



K\$K KETO: BEGINNERS GUIDE

KOMMON \$ENSE KETO

YOUR NUTRITIONAL KETOGENIC JOURNEY STARTS HERE!

***FOR MORE INFORMATION GET OUR [ADVANCED KETO PLAN](#) TODAY!*

KETO BEGINNERS GUIDE CONTENTS: WHAT TO KNOW ABOUT KETO!



What is Nutritional Ketogenics?



Sugar: The Drug of our generation!



Fat: Our Friend not our Enemy!



Diet: A lifestyle not a weight loss fad!



Exercise: Get busy living or be busy dying!



Meal: Fail to Plan or Plan to Fail!



Recipes: Eat to Live don't Live to eat!



NUTRITIONAL KETOGENICS

Kommon \$ense Keto (K\$K) created this guide to get you started on your Keto journey. If you want more detailed plans for the diet, including meal prep, programs and exercises, please get our Advanced Keto Plan or Expert Keto Plan today!

KETO BEGINNERS GUIDE

Welcome to the Keto Beginners Guide!

Your Ketogenic Journey starts here!

Buy Today!

ADVANCED KETO PLAN

Welcome to the Advanced Keto Plan!

- Learn Keto details
- How to Keto guide
- Meal Plan & Schedule
- Step by Step system
- Exercise routines
- Food guides & calcs
- Plus so much more!

Best Value!

EXPERT KETO PLAN

Welcome to the Expert Keto Plan!

- Includes “Advanced”
- Food Science
- Nutritional Science
- Exercise Science
- Maintenance Plan
- Supplements Guide
- Shopping Guide
- Plus so much more!

WHAT IS NUTRITIONAL KETOGENICS?

- Nutritional Ketogenics or Keto is a revolutionary way to think about eating and is a sustainable diet for anyone who wants to achieve significant weight/fat loss and health goals, including reversing the effects of many ailments.
- Nutritional Keto involves the proper balance of healthy fats, protein and vegetables yielding the correct macronutrients your body needs to achieve optimal benefits. Get more energy and clarity with less reliance on drugs for a superior body.
- Macronutrients are food types and chemical elements that are essential to human growth and health as well as defending against, even reversing, disease and chronic health problems.

NUTRITIONAL KETOGENICS



- The most critical aspect of Keto starts with breaking your **sugar and carb addiction**. While most may not be aware or can neither admit or accept the fact they simply cannot live without carbs (sugar). The negative impact of carbs on your body, health and weight is **incredibly detrimental** and **requires immediate, even extreme action** to change the poisonous effects.
- Excessive sugar triggers massive insulin production which is linked to weight gain and a host of chronic metabolic diseases including diabetes. It also creates oxidative stress on your body making you look older with skin problems.
- Another critical aspect of Nutritional Keto is **Fat adaptation**. Fat adaptation is the process by which your body converts to fat burning as its primary source of energy versus carbs which is what 90% of America and most western countries use today. It is the fat burning process that produces ketones putting the body in a state of ketosis; hence the name Keto. **Ketosis is a safe** reliable and sustainably healthy energy state to be in.

NUTRITIONAL KETOGENIC LIFESTYLE



- When you add proper exercise to Nutritional Ketogenics you are on your way to the kind of body, health and fitness you have always wanted. The [Keto Lifestyle](#) means you never have to worry about your weight again while eating the most delicious and flavor-filled foods on the market. Fat is where the flavor is!
- **Keto is a lifestyle and a journey! It has a beginning and no end because your health is the most important thing in your life... more so if you want a long healthy life! Pay for nutrition now or pay doctors later!**
- Yes, Keto requires some discipline, however each day you do it the easier it becomes because the more your body recovers from sugar/carb addiction and adapts to fat, the less you tend to eat, the more satiated you are and the less you need carbs/sugar. After a while, you won't even miss the taste and lose the cravings!

THE NUTRITIONAL KETO DIFFERENCE

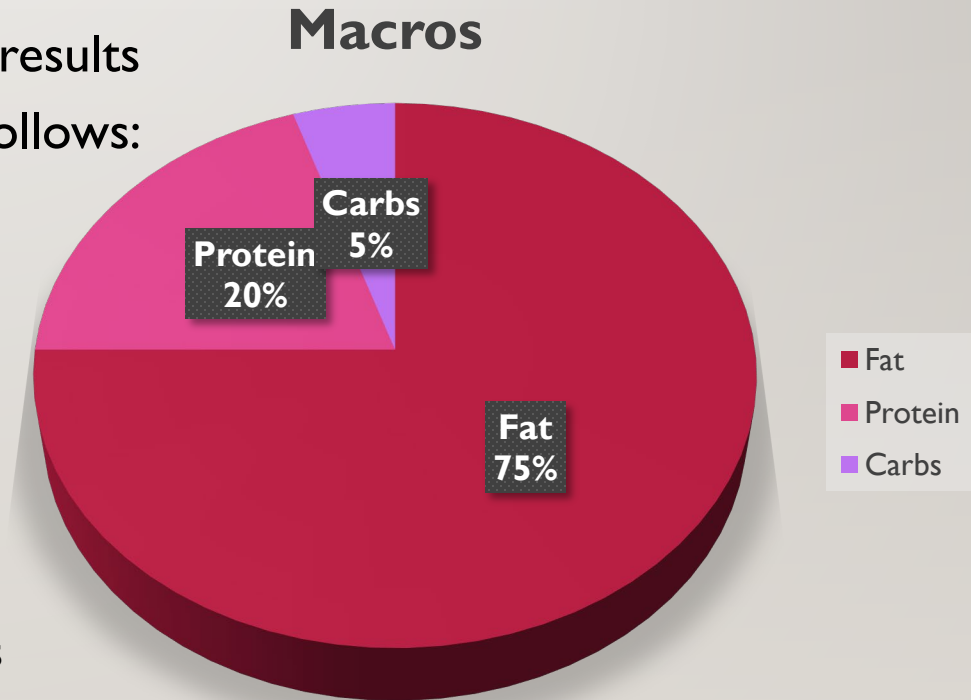


What are some key differences between Keto and other diets including the standard American Diet?

- **High Fat** – which makes you feel full and keeps you satisfied longer.
- **Moderate Protein** – which won't trigger massive insulin production, storing fat while preserving muscle burning more calories.
- **High Vegetable** – eat 6 – 8 cups of low carb nutrient rich vegetables, especially cruciferous) and leafy greens per day to get your vitamins while healing your body.
 - Include supplements to balance your daily nutrient and vitamin requirements.
- Include moderate exercise and strength training to lose fat, build muscle and normalize healthy bodily functions.

NUTRITIONAL KETO METRICS

- The key macronutrients required for optimal results in Keto meals (or daily caloric intake) are as follows:
 - Fat 75%
 - Protein 20%
 - Carbohydrates 5% (Net Carbs - fiber)
- Some other key nutrients are:
 - Magnesium, Sodium & Potassium
 - Vitamin B Complex, Probiotics, Trace Minerals
 - Omega 3, Zinc, & Vitamin A, E, D, K, D3 & K2



NUTRITIONAL KETO METRICS

- It is important to measure your blood sugar (blood glucose) levels as well as your blood ketones levels. This can be accomplished in a number of ways from urine strips to blood meters. Some approximate numbers to consider are as follows:

- **Blood Glucose (Avg) mg/dl**

- **70 - 100 Fasting**
- **100 – 140 2hrs post meals**

- **Pre Diabetic**

- **101 - 125 Fasting**
- **140 – 200 Meals**

- **Diabetic**

- **>126 Fasting**
- **>200 Post Meals**



- **Ketones (Averages)**

- **.02 - .05 – Mild Ketosis (average for long term dieters)**
- **.05 – 1.5 – Moderate Ketosis (this is the optimal range)**
- **1.5 – 3.0 – High Ketosis (beginners may experience)**



BENEFITS OF NUTRITIONAL KETOGENICS

- Rapid & sustainable Fat Loss (not muscle!)
- Increased and sustained energy (no highs and lows!)
- Muscle retention & increased Human Growth Hormone (HGH)
- Lower Estrogen and increased Testosterone (ladies need it too!)
- Better skin, nails and hair, more youthful appearance.
- Improved cognitive ability (brain functions best on Ketones!)
- Better overall health reversing oxidative stress.
- Reduced inflammation and joint pain, greater mobility.
- Improvement from arthritic condition and reduced pain.
- Improved diabetes resistance and reverse effects.



SUGAR ADDICTION

Our introduction and addiction starts early, as babies; sugar's in everything we eat and **more addictive than cocaine!**

***For more information get our [Advanced Keto Plan](#) today!*



BREAKING YOUR SUGAR ADDICTION



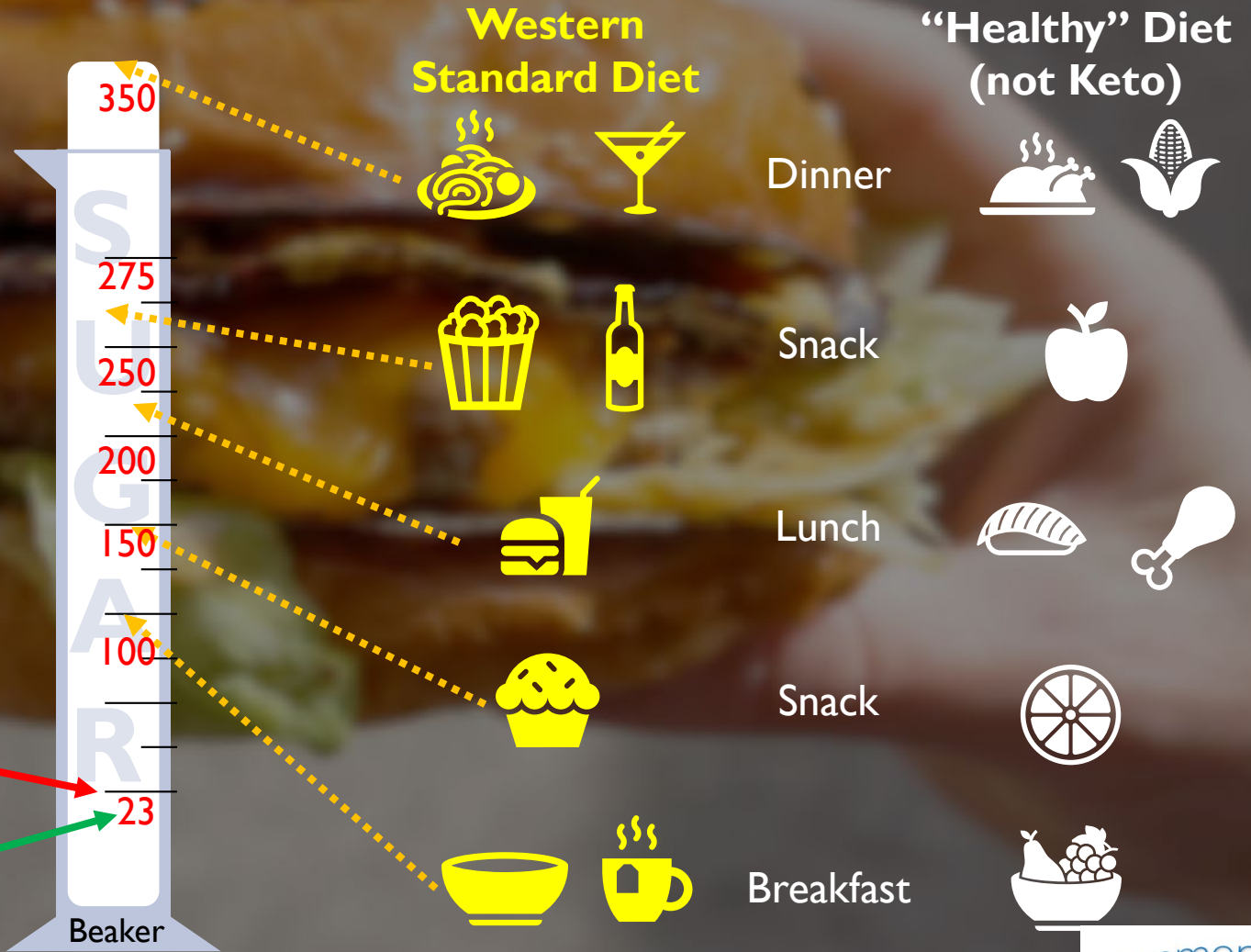
- Our introduction to sugar starts when we are babies. From cereal and milk to candy, fries and nuggets; all contain massive amounts of sugar. Most people do not realize they are addicted to sugar and carbs. Collectively, “Sugar” is in almost everything we eat, and drink from meat, to cheese, to water and even toothpaste (I know, it’s insane). **Sugar is the “Crack Cocaine”** of our generation and pure poison in how it effects the body. If you can’t go more than two hours without feeling hungry, you are an addict! You are also an addict if you exhibit any of the following symptoms:
 - Cannot go a week without sugar (craving)
 - Have withdrawal symptoms when you abstain from sugar/food (headaches, irritable, acute hunger pangs, dizziness, drowsiness, etc.)
 - Have energy highs and lows throughout the day (hyper and sleepy)
 - Seek sugary products in most things from coffee, snacks, sauces, drinks, alcohol, milk, fruit, so-called “natural” juices and “healthy” smoothies, gum, etc. (and you don’t even realize it)

AVERAGE DAILY SUGAR CONSUMPTION

Both a “Standard Diet” and a so called “Healthy Diet” far exceed the World Health Organization (W.H.O.) daily suggested amounts of sugar which is **6 teaspoons** or **25 grams**. A Ketogenic diet recommends **5 teaspoons** or **21 grams**. Even without dessert or candy, the **Standard Diet** is approx. **350 grams** and the **“Healthy Diet”** is **325 grams** per day.

W.H.O. recommended daily allowance of sugar

Keto recommended daily amount of sugar



NEGATIVE EFFECTS OF SUGAR ADDICTION

- Diabetes
- *Arthritis
- Obesity
- Inflammation & Oxidative Stress
- High blood sugar
- High Estrogen
- Low Testosterone
- *Dementia
- *Cancer & Tumors
- Fatty Liver
- *Autism

*Increased susceptibility and or exacerbation

- High Triglycerides
- Insomnia
- Weaken Immune System
- Bloating
- Premature Aging
- Skin Damage & Wrinkles
- Hyperglycemia
- Insulin Resistance
- Create craving for more sugar
- *Bursitis
- Gout
- ...the list is much bigger than this!

SUGAR NATION



- Most meats contain high amounts of glucose, along with harmful additives, because many farm animals are fed corn, grains, antibiotics and hormones versus grass and organic feeds. This makes them fatter, sweeter and able to be massed produced in mills. It is unsanitary, unkind and detrimental to animals and humans.
- Other more obvious sources of sugar are:
 - Grains, Pastas, Rice, Beans & Legumes, Cereals, Breads, Desserts, Candies, Sodas, Juices, Smoothies, Milks, Creams, Nuts, Vegetables, Seasoning, Sauces, Dressings, Fast food, etc.
- Other non-obvious sources that are incredibly detrimental to your health are artificial sweeteners or sugar substitutes such as:
 - Maltodextrin
 - Fructose/Corn syrup
 - Saccharin, Acesulfame, Spartame, Neotame, and Sucralose

FAT ADAPTATION & KETOSIS

Healthy Fats are your friends!

***For more information get our [Advanced Keto Plan](#) today!*



FAT ADAPTATION & KETOSIS



- The next most essential element of Nutritional Ketogenics is consuming enough healthy fats to ensure your body converts from burning sugar and carbs as a primary source of energy to burning fat. This process is known as Fat Adaptation.
- The process of becoming fat adapted is what moves you into a state known as Ketosis. Ketosis is a process by which your body uses only fat for fuel, or primarily after glucose is burned.
- When your body burns fat it produces Ketones from which the name “Keto” and Keto diet originate.
- Consuming enough **healthy fats** and reducing the consumption of carbs (sugar) teaches your body to use its own fat for energy when fat calories are not present which rapidly speeds up **fat loss** (weight loss) without impacting muscle protein, making Keto the optimal diet that is easily maintained.
- Intermittent fasting is another important tool to help in this process to expedite adaptation, fat burning and cellular repair. It also helps normalize blood sugar and manage insulin production.

FAT ADAPTATION & KETOSIS



- Another important aspect of **fat adaptation is it reverses the cravings for sugar**, further ensuring your Keto journey will be successful. We all have fat to spare and using it as fuel allows you to fast and have essentially endless sources of energy.
- Some outstanding sources of healthy fats are:
 - Organic Butter & Ghee Butter
 - Organic sugar free Bacon
 - Salmon, Olives
 - Organic fatty cuts of meats (ribeye, brisket, pork belly, dark meat chicken, sausage, ribs, lamb, 75/25 Hamburger, etc.)
 - Organic Eggs
 - Oils (Coconut Oil, Olive Oil, Avocado Oil & Cod Liver Oil)
 - Avocados & Certain Nuts (Pecan, Walnut, Macadamia Nuts, etc.)

DIETARY CHANGES



Foods to avoid

**For more information get our [Advanced Keto Plan](#) today!



DIETARY CHANGES: FOODS TO AVOID



- Pizza, Breadsticks, Cereals, Pancakes
- Sodas, Juices, Frozen Dinners, Fried Foods
- French Fries, Potato Chips, Alcohol
- Tortillas, Breads, Buns, Vegetable Oil, Soy Oil
- Cakes, Pies, Cookies, Candies
- Doughnuts, Bagels, Conventional Dairy
- Rice, Pastas, Beans, Legumes
- Syrups, dressings (soy & sugar), condiments



DIETARY CHANGES



Foods to include

***For more information see get our [Advanced Keto Plan](#) today!*



DIETARY CHANGES: FOODS TO INCLUDE



- Butter, Olive Oil, Coconut Oil, Ghee
- Bacon, Lamb Chops, Eggs, Ribeye, Thighs
- Kale, Asparagus, Spinach, Leafy Greens
- Salmon, Tuna, Chicharron (Pork Rinds)
- Avocado, Berries, Green Tea, Lemon Juice
- Hamburger, Nuts, ACV, Berries, Herbs
- Cheeses, Cream Cheese, Heavy Cream
- Ribs, Brisket, Cabbage, Cauliflower, Olives



EXERCISE

Strength Training, HIIT & Moderate Cardio

***For more information get our [Advanced Keto Plan](#) today!*





EXERCISE: WALKING & STRENGTH TRAINING

An essential aspect of any dietary lifestyle program is exercise. Your body requires movement and good stress to maintain its strength and proper function. The type of exercise is important however. Cardio only or endless repetitive cardio is not the best option. Building and maintaining muscles has the biggest benefits to your health and diet. **Muscle loss** is one of the biggest most detrimental issues as we age. Stopping and reversing that loss is central to Nutritional Keto. Weight training provides cardio and HIIT is an excellent alternative to traditional cardio.



STRENGTH TRAINING, HIIT & LITE CARDIO

- **Strength Training** – working with weights is an absolute must in life whether you have a healthy diet or not, and probably more so if you don't. This also provides a great cardio workout the heavier the weights you use.
- **High Intensity Interval Training** – HIIT is best because it also builds muscle without the endless cardio repetition as some cardio only programs.
- **Lite Cardio** – simple walking 30-45 minutes a day will work wonders for your health & stress.

MEAL PLANNING

If you Fail to plan... You plan to FAIL!

***For more information get our [Advanced Keto Plan](#) today!*



A background image showing a whole red radish on the left and a white plate of food, possibly a salad with cauliflower and green vegetables, on the right. The text is overlaid on this image.

MEAL PLANNING

- **Count Macros** – While you can worry less about counting calories on Keto, you should know how much you consume to understand the macro requirements for ketosis.
- **Weigh Food** – you need to know quantities to count macros, especially counting your net carbs (carbs minus fiber).
- **Dump the Poison** – dumping the sugar and carb poison from your cabinets not only jumpstarts breaking your addiction, but it means you are less likely to stumble on your Keto journey in the crucial first few weeks.
- **Buy what you Need** – make a food list and purchase only what supports your diet and not what doesn't. Don't make the mistake of replacing junk food with Keto versions when you start, or you are doomed to fail.
- **Repetition** – eating the same thing can make you eat less while controlling what you eat while you learn Keto do's and don'ts.
- **Eat to live... don't live to eat!**

RECIPES

Ideas to help you get started the right way

***For more information get our [Advanced Keto Plan](#) today!*



RECIPES

GETTING STARTED

- Keep it simple focusing on your macros.
- Use basic combos like veggie, protein and fat (i.e. Spinach, Chicken Thigh & Salad Dressing/Hollandaise/Pesto).
- Don't try to replace things yet (bread, desserts, etc.) with Keto versions as this makes it harder to break your addiction and become fat adapted.

EXPAND AS YOU GO

- Start with 3 meal plans per week and add a plan every two weeks that strictly meet your macro-nutrient requirements.
- The links below are some tasty balanced-macro dishes that prove you aren't missing anything on Keto:
 - <http://kommonsenseketo.com/recipes/>

K\$K NUTRITIONAL KETOGENICS JOURNEY

STEP 1



Keto Awareness: The What!

- Sugar Addiction
- Fat Adaptation
- Macros
- Dietary Changes

K\$K KETO: BEGINNERS GUIDE

STEP 2



Keto Action: The How!

- Nutrition
- Body Cleansing
- Body Healing
- Rebuild
- Muscle Development
- Intermittent Fasting

K\$K KETO: ADVANCED PLAN

STEP 3



Keto Lifestyle: The Why!

- Sustained Health
- Systemic Changes
- Cellular Repair
- Muscle Maintenance
- Food Science
- Body Science
- Food Quality

K\$K KETO: EXPERT PLAN

KOMMON \$ENSE KETO

If you have made it this far then you are almost ready to start your Keto Journey and change your life and change your health. The first step (**Beginners Guide**) is the hardest, but the most worthwhile and it only gets easier from here if you choose to break your addiction, make the change and add more flavor to your diet. Take the next step at buy the **Advanced Keto Plan** today!

We at Kommon Sense Keto are prepared to help you every step of the way in making the right choices to lose the fat, change your looks, improve your health, stop the disease and create the new body you have always wanted.

With **K\$K**, your biggest concern will not be what you can't eat, but all the things you can eat, all the **new clothes** you must buy and all the activities you can now enjoy with the new healthier you!

So what are you waiting for, start your Keto plan today!