

KEEPING KETO

Weight Loss Plan





Keeping Keto is Made for Those Who:

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

This Guide Includes:

A Keeping Keto sample meal plan

4 snack options

A Keto Buddy approved food list

A how-to-guide to get you started today

KEEPING KETO Starter Guide



- 1** Introduction
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- 5** The Science
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Getting Started

Our bodies are incredibly adaptable machines, relying on macronutrients for fuel to keep us energized and functioning. When the body runs low on its preferred energy source, it taps into alternative fuel sources—sometimes leading to even better performance.

This is exactly the case with carbohydrates and fats. While the body naturally prioritizes carbohydrates for energy, when those stores are depleted, fat becomes the primary fuel source. Shifting from carb dependency to fat-burning mode transforms the way food is metabolized and how the body stores fat. In this state, the body becomes highly efficient at burning fat for energy—a metabolic process known as ketosis. That's the science behind Keeping Keto!

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The Ketogenic Diet

What is the Ketogenic Diet?

The macronutrient breakdown of a typical ketogenic (keto) diet consists of approximately **70% fat, 25% protein, and 5% net carbohydrates**—drastically different from the standard diet, which averages around 30% fat, 20% protein, and 50% carbohydrates. This means that on a 2,000-calorie diet, daily carbohydrate intake may be as low as 25 to 50 grams (or even lower for those focused on weight loss).

Unlike traditional carbohydrate counting, the keto diet focuses on net carbs rather than total carbs. While total carbs represent the full amount consumed in a day, net carbs are calculated by subtracting fiber grams from total carbs. This distinction is important because fiber isn't digested the same way as other carbohydrates and doesn't significantly impact blood sugar levels—allowing for better control over ketosis.

Net Carbohydrates Equation

$$\text{Net Carbs} = \text{Total Carbohydrates} - \text{Fiber}$$





The Ketogenic Diet

These components are subtracted because they are not fully digested or converted into glucose in the body. While the FDA mandates that total carbohydrates be listed on food labels, it does not require subcategories like fiber and sugar alcohols to be clearly separated. As a result, tracking net carbs requires conscious effort—either through manual calculations or by utilizing tools like the Healthi app, which simplifies the process and helps ensure you stay within your allotted macronutrient percentages for ketosis.

Why Should You Try it?

It may not sound enjoyable—especially if you're a carb lover—but there's solid science behind it. The shift in macronutrient ratios on a keto diet is designed to reprogram your body's energy source. Normally, carbohydrates are the body's go-to fuel. However, when carb intake is drastically reduced, and the body can no longer produce enough glucose, it switches gears and begins using ketone bodies for energy instead.

This metabolic state, known as ketosis, significantly lowers the body's tendency to store fat and glucose. During this process, fatty acids are broken down and converted into beta-hydroxybutyrate and acetone—the key ketone bodies that fuel essential organs like the brain, heart, muscles, and kidneys. Simply put, ketosis enables your body to burn stored fat for energy instead of relying on carbohydrates.



The Ketogenic Diet

Your Net Carbohydrate Intake

On the Keeping Keto plan, your optimal calorie intake is determined based on factors like age, gender, weight, height, activity level, and weight loss goal. From there, your ideal macronutrient breakdown will be set at 70% fat, 5% net carbs, and 25% protein—though PRO members have the flexibility to customize these ratios.

The Healthi app makes it easy to stay on track by using net carbs instead of total carbs, ensuring you're accurately monitoring your carbohydrate intake while maintaining ketosis.

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

Caloric intake = 1579 calories

5% Carbohydrates = 19.7 grams

70% Fat = 122.8 grams

25% Protein = 98.7 grams



The Science

Weight Loss

There's no doubt that Keeping Keto can be a highly effective approach to weight loss. In fact, research has shown that a ketogenic diet outperforms a low-fat diet in shedding pounds and body fat.

In a study of 53 healthy, obese women, those following a low-carb diet lost significantly more weight (16.7 lbs vs. 9.3 lbs) and more body fat (10.6 lbs vs. 4.4 lbs) than those in the low-fat group over just three months. These findings reinforce the power of low-carb, high-fat eating for long-term weight loss success.

Satiety Factor

Additionally, the high fat intake in the Keeping Keto plan can make it far more satisfying than traditional diets. In a study of seventeen obese men, those following a ketogenic diet reported significantly lower hunger levels compared to those on a high-protein, medium-carb diet.

Beyond reduced hunger, the ketogenic group also achieved greater weight loss—14 lbs versus 9.6 lbs in the medium-carb group. These findings highlight how the increased satiety of a keto diet can make it easier to stay on track and reach your weight loss goals.



Disease Prevention

Lastly, Keeping Keto isn't just about weight loss—it may also help lower risk factors for various diseases.

Researchers from Temple University School of Medicine found that a ketogenic diet improved insulin sensitivity by an impressive 75%. Additionally, studies suggest that keto may offer benefits for a range of health conditions, including heart disease, cancer, Alzheimer's, epilepsy, Parkinson's, polycystic ovary syndrome (PCOS), and even acne.

By shifting the body's fuel source, Keeping Keto has the potential to support both metabolic health and overall well-being beyond just the scale.

A Word of Caution

Keeping Keto is more than just the average diet—it **fundamentally changes the way your body metabolizes food at a cellular level.**

Because of this, it's important to approach it with care, especially if you have existing liver or kidney conditions.

A higher fat intake means your liver will have to work harder to process fats, while increased protein consumption puts additional strain on your kidneys. To ensure your body is ready for this shift, **we strongly recommend checking in with your physician before starting Keeping Keto.** Prioritizing your health is key to making the most of this transformative approach to eating!



Is this for you?

If other diets haven't worked for you and you naturally gravitate toward protein-rich and higher-fat foods, Keeping Keto might be the perfect fit. While it's a relatively recent trend, extensive research supports its benefits, including increased satiety compared to other weight loss diets and potential improvements in health markers. Unlike traditional diets, Keeping Keto requires an adjustment period as your body shifts to using fat for fuel. But if it aligns with your lifestyle and preferences, this plan could be the key to jumpstarting your weight loss journey and achieving lasting results!





Food Recommendations

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

General Food Guidelines for Keeping Keto

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





Food Recommendations

Foods to Avoid

Sugary Foods:

Soda, fruit juice, smoothies, cake, ice cream, candy, etc.

Grains and Starches:

Wheat-based products, rice, pasta, cereal, couscous, quinoa, bread etc.

Fruit:

All fruit, except small portions of berries like strawberries, raspberries and blackberries

Beans & Legumes:

Peas, kidney beans, lentils, chickpeas, etc.

Root/Starchy Vegetables:

Potatoes, sweet potatoes, carrots, corn etc.

Low Fat/Diet / Sugar-Free Diet Foods:

Most are highly processed and high in carbs
These are often high in sugar alcohols, which can affect ketone levels in some cases. These foods also tend to be highly processed.

Condiments & Sauces:

These often contain excess sugar and unhealthy fats.

Unhealthy Fats:

Limit your intake of processed vegetable oils, mayonnaise, etc.

Alcohol:

Many alcoholic beverages have a high carb content.

Foods to Eat

Meat:

Red meat, steak, ham, sausage, bacon, chicken and turkey

Fatty Fish:

salmon, trout, tuna and mackerel

Eggs:

Look for pastured or omega-3 whole eggs.

Butter & Creams:

Look for grass-fed when possible.

Cheese:

Unprocessed cheese (cheddar, goat, cream, blue or mozzarella)

Nuts & Seeds:

Almonds, walnuts, flax seeds, pumpkin seeds, chia seeds, etc.

Healthy Oils:

Primarily extra virgin olive oil, coconut oil and avocado oil

Avocados:

Whole avocados or freshly made guacamole

Low Carb Vegetables:

Most green veggies, tomatoes, onions, peppers, etc.

Condiments:

Salt, pepper and various healthy herbs and spices



1 Day Sample Meal Plan



5 NET C

Breakfast: Veggie Omelet

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

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



8 NET C

Lunch: Chicken Pomegranate Salad

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

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



6 NET C

Dinner: Classic Chili (serves 6)

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

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



Snack Ideas



4 NET C

Best in Show: Stuffed Avocado

- 1 medium avocado (sliced in half)
- 2 tbsp. feta cheese
- 2 tbsp. pomegranate seeds
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- 2 tbsp. feta cheese
- 2 tbsp. pomegranate seeds

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



3 NET C

Low-Cal: Roasted Cauliflower

- 1/4 cup hummus
- 1/2 cup raw carrots



1 NET C

On-the-Go: Cheese Cubes

- 2 tbsp. mixed nuts



3 NET C

Sweet Fix: Chocolate Mug Cake

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



How to Get Started

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

1. Go Easy on Yourself

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

2. Plan Meals Strategically

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

3. Plan for an Adjustment Period

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

5. Drink Water

There are many benefits to drinking water. It keeps you hydrated but it also keeps you full. Sometimes thirst can even be confused for hunger. The best thing to do is drink a lot of water and watch the cravings fade away. Aim for at least 8-10 cups a day, but this number may increase depending on the heat, exercise, and medications. Check with your doctor if you aren't sure.





How to Get Started



5. Watch Your Cholesterol Levels

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



6. Mind Your Calories

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



How to Be Successful

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



1. Get Moving

Exercise doesn't have to feel like a chore. Find an activity you enjoy that gets your heart pumping, relieves stress, and boosts those feel-good endorphins. Plus, logging your activity in the app earns you extra BITES—another win!



2. Connect with the Community

Motivation is just a tap away. Use the community feature in the Healthi app to ask questions, find recipe ideas, or celebrate milestones with others. We're all in this together—lean on the support when you need it.



3. Track your Progress

Document your weight loss or maintenance journey regularly. Log your weight in the app and use the weight trend graph (found in the profile tab) to see your progress. Consistently tracking keeps you focused and inspired by how far you've come.



4. Celebrate

When you hit your goals and feel proud of your progress, take time to celebrate! Reward yourself and enjoy the moment—you've earned it. Remember, having fun and recognizing your achievements is a key part of the journey.



KEEPING KETO

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Published July 2020

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