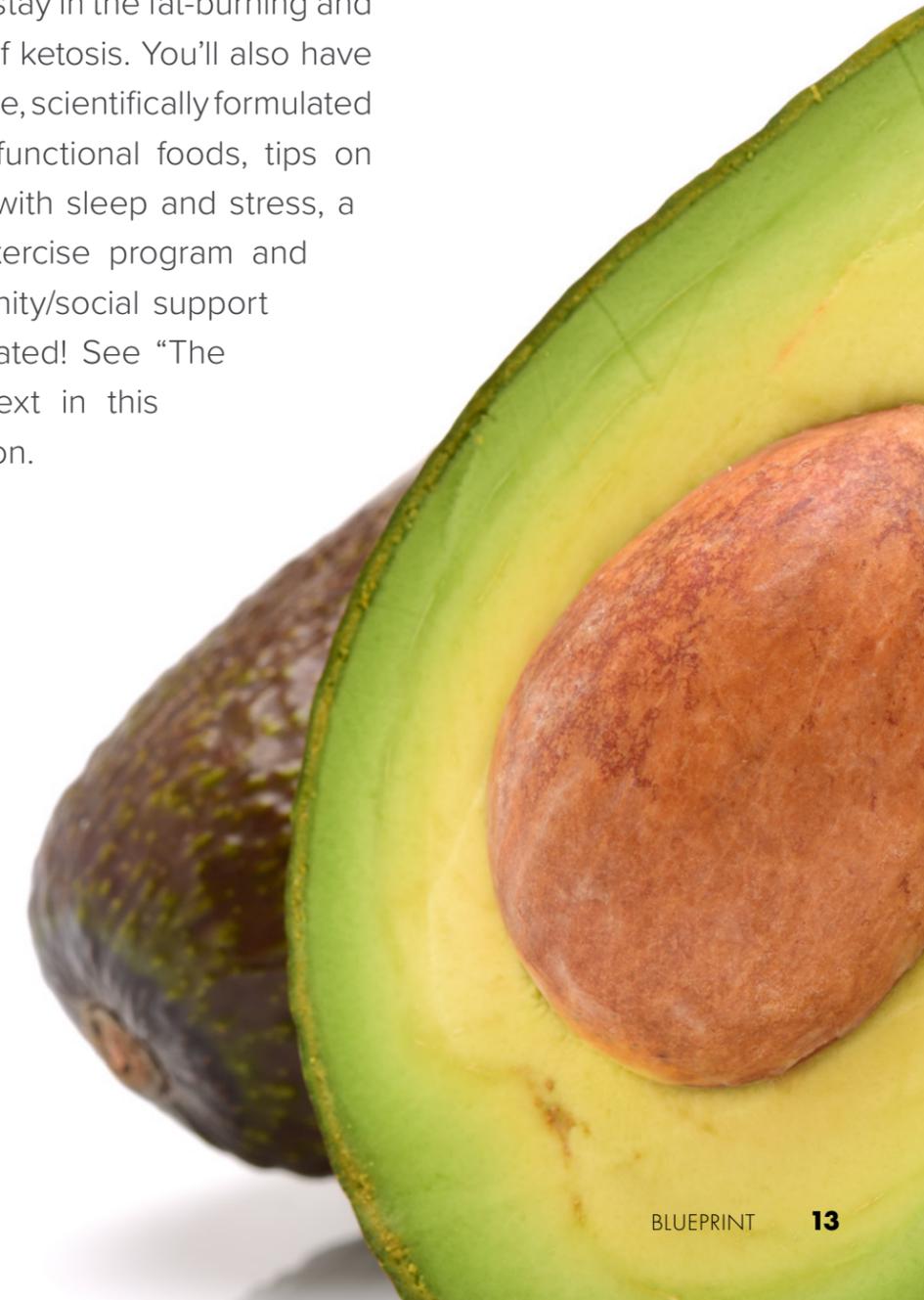
To explain “Keto360,” we first need to discuss this: What is “keto,” exactly?

The term keto is short for ketosis. Following a ketogenic diet like Keto360 puts your body into a health-promoting state of “ketosis,” which is a metabolic state that occurs when a portion (small or large) of the body’s energy comes from ketones (end products of fat metabolism) in the blood, rather than from glucose (sugar).

Essentially, when in a state of ketosis, your body uses fat as fuel, including your very own stored body fat. This is in contrast to a glycolytic state, where blood glucose (sugar) provides most of the body’s fuel (or energy). In other words, you go from a “sugar burner,” who gets his or her energy from carbs, to a “fat burner,” who actively burns fat stores (including stubborn fat!) for energy instead. Cool, huh?

So, where does the “360” come from? When we decided to create our program, we wanted to provide a comprehensive, easy-to-follow (and maintain) keto protocol. And the best way to do that is to provide a 360-degree approach. This means that with Keto360, we’ve covered every angle to help you achieve and sustain your health goals.

You’ll receive food lists and meal plans designed to help you achieve and stay in the fat-burning and health-promoting state of ketosis. You’ll also have access to our cutting-edge, scientifically formulated keto supplements and functional foods, tips on overcoming challenges with sleep and stress, a simple and effective exercise program and even invaluable community/social support to help keep you motivated! See “The Keto360 Advantage” next in this guide for more information.



# THE KETO360 ADVANTAGE



The Keto360 program is based on the popular ketogenic diet — a high-fat, low-carb, moderate protein dietary plan originally created in 1921 to help children support brain health. The diet was designed to replicate the results of fasting, or not consuming any food for a period of time, while continuing to nourish the body. Because long-term fasting isn't feasible, the ketogenic diet was developed to mimic the same beneficial effects of fasting, meaning the diet "tricks" the body into thinking it's fasting by severely limiting the amount of glucose consumed. Amazingly, researchers also noted additional beneficial health effects on their patients, including: decreases in body fat and weight, suppressed appetite and improved support for healthy cholesterol and blood sugar levels. (1)

Upon further investigation, researchers discovered that ketones (end products of fat metabolism) increased during the times of fasting. In other words, the body stores only about 24 hours' worth of glucose and is incapable of creating more. When the body doesn't have glucose to burn for energy, it turns to burning fat, which creates ketones in the body. This process proved to be less

cumbersome on the brain, resulting in healthy brain function and, consequently, less body fat and greater overall health. (2)

Due to the popularity of modern treatments, the ketogenic diet is no longer primarily used for its brain health benefits; however, it has become an increasingly popular dietary method for those looking to promote overall health and lose weight and body fat in a healthy way.

# GETTING INTO THE STATE OF KETOSIS WITH KETO360

The Keto360 program combines ancient dietary wisdom with modern nutritional science. What's unique about the program is that it provides a multi-faceted approach to body transformation that addresses the psychological, physiological, genetic and sociological components of transformation. In short, Keto360 is a comprehensive approach to boost your overall well-being!

Specifically, Keto360 offers the following five powerful secrets to stimulate ketone production and use fat for fuel ...



## 1 Macro manipulation

The basic idea here is that you'll be manipulating your macronutrient intake to turn fat into fuel. The Keto360 program follows a three-pronged dietary approach for achieving the state of ketosis: eating a plethora of foods loaded with healthy fats and oils; moderate amounts of quality protein; and smaller amounts of healthy, nutrient-dense, carbohydrate-containing foods.

When you follow the Keto360 eating plan, your diet will be made up of 60-75 percent fat, 20-30 percent protein and 5-10 percent carbohydrates (net carbs should equal 20-50 grams per day). Following this protocol will restrict the amount of glucose you consume, cutting off the glucose supply to your cells, and ultimately forcing your body to burn fat for fuel. Once your body begins burning fat and producing ketones (usually after about 3 to 4 days of following Keto360), your body has officially entered nutritional ketosis.

## 2 Nutrient timing

A secret weapon in the Keto360 program is the consumption of food nutrients in rhythm with your body's building (eating) and cleansing (fasting) cycles. We believe this is a missing link to building a healthy body and cleansing unwanted toxins. By consuming solid foods within a finite window of time each day, your body has a chance to fully utilize the nutrients as building blocks while benefiting from focused time each day to cleanse, recharge and restore.

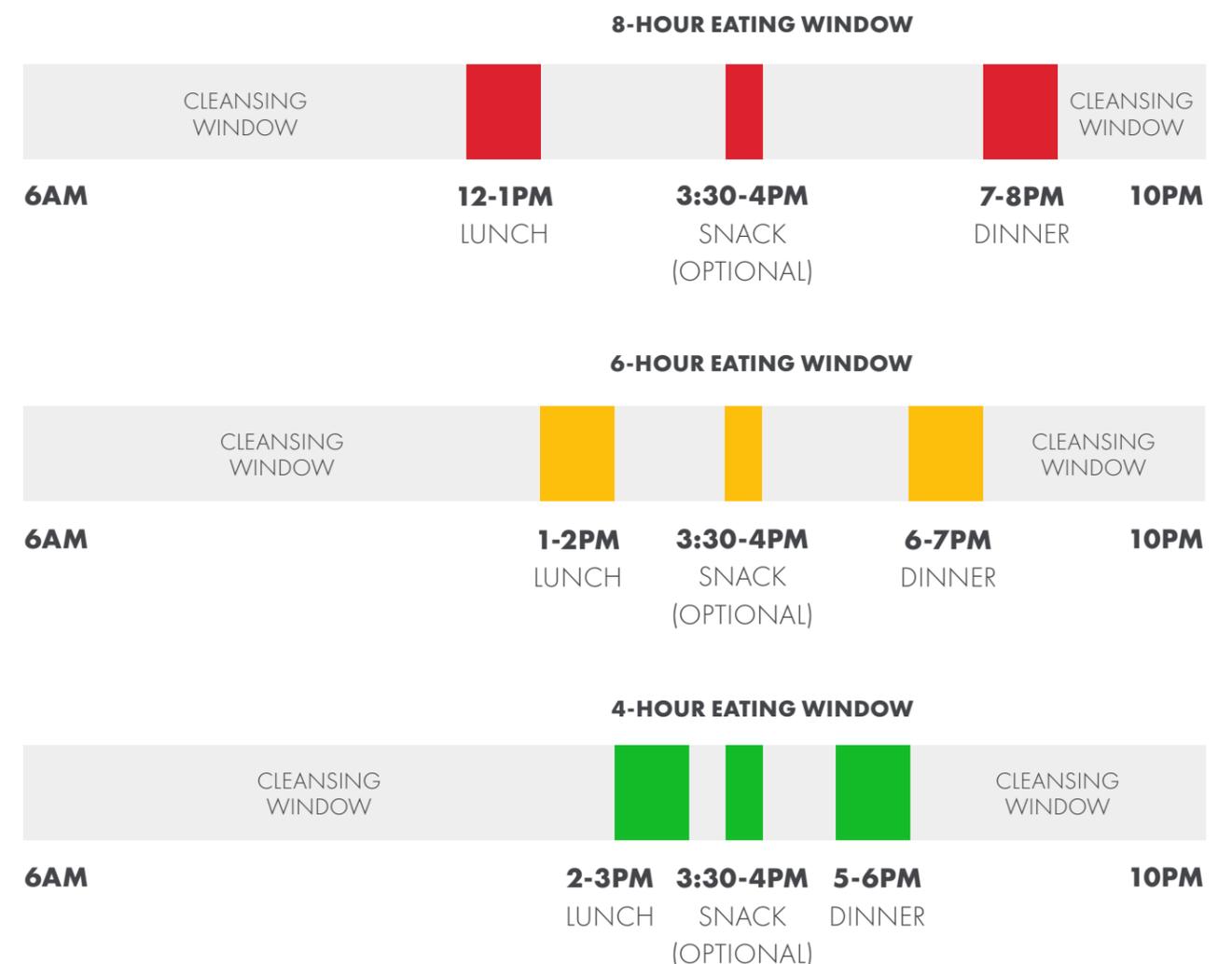
While following this program, consume solid foods for a maximum span of eight hours per day. This is a fairly big change from the typical American diet that has most people consuming something sweet for breakfast at 6:45 a.m. and ending the day with an indulgent late-night dessert or snack.

We estimate that the average American has an eating window of 16 or more hours and a cleansing window of eight hours or less. The Keto360 Nutrient Timing system flips this ratio to promote a healthy transformation in both the body and the mind.

The good news is that you can enjoy healthy and satisfying beverages containing healthy fat during the daily cleansing period. While cleansing and recharging your body, we recommend consuming coffee (sugar-free), tea, herbal infusions, infused waters and low-sugar green juices, broth, along with bone broth- and collagen-based protein powders. Certain fats are allowed during the cleansing period as well. These fats bypass the traditional digestion process and provide sustained energy to fuel your mind and muscles.

## NUTRIENT TIMING AT-A-GLANCE

Remember that having an eating window means you should be *finished* eating your solid food by the end of that window. Also, try to avoid grazing/snacking throughout your eating window, as doing so can force your body to linger in a sugar-burning mode. See below for specific examples of how your eating window can be structured.





### 3 Exogenous ketones

Thus far, we've discussed endogenous ketones, or ketones produced within the body. What makes Keto360 a truly unique and exciting program is the introduction of exogenous ketones, or ketones produced outside of the body and consumed through recommended, scientifically designed keto nutritional supplements. Ingesting ketones in supplement form can provide you with an immediate supply of usable ketone bodies, increasing your ability to burn fat whether or not you are in a state of nutritional ketosis! In particular, you'll find exogenous ketones in KetoFIRE™ and KetoFIRE™ Caffeine Free.†

### 4 "Friendly fats" (MCTs)

"MCTs," or medium-chain triglycerides, are a form of saturated fatty acids and come with many health benefits, including cognitive function support and healthy weight management — and they feature prominently in the Keto360 recommended foods and supplements.

Coconut oil is a top source of MCTs, comprising nearly 65 percent of the total fatty acids. MCTs, also called "MCFAs" for medium-chain fatty acids, are largely missing from our modern industrialized diets. Why? Because the public has been misled to believe that all forms of saturated fats are potentially harmful. Quite the contrary, as compared to other types of oils and fats, MCTs seem to have positive effects on fat burning and weight reduction. (3) As part of a healthy diet, MCTs can help increase satiety and even raise the metabolic rate at which the body functions.

### 5 Caffeine

In addition to providing a delicious recipe for Keto360 coffee within this Blueprint (named Coffee360\*), we recommend keto-powered nutritional supplements that contain organic food sources of caffeine combined with powerful antioxidants to give you that extra boost of energy when you need it most — as one common challenge of your body transitioning from sugar burner to fat burner is a temporary lack of energy. In addition, a recent study shows that caffeine increases ketone production, especially at breakfast time. (4)

\*Note: If you prefer tea to coffee, you can substitute your favorite tea in Coffee360.

# WHAT YOU CAN EXPECT WITH KETO360

While following a ketogenic protocol, it's common to experience a noticeable difference in your appearance in as little as three days, which can be highly motivating to stick with the program. That said, adopting a ketogenic diet can be challenging at first glance (see the Keto360 FAQs for more information), which is why we're providing you with as much support as we can.

With Keto360, you're receiving multiple different support dimensions: a dietary plan; simple, quick and delicious keto-friendly recipes; suggested workout routines based on your current fitness level; specific tips to help you overcome challenges such as insomnia or stress; and, finally, invaluable community/social support.

*This invaluable support is also what sets Keto360 apart from all other ketogenic, low-carb or Paleo-based diet plans.* In addition to the five different ways Keto360 helps you stimulate ketone production, this program recommends the daily use of scientifically formulated keto-powered supplements, which are designed to make Keto360 even more effective. How so? Our Keto360 recommended foods and supplements provide the following benefits that can greatly improve your adaptation and results.

\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.



## 5 KEY BENEFITS OF KETO360 FOODS AND SUPPLEMENTS

- Supports adrenal health<sup>†</sup>
- Supports gut health<sup>†</sup>
- Balances pH levels/cellular health<sup>†</sup>
- Provides antioxidants<sup>†</sup>
- Provides collagen support for connective tissue proteins<sup>†</sup>



# THE HEALTH BENEFITS OF KETO360

While weight loss is the most desired benefit of the ketogenic dieter, it's important to know that following the Keto360 program can support your daily health in many important ways. Here are some of the additional benefits of following Keto360:

- ◆ **It supports healthy blood sugar levels.** The primary reason following a ketogenic diet results in weight loss is the fact that it supports healthy blood sugar levels. In fact, a 2005 study published in *The Upsala Journal of Medical Science* showed that individuals who were put on a modified-ketogenic diet (or low-carb diet) showed immediate support in glucose levels. In addition, these patients showed a marked reduction in body weight after six months, when compared to a control group who ate a high-carb diet. (5) (Note: Diabetics on insulin should always contact their medical provider prior to starting a ketogenic diet, as insulin dosages may need to be adjusted.)
- ◆ **It supports the immune system.** Numerous medical studies — such as two conducted by the Department of Radiation Oncology at the Holden Comprehensive Cancer Center for the University of Iowa, and the National Institutes of Health's National Institute of Neurological Disorders and Stroke — have shown that a ketogenic diet supports immune system function. (6, 7)
- ◆ **It supports a healthy heart and healthy cholesterol levels.** Studies show that high-fat diets like the ketogenic diet do not typically raise cholesterol and may actually support healthy cardiovascular function. (8)
- ◆ **It supports a healthy brain and normal cognitive function.** Keto dieting has been found to support healthy cognitive function. (9)

# FINDING SUCCESS WITH KETO360



# SET YOURSELF UP FOR SUCCESS

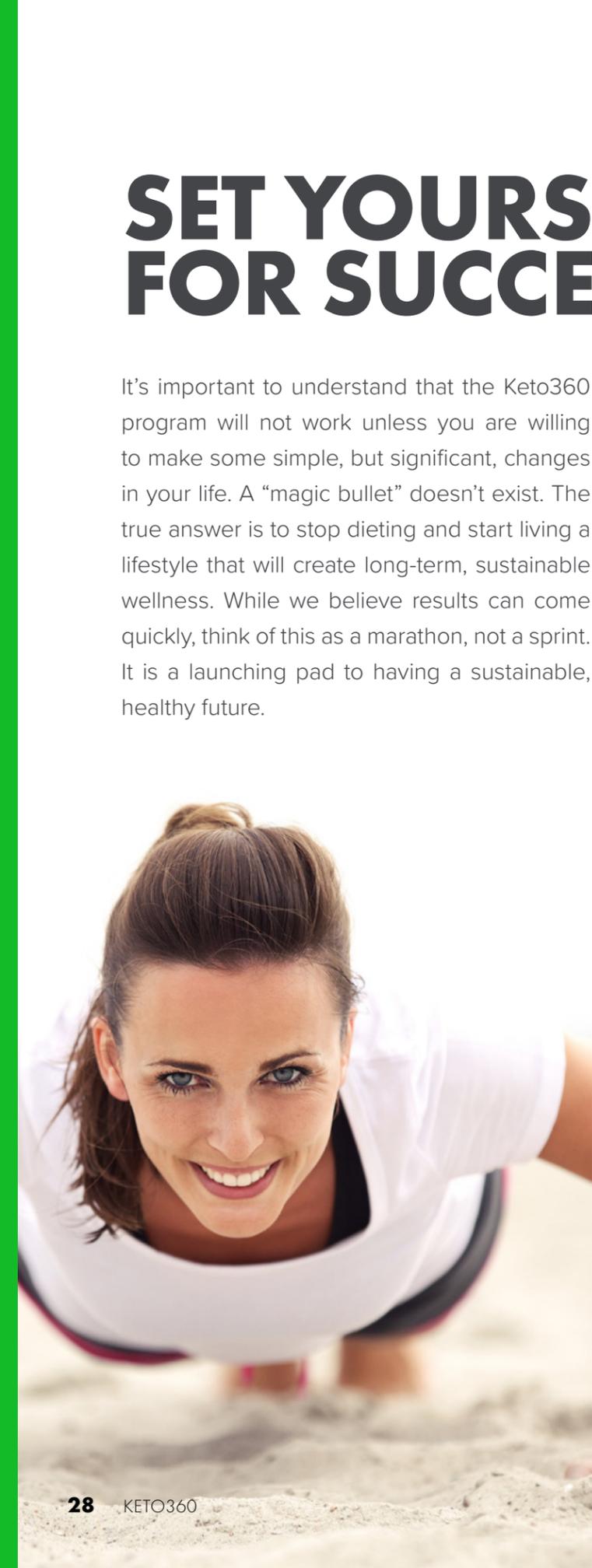
It's important to understand that the Keto360 program will not work unless you are willing to make some simple, but significant, changes in your life. A "magic bullet" doesn't exist. The true answer is to stop dieting and start living a lifestyle that will create long-term, sustainable wellness. While we believe results can come quickly, think of this as a marathon, not a sprint. It is a launching pad to having a sustainable, healthy future.

While change is the last thing that most humans want to do, to get the body you want and help to turn off the "weight gain genes" in your body, you have to commit. This means you can't simply dip your toe in the water. You have to dive in. Own your success. Immerse yourself in the principles of health transformation.

Commitment isn't a one-time thing; you continue to renew your body and mind every day. You challenge old thoughts and beliefs and replace them with new decrees. When you do this, it's like downloading a new operating system into your brain.

So, plug into the Keto360 tools, stick to the program principles and don't accept defeat!

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# THE 5 RULES OF ENGAGEMENT

To help set yourself up for success with the Keto360 program, memorize and follow these five rules:

## 1 Commit to the process vs. a product.

Most people think that using “magic bullet” weight loss products (without making any other changes in one’s life) or cosmetic procedures are going to be the answer, but true change happens in a “body transformation” process that combines nutrition, fitness and accountability.

## 2 Commit to a lifestyle vs. a diet.

Dieting doesn’t work. We all know that. We’ve been beaten over the head with research that proves this point. When you commit to living a long-term healthy lifestyle, the side benefits are having fat melt off your body, a renewed mind and consistent energy to fuel your life. Make the conscious shift to embracing this identity: “I’m transforming my body and future one bite, one meal, one day at a time.”

## 3 Commit to positivity vs. negativity.

Most people beat themselves up over occasional slip-ups. Research in the field of positive psychology proves that focusing on your wins and what you’re doing right creates long-term transformation. The Keto360 program is designed to provide rapid results and daily “victories” that you can celebrate.

## 4 Commit to being responsible vs. playing the victim.

You will never create happiness and long-term change if you don’t take responsibility for your situation. Shape your environment instead of letting your environment shape you.

## 5 Commit to community vs. being a loner.

Research shows that your weight, income and happiness are directly tied to the people you surround yourself with. When you are the “lone wolf,” it’s much more challenging to get the long-term body transformation you’re seeking. When you commit to being active in the Keto360 community, you will tap into a support system that can help you sustain lasting change.



# UNDERSTANDING THE FAT FACTORS

The greater the "why," the more you "comply."

Simply put, if you understand the "why" behind a process, you are more likely to stick to it long-term. But in order to understand why the Keto360 program works, you must first learn what's contributing to extra fat accumulation.

While your first thought may be that excess fat accumulation is genetic, consider this: In the 1960s, the average person between the ages of 45–50 weighed 169 pounds. The average weight ballooned to 196 pounds by the year 2000. Researchers believe that nearly 70 percent (!) of American adults are now overweight.

Essentially, researchers have determined that genetics isn't to blame for our modern weight issues. In fact, they've discovered that our DNA can actually help in maximizing our weight loss and happiness. How? Well, gene activity changes fluidly and quickly. Your genes are dynamic and respond to everything you think and do. Gene expression changes due to stress, diet, environment, thoughts and other factors. That's why the everyday choices you make express themselves on a genetic level.

In essence, you can learn how to make your genes work for you to create a body transformation, burn fat, boost your brain and feel amazing! The foods you eat, the thoughts you think and the lifestyle you live change the environment in and around your cells. This chemical environment that modifies DNA expression is called your epigenome. The ability to transform your body at the cellular level is the most exciting aspect of the Keto360 program because it allows you to activate your fat-burning genes (just like turning on a light switch).

In order to really maximize your results with the Keto360 program, let's take a look at the most common reasons why people accumulate excess fat. As you review each one, keep in mind that the Keto360 program is specifically designed to help you overcome each of these "fat factors."



# THE 7 FAT FACTORS

Here are the seven most common factors for gaining fat, all of which are addressed in the Keto360 program.

## 1 Chronic stress

Chronic stress causes an increase in cortisol, which turns on fat storage within the body.

## 2 Allergenic food

Gluten, dairy and soy can trigger inflammation within the body, making it almost impossible to burn fat and to achieve real body transformation. In fact, many experts believe that wheat products are some of the biggest contributors to weight gain, fatigue and blood sugar imbalances.

## 3 A sedentary lifestyle

According to researchers from Vanderbilt University who followed 6,300 people, the average person spends 55 percent of waking hours (7.7 hours) sedentary or sitting. (10) In 2010, the American Cancer Society reported that if you sit for more than six hours per day, you are 48–95 percent more likely to die prematurely than people who sit only three hours per day. The good news? If you reduce the amount of time you spend sitting, you'll also reduce your risk of gaining more weight and developing serious health issues, brain fog and even muscle loss.

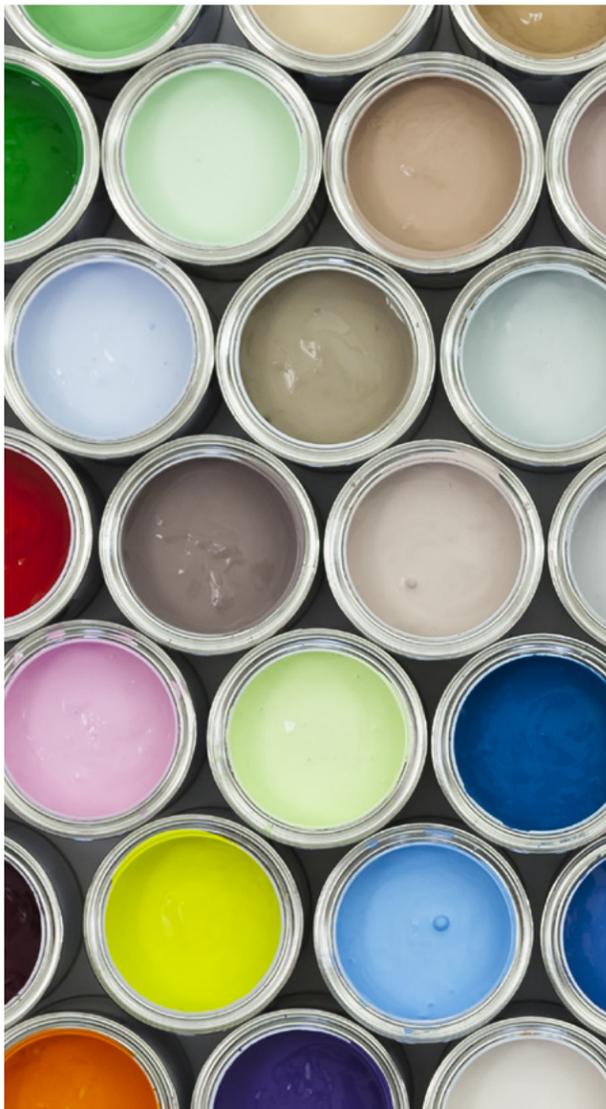
## 4

### Imbalanced gut bacteria

Did you know that 90 percent of all disease can be traced back to the health of your gut? So, it's no surprise that one way to turn on your body's fat-burning switch is by balancing your microbiome. The average body houses more microbes than the number of cells in the entire body. Your body has a symbiotic relationship with these microbes, but when you eat unhealthy food and are exposed to excessive stress, unhealthy microbes begin to thrive and disrupt the balance of order. Unhealthy microbes feed off of stress hormones, sugar and starches. The resulting spike in sugar cravings negatively affects your body's gene expression, prompting fat-burning pathways to be turned "off."

Certain bacteria are also called "fat-promoting bacteria," as they influence your body to gain weight and store fat. When the normal balance of bacteria shifts over to the negative, it's called dysbiosis. Having more fat-promoting bacteria (unhealthy bacteria) than "skinny-gut bacteria" (healthy bacteria) isn't just linked to obesity and weight gain, but many other systemic conditions as well. That's why the Keto360 program has been designed to transform your gut microbiome, shifting the balance to a greater number of healthy microorganisms, resulting in having less of the "fat-promoting bacteria."





## 5

### Toxins

Over 100,000 new chemicals have been introduced into the market since World War II. These chemical toxins are now being shown to cause hormone dysregulation and promote weight gain within the body. In fact, many of these chemicals are considered to be obesogens. Toxins can be broken down into two categories: 1) environmental toxins (non-living) and 2) biotoxins (living).

Environmental toxins bio-accumulate within our bodies when we are exposed to heavy metals, plastics, paints, new carpets, household cleaning supplies, cosmetics and more. The Centers for Disease Control (CDC) in the National Report on Human Exposure to Environmental Chemicals found 287 chemicals in the umbilical cord blood of newborn infants. (11) Over 200 of these chemicals were neurotoxic and many were obesogens. Also, the number of airborne chemicals are 10 times greater indoors than outdoors, which is especially troubling considering the amount of time we spend inside homes, offices and classrooms during our lifetime.

Biotoxins come in the forms of viruses, unhealthy bacteria and yeasts, parasites and mold exposure. Can toxins actually make you fat? The answer is an emphatic “yes!” A study published in *The Lancet* showed that environmental toxins indeed contribute to abnormal metabolic function. In two-thirds of Americans, toxins were central metabolic disruptors that contribute to the overaccumulation of body fat. Biotoxins and environmental toxins alike can cause hormone signaling problems, thyroid issues and low energy levels.

# 6

## Sugar overload

In the early 1900s, the average American consumed less than 20 grams of sugar per day. Now we consume over 100 grams of sugar per day. This taxes the body's organs and cells and can create systemic damage.

Sugar increases dangerous low-density lipoprotein (LDL) particles along with atherogenic cardiovascular risk factors. It also has been shown to be as addictive as nicotine, alcohol and even recreational drugs such as cocaine and heroin. Sugar is easily converted into stored fat, with its over-consumption leading to a phenomenon called insulin resistance. When you eat a high-sugar or starch-containing meal or treat, your body doesn't receive the proper signals to feel full and, before you know it, you overeat. Furthermore, a high-sugar diet causes leptin resistance, which is directly connected to increased cravings and weight gain.

The Keto360 program has created a system to help overcome sugar cravings and normalize insulin and leptin regulation so you can start burning fat again while boosting your brainpower and energy levels.

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## 7 Franken foods

While your current body condition may not be your fault, it is your responsibility — or rather opportunity — to change. Here are some of the biggest challenges with some of the so-called “foods” that we are eating:

- Our consumption of grain-based oils, also known as “vegetable fats,” has skyrocketed. Surprisingly, these fats aren’t derived from vegetables at all; rather, they come in large part from genetically modified (GMO) canola, soy and corn oils. GMO-containing grain and seed oils can cause imbalances within our bodies, leading to weight gain.

- Today, 43 percent of our food budgets are spent on fast food and takeout meals, compared to just 13 percent back in 1929! More staggering? A study published in the *BMJ Open Journal* found that 58 percent of the average American’s daily energy intake comes from ultra-processed foods such as cakes, white breads and diet sodas. (12)

In the Keto360 program, we teach you about the healthiest, metabolism-friendly foods to consume while minimizing your exposure to GMOs and unhealthy oils. This action will help you turn on your fat-burning pathways (see Benefits of Being in the Fat-Burning Zone) and jumpstart the body transformation process.



# BENEFITS OF BEING IN THE FAT-BURNING ZONE

Consistently achieving a state of fat burning helps you to maximize brain function and even use fat for energy. An estimated 99 percent of Americans are sugar burners. They utilize sugar for energy, which is less efficient than clean-burning fat and contributes to hormone dysregulation that causes out-of-control cravings. Following the Keto360 program will put you squarely into the fat-burning zone, helping you to use fat as fuel. Here are some of the perks of getting into the fat-burning zone:

- Appetite and hunger control, stemming from balanced hormones
- Healthy weight loss
- Mental clarity and increased concentration and focus
- Sound, restful sleep
- Optimized metabolic function
- Healthy inflammation levels
- Normal blood sugar levels and insulin response
- Healthy blood lipid levels, including cholesterol and triglycerides
- Increased feelings of happiness and well-being
- Healthy digestive function
- Balanced immune system function
- All-day energy



# MEASURING AND TRACKING YOUR SUCCESS

Part of setting yourself up for success is strategizing how you will maintain your progress. Staying motivated by measuring and tracking your success is key. You will do this by weighing yourself weekly throughout your program and logging your weight in your journal (see page 118) so you can track your progress at home. It is recommended to weigh each week at the same time of day while wearing similar clothing (as little as possible is best). This will help ensure consistency in measurements.

Another great way to track your success on the Keto360 program is by taking before-and-after photos. As you'll learn throughout this Blueprint, those who follow a ketogenic diet often begin to see results and changes in as little as three days, so imagine the transformation that can take place in 30 days!

See the tips on the following page for taking before-and-after photos that will really showcase your progress.

## 1 Ask a friend or partner to take your photos.

It may be tempting to take a “selfie” or try to capture a quick shot in the mirror, but you’ll get a better result by having someone else take a full-body shot at a distance.

## 2 Capture your body from multiple angles.

Make sure to take photos from the front, back and sides. This will give you a 360-degree view of your body before and after your Keto360 transformation.

## 3 Take your photos in natural or bright lighting.

Shadows and taking photos in dark lighting can be misleading and hide some of your most transformed areas.

## 4 Wear the same (fitted) outfit.

In your “before” photos, make sure your clothing is fitted. Also, take at least one of your “after” photos in the same outfit you wore in your “before” photos. You’ll be amazed at how much bigger those clothes look and feel. Also, take a few “after” photos in an outfit that makes you feel really amazing!

## 5 Use the high-resolution setting on your camera.

You want to be able to really compare your before-and-after shots. Also, if you’re willing to share, we want to see how far you’ve come!

## 6 Connect

Check in with other people going through the program by using #Keto360 on Instagram. This will help you stay accountable and get support from other community members. We're excited to see your progress!



# THE KETO360 GUIDELINES

Keto360 consists of three important phases: the Feast Phase, the Fire Phase and the Forever Phase — each contributing to your success on the program. The Feast and Fire Phases are designed to take you through the first 30 days of the program (or longer, if you wish), while the Forever Phase provides guidelines on how to maintain your success once you've reached your weight-loss goals.



# THE FEAST PHASE

(DAYS 1–3)

The Feast Phase is just that — your opportunity to load up on your favorite foods for three full days. Here are the basic tenets of the Keto360 Feast Phase:

## 1 Make sure to eat plenty of healthy fats!

Consume large amounts of beneficial fats, oils and nutrient-dense foods, and eat protein- and carbohydrate-rich healthful foods as you desire. Specific foods to incorporate into your diet include: organic green leafy vegetables, wild-caught fish, organic grass-fed beef, organic free-range chicken (dark meat is best), unprocessed complex carbohydrates (such as steel-cut oats, whole grain or sprouted bread, brown rice pasta, black rice, quinoa and sweet potatoes), organic fruits and, most importantly, healthy fats. Examples of healthy fats include: coconut oil, avocados, nuts and seeds, butter and ghee. For a complete list, see the Keto360 Shopping List. These higher-fat content foods are going to help you get into the fat-burning zone and minimize cravings during the Fire Phase.

Meanwhile, you'll want to avoid the following foods: anything processed, most packaged foods (cook as many of your meals as possible), pork, shellfish, farm-raised fish, conventionally-raised beef and poultry, sugary desserts, hydrogenated/high omega-6 vegetable oils (such as canola, safflower and sunflower) and plain starches. (Tip: To help avoid consuming plain starches, substitute sweet potatoes for white; sprouted brown rice for white; brown rice pasta for white pasta; steel cut oats for cereal; and wheat berry bread for white bread.)

## 2 Weigh and measure yourself.

During the Feast Phase, you will weigh and measure yourself on the first morning. Because clothing can impact the weight on your scale, we recommend weighing yourself after fully voiding your bladder and removing clothing, just before showering. Also, remember to record your measurements and take photos of yourself (front, back and side angles) at the beginning and end of the Keto360 program. You'll be amazed at your results in only 30 days!

## 3 Take your supplements.

Begin taking one serving of the KetoFIRE™ in the morning and one serving of KetoFIRE™ Caffeine Free in the afternoon. KetoFIRE™ supports healthy metabolism, promotes healthy brain function and helps reduce stress-related food cravings.† It was formulated based on the latest research in nutritional science and contains organic and natural ingredients. Consume one serving of KetoPROTEIN™ daily.

## 4 Incorporate essential oils.

Consume 3 to 10 drops of organic citrus, cinnamon or peppermint essential oils each day mixed in water.

## 5 Use high-mineral truffle salt.

Begin using high-mineral truffle salt or other high-mineral salt on your food, up to ½ teaspoon per day. This salt is full of minerals that promote cellular hydration.

## 6 Drink water.

Maintain your normal amount of fluid intake during the Feast phase.

## 7 Focus on eating real, unprocessed foods.

Avoid processed snacks and artificial sweeteners.

## 8 Enjoy your favorite carbs!

Carbohydrates such as bread, pasta and rice are permitted during the three-day Feast Phase ONLY. (Note: whole grain, organic is best.)

## 9 Include wine, if desired.

Wine (organic, sulfite-free is best) is permitted during the three-day Feast Phase ONLY.

## 10 Exercise.

During the Feast Phase, you should exercise as you normally would. If you don't typically exercise regularly, we recommend light walking for 20 minutes per day to help increase your metabolism.

## 11 Don't worry about weight gain.

It's common to gain a bit of weight during the Feast Phase. Do not be concerned, as this weight will come off within the next few days.

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Completing the Feast Phase correctly is important to your success, as it helps to minimize cravings and avoid feelings of hunger when you transition to the Fire Phase. Keeping this in mind, we've provided the keys to success for the Feast phase on page 53. Keep a copy of this box with you over the next three days to help you stay on track.



## ALL ABOUT YOUR SUPPLEMENTS

On Day 1 of the Feast Phase, START taking the following Keto360 nutritional supplements:

### KETOFIRE™

Consume 6 capsules of KetoFIRE™ each morning and 6 capsules of KetoFIRE™ Caffeine Free each afternoon. Do not consume KetoFIRE™ with dinner.\*

### KETOPROTEIN™ (Chocolate or Vanilla)

Consume one serving of KetoPROTEIN™ each morning mixed in water, coffee or tea.\*

*\*Note: KetoFIRE™ contains 100mg of organic caffeine per serving. KetoPROTEIN™ contains 50mg of organic caffeine per serving. Leading health organizations recommend consuming no more than 400 mg of caffeine daily.*



## THE FEAST PHASE: YOUR KEYS TO SUCCESS

- ✓ Start the Keto360 supplement routine.
- ✓ Avoid consuming non-nutritious, processed and prepackaged foods.
- ✓ Eat all the healthy fats, oils, protein- and carbohydrate-rich healthful foods and other nutrient-dense foods you desire!
- ✓ Maintain your normal water intake.
- ✓ Aim to get at least 8 hours of sleep each night.
- ✓ Exercise as you normally would. If you're typically more sedentary, do 20 minutes of light walking each day.

# THE FIRE PHASE

(DAYS 4–30)

In the Fire Phase, also known as the fat-burning phase, you will be consuming only foods and nutritional supplements from the Fire Phase section in the Keto360 Shopping List, including the equivalent of 6–12 tablespoons of approved healthy fats/oils each day. During this phase, you will experience more energy and less desire for junk food — a win-win! Here are the keys to success for the Keto360 Fire Phase:

## 1 Follow this approximate dietary breakout.

Make sure you consume high amounts of healthy fats, moderate amounts of protein and very low amounts of carbs. Your calorie breakdown should be as follows: 60-75 percent high-quality fats, 20-30 percent protein and 5-10 percent carbohydrates.

## 2 Consume a variety of proteins each day.

Introduce variety into your daily diet. Try not to eat the same protein twice in one day — not only can that be less healthy, you will also reach food boredom. And if you're planning to consume broth, remember to use only approved organic, free-range chicken or beef broth.

## 3 Follow these guidelines for veggies and fruits.

Eat unlimited vegetables each day and one to two servings of fruit from the approved list. Make sure to avoid any additional carbohydrate-rich foods (sugars and starches) during the Fire Phase. These foods stimulate insulin, which converts sugars into stored fat.

## 4 Weigh weekly.

Continue to weigh yourself each week and record your weight in your journal. Note that your weight loss may vary (for example, you may notice a greater weight loss in the first week due to shedding of water weight), which is why we encourage you to look at your average results over a period of time by weighing weekly and not daily. Remember: If you are losing an average of 1.5 to 2.5 pounds per week, you are on track! Also, make sure to take photos of yourself (a full-length body shot and a close-up of your face) at the end of each week. You'll be blown away by your progress.

## 5 Drink plenty of water.

Continue hydrating and increasing water consumption. Work toward consuming half your body weight in ounces.

## 6 DON'T consume alcohol.

Alcohol is NOT permitted during the Fire Phase.

## 7 Exercise.

Movement is important for the body, mind and spirit. We recommend engaging in 20 to 30 minutes of daily walking or other light-to-moderate exercise during this program. Additionally, BurstFIT training is ideal to stoke your fat-burning furnace. For more information, see the BurstFIT workout provided in the Keto360 program.

## 8 Use the Nutrient Timing System.\*\*

For the best results, eat all solid food within a 4- to 8-hour window. This may take an adjustment period, and we recommend starting out with an eating window from 12 p.m. to 8 p.m. For faster results, reserving a four-hour window for solid food consumption is advised, such as 2 p.m. to 6 p.m. By shortening your eating window, you will not only be tapping into the power of ketogenesis, but you will also greatly accelerate your results by incorporating the principles of daily cleansing — also known as intermittent fasting.

Both of these strategies work synergistically to turn your body into a fat-burning furnace and unleash the power of your mind and body. You may consume coffee (sugar-free), teas or herbal infusions, water infused with essential oils, plus KetoPROTEIN™ (or KetoBROTH™) mixed in coffee or water during your cleansing window.

By restricting your eating to a 4-to-8-hour time frame, you can ensure your body is in, and remains in, a fat-burning zone. The result is your body initiating cellular repair processes and positive improvements in hormone balance, making stored body fat more accessible for burning. The following list contains the benefits of the Nutrient Timing System (i.e., intermittent fasting).

### Cellular repair and gene expression:

- Body initiates autophagy, the process of weak cells being replaced with healthy cells
- Support of healthy inflammation response
- Reduction in stress response
- Antioxidant benefits

*\*\* If you are under the care of a physician and/or taking medication for a specific health condition, consult your physician prior to practicing nutrient timing.*

### Hormone balancing:

- Increases insulin and leptin sensitivity
- Increase in ghrelin levels
- Decrease in insulin levels
- Decrease in cortisol and increase in DHEA levels
- Promotion of healthy testosterone levels and human growth hormone, promoting fat burning and muscle gain
- Increased amounts of norepinephrine (noradrenaline)

## 9 Continue taking your keto-powered supplements.

You'll be following the same supplement schedule as during the Feast Phase. Just make sure to take KetoPROTEIN™ during your cleansing window (before your eating window begins).

## HOW MUCH FAT AND OIL CAN I USE?

On the Keto360 Program, **fat is your friend**. This is a difficult concept for many, but during the Fire Phase, you will enter the fat-burning zone, and healthy fats and oils become your preferred fuel. The amount of fat/oil you consume daily can be determined by your weight and gender. While it's not imperative to count daily oil consumption, below are recommended general guidelines:

**Male:** 6–8 tablespoons\*

**Female:** 5–7 tablespoons\*

*\*Each serving of KetoPROTEIN™ (as well as KetoFEAST™ and KetoBROTH™) is equivalent to one tablespoon of oil.*





## WHAT TO DO WHEN THE UNEXPECTED HAPPENS...

While you're on the Keto360 program, you may encounter a situation where you don't have access to your Fire Phase foods. Perhaps you have a trip planned, a work dinner or special event to attend, and the menu isn't very keto-friendly. What should you do?

The Keto360 program allows for an optional four Feast meals within the Fire Phase. These meals should include very healthful foods (refer to the Feast Phase guidelines for specifics) and take place entirely within one hour from start to finish. This means that at four separate times within the Fire Phase, you can eat a broader range of healthy foods (carbs included!) within a one-hour window.

Keeping your feasting/food intake to one hour will limit the amount of insulin your body will release and will allow you easier access back into the fat-burning zone. (Note that if you are getting great results, you may not want or need these Feast meals.) If you choose to partake in these Feast meals, try to spread them out by at least five days; one per week (or even less frequently) is more ideal.

# THE FIRE PHASE FOOD OVERVIEW

While you'll find a comprehensive listing of approved Fire Phase foods in the Keto360 Shopping List, here is an overview of the approved foods by category:

## FATS AND OILS

You will consume fats and oils every day. When purchasing fats and oils for your program, select organic, high-quality products, whenever possible.

Do not cook with extra virgin olive oil; instead, use it on food as a dressing or dip. It is important that the butter you select is organic and/or grass-fed. All butters are not created equal! Margarine or butter substitute is not allowed on this program, nor do we recommend it for future use. Approved fats and oils include: coconut oil and nut- and seed-based oils, ghee, avocado and avocado oil, organic mayonnaise and more.



## PROTEINS

Sea-based proteins are best when wild-caught. The product packaging will indicate if fish is wild-caught. Land-based proteins are best when grass-fed, free-range and/or organic. We encourage you to use grass-fed and/or organic meats as often as possible. (If you're a vegetarian or vegan, then be sure to eat the recommended daily amount of seeds or nuts for a good protein source.)

When purchasing ground meat, choose 85/15 or 80/20 meat-to-fat ratio. Removing excess fat is not necessary. There are no fat restrictions. Chicken and beef bone broth are encouraged. Eggs are best consumed from pasture-raised and/or organic chickens. You may consume turkey or beef bacon (make sure the carb and sugar levels are low), as well as chicken, turkey or beef sausage and hot dogs. We recommend avoiding pork and shellfish, as they may contain high levels of toxins.

Organic and/or grass-fed dairy is best. Cheeses from sheep's or goat's milk are easiest to digest. You can also have one tablespoon of grass-fed, organic cream and 4 ounces of organic cottage cheese each day.

For a full list of proteins, see the Keto360 Shopping List.



## PROTEIN POWDERS

You may consume protein powder in the form of a collagen protein or a bone broth protein any time during the day up to three servings. Chia seed protein can also be consumed with a maximum of one serving per day and only during your eating window. Read the labels and be sure the powder is not sweetened with sugars or any other sweetener other than stevia or monk fruit. All other protein powders are prohibited. Recommended protein powders are referenced in the Keto360 Shopping List.



## VEGETABLES

Vegetables can be consumed raw or prepared grilled, steamed or sautéed in approved fat/oil. You may mix and eat unlimited vegetables on the below list. It is most beneficial, however, to consume a wide variety of veggies each day. This will help to maximize your calories, while increasing your nutrients and prevent cravings. You'll want to stay away from starchy vegetables and, instead, focus on leafy greens, cruciferous vegetables and other non-starchy veggies such as cucumbers, zucchini, celery and more. For a full list, see the Keto360 Shopping List.



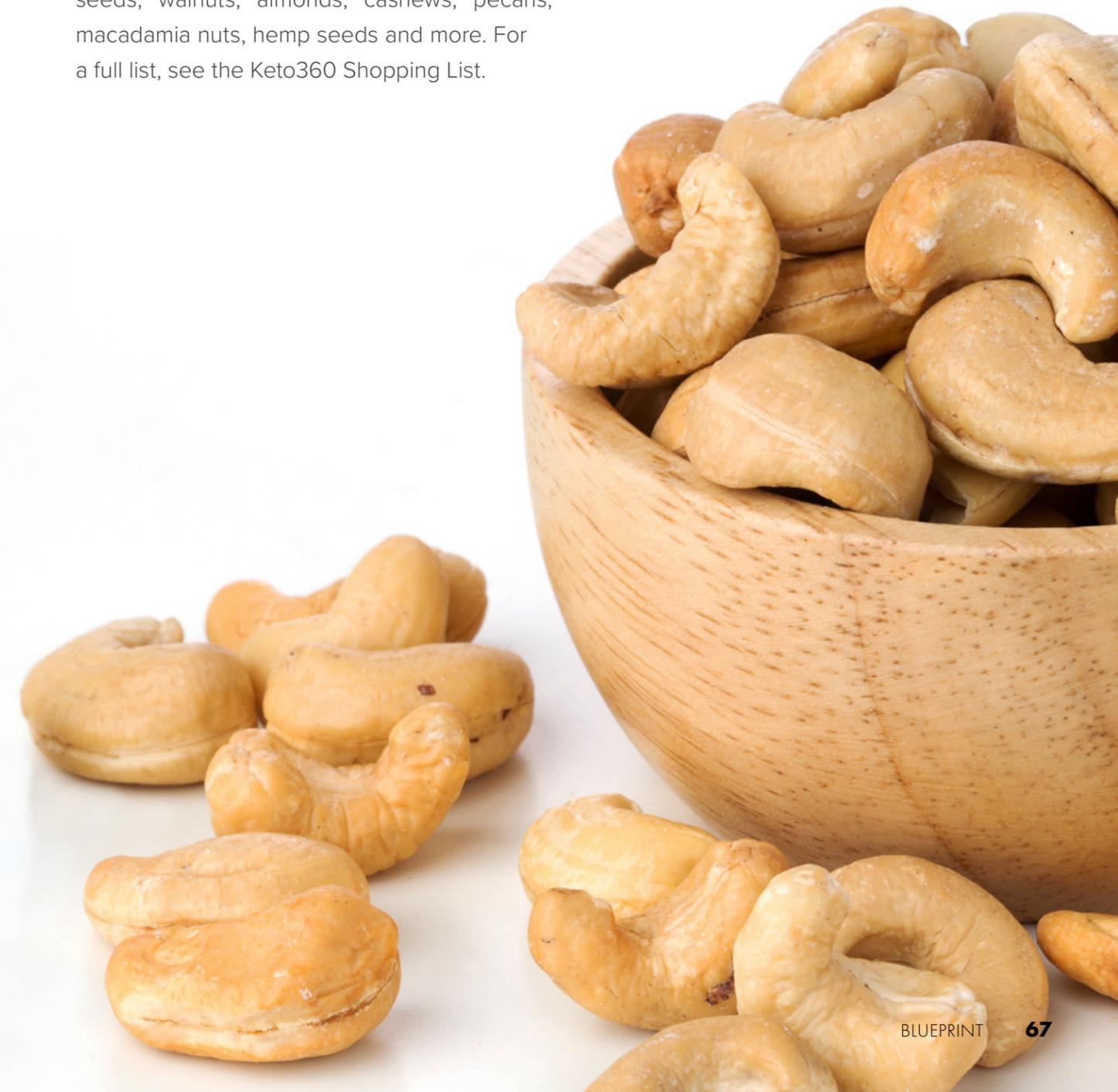
## FRUITS

Must be fresh or frozen fruit, as no canned fruit is allowed. Eat a maximum of two pieces/ servings of low-sugar fruit (such as berries, ½ Granny Smith apple or ½ grapefruit) per day. Fruit can be eaten as a snack in between lunch and dinner or with meals, and it is best consumed along with a fat or oil. Lemon and lime add great natural flavor to water and do not need to be counted in your daily fruit intake! For a full list of approved fruits, see the Keto360 Shopping List.



## NUTS AND SEEDS

Limit consumption of nuts and seeds to ¼ cup per day or one ounce (two tablespoons) of nut or seed butter per day. Nuts may be consumed raw or dry roasted. Some of your choices include pumpkin seeds, sunflower seeds, walnuts, almonds, cashews, pecans, macadamia nuts, hemp seeds and more. For a full list, see the Keto360 Shopping List.



## SWEETENERS

Read labels carefully! You want to avoid any product that lists sugar or artificial sweeteners as ingredients. Sweeteners to avoid during and after the program include: fructose, sucrose, acesulfame potassium, aspartame, saccharin, sucralose. Instead, foods sweetened with stevia or monk fruit can be consumed in moderation.



## FERMENTED FOODS

Eat fermented foods such as sauerkraut, kimchi, fermented assorted veggies, raw apple cider vinegar (ACV) and raw coconut vinegar.



## SEASONINGS AND HERBS

Seasonings and herbs offer great flavoring options for your meals! Most any herb or spice in its natural state is permitted on the program. Consume fresh or dry herbs and spices liberally. Be cautious when selecting seasonings and read the ingredients listed on your spices. Ingredients to avoid: monosodium glutamate (MSG), glutamic acid, natural flavorings, sugar and dextrose. Some of the approved seasonings and herbs include vinegar, basil, garlic powder, hot peppers, oregano, thyme and more. See the Keto360 Shopping List for more.



## BEVERAGES

Reminder: Coffee is a diuretic. This means if you drink 10 ounces of coffee, you will need to drink 15 ounces of water in order to not dehydrate. Freshly squeezed lemon and lime are delicious natural additives for beverages! Organic essential oils — including lemon, orange, grapefruit, peppermint and cinnamon — are great additions to water. You can also enjoy unsweetened almond milk (during your eating window only) and teas or herbal infusions. For a full listing of approved beverages, see the Keto360 Shopping List.



# HYDRATION: THE IMPORTANCE OF WATER

It's recommended on the Keto360 program to drink purified or spring water. You will drink half your bodyweight in ounces. For example, an individual who weighs 200 pounds will drink 100 ounces of water daily by the end of their program.

Why? Healthy cellular hydration is important to fat burning. When a cell is dehydrated, oxygen and essential nutrients cannot enter it readily, causing metabolic buildup. If cells are not functioning optimally, your body will not function optimally. Hydration is necessary for energy production inside the cells; even the slightest water loss causes a big drop in energy.

When a cell hydrates and swells up, it triggers an anabolic (building-up) mechanism in the body. It's accompanied by positive nitrogen balance, protein synthesis and growth hormone release. Cellular hydration also results in a reduction of cell acidity, increased fat burning, DNA repair and strong immune defenses.

As you burn fat, you will gain water, increasing your hydration levels. Those cells will begin repairing, and you will experience the benefits of improved hydration!

## CORE KETO NUTRITIONAL SUPPLEMENTS

The following Keto-powered supplements are recommended in order to get the most out of your Keto360 experience: KetoFIRE™ and KetoPROTEIN™.



## ADVANCED KETO NUTRITIONAL SUPPLEMENTS

While the supplements listed below are not necessarily required to be successful on the Keto360 program, we do recommend using these as well, as they will help to support your body in the areas of cellular health, digestion, elimination or the immune system.† These include: KetoFEAST™, KetoBROTH™, KETO pH™, KetoBIOME™ and KetoDIGEST™.†



†These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

# THE ROLE OF ESSENTIAL OILS

During the Keto360 program, it's a priority to consume healthy fats and oils. Fats and oils deliver powerful nutrients, such as essential fatty acids as well as fat-soluble vitamins not found in protein and carbohydrate foods. Meanwhile, powerful substances known as essential oils are extracted from plants such as herbs and spices and provide beneficial compounds known as phytonutrients, which can promote healthy metabolism, support healthy hormones, healthy aging, immune system health and healthy levels of blood sugar and a healthy response to inflammation.

We recommend adding organic essential oils to daily drinking water as well as recipes. The most beneficial essential oils include:

- Citrus oils such as grapefruit, orange and lemon to promote cleansing and healthy metabolism
- Peppermint and ginger to support digestive health
- Clove for healthy gums and teeth
- Cinnamon for healthy blood sugar levels
- Frankincense and turmeric to support a healthy immune system as well as reduce post-exercise soreness, aches and pains
- Oregano and thyme to promote healthy microbial balance and seasonal wellness

Make sure to use essential oils labeled as dietary supplements and consume only Certified USDA Organic essential oils.



# A SAMPLE FIRE PHASE DAY

For meal plans, see the Keto360 14-Day Meal Plan on the following pages. For recipes, see the Keto360 Recipes that accompany this guide.

## Morning

- Coffee360 (organic coffee, blended with 1-2 tablespoons of coconut oil, butter, ghee or 1 scoop of KetoPROTEIN™ (or KetoBROTH™) — or KetoPROTEIN™ (or KetoBROTH™) mixed in water
- 6 capsules of KetoFIRE™

## Lunch (you may start your “lunch meal” between 12–4 p.m., depending on when you open your eating window):

- One serving of protein from approved list
- Unlimited veggies from approved list
- Oils from approved list
- One serving of low-sugar fruit (optional)

## Snack (optional)

- Keto360-approved snack, such as *Keto Bombs*, or a low-sugar fruit with an approved source of fat or oil
- 6 capsules of KetoFIRE™ Caffeine Free

## Dinner (6-8pm)

- One serving of protein from approved list
- Unlimited veggies from approved list
- Oils from approved list

Throughout the day, make sure to drink plenty of purified water (8–10 glasses) with essential oils (optional), teas and herbal infusions.



# THE KETO360 14-DAY MEAL PLAN

Drink plenty of purified water (8–10 glasses). Include essential oils in your water, if desired. Consume teas and herbal infusions as desired. (Note: Meals appearing in italics refer to Keto360 recipes.)

## DAY 1

### Morning

- Coffee360: organic coffee blended with 1-2 tablespoons of coconut oil, butter, ghee or 1 scoop of KetoPROTEIN™ (or KetoBROTH™) — **or** 1 scoop of KetoPROTEIN™ (or KetoBROTH™) mixed in water
- 6 capsules of KetoFIRE™

### Lunch

- *Lamb Burgers*
- 9 ounces of asparagus, drizzled with 1-2 tablespoons of olive oil and seasoned to taste
- ½ avocado

### Snack

- 6 capsules of KetoFIRE™ Caffeine Free
- 4 ounces of strawberries served with a side of full-fat cottage cheese (optional)

### Dinner

- 6 ounces of wild-caught salmon cooked in 2 tablespoons of coconut oil
- 6 ounces of steamed Brussels sprouts, topped with 1 tablespoon of flax oil and seasoned to taste

## DAY 2

### Morning

- Coffee360: organic coffee blended with 1-2 tablespoons of coconut oil, butter, ghee or 1 scoop of KetoPROTEIN™ (or KetoBROTH™) — **or** 1 scoop of KetoPROTEIN™ (or KetoBROTH™) mixed in water
- 6 capsules of KetoFIRE™

### Lunch

- 6 ounces of organic, grass-fed bison cooked in 2 tablespoons of coconut oil
- 5 ounces of sliced cucumber, drizzled with lemon juice, olive oil and seasoned to taste
- ½ grapefruit

### Snack

- 6 capsules of KetoFIRE™ Caffeine Free
- *Strawberry-Raspberry Chia Seed Pudding* (optional)

### Dinner

- *Keto Tortillas*
- 6 ounces of zucchini sautéed in 1-2 tablespoons of coconut oil

## DAY 3

### Morning

- Coffee360: organic coffee blended with 1-2 tablespoons of coconut oil, butter, ghee or 1 scoop of KetoPROTEIN™ (or KetoBROTH™) — **or** 1 scoop of KetoPROTEIN™ (or KetoBROTH™) mixed in water
- 6 capsules of KetoFIRE™

### Lunch

- *Keto Florentine Pizza*
- 5 ounces of steamed spinach, topped with 1 tablespoon of olive oil and seasoned to taste
- ½ Granny Smith apple

### Snack

- 6 capsules of KetoFIRE™ Caffeine Free
- 6 ounces of raspberries served with a side of full-fat cottage cheese (optional)

### Dinner

- 6 ounces of organic, grass-fed lamb cooked in 2 tablespoons of coconut oil
- 5 ounces of steamed cabbage, topped with 1 tablespoon of olive oil and seasoned to taste

## DAY 4

### Morning

- Coffee360: organic coffee blended with 1-2 tablespoons of coconut oil, butter, ghee or 1 scoop of KetoPROTEIN™ (or KetoBROTH™) — **or** 1 scoop of KetoPROTEIN™ (or KetoBROTH™) mixed in water
- 6 capsules of KetoFIRE™

### Lunch

- *Strawberry Spinach Salad with Poppy Seed Dressing*

### Snack

- 6 capsules of KetoFIRE™ Caffeine Free
- ½ avocado (optional)

### Dinner

- 6 ounces of organic, free-range chicken cooked in 2 tablespoons of coconut oil
- 5 ounces of steamed kale, topped with 1-2 tablespoons of olive oil and seasoned to taste

## DAY 5

### Morning

- Coffee360: organic coffee blended with 1-2 tablespoons of coconut oil, butter, ghee or 1 scoop of KetoPROTEIN™ (or KetoBROTH™) — **or** 1 scoop of KetoPROTEIN™ (or KetoBROTH™) mixed in water
- 6 capsules of KetoFIRE™

### Lunch

- *Lamb Burgers*
- 5 ounces of steamed spinach, topped with 1 tablespoon of olive oil and seasoned to taste
- ½ avocado

### Snack

- 6 capsules of KetoFIRE™ Caffeine Free
- ½ grapefruit (optional)

### Dinner

- 6 ounces of wild-caught salmon cooked in 2 tablespoons of coconut oil
- 6 ounces of green beans sautéed in 1-2 tablespoons of ghee

## DAY 6

### Morning

- Coffee360: organic coffee blended with 1-2 tablespoons of coconut oil, butter, ghee or 1 scoop of KetoPROTEIN™ (or KetoBROTH™) — **or** 1 scoop of KetoPROTEIN™ (or KetoBROTH™) mixed in water
- 6 capsules of KetoFIRE™

### Lunch

- 6 ounces of wild-caught salmon cooked in 2 tablespoons of coconut oil
- 9 ounces of celery sautéed in 2 tablespoons of flax oil
- 4 ounces of strawberries

### Snack

- 6 capsules of KetoFIRE™ Caffeine Free
- *Keto Fat Bombs (optional)*

### Dinner

- 6 ounces of organic, grass-fed beef cooked in 2 tablespoons of coconut oil
- 5 ounces of sliced cucumber, drizzled with lemon juice, olive oil and seasoned to taste

## DAY 7

### Morning

- Coffee360: organic coffee blended with 1-2 tablespoons of coconut oil, butter, ghee or 1 scoop of KetoPROTEIN™ (or KetoBROTH™) — **or** 1 scoop of KetoPROTEIN™ (or KetoBROTH™) mixed in water
- 6 capsules of KetoFIRE™

### Lunch

- 6 ounces of organic, free-range chicken cooked in 2 tablespoons coconut oil
- 6 ounces of summer squash sautéed in 1-2 tablespoons of ghee
- 4 ounces of blackberries

### Snack

- 6 capsules of KetoFIRE™ Caffeine Free
- ½ Granny Smith apple with 1 tablespoon of almond butter (optional)

### Dinner

- *Turkey-Stuffed Bell Peppers*
- 9 ounces of grilled asparagus, drizzled with 1-2 tablespoons of olive oil and seasoned to taste

## DAY 8

### Morning

- Coffee360: organic coffee blended with 1-2 tablespoons of coconut oil, butter, ghee or 1 scoop of KetoPROTEIN™ (or KetoBROTH™) — **or** 1 scoop of KetoPROTEIN™ (or KetoBROTH™) mixed in water
- 6 capsules of KetoFIRE™

### Lunch

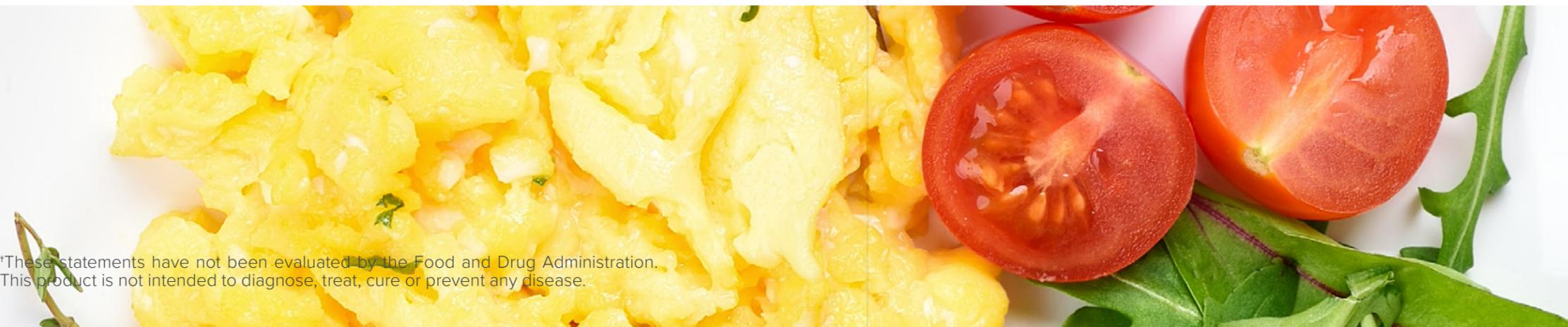
- 6 ounces of organic, grass-fed beef cooked in 2 tablespoons of coconut oil
- 9 ounces of asparagus, drizzled with 1-2 tablespoons of olive oil and seasoned to taste
- ½ avocado

### Snack

- 6 capsules of KetoFIRE™ Caffeine Free
- 4 ounces of strawberries served with a side of full-fat cottage cheese (optional)

### Dinner

- *Keto Scrambled Eggs*
- 6 ounces of steamed Brussels sprouts, topped with 1 tablespoon of flax oil and seasoned to taste



## DAY 9

### Morning

- Coffee360: organic coffee blended with 1-2 tablespoons of coconut oil, butter, ghee or 1 scoop of KetoPROTEIN™ (or KetoBROTH™) — **or** 1 scoop of KetoPROTEIN™ (or KetoBROTH™) mixed in water
- 6 capsules of KetoFIRE™

### Lunch

- *Seared Grass-Fed Steaks*
- 6 ounces of zucchini sautéed in 1-2 tablespoons of coconut oil
- ½ grapefruit

### Snack

- 6 capsules of KetoFIRE™ Caffeine Free
- 4 ounces of blueberries and cubed cheese (optional)

### Dinner

- 3 eggs fried in 1-2 tablespoons of avocado oil
- 5 ounces of sliced cucumber, drizzled with lemon juice, olive oil and seasoned to taste

## DAY 10

### Morning

- Coffee360: organic coffee blended with 1-2 tablespoons of coconut oil, butter, ghee or 1 scoop of KetoPROTEIN™ (or KetoBROTH™) — **or** 1 scoop of KetoPROTEIN™ (or KetoBROTH™) mixed in water
- 6 capsules of KetoFIRE™

### Lunch

- 6 ounces of organic, free-range turkey cooked in 2 tablespoons of sesame oil
- 5 ounces of steamed spinach, topped with 1 tablespoon of olive oil and seasoned to taste
- ½ Granny Smith apple

### Snack

- 6 capsules of KetoFIRE™ Caffeine Free
- 4 ounces of raspberries served with a side of full-fat cottage cheese (optional)

### Dinner

- *Lamb Burgers*
- 5 ounces of steamed cabbage, topped with 1 tablespoon of olive oil and seasoned to taste



## DAY 11

### Morning

- Coffee360: organic coffee blended with 1-2 tablespoons of coconut oil, butter, ghee or 1 scoop of KetoPROTEIN™ (or KetoBROTH™) — **or** 1 scoop of KetoPROTEIN™ (or KetoBROTH™) mixed in water
- 6 capsules of KetoFIRE™

### Lunch

- 6 ounces of wild-caught halibut cooked in 2 tablespoons of palm oil
- 6 ounces of zucchini sautéed in 1-2 tablespoons of coconut oil
- 4 ounces of blueberries

### Snack

- 6 capsules of KetoFIRE™ Caffeine Free
- ½ avocado (optional)

### Dinner

- *Baked Italian Chicken*
- 5 ounces of steamed kale, topped with 1-2 tablespoons of olive oil and seasoned to taste

## DAY 12

### Morning

- Coffee360: organic coffee blended with 1-2 tablespoons of coconut oil, butter, ghee or 1 scoop of KetoPROTEIN™ (or KetoBROTH™) — **or** 1 scoop of KetoPROTEIN™ (or KetoBROTH™) mixed in water
- 6 capsules of KetoFIRE™

### Lunch

- 6 ounces of organic, grass-fed lamb cooked in 2 tablespoons of coconut oil
- 5 ounces of steamed spinach, topped with 1 tablespoon of olive oil and seasoned to taste
- ½ avocado

### Snack

- 6 capsules of KetoFIRE™ Caffeine Free
- ½ grapefruit (optional)

### Dinner

- 6 ounces of wild-caught salmon cooked in 2 tablespoons of coconut oil
- 6 ounces of green beans sautéed in 1-2 tablespoons of ghee

## DAY 13

### Morning

- Coffee360: organic coffee blended with 1-2 tablespoons of coconut oil, butter, ghee or 1 scoop of KetoPROTEIN™ (or KetoBROTH™) — **or** 1 scoop of KetoPROTEIN™ (or KetoBROTH™) mixed in water
- 6 capsules of KetoFIRE™

### Lunch

- 6 ounces of wild-caught salmon cooked in 2 tablespoons of coconut oil
- 9 ounces of celery sautéed in 2 tablespoons of flax oil
- ½ grapefruit

### Snack

- 6 capsules of KetoFIRE™ Caffeine free
- 4 ounces of blackberries served with a side of full-fat cottage cheese (optional)

### Dinner

- *Keto Beef Tacos in Romaine Boats*
- 5 ounces of sliced cucumber, drizzled with lemon juice, olive oil and seasoned to taste

## DAY 14

### Morning

- Coffee360: organic coffee blended with 1-2 tablespoons of coconut oil, butter, ghee or 1 scoop of KetoPROTEIN™ (or KetoBROTH™) — **or** 1 scoop of KetoPROTEIN™ (or KetoBROTH™) mixed in water
- 6 capsules of KetoFIRE™

### Lunch

- *Steak Fajitas*
- 6 ounces of summer squash sautéed in 1-2 tablespoons of ghee
- ½ Granny Smith apple

### Snack

- 6 capsules of KetoFIRE™ Caffeine Free
- *Strawberry-Raspberry Chia Seed Pudding* (optional)

### Dinner

- 6 ounces of organic, free-range turkey cooked in 2 tablespoons of coconut oil
- 9 ounces of grilled asparagus, drizzled with 1-2 tablespoons of olive oil and seasoned to taste

# MANAGING PLATEAUS

Plateaus are a common challenge during any diet or wellness program. You may be following the plan exactly and experience a few days or even a week without seeing any noticeable improvements. A plateau is perfectly normal and very often will resolve itself on its own. Rest assured that you are still in the fat-burning zone and the scale will start moving soon.

A plateau is considered three consecutive days without weight loss. Possible reasons for a plateau or stall include:

- Stress
- Menstrual cycle
- Eating too few or too many calories
- Exposure to pesticides, chemicals and toxins from non-organic foods
- Lack of sleep
- Consuming foods not included on the Keto360 Shopping List
- Harsh cleaning products and detergents can contain harmful chemicals and obesogens. We recommend using an alternative, organic product or using gloves, cleaning house with white vinegar and even using wool laundry balls instead of fabric softener.

If you hit a plateau and do not experience any weight loss on the third day, you should implement a recommended "plateau breaker." When using a plateau breaker, choose only one to implement. If you have consumed unapproved foods or gone off the program in some way and are experiencing a plateau, it's time to jump back in and recommit to the Fire Phase again!

Effective plateau breakers should be followed for two to three days, or until you begin to lose weight again. Our recommended plateau breakers include:

- Remove one or both fruit servings and add one tablespoon of coconut, macadamia nut, avocado or extra virgin olive oil to your daily diet.
- Eliminate your optional snack, so that you're only consuming two meals each day.
- Start extreme Nutrient Timing, in which you eat only during a two-hour window. Only consume approved beverages throughout the day and eat approved foods during a two-hour time period per day until you begin losing weight again.



# THE FOREVER PHASE

## (DAY 31 AND ON)

You may choose to continue in the Fire Phase because you want to continue to see great results (such as losing more pounds in order to reach your goal weight) and, hopefully, because it's relatively effortless. However, if you've met your weight-loss goal, you can maintain your results by transitioning to a modified ketogenic dietary plan, also known as the Forever Phase.

So, how does the Forever Phase differ from the Fire Phase? Well, we believe that our bodies were designed to be in a state of ketosis periodically, so once you achieve your health and weight-loss goals, you can follow the principles of Fire Phase regularly while allowing for a period of hours or days of increased protein and carbohydrate consumption (the Forever Phase). This dietary plan is comprised of higher carb- and protein-eating periods that are often referred to as "re-feeds." By varying your diet between the Fire Phase and a higher protein and carb, real-food diet, you can first achieve and then maintain your ideal weight and health for a lifetime.

If you ever veer off the Keto360 path and find yourself gaining weight and lacking energy, transition back to the Fire Phase to re-enter the fat-burning zone. Remember, you are never more than a few Fire Phase meals away from victory!



# THE FOREVER PHASE PLAN

This 7-day sample meal plan is designed to teach you how to maintain your Keto360 weight-loss results while allowing for some dietary flexibility. As shown here, you should plan to have three Fire Phase days and four higher carb days each week. For best results, we recommend that you limit your carb intake to 100 grams on higher carb days and nights and also plan your workouts to fall on these days. Also, try to make your carb days non-consecutive, as carb days allow for breakfast and Fire Phase days feature intermittent fasting. (Note: Meals in italics can be found in the Keto360 Recipes.)



## DAY 1 – CARB DAY

### Breakfast

- Keto Smoothie: 1 scoop of KetoPROTEIN™, 1 cup of fruit and 1 cup of unsweetened almond milk
- 6 capsules of KetoFIRE™

### Lunch

- 6-ounce chicken breast
- 1 small baked sweet potato
- Side garden salad

### Snack

- 2 large carrots served with 2 tablespoons of hummus
- 6 capsules of KetoFIRE™ Caffeine Free

### Dinner

- Grass-fed beef burger in a lettuce wrap with tomato, ketchup and mustard
- Side of steamed spinach

### Dessert

- 2 ounces of dark chocolate with 1 tablespoon of almond butter

## DAY 2 – FIRE PHASE DAY

### Morning

- Coffee360: organic coffee blended with 1-2 tablespoons of coconut oil, butter, ghee and/or 1 scoop of KetoPROTEIN™ (or KetoBROTH™) — **or** 1 scoop of KetoPROTEIN™ (or KetoBROTH™) mixed in water
- 6 capsules of KetoFIRE™

### Lunch

- 4-6 ounces of tuna salad (wild-caught canned tuna with 2-3 tablespoons of avocado mayo) served over a bed of mixed greens
- ½ avocado, sliced

### Snack

- Keto Shake: 1 scoop of KetoPROTEIN™ or KetoFEAST™, 8 ounces of water, a handful of berries and ice cubes
- 6 capsules of KetoFIRE™ Caffeine Free

### Dinner

- Chicken pesto with steamed zucchini noodles
- Mixed veggies sautéed in coconut oil

## DAY 3 – CARB DAY

### Breakfast

- ½ cup of oatmeal with ½ banana, 1 scoop of KetoCOLLAGEN™ and 2 tablespoons of chopped walnuts
- 6 capsules of KetoFIRE™

### Lunch

- 4 ounces of chicken salad on one piece of sprouted whole grain bread
- Kale Salad: 2 cups of kale, 1 tablespoon of olive oil, ½ tablespoon of lemon juice, 2 tablespoons of pine nuts and 1 tablespoon of dried cranberries

### Snack

- *Keto Chocolate Smoothie*
- 6 capsules of KetoFIRE™ Caffeine Free

### Dinner

- 4 ounces of grilled chicken served with ½ cup of brown or jasmine rice and steamed broccoli

### Dessert

- 1 rice cake dipped in dark chocolate



## DAY 4 – FIRE PHASE DAY

### Breakfast

- Keto Smoothie: 1 scoop of KetoPROTEIN™, 1 cup of coconut milk and 2 tablespoons of hemp seeds
- 6 capsules of KetoFIRE™

### Lunch

- Large salad consisting of 4 ounces of chicken, ½ avocado, mixed greens, sliced cucumber, diced tomato and 2 tablespoons of *Avocado Ranch Dressing*

### Snack

- ¼ cup of salted sprouted almonds
- 6 capsules of KetoFIRE™ Caffeine Free

### Dinner

- 4-6 ounces of grilled salmon served with 1 tablespoon of coconut aminos and steamed cauliflower drizzled with 2 tablespoons of tahini and sea salt

## DAY 5 – CARB DAY

### Breakfast

- 3 eggs, 2 slices of turkey bacon and steamed spinach
- 6 capsules of KetoFIRE™

### Lunch

- Chicken Vegetable Bone Broth Soup (made to taste with chicken broth, chicken, carrots, celery, onions, parsley and sea salt)

### Snack

- KetoBROTH™ Shake: 1 scoop of vanilla KetoBROTH™ and 1 cup of unsweetened almond milk
- 6 capsules of KetoFIRE™ Caffeine Free

### Dinner

- Homemade pizza made with gluten-free crust, 2 ounces of chicken, buffalo mozzarella (or other cheese), organic pizza sauce, fresh basil and onions

### Dessert

- 2 ounces of dark chocolate served with 1 tablespoon of almond butter



## DAY 6 – FIRE PHASE DAY

### Breakfast

- Chocolate Chia Breakfast Pudding: 1 scoop of chocolate KetoPROTEIN™, ¼ cup of canned coconut cream, 2 tablespoons of chia seeds and 1 tablespoon of cocoa powder
- 6 capsules of KetoFIRE™

### Lunch

- Chicken Salad in Lettuce Wraps
- Salad: romaine lettuce, turkey bacon bits and tomato served with Caesar dressing

### Snack

- ½ cup of cottage cheese with a handful of berries
- 6 capsules of KetoFIRE™ Caffeine Free

### Dinner

- Coconut-crust chicken tenders
- Steamed broccoli and cauliflower drizzled with 2 tablespoons of tahini and sea salt

## DAY 7 – CARB DAY

### Breakfast

- Almond Flour KetoPROTEIN™ Pancakes: ¼ cup of almond flour, ¼ cup of coconut flour, 1 scoop of vanilla KetoPROTEIN™, 2 eggs, 1 tablespoon of chia seeds, 1/3 cup of coconut milk and water (as needed for consistency)
- 6 capsules of KetoFIRE™

### Lunch

- Salmon Salad: 4 ounces of salmon, mixed greens, tomato, red bell pepper, capers, fresh dill, olive oil and lemon juice

### Snack

- 1 ounce of goat cheese with celery sticks
- 6 capsules of KetoFIRE™ Caffeine Free

### Dinner

- Grass-fed burger on a gluten-free bun
- ½ cup of baked sweet potato fries and steamed veggies

### Dessert

- 1 cup of raspberries and strawberries dipped in dark chocolate

# OVERCOMING CHALLENGES

While following the Keto360 program, you may encounter some challenges. Here are some tips, categorized by topic, to help you stay on track.



## I'M HAVING TROUBLE WITH SLEEP.

Sleep is an important component of the Keto360 program. The time you sleep and the amount you sleep are major factors in how you feel and how you look. Establish a regular bedtime (preferably well before midnight) to allow eight hours of sleep per night.

### Tips for better sleep:

- Eliminate electromagnetic signal exposure in bed. Keep cell phone out of the bedroom and turn off WiFi during sleep.
- Stop all screen time two hours before bed.
- Keep room as dark as possible. Use a blackout mask when room cannot be completely darkened.
- Keep room temperature cooler during sleep.
- Consume a serving of KETO pH™ before bed.

## I'M EXPERIENCING LEG CRAMPS.

Leg cramps are typically associated with a deficiency in minerals, particularly electrolytes. Try consuming a serving of KETO pH™ before bed. Taking a bath with Epsom salts and lavender essential oil can be very helpful. Rubbing magnesium oil on your legs can also help.



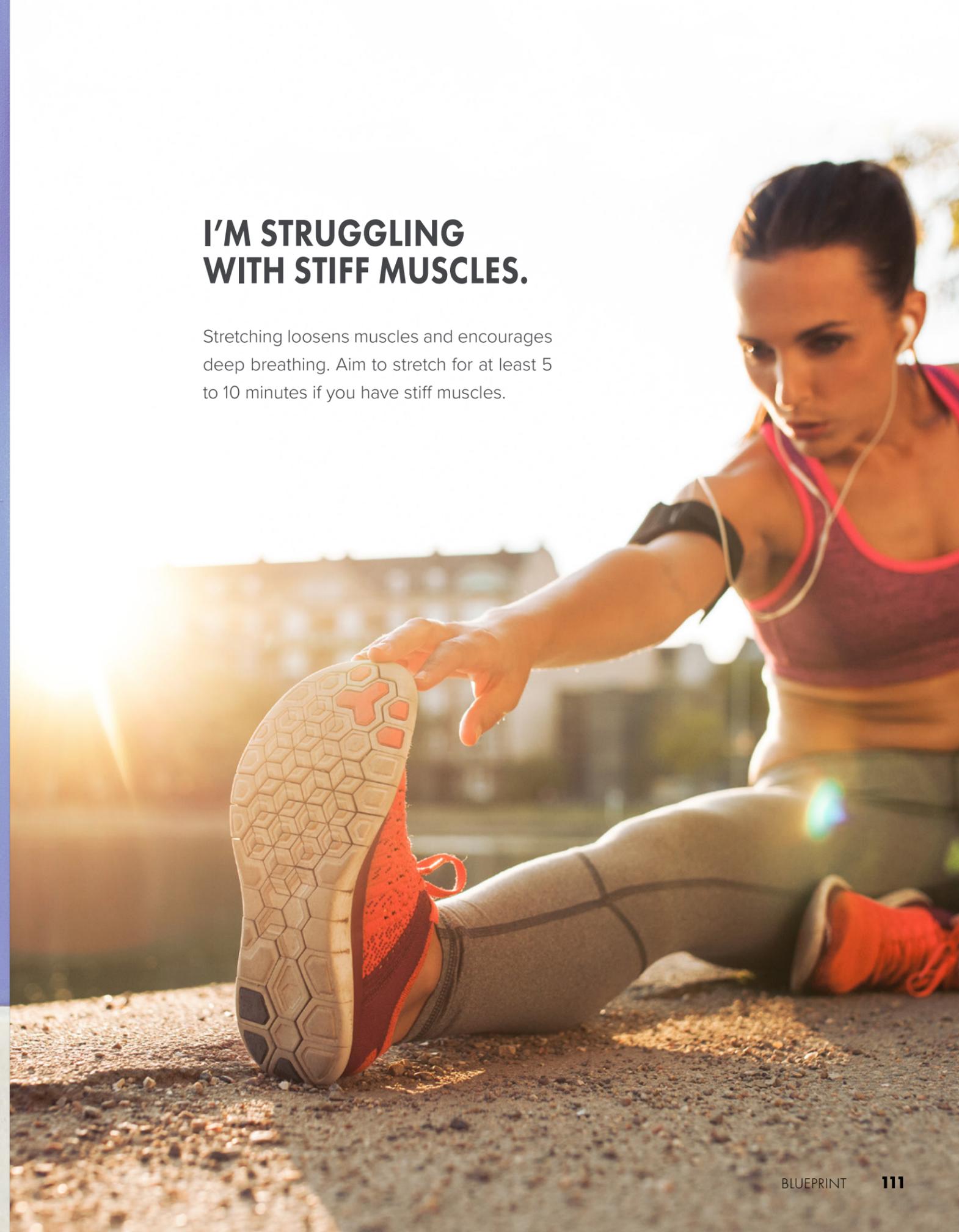
## I FEEL A LOT OF STRESS.

As you know, stress can impact your weight, hormones and mental health state. When an individual is experiencing stress, cortisol is released, directly impacting everything from sleep to energy levels and even belly-fat storage. For best results on your program, try to relax and enjoy the healthy changes you are making. Some tips for managing stress while on the program:

- **Plan ahead.** Having veggies pre-cut, nuts and seeds ready to eat and available for snacking can help satisfy any potential hunger you may experience between meals and will keep you from being tempted and making poor food choices.
- **Keep perspective.** Remember your goals and why you chose to make a life change. Think about the positive changes you made and results to come!
- **Breathe deeply.** Take a break for a few minutes and focus on breathing. Sit up straight, hand on belly and slowly inhale through your nose. You will feel the breath in your abdomen work its way to the top of your head. Reverse and exhale through your mouth.
- **Use essential oils.** Many essential oils have a calming effect. Oils such as lavender, rosemary and thyme may offer a quick stress release.
- **Get moving.** Find 20 minutes to go for a quick walk or add an additional BurstFIT session.
- **Boost supplement intake.** Additional servings of KetoFIRE™, KetoBROTH™, KetoPROTEIN™ or KetoFEAST™ can help balance stress levels by providing adaptogenic botanicals, such as ashwagandha, which help naturally lower cortisol levels.\*

## I'M STRUGGLING WITH STIFF MUSCLES.

Stretching loosens muscles and encourages deep breathing. Aim to stretch for at least 5 to 10 minutes if you have stiff muscles.



## I'M EXPERIENCING TROUBLE WITH BOWEL MOVEMENTS/CONSTIPATION.

Reduction in normal bowel movements is not the same as constipation. Constipation is characterized by stool that has a hard consistency and may be difficult to pass. On the Keto360 program, your bowel movements will slow down due to the improved digestion, decrease in carbohydrate consumption and decreased intake of food. If you drink the proper amount of water, consume adequate oils and fiber, you can avoid constipation. To promote healthy digestion and elimination on the Keto360 program, try KetoBIOME™, KetoDIGEST™ or KetoFIBER™.†

## I'M FEELING HUNGRY.

You should comfortably go about your daily activities while on the Keto360 program. During the first few days of the Fire Phase, you may experience some mild hunger. By the third day of the Fire Phase, your body will be busting into the fat-burning zone. Your appetite will decrease and hunger will be satisfied with fat as your new fuel.

If you experience hunger, it's likely you are not consuming enough calories or healthy fats, or you could be dehydrated. Make sure you are drinking the recommended amount of water, as thirst can often be confused with hunger. Adding a serving of KetoPROTEIN™ (or KetoBROTH™) during your cleansing window can be a great hunger buster and provide you with sustained energy.† Drinking teas or herbal infusions may also help.





## I'M TAKING PRESCRIPTION MEDICATIONS.

Never discontinue or modify prescription medications while on the program without consulting your physician. Diet changes you are making may lead to weight loss and possible changes in blood pressure or blood sugar. Notify your physician if you are experiencing any unusual symptoms related to your prescribed medicines. Medication dosages need to be adjusted with the help of your physician. Monitor your blood sugar or blood pressure multiple times per day as directed.

You should continue any medications your physician has prescribed for you. And, as with any diet and wellness program, you should consult your physician before beginning any new diet or supplement regimen.

## I TYPICALLY USE ARTIFICIAL SWEETENERS.

Artificial sweeteners are not recommended on the Keto360 program. The only sweeteners that are approved in small doses are stevia and monk fruit. Artificial and other sugar-free sweeteners fool your body into thinking they are sugar, causing your body to release insulin, which causes your body to store fat. Stevia and monk fruit are natural and do not have this effect, if used in moderation. Make sure to consume pure stevia or monk fruit extracts with no sugars or starches added.





## I'M EXPERIENCING DETOX SYMPTOMS.

Detox reactions can occur during the Keto360 program. In most cases, they appear as minor headaches, fatigue or occasional loose bowels or slowed elimination. This will typically occur during the first five to seven days of the program.

Detox reactions are often an indicator that your system is shifting for the positive. For example, if you have been drinking diet sodas, smoking cigarettes, consuming processed foods, using personal care products with harsh chemicals for years, the body has built up a tolerance and craving for those chemicals. When there is a lifestyle and/or behavioral modification in a short period of time, the body will start to detoxify through the excretory systems.

Consuming KetoBIOME™ and/or KETO pH™ can aid in the body's metabolic and digestive adaptation.† If symptoms persist, discontinue the Keto360 program and return to your regular diet for a period of time. When these symptoms desist, try Keto360 again and, hopefully, your body will be more able to make the adjustment.

## I'M A WOMAN, AND I'M CONCERNED ABOUT HOW KETO360 MAY AFFECT MY HORMONE BALANCE/MENSTRUAL CYCLE.

Weight loss often slows down a few days before and during the menstrual cycle. The menstrual cycle increases water retention and water weight shows up on the scale. Please accept that the stall/gain is temporary and continue to follow the protocol. The loss on the scale will happen once the menstrual cycle is normalized in the body. Do not get discouraged.

Additionally, it's worth noting that some experts advise women to adopt an alkaline ketogenic diet, since women's hormones have shown to be more sensitive to dietary changes. Therefore, if you're a woman struggling with lack of energy while on Keto360, you may want to consider modifying the Keto360 program to include more alkaline-forming foods, such as avocados and dark, leafy greens. KETO pH™ is the first alkalizing formula for ketogenic dieters and can help greatly by balancing the body's pH levels.†



# THE KETO360 JOURNAL



# THE IMPORTANCE OF JOURNALING

We've provided these sample journal pages to help you track your progress.

Listed at the top of the journal page, you will find space to record your daily affirmation (a sentence or phrase that you declare over yourself, stating your vision and what you know can be true). An example is the statement, "I am choosing progress over perfection."

Why is this important? Your brain has a reticular activating system, which works as a filter, allowing in information we need and filtering out information we don't. The human brain uses this so that our senses do not overload with all of the information and stimulation we receive. Your brain registers what matters to you based on your goals, needs, interests and desires. The stated affirmations tell your brain what your goals and desires are.

Each day, stand in front of the mirror for 30 seconds and recite your affirmations with authority. You may find this exercise uncomfortable early in your program, but stick with it: You are transforming your body and

mindset over the next 30 days. The verbal affirmations are supported by the actions you are taking to improve your health, your body and your self-esteem. You are succeeding in all of these areas!

You'll also find places to record the date and your weight, which you'll want to track each day to help keep you motivated. Next, you'll fill in your daily water intake. Remember that your goal is to consume half of your body weight in ounces. Then, you'll include what you consumed at each meal, and the food groups are specified on the following page to help keep you on track. Finally, you'll find a space for you to write down your motivation to achieve your goal. It's important to remind yourself of your greatest motivating factor each day in order to stick to the program as closely as possible.

By the end of the program, you will celebrate the mental and physical changes you have made and be more comfortable with yourself in the mirror. Remember: You were created for great health and abundance!

## KETO360 JOURNAL PAGE FEAST PHASE – DAY 1

Date:  /  /

Weight:

**My daily affirmation:** \_\_\_\_\_

### Morning

- Keto Fire™
- Keto Protein™
- Coffee, tea or protein shake **(Optional)**

### Lunch

- Protein \_\_\_\_\_
- Vegetables \_\_\_\_\_
- Fat/oil \_\_\_\_\_ tablespoons

### Afternoon

- Keto Fire™ **(Caffeine free)**
- Snack **(Optional)** \_\_\_\_\_

### Dinner

- Protein \_\_\_\_\_
- Vegetables \_\_\_\_\_
- Fat/oil \_\_\_\_\_ tablespoons

### Fruit

- Serving 1 \_\_\_\_\_
- Serving 2 \_\_\_\_\_

### Water

- Total ounces \_\_\_\_\_

**My motivation to achieve my goal is:**

# KETO360 JOURNAL PAGE

## FEAST PHASE – DAY 2

Date: / /

My daily affirmation

### Morning

- Keto Fire™
- Keto Protein™
- Coffee, tea or protein shake *(Optional)*

### Lunch

- Protein \_\_\_\_\_
- Vegetables \_\_\_\_\_
- Fat/oil \_\_\_\_ tablespoons

### Afternoon

- Keto Fire™ *(Caffeine free)*
- Snack *(Optional)* \_\_\_\_\_

### Dinner

- Protein \_\_\_\_\_
- Vegetables \_\_\_\_\_
- Fat/oil \_\_\_\_ tablespoons

### Fruit

- Serving 1 \_\_\_\_\_
- Serving 2 \_\_\_\_\_

### Water

- Total ounces \_\_\_\_

**My motivation to achieve my goal is:**

# KETO360 JOURNAL PAGE

## FEAST PHASE – DAY 3

Date: / /

My daily affirmation

### Morning

- Keto Fire™
- Keto Protein™
- Coffee, tea or protein shake *(Optional)*

### Lunch

- Protein \_\_\_\_\_
- Vegetables \_\_\_\_\_
- Fat/oil \_\_\_\_ tablespoons

### Afternoon

- Keto Fire™ *(Caffeine free)*
- Snack *(Optional)* \_\_\_\_\_

### Dinner

- Protein \_\_\_\_\_
- Vegetables \_\_\_\_\_
- Fat/oil \_\_\_\_ tablespoons

### Fruit

- Serving 1 \_\_\_\_\_
- Serving 2 \_\_\_\_\_

### Water

- Total ounces \_\_\_\_

**My motivation to achieve my goal is:**

# KETO360 JOURNAL PAGE

Date: / /

## FIRE PHASE – DAY 4

My daily affirmation

### Morning

- Keto Fire™
- Keto Protein™
- Coffee, tea or protein shake *(Optional)*

### Lunch

- Protein \_\_\_\_\_
- Vegetables \_\_\_\_\_
- Fat/oil \_\_\_\_ tablespoons

### Afternoon

- Keto Fire™ *(Caffeine free)*
- Snack *(Optional)* \_\_\_\_\_

### Dinner

- Protein \_\_\_\_\_
- Vegetables \_\_\_\_\_
- Fat/oil \_\_\_\_ tablespoons

### Fruit

- Serving 1 \_\_\_\_\_
- Serving 2 \_\_\_\_\_

### Water

- Total ounces \_\_\_\_

My motivation to achieve my goal is:

# KETO360 JOURNAL PAGE

Date: / /

## FIRE PHASE – DAY 5

My daily affirmation

### Morning

- Keto Fire™
- Keto Protein™
- Coffee, tea or protein shake *(Optional)*

### Lunch

- Protein \_\_\_\_\_
- Vegetables \_\_\_\_\_
- Fat/oil \_\_\_\_ tablespoons

### Afternoon

- Keto Fire™ *(Caffeine free)*
- Snack *(Optional)* \_\_\_\_\_

### Dinner

- Protein \_\_\_\_\_
- Vegetables \_\_\_\_\_
- Fat/oil \_\_\_\_ tablespoons

### Fruit

- Serving 1 \_\_\_\_\_
- Serving 2 \_\_\_\_\_

### Water

- Total ounces \_\_\_\_

My motivation to achieve my goal is:

# KETO360 JOURNAL PAGE

Date: / /

## FIRE PHASE – DAY 6

My daily affirmation

### Morning

- Keto Fire™
- Keto Protein™
- Coffee, tea or protein shake *(Optional)*

### Lunch

- Protein \_\_\_\_\_
- Vegetables \_\_\_\_\_
- Fat/oil \_\_\_\_ tablespoons

### Afternoon

- Keto Fire™ *(Caffeine free)*
- Snack *(Optional)* \_\_\_\_\_

### Dinner

- Protein \_\_\_\_\_
- Vegetables \_\_\_\_\_
- Fat/oil \_\_\_\_ tablespoons

### Fruit

- Serving 1 \_\_\_\_\_
- Serving 2 \_\_\_\_\_

### Water

- Total ounces \_\_\_\_

My motivation to achieve my goal is:

# KETO360 JOURNAL PAGE

Date: / /

## FIRE PHASE – DAY 7

My daily affirmation

### Morning

- Keto Fire™
- Keto Protein™
- Coffee, tea or protein shake *(Optional)*

### Lunch

- Protein \_\_\_\_\_
- Vegetables \_\_\_\_\_
- Fat/oil \_\_\_\_ tablespoons

### Afternoon

- Keto Fire™ *(Caffeine free)*
- Snack *(Optional)* \_\_\_\_\_

### Dinner

- Protein \_\_\_\_\_
- Vegetables \_\_\_\_\_
- Fat/oil \_\_\_\_ tablespoons

### Fruit

- Serving 1 \_\_\_\_\_
- Serving 2 \_\_\_\_\_

### Water

- Total ounces \_\_\_\_

My motivation to achieve my goal is:

# KETO360 JOURNAL PAGE

## FIRE PHASE – DAY 8

Date: / /

Weight:

My daily affirmation

### Morning

- Keto Fire™
- Keto Protein™
- Coffee, tea or protein shake *(Optional)*

### Lunch

- Protein \_\_\_\_\_
- Vegetables \_\_\_\_\_
- Fat/oil \_\_\_\_ tablespoons

### Afternoon

- Keto Fire™ *(Caffeine free)*
- Snack *(Optional)* \_\_\_\_\_

### Dinner

- Protein \_\_\_\_\_
- Vegetables \_\_\_\_\_
- Fat/oil \_\_\_\_ tablespoons

### Fruit

- Serving 1 \_\_\_\_\_
- Serving 2 \_\_\_\_\_

### Water

- Total ounces \_\_\_\_

My motivation to achieve my goal is:

# KETO360 JOURNAL PAGE

## FIRE PHASE – DAY 9

Date: / /

My daily affirmation

### Morning

- Keto Fire™
- Keto Protein™
- Coffee, tea or protein shake *(Optional)*

### Lunch

- Protein \_\_\_\_\_
- Vegetables \_\_\_\_\_
- Fat/oil \_\_\_\_ tablespoons

### Afternoon

- Keto Fire™ *(Caffeine free)*
- Snack *(Optional)* \_\_\_\_\_

### Dinner

- Protein \_\_\_\_\_
- Vegetables \_\_\_\_\_
- Fat/oil \_\_\_\_ tablespoons

### Fruit

- Serving 1 \_\_\_\_\_
- Serving 2 \_\_\_\_\_

### Water

- Total ounces \_\_\_\_

My motivation to achieve my goal is:

# KETO360 JOURNAL PAGE

Date: / /

## FIRE PHASE – DAY 10

My daily affirmation

### Morning

- Keto Fire™
- Keto Protein™
- Coffee, tea or protein shake *(Optional)*

### Lunch

- Protein \_\_\_\_\_
- Vegetables \_\_\_\_\_
- Fat/oil \_\_\_\_ tablespoons

### Afternoon

- Keto Fire™ *(Caffeine free)*
- Snack *(Optional)* \_\_\_\_\_

### Dinner

- Protein \_\_\_\_\_
- Vegetables \_\_\_\_\_
- Fat/oil \_\_\_\_ tablespoons

### Fruit

- Serving 1 \_\_\_\_\_
- Serving 2 \_\_\_\_\_

### Water

- Total ounces \_\_\_\_

**My motivation to achieve my goal is:**

# KETO360 JOURNAL PAGE

Date: / /

## FIRE PHASE – DAY 11

My daily affirmation

### Morning

- Keto Fire™
- Keto Protein™
- Coffee, tea or protein shake *(Optional)*

### Lunch

- Protein \_\_\_\_\_
- Vegetables \_\_\_\_\_
- Fat/oil \_\_\_\_ tablespoons

### Afternoon

- Keto Fire™ *(Caffeine free)*
- Snack *(Optional)* \_\_\_\_\_

### Dinner

- Protein \_\_\_\_\_
- Vegetables \_\_\_\_\_
- Fat/oil \_\_\_\_ tablespoons

### Fruit

- Serving 1 \_\_\_\_\_
- Serving 2 \_\_\_\_\_

### Water

- Total ounces \_\_\_\_

**My motivation to achieve my goal is:**

# KETO360 JOURNAL PAGE

Date: / /

## FIRE PHASE – DAY 12

My daily affirmation

### Morning

- Keto Fire™
- Keto Protein™
- Coffee, tea or protein shake *(Optional)*

### Lunch

- Protein \_\_\_\_\_
- Vegetables \_\_\_\_\_
- Fat/oil \_\_\_\_ tablespoons

### Afternoon

- Keto Fire™ *(Caffeine free)*
- Snack *(Optional)* \_\_\_\_\_

### Dinner

- Protein \_\_\_\_\_
- Vegetables \_\_\_\_\_
- Fat/oil \_\_\_\_ tablespoons

### Fruit

- Serving 1 \_\_\_\_\_
- Serving 2 \_\_\_\_\_

### Water

- Total ounces \_\_\_\_

My motivation to achieve my goal is:

# KETO360 JOURNAL PAGE

Date: / /

## FIRE PHASE – DAY 13

My daily affirmation

### Morning

- Keto Fire™
- Keto Protein™
- Coffee, tea or protein shake *(Optional)*

### Lunch

- Protein \_\_\_\_\_
- Vegetables \_\_\_\_\_
- Fat/oil \_\_\_\_ tablespoons

### Afternoon

- Keto Fire™ *(Caffeine free)*
- Snack *(Optional)* \_\_\_\_\_

### Dinner

- Protein \_\_\_\_\_
- Vegetables \_\_\_\_\_
- Fat/oil \_\_\_\_ tablespoons

### Fruit

- Serving 1 \_\_\_\_\_
- Serving 2 \_\_\_\_\_

### Water

- Total ounces \_\_\_\_

My motivation to achieve my goal is:

# KETO360 JOURNAL PAGE

## FIRE PHASE – DAY 14

Date: / /

My daily affirmation

### Morning

- Keto Fire™
- Keto Protein™
- Coffee, tea or protein shake *(Optional)*

### Lunch

- Protein \_\_\_\_\_
- Vegetables \_\_\_\_\_
- Fat/oil \_\_\_\_ tablespoons

### Afternoon

- Keto Fire™ *(Caffeine free)*
- Snack *(Optional)* \_\_\_\_\_

### Dinner

- Protein \_\_\_\_\_
- Vegetables \_\_\_\_\_
- Fat/oil \_\_\_\_ tablespoons

### Fruit

- Serving 1 \_\_\_\_\_
- Serving 2 \_\_\_\_\_

### Water

- Total ounces \_\_\_\_

My motivation to achieve my goal is:

# KETO360 JOURNAL PAGE

## FIRE PHASE – DAY 15

Date: / /

Weight: \_\_\_\_\_

My daily affirmation

### Morning

- Keto Fire™
- Keto Protein™
- Coffee, tea or protein shake *(Optional)*

### Lunch

- Protein \_\_\_\_\_
- Vegetables \_\_\_\_\_
- Fat/oil \_\_\_\_ tablespoons

### Afternoon

- Keto Fire™ *(Caffeine free)*
- Snack *(Optional)* \_\_\_\_\_

### Dinner

- Protein \_\_\_\_\_
- Vegetables \_\_\_\_\_
- Fat/oil \_\_\_\_ tablespoons

### Fruit

- Serving 1 \_\_\_\_\_
- Serving 2 \_\_\_\_\_

### Water

- Total ounces \_\_\_\_

My motivation to achieve my goal is:

# KETO360 JOURNAL PAGE

Date: / /

## FIRE PHASE – DAY 16

My daily affirmation

### Morning

- Keto Fire™
- Keto Protein™
- Coffee, tea or protein shake *(Optional)*

### Lunch

- Protein \_\_\_\_\_
- Vegetables \_\_\_\_\_
- Fat/oil \_\_\_\_ tablespoons

### Afternoon

- Keto Fire™ *(Caffeine free)*
- Snack *(Optional)* \_\_\_\_\_

### Dinner

- Protein \_\_\_\_\_
- Vegetables \_\_\_\_\_
- Fat/oil \_\_\_\_ tablespoons

### Fruit

- Serving 1 \_\_\_\_\_
- Serving 2 \_\_\_\_\_

### Water

- Total ounces \_\_\_\_

My motivation to achieve my goal is:

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Date: / /

## FIRE PHASE – DAY 17

My daily affirmation

### Morning

- Keto Fire™
- Keto Protein™
- Coffee, tea or protein shake *(Optional)*

### Lunch

- Protein \_\_\_\_\_
- Vegetables \_\_\_\_\_
- Fat/oil \_\_\_\_ tablespoons

### Afternoon

- Keto Fire™ *(Caffeine free)*
- Snack *(Optional)* \_\_\_\_\_

### Dinner

- Protein \_\_\_\_\_
- Vegetables \_\_\_\_\_
- Fat/oil \_\_\_\_ tablespoons

### Fruit

- Serving 1 \_\_\_\_\_
- Serving 2 \_\_\_\_\_

### Water

- Total ounces \_\_\_\_

My motivation to achieve my goal is:

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Date: / /

## FIRE PHASE – DAY 18

My daily affirmation

### Morning

- Keto Fire™
- Keto Protein™
- Coffee, tea or protein shake *(Optional)*

### Lunch

- Protein \_\_\_\_\_
- Vegetables \_\_\_\_\_
- Fat/oil \_\_\_\_ tablespoons

### Afternoon

- Keto Fire™ *(Caffeine free)*
- Snack *(Optional)* \_\_\_\_\_

### Dinner

- Protein \_\_\_\_\_
- Vegetables \_\_\_\_\_
- Fat/oil \_\_\_\_ tablespoons

### Fruit

- Serving 1 \_\_\_\_\_
- Serving 2 \_\_\_\_\_

### Water

- Total ounces \_\_\_\_

**My motivation to achieve my goal is:**

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## FIRE PHASE – DAY 19

My daily affirmation

### Morning

- Keto Fire™
- Keto Protein™
- Coffee, tea or protein shake *(Optional)*

### Lunch

- Protein \_\_\_\_\_
- Vegetables \_\_\_\_\_
- Fat/oil \_\_\_\_ tablespoons

### Afternoon

- Keto Fire™ *(Caffeine free)*
- Snack *(Optional)* \_\_\_\_\_

### Dinner

- Protein \_\_\_\_\_
- Vegetables \_\_\_\_\_
- Fat/oil \_\_\_\_ tablespoons

### Fruit

- Serving 1 \_\_\_\_\_
- Serving 2 \_\_\_\_\_

### Water

- Total ounces \_\_\_\_

**My motivation to achieve my goal is:**

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## FIRE PHASE – DAY 20

Date: / /

My daily affirmation

### Morning

- Keto Fire™
- Keto Protein™
- Coffee, tea or protein shake *(Optional)*

### Lunch

- Protein \_\_\_\_\_
- Vegetables \_\_\_\_\_
- Fat/oil \_\_\_\_ tablespoons

### Afternoon

- Keto Fire™ *(Caffeine free)*
- Snack *(Optional)* \_\_\_\_\_

### Dinner

- Protein \_\_\_\_\_
- Vegetables \_\_\_\_\_
- Fat/oil \_\_\_\_ tablespoons

### Fruit

- Serving 1 \_\_\_\_\_
- Serving 2 \_\_\_\_\_

### Water

- Total ounces \_\_\_\_

My motivation to achieve my goal is:

# KETO360 JOURNAL PAGE

## FIRE PHASE – DAY 21

Date: / /

My daily affirmation

### Morning

- Keto Fire™
- Keto Protein™
- Coffee, tea or protein shake *(Optional)*

### Lunch

- Protein \_\_\_\_\_
- Vegetables \_\_\_\_\_
- Fat/oil \_\_\_\_ tablespoons

### Afternoon

- Keto Fire™ *(Caffeine free)*
- Snack *(Optional)* \_\_\_\_\_

### Dinner

- Protein \_\_\_\_\_
- Vegetables \_\_\_\_\_
- Fat/oil \_\_\_\_ tablespoons

### Fruit

- Serving 1 \_\_\_\_\_
- Serving 2 \_\_\_\_\_

### Water

- Total ounces \_\_\_\_

My motivation to achieve my goal is:

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## FIRE PHASE – DAY 22

Date: / /

Weight:

My daily affirmation

### Morning

- Keto Fire™
- Keto Protein™
- Coffee, tea or protein shake *(Optional)*

### Lunch

- Protein \_\_\_\_\_
- Vegetables \_\_\_\_\_
- Fat/oil \_\_\_\_ tablespoons

### Afternoon

- Keto Fire™ *(Caffeine free)*
- Snack *(Optional)* \_\_\_\_\_

### Dinner

- Protein \_\_\_\_\_
- Vegetables \_\_\_\_\_
- Fat/oil \_\_\_\_ tablespoons

### Fruit

- Serving 1 \_\_\_\_\_
- Serving 2 \_\_\_\_\_

### Water

- Total ounces \_\_\_\_

My motivation to achieve my goal is:

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## FIRE PHASE – DAY 23

Date: / /

My daily affirmation

### Morning

- Keto Fire™
- Keto Protein™
- Coffee, tea or protein shake *(Optional)*

### Lunch

- Protein \_\_\_\_\_
- Vegetables \_\_\_\_\_
- Fat/oil \_\_\_\_ tablespoons

### Afternoon

- Keto Fire™ *(Caffeine free)*
- Snack *(Optional)* \_\_\_\_\_

### Dinner

- Protein \_\_\_\_\_
- Vegetables \_\_\_\_\_
- Fat/oil \_\_\_\_ tablespoons

### Fruit

- Serving 1 \_\_\_\_\_
- Serving 2 \_\_\_\_\_

### Water

- Total ounces \_\_\_\_

My motivation to achieve my goal is:

# KETO360 JOURNAL PAGE

Date: / /

## FIRE PHASE – DAY 24

My daily affirmation

### Morning

- Keto Fire™
- Keto Protein™
- Coffee, tea or protein shake *(Optional)*

### Lunch

- Protein \_\_\_\_\_
- Vegetables \_\_\_\_\_
- Fat/oil \_\_\_\_ tablespoons

### Afternoon

- Keto Fire™ *(Caffeine free)*
- Snack *(Optional)* \_\_\_\_\_

### Dinner

- Protein \_\_\_\_\_
- Vegetables \_\_\_\_\_
- Fat/oil \_\_\_\_ tablespoons

### Fruit

- Serving 1 \_\_\_\_\_
- Serving 2 \_\_\_\_\_

### Water

- Total ounces \_\_\_\_

**My motivation to achieve my goal is:**

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Date: / /

## FIRE PHASE – DAY 25

My daily affirmation

### Morning

- Keto Fire™
- Keto Protein™
- Coffee, tea or protein shake *(Optional)*

### Lunch

- Protein \_\_\_\_\_
- Vegetables \_\_\_\_\_
- Fat/oil \_\_\_\_ tablespoons

### Afternoon

- Keto Fire™ *(Caffeine free)*
- Snack *(Optional)* \_\_\_\_\_

### Dinner

- Protein \_\_\_\_\_
- Vegetables \_\_\_\_\_
- Fat/oil \_\_\_\_ tablespoons

### Fruit

- Serving 1 \_\_\_\_\_
- Serving 2 \_\_\_\_\_

### Water

- Total ounces \_\_\_\_

**My motivation to achieve my goal is:**

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Date: / /

## FIRE PHASE – DAY 26

My daily affirmation

### Morning

- Keto Fire™
- Keto Protein™
- Coffee, tea or protein shake *(Optional)*

### Lunch

- Protein \_\_\_\_\_
- Vegetables \_\_\_\_\_
- Fat/oil \_\_\_\_ tablespoons

### Afternoon

- Keto Fire™ *(Caffeine free)*
- Snack *(Optional)* \_\_\_\_\_

### Dinner

- Protein \_\_\_\_\_
- Vegetables \_\_\_\_\_
- Fat/oil \_\_\_\_ tablespoons

### Fruit

- Serving 1 \_\_\_\_\_
- Serving 2 \_\_\_\_\_

### Water

- Total ounces \_\_\_\_

My motivation to achieve my goal is:

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Date: / /

## FIRE PHASE – DAY 27

My daily affirmation

### Morning

- Keto Fire™
- Keto Protein™
- Coffee, tea or protein shake *(Optional)*

### Lunch

- Protein \_\_\_\_\_
- Vegetables \_\_\_\_\_
- Fat/oil \_\_\_\_ tablespoons

### Afternoon

- Keto Fire™ *(Caffeine free)*
- Snack *(Optional)* \_\_\_\_\_

### Dinner

- Protein \_\_\_\_\_
- Vegetables \_\_\_\_\_
- Fat/oil \_\_\_\_ tablespoons

### Fruit

- Serving 1 \_\_\_\_\_
- Serving 2 \_\_\_\_\_

### Water

- Total ounces \_\_\_\_

My motivation to achieve my goal is:

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## FIRE PHASE – DAY 28

Date: / /

My daily affirmation

### Morning

- Keto Fire™
- Keto Protein™
- Coffee, tea or protein shake *(Optional)*

### Lunch

- Protein \_\_\_\_\_
- Vegetables \_\_\_\_\_
- Fat/oil \_\_\_\_ tablespoons

### Afternoon

- Keto Fire™ *(Caffeine free)*
- Snack *(Optional)* \_\_\_\_\_

### Dinner

- Protein \_\_\_\_\_
- Vegetables \_\_\_\_\_
- Fat/oil \_\_\_\_ tablespoons

### Fruit

- Serving 1 \_\_\_\_\_
- Serving 2 \_\_\_\_\_

### Water

- Total ounces \_\_\_\_

My motivation to achieve my goal is:

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## FIRE PHASE – DAY 29

Date: / /

My daily affirmation

### Morning

- Keto Fire™
- Keto Protein™
- Coffee, tea or protein shake *(Optional)*

### Lunch

- Protein \_\_\_\_\_
- Vegetables \_\_\_\_\_
- Fat/oil \_\_\_\_ tablespoons

### Afternoon

- Keto Fire™ *(Caffeine free)*
- Snack *(Optional)* \_\_\_\_\_

### Dinner

- Protein \_\_\_\_\_
- Vegetables \_\_\_\_\_
- Fat/oil \_\_\_\_ tablespoons

### Fruit

- Serving 1 \_\_\_\_\_
- Serving 2 \_\_\_\_\_

### Water

- Total ounces \_\_\_\_

My motivation to achieve my goal is:

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## FIRE PHASE – DAY 30

Date:  /  /

Weight:

My daily affirmation

### Morning

- Keto Fire™
- Keto Protein™
- Coffee, tea or protein shake *(Optional)*

### Lunch

- Protein \_\_\_\_\_
- Vegetables \_\_\_\_\_
- Fat/oil \_\_\_\_\_ tablespoons

### Afternoon

- Keto Fire™ *(Caffeine free)*
- Snack *(Optional)* \_\_\_\_\_

### Dinner

- Protein \_\_\_\_\_
- Vegetables \_\_\_\_\_
- Fat/oil \_\_\_\_\_ tablespoons

### Fruit

- Serving 1 \_\_\_\_\_
- Serving 2 \_\_\_\_\_

### Water

- Total ounces \_\_\_\_\_

**My motivation to achieve my goal is:**

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# ABOUT THE AUTHORS

## DR. JOSH AXE

CO-FOUNDER, ANCIENT NUTRITION



Dr. Josh Axe, DNM, DC, CNS, is a doctor of natural medicine, chiropractic physician and clinical nutritionist, and he operates one of the world's largest health websites at DrAxe.com, which has over 14 million visitors a month. Dr. Axe is an expert in functional medicine, digestive health and herbal remedies. He is also the bestselling author of *Eat Dirt*, co-author of *Essential Oils: Ancient Medicine* and regular expert on the *Dr. Oz* show. Dr. Axe co-founded the Ancient Nutrition company, which provides bone broth protein and certified organic herbal supplements.

## JORDAN RUBIN

CO-FOUNDER, ANCIENT NUTRITION

Jordan Rubin is one of America's most recognized and respected natural health experts and is the *New York Times* bestselling author of *The Maker's Diet*, and 25 additional titles, including his latest work *Essential Oils: Ancient Medicine*.

An ecoentrepreneur and lecturer on health and nutrition, Jordan has shared a message of natural health in five continents and 46 states in the U.S. Jordan is the founder of Garden of Life, a leading whole food nutritional supplement company, and Beyond Organic, a vertically integrated organic food and beverage company. Jordan has formulated hundreds of dietary supplements, functional foods and beverages including many No. 1 top sellers in the Healthy Foods channel.

In 2016, along with Dr. Josh Axe, Jordan launched Bone Broth Protein by Ancient Nutrition, the first line of protein supplements and superfoods made from real bone broth.



## DR. JASON OLAFSSON

FOUNDER, CUSTOM HEALTH CENTERS

Dr. Jason Olafsson, DC is a doctor of chiropractic with a passion for helping individuals transform their health and lives through nutrition and healthy lifestyle modifications. He graduated near the top of his class in 2010 at Life University and went on to launch his functional wellness center in Metro Detroit, where he quickly discovered the need for a comprehensive weight loss solution and developed his Custom Weight Loss program as a result. He has helped thousands regain their health through weight loss and customized supplement protocols.



Dr. Olafsson has also partnered with the alumni of Detroit's professional football team and become the preferred weight loss expert and provider for their alumni association. He has worked with athletes who range from professional football players to award-winning boxing coaches and runners for the U.S. Senior Marathon Team.