

Q. What is TrúKeto?

- A.** TrúKeto is a clinically proven, patent pending formula which includes a new ketogenic technology to help you reduce your appetite and convert stored body fat into energy. Using body fat stores as an energy source is an efficient and effective way to reduce body weight and preserve lean muscle mass!

This formula leverages the latest biotechnology to deliver efficient and effective outcomes never before experienced in the Keto world.

TrúKeto is a powder, conveniently packaged into single-serve stick packs for on-the-go use, that targets and burns body fat with every serving! Feel great again and experience this new kind of fat burning energy as you transform yourself into a leaner, stronger, more vibrant you!

Q. What specifically makes TrúKeto different than other keto type products on the market?

- A.** It provides activated ketogenic ingredients ready for your body to absorb and use. Other keto products provide the end product of ketogenesis which are ketones. These need to be processed (burned) by the body which can send a message to the liver to stop using your own body fat for fuel. In other words inhibit weight loss.

Q. What is ketosis?

- A.** Ketosis is a normal metabolic process. When the body does not have enough glucose for energy, it burns stored fats instead; this results in a build-up of acids called ketones within the body.

Q. What is a keto diet?

- A.** The ketogenic diet aims to force the body into burning fats instead of carbohydrates. Those who follow it eat a diet that contains high amounts of fat, moderate amounts of protein, and low levels of carbohydrates.

Q. Is a keto diet safe?

- A.** Yes it is!

Q. Who should follow a keto diet?

- A.** If you are on medication for diabetes, high blood pressure or are breastfeeding you should consult your physician.

Q. Is TrúKeto vegan?

- A.** Yes, TrúKeto is vegan.

Q. Is TrúKeto dairy free?

- A.** Yes, TrúKeto is dairy free.

Q. Is TrúKeto gluten free?

- A.** Yes, TrúKeto is gluten free.

Q. What is the source of caffeine in TrúKeto?

- A.** Green tea is the source of caffeine in TrúKeto.

Q. What are exogenous ketones?

- A.** Ketone supplements are often referred to as exogenous ketones, *meaning they are created externally—outside of the body*. This is opposed to the ketones your body produces when carbs are restricted and you're in a state of ketosis. Basically, exogenous ketones are created in a lab and made into supplement form for you to ingest.

Q. Does TrúKeto have any side effects?

- A.** There are no known side effects or interactions with medication.

Q. Doesn't my brain need sugar?

- A.** While our body loves the fast, quick energy from sugar and our brain responds to sugar very quickly, neurons are 38% more *efficient* at using fat for fuel than sugar!

Q. We can't live without sugar!

A. Actually this is a huge dietary myth! We cannot live without *water, air, protein, and fat*. We can live just fine without sugar. Think of our ancestors in the winter...no vegetables, no fruits, just water, protein and fats...if we *needed* sugar to live, we simply would not be here. Sugar has been an adaptation to our diet, and while it is very pleasant, it is not a necessity!

Q. What about diabetics; Type 1 and Type 2?

A. Reducing sugar and replacing it with healthy green leafy vegetables, stable fats, minimal fruits and good proteins is the leading diet for Type 2 diabetics. Maintaining a level of ketogenesis has become very important in the management of non insulin dependent diabetics.

It is a long held belief that Type 1 diabetics *need* sugar. More recent research is calling for a much more sugar reduced diet and balancing it out with good fats and proteins.

Q. Can this product be used more than once a day?

A. Yes it can be used up to two times daily.