

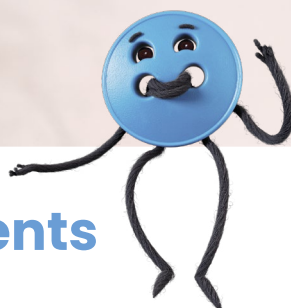


## POPULAR DIET PLAN THAT IS EFFECTIVE AND TASTEFUL

The blue is cool!

[www.ketodiet.ae](http://www.ketodiet.ae)

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# Lose weight with taste!

Welcome on board, KetoDiet followers. We are glad that you have chosen the KetoDiet plan for losing weight.

Read through the **ten commandments of satisfied KetoDiet follower** and nothing will surprise you on your journey to a healthier and slimmer figure.

1. I can **combine** KetoDiet products **as I like**.
2. I eat regularly **5 times a day** and do not skimp myself.
3. I do not leave out **allowed vegetables**, I can eat up to 500 g per day.
4. I am not afraid of **healthy fat**.
5. I do not forget to drink and I drink approx. **2–3 litres of water** per day.
6. **I do not weigh myself every day** and I do not compare myself to anyone.
7. **I can do sports** anytime, but I listen to my body.
8. Mental wellness is the basis – I am relaxed, **I do not stress out**.
9. I will complete **all 3 steps** to prevent yo-yo effect.
10. When I do not know what to do I can call or write to the KetoDiet advisory centre.

**KetoDiet** works on the principle of ketosis. It is a condition that occurs when you keep carbohydrates to a minimum in your diet. Your body then begins to use its own fat stores as an energy source.

**Ketosis** sets in around **day 2 to 4 after starting** a diet plan, but do not take this as a dogma. Each of us is unique, so it depends on age, sex, health, diet and eating history, metabolic rate, as well as mental fitness.

# You should know before you start

KetoDiet is for anyone who is struggling with overweight to obesity and also has no major health issues. If you do not know your health condition, you should at least have a preventive health check-up with your GP.

## When KetoDiet is not recommended (major contraindications)

- All diseases of the renal system
- All liver diseases
- Type I diabetes (insulin administration)
- Intolerance or allergy to any of the ingredients in KetoDiet products (e.g. lactose, gluten, etc.)
- Heart disease in the acute phase (angina pectoris, heart rhythm disorders)
- Stroke
- Eating disorders (anorexia, bulimia)
- Oncological diseases
- Serious mental illnesses
- Pregnancy and breastfeeding
- Age under 18

## When to start with KetoDiet only after consulting your doctor and then our nutritionist

- Gout disease
- Gallbladder disease
- Intestinal diseases (Crohn's disease, inflammatory diseases, etc.)
- Type II diabetes (medication)
- Circulatory system diseases in the non-acute phase
- Oncological diseases (3–5 years after the end of treatment)
- Thyroid diseases
- Digestive diseases in the non-acute phase

**Do you have any questions?** Do not hesitate to contact our nutrition advisory centre.

✉ [support@ketodiet.ae](mailto:support@ketodiet.ae) Whatsapp: **+971 504452564**

# About KetoDiet diet plans

Our nutritionists have put together **3 easy diet programmes** for you. In addition, you can choose between a combined and drink options. Their cornerstones are balanced portions, regular meals and nutritional support during weight loss.

We have **COMBINED** and **DRINK** packages for you. Choose your way to a slim body.



The most popular way to lose weight

## Combined packages

- ✓ A varied selection of the most popular foods and drinks
- ✓ Great taste
- ✓ Easy preparation
- ✓ **Eat protein meals 5 times a day and alternate them with drinks**



## Drink packages

- ✓ The most affordable packages
- ✓ Extra fast preparation
- ✓ Great taste
- ✓ **Drink protein drinks of different flavours 5 times a day**



## BASIC diet plan

For  
**low overweight**



## MEDIUM diet plan

For  
**medium overweight**



## INTENSE diet plan

For  
**high overweight**

# 3 steps of the KetoDiet plans

What do our diet plans have in common? Each of them consists of 3 steps. Individual steps build on each other seamlessly, teach you to eat right and regularly, drink enough and if you follow them you do not have to worry about the dreaded yo-yo effect.

## Step 1 reduction

You can expect fast results and lots of motivation.

## Step 2 transition

You keep losing weight and start preparing to return to your normal diet.

## Step 3 stabilization

You stabilize your weight and prevent the yo-yo effect.



# What will your diet look like?

## Simple. Convenient. Varied.

Have your first meal within 1 hour of waking up. And other meals at approximately 3-hour intervals. The last meal can be half an hour before bedtime. Eat regularly, choose your KetoDiet meals as you like, combine them freely and do not forget about vegetables and healthy fats.

## Do you work shifts?

You can adjust your meals easily. Follow a logical rule: Eat when you are awake. Do not eat when you sleep. Your body must not starve. Eat individual meals at regular intervals, even at night.

## A really long day?

Do you get up at 6 a.m. and go to bed around midnight? Add one more meal to your 5 standard ones.



## Something extra

Weight loss is also enjoyable since you can indulge in plenty of allowed vegetables, nuts and seeds. You will find specific examples in the recommendations for each step of the diet plan.



# BASIC

## Diet plan for low overweight

Duration:  
3 × 2 weeks

Combined package: **Keto diet for 2 weeks – BASIC**  
Drink package: **Protein drinks for 2 weeks – BASIC**

Step 1	2 weeks	Step 2	2 weeks	Step 3	2 weeks
5 portions of KetoDiet <b>Original</b>		4 portions of KetoDiet <b>Original</b>		2 portions of KetoDiet <b>Original</b>	
+		+		+	
<b>up to 500 g</b> of allowed vegetables		1 regular low-carb meal or KetoDiet <b>Stay fit</b> ready meal		3 regular low-carb meals or 3 KetoDiet <b>Stay fit</b> products	
+		+		+	
<b>healthy fats</b>		<b>up to 500 g</b> of allowed vegetables and selected fruits		<b>up to 500 g</b> of allowed vegetables and selected fruits	
+		+		+	
KetoDiet <b>Enjoy</b> products to add variety to your diet		KetoDiet <b>Enjoy</b> products to add variety to your diet		KetoDiet <b>Enjoy</b> products to add variety to your diet	

We have prepared the BASIC diet plan for those of you who struggle only with **low overweight**. Therefore, its duration is the shortest of all our diet plans. **It is fast, comfortable and highly effective.**

The total length is **6 weeks** broken down into 3 steps of the same length. In order to prevent the **yo-yo effect**, we recommend **that you complete all 3 steps** of the diet plan.

### Can I do any sports from the beginning or not?

Our nutritional expert Martina Dvořáková advises:

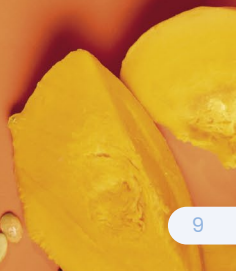
*“Be careful with sports in the beginning of the diet. Your body has only few carbohydrates available and your metabolism is changing. Do not overload your body. In case you are “hooked on exercise” we recommend choosing an aerobic type of activity (e.g. faster walking, running or swimming). Listen to your body and do what makes you feel good.”*







Protein Soup -  
Pumpkin flavour





# MEDIUM

## Diet plan for medium overweight

Duration:  
3 × 3 weeks

Combined package: **Keto diet for 3 weeks – MEDIUM**  
Drink package: **Protein drinks for 3 weeks – MEDIUM**

Step 1	3 weeks	Step 2	3 weeks	Step 3	3 weeks
5 portions of KetoDiet <b>Original</b> + <b>up to 500 g</b> of allowed vegetables + <b>healthy fats</b> + KetoDiet <b>Enjoy</b> products to add variety to your diet		4 portions of KetoDiet <b>Original</b> + 1 regular low-carb meal or KetoDiet <b>Stay fit</b> ready meal + <b>up to 500 g</b> of allowed vegetables and selected fruits + <b>healthy fats</b> + KetoDiet <b>Enjoy</b> products to add variety to your diet		2 portions of KetoDiet <b>Original</b> + 3 regular low-carb meals or 3 KetoDiet <b>Stay fit</b> products + <b>up to 500 g</b> of allowed vegetables and selected fruits + <b>healthy fats</b> + KetoDiet <b>Enjoy</b> products to add variety to your diet	

We have prepared the MEDIUM diet plan for those of you who struggle with **medium overweight**. This easy-to-follow diet plan will help you to **shed off the extra kilos comfortably, fast and naturally**.

The total length is **9 weeks** broken down into 3 steps of the same length. In order to prevent the **yo-yo effect**, we recommend **that you complete all 3 steps** of the diet plan.





Mineral Carnitine  
Concentrate - Pink grape  
flavour





# INTENSE

## Diet plan for high overweight

Duration:  
3 × 4 weeks

Combined package: **Keto diet for 4 weeks – INTENSE**  
Drink package: **Protein drinks for 4 weeks – INTENSE**

Step 1	4 weeks	Step 2	4 weeks	Step 3	4 weeks
5 portions of KetoDiet <b>Original</b> + <b>up to 500 g</b> of allowed vegetables + <b>healthy fats</b> + KetoDiet <b>Enjoy</b> products to add variety to your diet		4 portions of KetoDiet <b>Original</b> + 1 regular low-carb meal or KetoDiet <b>Stay fit</b> ready meal + <b>up to 500 g</b> of allowed vegetables and selected fruits + <b>healthy fats</b> + KetoDiet <b>Enjoy</b> products to add variety to your diet		2 portions of KetoDiet <b>Original</b> + 3 regular low-carb meals or 3 KetoDiet <b>Stay fit</b> products + <b>up to 500 g</b> of allowed vegetables and selected fruits + <b>healthy fats</b> + KetoDiet <b>Enjoy</b> products to add variety to your diet	

If you struggle with **high overweight**, the INTENSE diet plan designed by our experienced nutritional experts, is for you. **No more starving or unnecessary restrictions.**

The total length is **12 weeks** broken down into 3 steps of the same length. In order to prevent the **yo-yo effect**, we recommend **that you complete all 3 steps** of the diet plan.





Protein Pancake -  
Vanilla flavour



## Step 1 of the diet plan

# You can expect fast results and lots of motivation

### The composition of the daily diet plan

5 portions of

**Keto  
Diet**

Original

+



up to 500 g of  
allowed vegetables

+



healthy  
fats

+



2-3 l  
of liquids

+

KetoDiet **Enjoy** products to add variety to your diet

**Indicative daily intake of macronutrients:** Carbohydrates: up to 50 g | Protein: 90 g | Fat: up to 100 g

## Allowed vegetables – 500 g/day (raw)

You can combine the vegetables during the day as you like, you do not have to weigh every gram.

- ✓ Artichoke
- ✓ Asparagus
- ✓ Aubergine (Eggplant)
- ✓ Broccoli
- ✓ Cabbage
- ✓ Cauliflower
- ✓ Celery (root and stalk)
- ✓ Chervil
- ✓ Chicory
- ✓ Chinese (Nappa) cabbage
- ✓ Cucumber
- ✓ Fennel
- ✓ Fresh mushrooms
- ✓ Green beans
- ✓ Green or light peppers
- ✓ Kale (incl. Brussels sprouts)
- ✓ Leek
- ✓ Lettuce (all kinds of green lettuce)
- ✓ Parsley
- ✓ Pattypan squash
- ✓ Radish
- ✓ Rocket
- ✓ Sauerkraut (unsweetened)
- ✓ Soya sprouts (2 tablespoons per day)
- ✓ Spinach
- ✓ Watercress
- ✓ White radish
- ✓ Zucchini

## Healthy fats

**Oils** (up to 3 tablespoons)

- ✓ Pumpkin seed oil
- ✓ Coconut oil
- ✓ Olive oil
- ✓ Rapeseed oil
- ✓ Sunflower oil

**Butter** (1 tablespoon)

- ✓ Butter
- ✓ Ghee butter
- ✓ Peanut butter
- ✓ Nut butters

**Nuts** (mix up to 25 g)

- ✓ Almonds
- ✓ Hazelnuts
- ✓ Walnuts
- ✓ Grated coconut
- ✓ Brazil nuts

**Seeds and other**

(2 tablespoons unless stated otherwise)

- ✓ Pumpkin seeds
- ✓ Chia seeds (1 tablespoon)
- ✓ Flax seeds (crushed)
- ✓ Sunflower seeds
- ✓ ¼ avocado

We recommend that you combine all 4 types of fat in the amounts listed per day. If you choose only 2 types, double the amount (e.g. 50 g nuts and 4 tablespoons of seeds or 6 tablespoons of oil and ¼ avocado).

## What to season with

- ✓ Salt
- ✓ Wine vinegar (1 teaspoon)
- ✓ Balsamic vinegar (1 teaspoon)
- ✓ Mustard
- ✓ Soy sauce
- ✓ 0.25 l meat stock (from lean meat)
- ✓ 0.25 l fish stock
- ✓ 0.25 l vegetable stock
- ✓ Dried garlic
- ✓ Fresh garlic
- ✓ Single spices
- ✓ Fresh herbs
- ✓ Dutch-style cocoa
- ✓ Alternative sweeteners (stevia, xylitol, sucralose, etc.)
- ✓ Chicory syrup (1 teaspoon 2 times a day)

The amount given is per day.

## Drinking regime

- ✓ Plain water (can be with lemon, cucumber, ginger slices)
- ✓ Unsweetened mineral water
- ✓ Green tea
- ✓ Weak fruit tea
- ✓ Herbal tea
- ✓ KetoDiet syrups

**Other allowed beverages, but they are not included in the drinking regime:**

- ✓ Coffee
- ✓ Black tea
- ✓ Animal and vegetable milks (up to 0.2 l/day):
  - Cow's milk, goat's milk, sheep's milk
  - Acidophilus milk
  - Almond milk, coconut milk, soya milk, sesame milk

We recommend that you drink 2.5–3 l of unsweetened fluids (you should drink 30–40 ml of water per 1 kilogram of your weight per day). Water used for the preparation of protein KetoDiet drinks and meals is not included in the drinking regime.



## Allowed fruits

- ✓ Lemon (max. ½ per day in unsweetened drinks)
- ✓ Olives (5 pcs/day)



# First days with KetoDiet.

## How you can feel

### Hunger

The beginnings of weight loss can be challenging, in particular in the first few days before ketosis kicks in. Both energy and carbohydrate intake have been significantly reduced and feeling of hunger are common in the beginning.

### Fatigue

Any diet is a big change for the body, so you need to allow yourself time to get used to it. Were you used to a diet rich in carbohydrates? Then you may experience symptoms of the “**carbohydrate flu**”. Get plenty of rest, sleep and do not forget to drink. Broths are ideal, and you can even add more salt to them. If you need to replenish energy, a cup of good coffee or strong tea can help you.

### Headache

Before the ketosis kicks in, a headache may occur. But do not worry, it is usually short-lasting. Its cause is detoxification of the body, i.e. flushing of harmful substances from the body. Adequate drinking regime, enough sleep, exercise in the fresh air and potentially light analgesic will help.

### Diarrhoea

The opposite problem that can occur at the beginning of a diet plan is diarrhoea (response to a significant change in diet). To support your microbiome

we recommend taking probiotics. However, diarrhoea should certainly not be prolonged or accompanied by abdominal pain or vomiting. If you experience any of these problems, the cause may be an intolerance or allergy to one of the components of protein meals. We recommend that you contact our nutritional advisory centre.

### Constipation

Constipation can also occur in connection with diet and is directly related to the dehydration of the body. Make sure you eat **enough vegetables** (which contain fibre), healthy fats and stick to the drinking regime.

### Metallic taste and dry mouth

An unpleasant metallic taste and dry mouth can also be signs of ketosis. Sugar-free chewing gum, fresh mint or sugar-free candy can help.

### Irregular menstruation

Since on a protein diet (as well as with other reduction diets) you lose fat quickly, and fat is hormonally active and influences the cycle, your periods may be **irregular for a short time**. Thus, do not forget healthy fats in your diet. In steps 2 and 3 (with increasing amount of carbohydrates in your diet) your cycle will usually return back to normal.





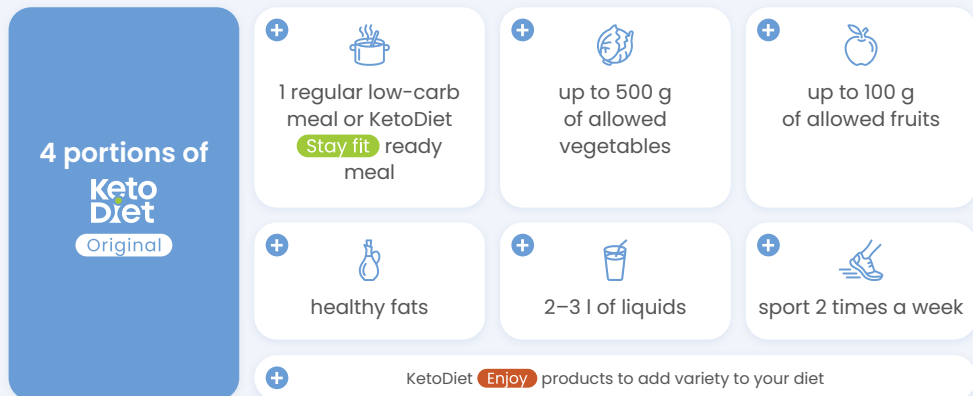
Protein Porridge - Vanilla  
and Banana flavour



## Step 2 of the diet plan

# You keep losing weight and start preparing for regular diet plan

### The composition of the daily diet plan



**Indicative daily intake of macronutrients:** Carbohydrates: up to 50 g | Protein: 90 g | Fat: up to 100 g

### **Regular low-carb meal** (weight is given in raw)

100 g	turkey or chicken meat	50 g	parmesan
100 g	rabbit meat	150 g	sirene
100 g	game	75 g	hard cheese (up to 45% fat in dry matter)
100 g	beef meat (lean)	100 g	mozzarella
100 g	pork meat (lean)	150 g	skyr
100 g	veal meat	150 g	curd cheese
100 g	lamb or mutton meat	200 g	greek type plain yoghurt 5% fat
100 g	fish (trout, salmon, Alaskan cod, tuna, ...)	100 g	traditional plain yoghurt (add more protein for fully-fledged portion)
100 g	seafood (shrimp, cuttlefish, octopus, ...)	100 g	top shoulder ham
125 g	tofu natural	100 g	poultry or beef liver
50 g	soya meat	100 g	tempeh
3 pcs	chicken eggs	100 g	seitan
200 g	cottage cheese		

## Allowed vegetables – 500 g/day (raw)

You can combine the vegetables during the day as you like, you do not have to weigh every gram.

- ✓ Artichoke
- ✓ Asparagus
- ✓ Aubergine (Eggplant)
- ✓ Broccoli
- ✓ Cabbage
- ✓ Cauliflower
- ✓ Celery (root and stalk)
- ✓ Chervil
- ✓ Chicory
- ✓ Chinese (Nappa) cabbage
- ✓ Cucumber
- ✓ Fennel
- ✓ Fresh mushrooms
- ✓ Green beans
- ✓ Green or light peppers
- ✓ Kale (incl. Brussels sprouts)
- ✓ Kohlrabi
- ✓ Leek
- ✓ Lettuce (all kinds of green lettuce)
- ✓ Parsley
- ✓ Pattypan squash
- ✓ Pumpkin (100 g/day)
- ✓ Radish
- ✓ Red lentils (2 tablespoons/day)
- ✓ Rocket
- ✓ Sauerkraut (unsweetened)
- ✓ Soya sprouts (2 tablespoons per day)
- ✓ Spinach
- ✓ Tomato (max. 2 pcs per day)
- ✓ Watercress
- ✓ White radish
- ✓ Zucchini

## Allowed fruit

Maximum 100 g per day, unless stated otherwise.

- ✓ Blueberries
- ✓ Lemon (max. ½ a day)
- ✓ Olives (5 pcs/day)
- ✓ Pomelo
- ✓ Raspberries
- ✓ Strawberries
- ✓ Watermelon
- ✓ White Currant
- ✓ White grapefruit



### Fruits and vegetables in one day?

Why not. Just reduce the weight of the vegetables to 400 g on the day when you have the fruit.



## Healthy fats

### **Oils** (up to 3 tablespoons)

- ✓ Pumpkin seed oil
- ✓ Coconut oil
- ✓ Olive oil
- ✓ Rapeseed oil
- ✓ Sunflower oil

### **Butter** (1 tablespoon)

- ✓ Butter
- ✓ Ghee butter
- ✓ Peanut butter
- ✓ Nut butters

### **Nuts** (mix up to 25 g)

- ✓ Almonds
- ✓ Hazelnuts
- ✓ Walnuts
- ✓ Grated coconut
- ✓ Brazil nuts

### **Seeds and other**

(2 tablespoons unless stated otherwise)

- ✓ Pumpkin seeds
- ✓ Chia seeds (1 tablespoon)
- ✓ Flax seeds (crushed)
- ✓ Sunflower seeds
- ✓ ¼ avocado

We recommend that you combine all 4 types of fat in the amounts listed per day. If you choose only 2 types, double the amount (e.g. 50 g nuts and 4 tablespoons of seeds or 6 tablespoons of oil and ¼ avocado).

## What to season with

- ✓ Salt
- ✓ Wine vinegar (1 teaspoon)
- ✓ Balsamic vinegar (1 teaspoon)
- ✓ Mustard
- ✓ Soy sauce
- ✓ 0.25 l meat stock (from lean meat)
- ✓ 0.25 l fish stock
- ✓ 0.25 l vegetable stock
- ✓ Dried garlic
- ✓ Fresh garlic
- ✓ Single spices
- ✓ Fresh herbs
- ✓ Dutch-style cocoa
- ✓ Alternative sweeteners (stevia, xylitol, sucralose, etc.)
- ✓ Chicory syrup (1 teaspoon 2 times a day)

The amount given is per day.

## Drinking regime

- ✓ Plain water (can be with lemon, cucumber, ginger slices)
- ✓ Unsweetened mineral water
- ✓ Green tea
- ✓ Weak fruit tea
- ✓ Herbal tea
- ✓ KetoDiet syrups

We recommend that you drink 2.5–3 l of unsweetened fluids (you should drink 30–40 ml of water per 1 kilogram of you weight per day). Water used for the preparation of protein KetoDiet drinks and meals is not included in the drinking regime.

### **Other allowed beverages, but they are not included in the drinking regime:**

- ✓ Coffee
- ✓ Black tea
- ✓ Animal and vegetable milks (up to 0.2 l/day):
  - Cow's milk, goat's milk, sheep's milk
  - Acidophilus milk
  - Almond milk, coconut milk, soya milk, sesame milk



Protein Shake – Pina Colada flavour



## Step 3 of the diet plan

# You stabilize your weight and prevent the yo-yo effect

### The composition of the daily diet plan

**2 portions of**  
**Keto Diet**  
Original

- + 3 regular low-carb meals or 3 KetoDiet **Stay fit** products
- + up to 500 g of allowed vegetables
- + up to 100 g of allowed fruit
- + healthy fats
- + 2-3 l of liquids
- + sport 3 times a week
- + KetoDiet **Enjoy** products to add variety to your diet

**Indicative daily intake of macronutrients:** Carbohydrates: 50-80 g | Protein: 100 g | Fat: up to 100 g



### Regular low-carb meal (weight is given in raw)

100 g	turkey or chicken meat	50 g	parmesan
100 g	rabbit meat	75 g	hard cheese (up to 45% fat in dry matter)
100 g	game	150 g	sirene
100 g	beef meat (lean)	100 g	mozzarella
100 g	pork meat (lean)	150 g	skyr
100 g	veal meat	150 g	curd cheese
100 g	lamb or mutton meat	200 g	greek type plain yoghurt 5% fat
100 g	fish (trout, salmon, Alaskan cod, tuna, ...)	100 g	traditional plain yoghurt (add more protein for fully-fledged portion)
100 g	seafood (shrimp, cuttlefish, octopus, ...)	100 g	top shoulder ham
125 g	tofu natural	100 g	poultry or beef liver
50 g	soya meat	100 g	tempeh
3 pcs	chicken eggs	100 g	seitan
200 g	cottage cheese		



## Allowed vegetables – 500 g/day (raw)

You can combine the vegetables during the day as you like, you do not have to weigh every gram.

- ✓ Artichoke
- ✓ Asparagus
- ✓ Aubergine (Eggplant)
- ✓ Broccoli
- ✓ Cabbage
- ✓ Cauliflower
- ✓ Celery (root and stalk)
- ✓ Chervil
- ✓ Chicory
- ✓ Chinese (Nappa) cabbage
- ✓ Cucumber
- ✓ Fennel
- ✓ Fresh mushrooms
- ✓ Green beans
- ✓ Green or light peppers
- ✓ Kale (incl. Brussels sprouts)
- ✓ Kohlrabi
- ✓ Leek
- ✓ Lettuce (all kinds of green lettuce)
- ✓ Onion white and red (1 mid-size pc)
- ✓ Parsley
- ✓ Pattypan squash
- ✓ Pumpkin (100 g/day)
- ✓ Radish
- ✓ Red lentils (2 tablespoons/day)
- ✓ Rocket
- ✓ Sauerkraut (unsweetened)
- ✓ Soya sprouts (2 tablespoons per day)
- ✓ Spinach
- ✓ Tomato (max. 2 pcs per day)
- ✓ Watercress
- ✓ White radish
- ✓ Zucchini



## Allowed fruit

Maximum 100 g per day, unless stated otherwise.

- ✓ Blueberries
- ✓ Grapes
- ✓ Green apple
- ✓ Lemon (max. ½ a day)
- ✓ Nectarines
- ✓ Olives (10 pcs/day)
- ✓ Peaches
- ✓ Plums
- ✓ Pomelo
- ✓ Raspberries
- ✓ Strawberries
- ✓ Watermelon
- ✓ White Currant
- ✓ White grapefruit



### Fruits and vegetables in one day?

Why not. Just reduce the weight of the vegetables to 400 g on the day when you have the fruit.



## Healthy fats

### **Oils** (up to 3 tablespoons)

- ✓ Pumpkin seed oil
- ✓ Coconut oil
- ✓ Olive oil
- ✓ Rapeseed oil
- ✓ Sunflower oil

### **Butter** (1 tablespoon)

- ✓ Butter
- ✓ Ghee butter
- ✓ Peanut butter
- ✓ Nut butters

### **Nuts** (mix up to 25 g)

- ✓ Almonds
- ✓ Hazelnuts
- ✓ Walnuts
- ✓ Grated coconut
- ✓ Brazil nuts

### **Seeds and other**

(2 tablespoons unless stated otherwise)

- ✓ Pumpkin seeds
- ✓ Chia seeds (1 tablespoon)
- ✓ Flax seeds (crushed)
- ✓ Sunflower seeds
- ✓ ¼ avocado

We recommend that you combine all 4 types of fat in the amounts listed per day. If you choose only 2 types, double the amount (e.g. 50 g nuts and 4 tablespoons of seeds or 6 tablespoons of oil and ¼ avocado).

## What to season with

- ✓ Salt
- ✓ Wine vinegar (1 teaspoon)
- ✓ Balsamic vinegar (1 teaspoon)
- ✓ Mustard
- ✓ Soy sauce
- ✓ 0.25 l meat stock (from lean meat)
- ✓ 0.25 l fish stock
- ✓ 0.25 l vegetable stock
- ✓ Dried garlic
- ✓ Fresh garlic
- ✓ Single spices
- ✓ Fresh herbs
- ✓ Dutch-style cocoa
- ✓ Alternative sweeteners (stevia, xylitol, sucralose, etc.)
- ✓ Chicory syrup (1 teaspoon 2 times a day)

The amount given is per day.

## Drinking regime

- ✓ Plain water (can be with lemon, cucumber, ginger slices)
- ✓ Unsweetened mineral water
- ✓ Green tea
- ✓ Weak fruit tea
- ✓ Herbal tea
- ✓ KetoDiet syrups

We recommend that you drink 2.5–3 l of unsweetened fluids (you should drink 30–40 ml of water per 1 kilogram of you weight per day). Water used for the preparation of protein KetoDiet drinks and meals is not included in the drinking regime.

### **Other allowed beverages, but they are not included in the drinking regime:**

- ✓ Coffee
- ✓ Black tea
- ✓ Animal and vegetable milks (up to 0.2 l/day) :
  - Cow's milk, goat's milk, sheep's milk
  - Acidophilus milk
  - Almond milk, coconut milk, soya milk, sesame milk





**Protein Omelette - Vegetables  
and Bacon flavour**



# 3 KetoDiet product lines.

## What is the difference?

**Keto  
Diet**

Original

From Step 1  
of the diet

The Original product line is the **basis of Step 1** of all diet plans and will accompany you also in Steps 2 and 3. You will find here **protein meals** (soups, omelettes, bakery products, bars, pasta, etc.) as well as **protein drinks** in many flavours.

The products in this range have reduced content of carbohydrates and increased content of protein. This allows the body to burn stored fat in a completely natural way. The protein ensures that you do not lose muscle mass.

**Keto  
Diet**

Stay fit

From Step 3  
of the diet

The Stay Fit product line offers meals that help you **maintain your weight in the long term**. Thanks to the Original range you will lose weight, Stay fit will make sure there is no unwanted yo-yo effect.

Stay fit products are also reduced in carbohydrates but not so much as the Original product line. They will become your buddy **from Step 3 of the diet plan**. Thanks to them, you will be able to transfer from the reduction diet to the balanced diet.

**Bonus:** You can prepare fabulous **low-carb meals** from them!



Stay fit **ready meals**

The only Stay fit product from step 2 of the KetoDiet

If you don't feel like cooking, reach for one of our **ready meals**. Delicious wholesome meals **without added preservatives** will keep you reliably full. You **just heat up** the meal – and lunch is ready!

**Keto  
Diet**

Enjoy

From Step 1  
of the diet to  
enjoy it more

The Enjoy line is here so that you can **indulge without remorse**. You will find plenty of sweet treats as well as savoury snacks or even sugar-free syrups. Enjoy is a great substitute for sweets full of fast sugars.

You can enrich your diet with Enjoy products **from Step 1 of the diet plan**. But remember not to overdo anything. So enjoy, but do not abuse.

# Product lines step by step

Step 1  
of the  
diet plan

**Keto  
Diet**  
Original

+

**Keto  
Diet**  
Enjoy

to add variety  
to your diet  
occasionally

Step 2  
of the  
diet plan

**Keto  
Diet**  
Original

+

**Keto  
Diet**  
Stay fit

ready meals

+

**Keto  
Diet**  
Enjoy

to add variety  
to your diet  
occasionally

Step 3  
of the  
diet plan

**Keto  
Diet**  
Original

+

**Keto  
Diet**  
Stay fit

+

**Keto  
Diet**  
Enjoy

to add variety  
to your diet  
occasionally

Do not forget about vegetables (and also fruit from Step 2),  
healthy fats, drinking regime and adequate exercise.

*Live a healthy life without unnecessary sugar!*

# Centimetre loss is more important than the number on the scale

We will tell you what to focus on when losing weight more than (not) losing kilos:

## 1. Measure your circumferences

**Centimetre loss** tells you if you are losing weight successfully.

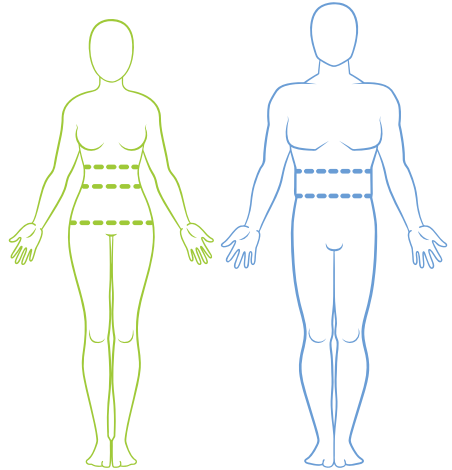
### What and where do we measure?



**Women: waist, navel and hips** – the narrowest point below the ribs, the widest point across the navel, the widest point across the hips



**Men: waist and navel** – the narrowest point below the ribs and the widest point across the navel



## 2. Watch your WHR

WHR, or waist–hip ratio is **the ratio between the circumference of your waist and the circumference of your hips**. Calculation formula:

$$\text{WHR} = \text{waist circumference} / \text{hip circumference}$$

According to the World Health Organization, people with an **apple-shaped body shape** (significantly larger abdominal circumference than hips) have much greater health risks than people with a **pear-shaped body shape** (wider hips than waist).

In particular, they are much more susceptible to lifestyle diseases such as high blood pressure, diabetes, atherosclerosis and heart attack.

Women	Men	Health risk
0.80 or less	0.95 or less	low
0.81 – 0.85	0.96 – 1.0	medium
More than 0.85	More than 1.0	high

### 3. Take photos

It is ideal to **take a photo in your swimsuit or underwear**. When you see yourself in the mirror every day, you do not see your weight loss progress as much as when you compare photos after 14 days, for example.

Take your photos **at the same time** (e.g. in the morning) and in **the same place**. Make a mark on the floor in front of the mirror so that you are always standing the same distance away.

### 4. Do not compare yourself with others

**We are all unique**, our rate of weight loss is affected by gender, age, level of overweight, diet history, physical activity and health condition. **Lose weight for yourself**, enjoy every little progress, give yourself a realistic goal and be kind to yourself.

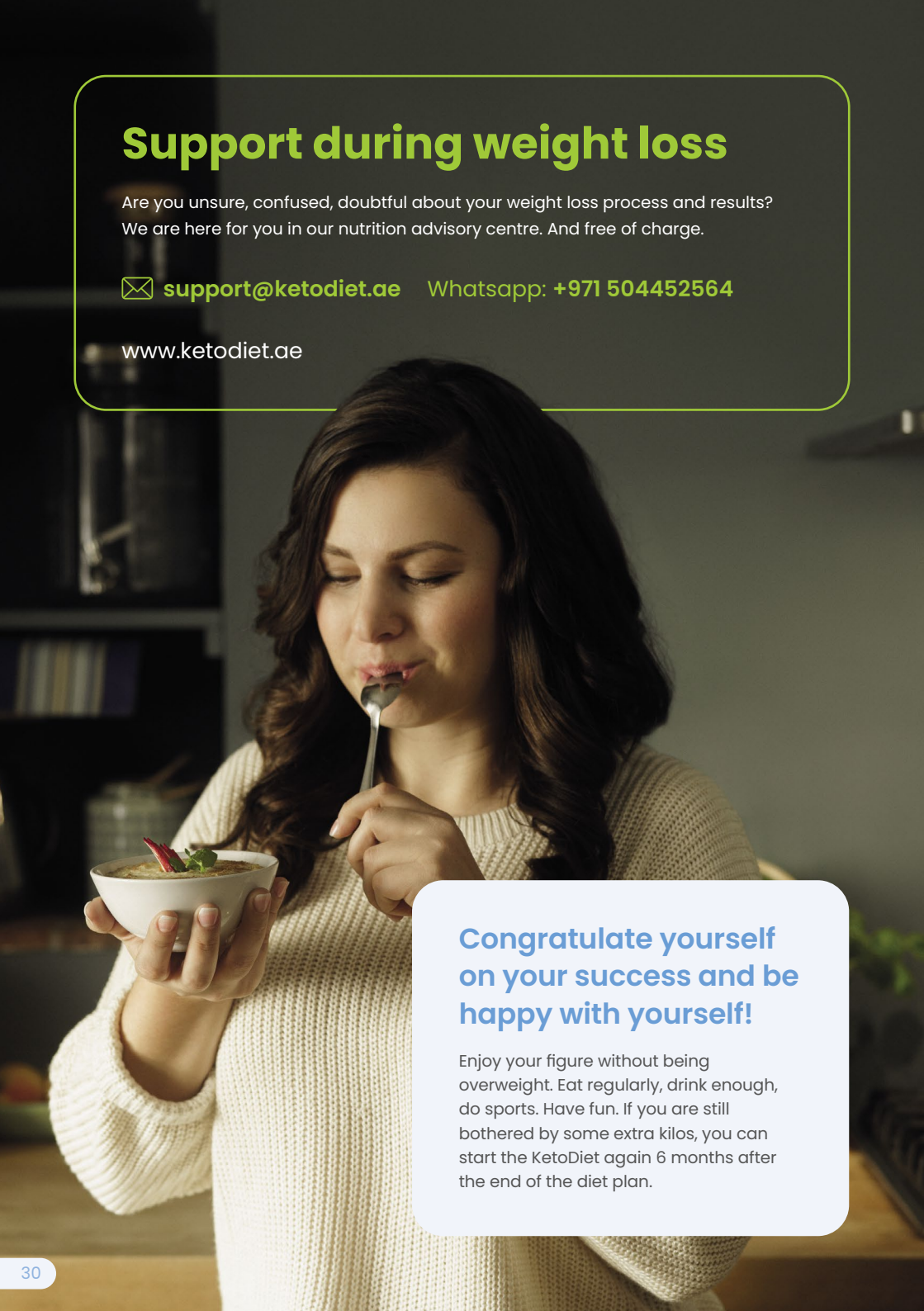


# Support during weight loss

Are you unsure, confused, doubtful about your weight loss process and results? We are here for you in our nutrition advisory centre. And free of charge.

✉ [support@ketodiet.ae](mailto:support@ketodiet.ae) Whatsapp: +971 504452564

[www.ketodiet.ae](http://www.ketodiet.ae)



**Congratulate yourself  
on your success and be  
happy with yourself!**

Enjoy your figure without being overweight. Eat regularly, drink enough, do sports. Have fun. If you are still bothered by some extra kilos, you can start the KetoDiet again 6 months after the end of the diet plan.

# Frequently asked questions

## Is there any risk with a protein diet?

Protein diet poses **no health risk to a healthy person**. For the liver, but also for our whole body, long-term overweight, poor lifestyle or regular drinking of alcohol are much more burdensome.

## How can I combine protein foods and drinks?

**As you like!** Whichever KetoDiet **Original** product you reach for, you cannot go wrong. It depends only on your taste. The only thing to watch out for is the amount of protein bars.

## How much will I lose with the protein diet?

It is understandable that you are interested in how many kilograms you will lose. Unfortunately, there is **no universal answer** to this question since every body reacts differently and therefore we cannot guarantee specific weight loss.

## What if the weight loss stops?

If you follow the recommended diet plan, there is no reason to worry about making a mistake. Minor fluctuations (even of a few days) are **perfectly normal**, in particular in women. By restricting carbohydrates, the first weight loss is usually water, to which muscle glycogen is bound. One feels an overall “flattening”, only then does the reduction of fat stores kick off. Often it is **better to measure the loss in centimetres** on the circumferences (waist, hips, arms) than to weight oneself repeatedly.

## What should I do if I break my diet?

If it happens that food exceptionally gets the better of you, **do not beat yourself up**. It can happen. Simply **continue** your efforts **the next day** as if nothing happened. Do not tell yourself that you have messed up your weight loss and that there is no point in continuing. On the contrary.

## Are protein foods and drinks gluten-free?

Yes, the vast majority of KetoDiet protein products are gluten-free.

## Can I drink coffee as part of my diet plan?

**You can drink coffee** on the diet but without sugar, or with a little milk (up to 2 dcl/day). You can sweeten with stevia or a sweetener. But have a glass of water for every coffee you drink to keep up with your drinking regime.

## Can I drink alcohol when on a protein diet?

**NO!** Alcohol is **completely excluded** during our diet plans. If you are serious about losing weight, avoid it.

## Can the protein drink be prepared in advance or does it have to be “fresh”?

You can prepare the drink in advance, e.g. in the morning you can mix it for the whole day. But it is important to **keep it cool** and definitely not to leave it in direct sunlight (it is similar to milk in properties). You can also prepare other KetoDiet meals in a similar way – omelettes, puddings, porridges, ...

## Is there a risk of the yo-yo effect after the end of the diet?

Assuming that you return to the inappropriate eating habits of the past, there is a risk of the yo-yo effect (as with other diets). The protein diet is a very useful tool in the beginning stages of weight loss and overall healthy lifestyle modification. Add regular exercise and **follow a rational and balanced diet** after the end of the diet and you do not have to worry about the yo-yo effect.

# My KetoDiet success notebook

## Before starting

Date: \_\_\_\_\_

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

Hip circumference: \_\_\_\_\_

Chest circumference: \_\_\_\_\_

Arm circumference: \_\_\_\_\_

Waist circumference: \_\_\_\_\_

Thigh circumference: \_\_\_\_\_

## After Step 1

Date: \_\_\_\_\_

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

Hip circumference: \_\_\_\_\_

Chest circumference: \_\_\_\_\_

Arm circumference: \_\_\_\_\_

Waist circumference: \_\_\_\_\_

Thigh circumference: \_\_\_\_\_

## After Step 2

Date: \_\_\_\_\_

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

Hip circumference: \_\_\_\_\_

Chest circumference: \_\_\_\_\_

Arm circumference: \_\_\_\_\_

Waist circumference: \_\_\_\_\_

Thigh circumference: \_\_\_\_\_

## After KetoDiet

Date: \_\_\_\_\_

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

Hip circumference: \_\_\_\_\_

Chest circumference: \_\_\_\_\_

Arm circumference: \_\_\_\_\_

Waist circumference: \_\_\_\_\_

Thigh circumference: \_\_\_\_\_

## What is on my heart?

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