

Hi, my name is Jane Downes.

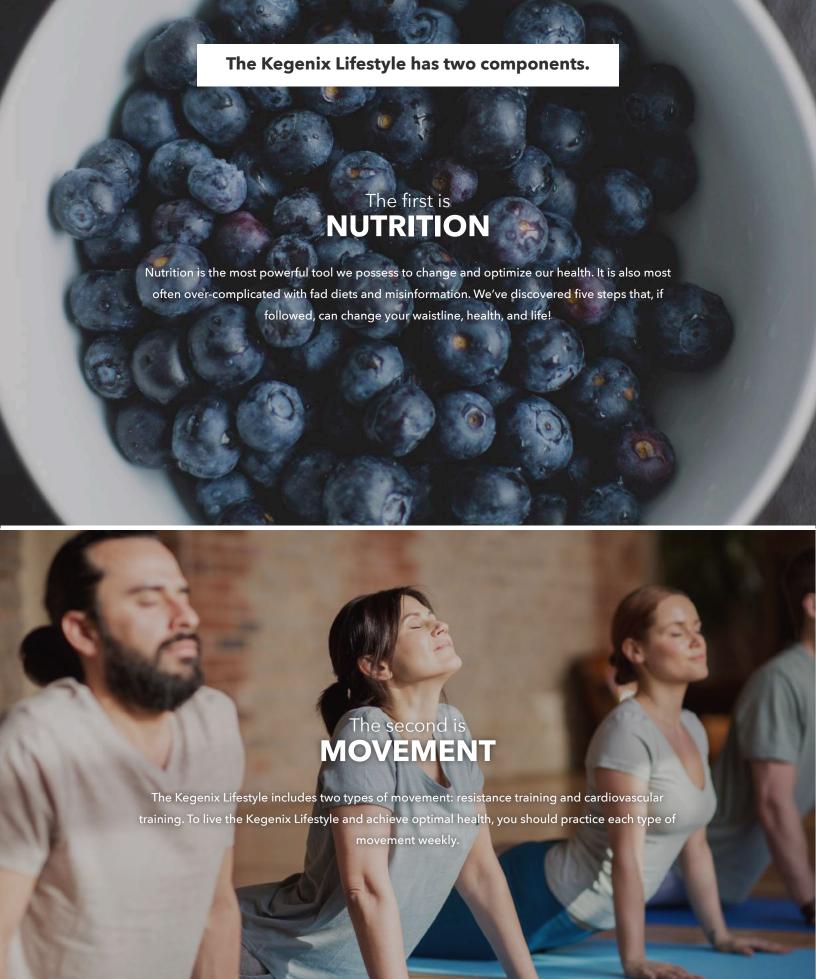
My passion for fitness and nutrition comes from my belief that being healthy is one key factor in being happy. I have suffered from depression since I was an adolescent and was introduced to the ketogenic diet in my search to find relief from my depression, without the use of medication. While implementing a low-carb/ketogenic nutrition approach, I have not only experienced some relief, but also a wide range of other benefits, including better quality sleep, improved body composition, better digestion, clearer skin, and sustained energy throughout the day.

After seeing the immense impact this lifestyle had on my own health, I jumped head first into furthering my education on all things low-carb/ketogenic. I began to implement this lifestyle with several of my clients and continued to see amazing results. From my personal experience and my work with dozens of clients, I have learned that, if implemented correctly, this lifestyle has the power to transform someone's body and overall health.

I knew I wanted to continue to share the tools and habits that brought me and my clients success, so I founded FitKetoGirls with my good friend and business partner, Liz Williams.

FitKetoGirls is thrilled to now be partnering with Kegenix in hopes of helping more people find a sustainable and healthy lifestyle built around eating real whole foods and proper movement habits.







The Kegenix Lifestyle simplifies nutrition to make it easy to follow and maintainable long term. This lifestyle is built around eating unprocessed, real foods for optimal nutrition and overall health.

Follow these 5 simple steps below:

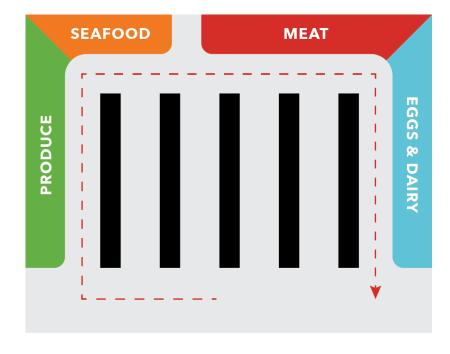
STEP 1EAT FOODS WITHOUT AN INGREDIENT LIST

Your diet should consist of 80-90% real, unprocessed whole foods. This means the foods you are eating DO NOT come out of a box or bag nor will they contain an ingredient list. They will be perishable. If it says good until 2025... it's not real food! (See food list for more examples of the types of foods to eat)

TIP:

Shop the perimeter of your grocery store. Produce, meat, seafood, and dairy are almost always located along the outside of the stores. When you bypass the center aisles, you will easily avoid the 25 different varieties of cookies and chips.





CUT OUT ADDED SUGAR

One of the biggest culprits to the world's obesity problem and our overall health decline is SUGAR. It is added into almost all processed foods (another reason to only eat foods without an ingredient list) and is linked to so many of the world's deadliest (and preventable) diseases. Having a treat on an occasion is acceptable, but the regular consumption of sugar needs to end, in order to live your life more fully. If you need an alternative, please use pure stevia.

TIP:

Exogenous ketones are very helpful in fighting carbohydrate and sugar cravings. *In a recent clinical consumer study of participants who took Kegenix PRIME two times per day, 7 out of 10 agreed their craving for sweets was reduced.

STEP 3

EARN YOUR CARBOHYDRATES

The Kegenix Lifestyle is not a strict ketogenic diet. The ketogenic diet eliminates all starchy and high sugar carbohydrates from your diet. This includes all processed and unprocessed sources. While the ketogenic diet works wonderfully for many people, the Kegenix Lifestyle believes that some of these unprocessed whole food carbohydrates should still have a place in our diet to maintain metabolic flexibility and optimal hormone balance.

The Kegenix Lifestyle is based upon the idea that carbohydrates need to be consumed under the right circumstances and in the right quantities.

There are two main factors to consider when deciding how many carbohydrates are right for you: your activity level and your goal. A sedentary person should eat far fewer carbohydrates than an athlete. In addition, if you have a large fat loss goal, or you are suffering from insulin resistance, you would be better off eliminating all starches and fruit.

The Kegenix Lifestyle eliminates all processed carbohydrates and grains but does allow for some starchy vegetables and fruit to be consumed in limited quantities. These could include sweet potatoes, berries, and squash. (see food list for a full list of approved carbohydrate sources).

Not only is it important to consume the right type of carbohydrates, but they should be consumed at the correct time of day. While following the Kegenix Lifestyle, you will eat 1-2 servings of unprocessed, whole food carbohydrates a day, at dinner or post workout. This is because they are most likely to be stored as glycogen, not as fat. Carbohydrates can also promote the release of serotonin, a neurotransmitter that will help you sleep.

TIP:

Always start your day with a moderate protein, high fat, low-carb breakfast. For example, eggs and uncured bacon. This will help to maintain blood sugar levels, which will result in minimizing feelings of hunger and the need for snacking throughout the day.

EAT HEALTHY FATS

The Kegenix Lifestyle is a fat burning lifestyle. Either you are burning your own body fat or you are burning dietary fat. This lifestyle is achieved by eating high-quality fat and protein, and by limiting carbohydrates.

It is important that the fats you are consuming are coming from the right sources. Please eliminate all processed and refined oils from your diet because of the link to unwanted metabolic and inflammatory conditions. Please cook with and consume only healthy oils such as unrefined coconut oil, avocado oil, olive oil, grass-fed butter, and ghee.

TIP:

Both omega 6 and omega 3 fatty acids are essential nutrients and are necessary for our survival. The ratio in which we consume these is important. Ideally, we want to consume them in a 1:1 ratio, or 3:1. Unfortunately, the Standard American Diet is somewhere between a 12:1 to 25:1 ratio. Balance your Omega 6 to Omega 3 ratio by eliminating processed and refined oils and supplementing with fish oil.



TAKE KEGENIX PRIME

The benefits of exogenous ketones are numerous and diverse. Studies are showing these benefits to include; increased energy and focus, improved body composition, anti-inflammatory benefits, and blood sugar regulation. The list goes on as the research continues. The Kegenix Lifestyle has a few options to begin your exogenous ketone usage. Once you are accustomed to how your body responds, you can customize it to fit your needs.

Kegenix PRIME- 2 scoops = 1 serving Keto Meal- 2 scoops = 1 serving

Option 1. 1 scoop of PRIME in the morning, 1 scoop in the afternoon, per day.

Option 2. 1 scoop of PRIME in the morning, 1 serving of Keto Meal in the afternoon, and 1 scoop of PRIME at night, per day.

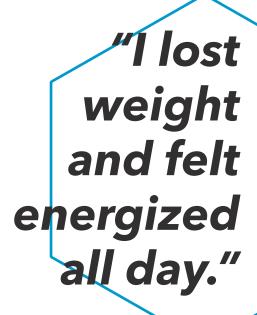
Keto Meal is a low-carb, high fat meal replacement, that can be used on-the-go if you are too busy to grab a bite to eat or to help curb your cravings for carbs. Plus, it tastes delicious, and makes a great alternative when you have a sweet tooth.

TIP:

Take PRIME in the morning on an empty stomach for optimal absorption.









RESISTANCE TRAINING

The benefits of resistance training are numerous and are equally important for both men and women. Preserving and gaining lean muscle mass will help you lose fat, maintain strength, preserve proper posture as you age, as well as help prevent other health risks, such as osteoporosis. The Kegenix Lifestyle recommendation is 3 days a week of resistance training.

TIP:

The resistance training sessions should be focused on compound, full-body functional movements. Functional movements mimic movement patterns that are found in everyday life. For example, squatting is just standing up from a seated position. They are highly superior to isolation movements for eliciting adaptations in the body and developing overall core strength. See workouts for more examples of Kegenix Lifestyle suggested movements.



METABOLIC TRAINING

The Kegenix lifestyle includes two sessions a week of metabolic training or HIIT (high intensity interval training). Interval training improves metabolic efficiency and results in a higher caloric burn in less time than steady state cardio. Research also shows that interval training results in a higher production of the hormones that aid the body in burning fat and building muscle.

TIP:

We recommend 10-20 minutes of HIIT (High Intensity Interval Training) followed by 10-20 minutes of steady state cardio. HIIT training will break down fat from the adipose tissue and steady state cardio will burn the triglycerides that have been pushed into the bloodstream as a result of interval training.

DISCLAIMER *Based on a 2017 clinical consumer perception trial conducted with 106 male and female participants, 25-65 years old, who took 12.25g of Kegenix PRIME 2 times per day. The testimonials and selfreported results and claims featured here are based on individual participant results from that trial.





DAY 1 PUSH DAY

Workout	Alt. Movement	Sets/Rounds	Reps/Time/Distance	Intensity (% of 1-rep max)	Rest	Tempo
Back Squats	KB or Dumbbell Goblet Squats	4	6-8	75-80%	1-2 mins	
Bench Press		4	6-8		0	
Dips	Assisted Dips or Bench Dips	4	10-15		40 secs	
Push Press	Dumbbell Push Press or Strict Press	4	6-8		0	
Box Jumps	Step Ups	4	10-15		0	
Farmers Carry		4	60 Meters		0	

DAY 2 METABOLIC CONDITIONING AMRAP (AS MANY REPS AS POSSIBLE) 20 MINS

Workout	Alt. Movement	Sets/Rounds	Reps/Time/Distance	Intensity (% of 1-rep max)	Rest	Tempo
Erg (row) maching	Bike	4	15 calories		0	
Med Ball Slams		4	15-20		0	explosive
Plank Hold		4	30-45 secs		minimal	fast

DAY 3 HINGE / PULL

Workout	Alt. Movement	Sets/Rounds	Reps/Time/Distance	Intensity (% of 1-rep max)	Rest	Tempo
Deadlift	Kettle-bell or Dumbbell Dead-lift	5	5-7		1-2 mins	
Pull Up	Pull up with band or assisted	4	6-8		0	
Med Ball Cleans		4	10		60 secs	
Bentover Barbell Row			6-8		0	
Renegade Row	Plank Shoulder Touches		20		0	
Kettlebell Swings			60 secs		60 secs	

DAY 4 METABOLIC CONDITIONING

Workout	Alt. Movement	Sets/Rounds	Reps/Time/Distance	Intensity (% of 1-rep max)	Rest	Tempo
Bike Sprints	Treadmill, Row, Elliptical, etc.	8 rounds	30 secs	100%	60 secs	
Bike	Treadmill, Row, Elliptical, etc.	1	10 mins			

DAY 5 PUSH / PULL

Workout	Alt. Movement	Sets/Rounds	Reps/Time/Distance	Intensity (% of 1-rep max)	Rest	Tempo
Front Squats	Goblet Squats		6-8	75-80%	1-2 mins	
Straight Leg Deadlift	Dumbbell RDL		6-8		1-2 mins	
Push Press	Strict Press					
Pull Up	Pull up with band or assisted					
Inverted Row	TRX Row	4	30 secs		0	
Push Up	Push Up on Knees	4	30 secs		0	
Bodywight Squat		4	30 secs		1 min	



The Kegenix Lifestyle is built around eating unprocessed real food. You will be eating mostly vegetables, high quality sourced meats, and healthy fats. You will be eating some starchy vegetables, dairy, and fruit. Below you will find an in-depth list of approved foods.

Choosing the right foods is very important. But just as important is the quality of those foods. Always choose organic, wild caught, pastured raised, and grass-fed options.

If you are new to this style of living, and have been following a Standard American Diet up to this point, making all these changes can seem daunting. But remember, do what you can, when you can.

"Any food that requires enhancing by the use of chemical substances should in no way be considered a food."

- John H. Tobe



BEST OPTION:

Local/pasture raised/grass-fed meat and eggs; Wild caught fish; Locally grown and organic in-season vegetables and unsweetened beverages (such as water, tea, and coffee)

BETTER OPTION:

Pasture raised/grass-fed meat from store; Cage free/free range/ organic eggs from store; Some farmed fish (shellfish, salmon, catfish, trout); Organic fruit from the store

GOOD OPTION:

Conventional grain-fed meat and eggs; Non-organic fruit and veggies

ALWAYS AVOID:

Sugar and sweets, processed foods, grains, refined fats/oils, transunsaturated/partially hydrogenated fatty acids, and sweetened beverages



PICK 80-90% OF YOUR FOODS FROM THE LIST BELOW.

FATS AND OILS

Always choose grassfed when buying dairy and animal products.

Avocado oil Almond oil Butter Chicken fat Duck fat Ghee

Mayonnaise (not made from canola/soybean

oil)

Nuts and seeds

Macadamia oil

Olive oil

Organic coconut oil Coconut butter

Coconut cream Coconut milk

PROTEINS

Choose grass-fed, organic pastured raised, or wild caught.

Beef Chicken Duck Lamb Pork Turkey Fish

Seafood (Do not eat imitation crab meat. It contains sugar, gluten, and other additives.)

Eggs

VEGETABLES AND LOW-SUGAR FRUIT

Alfalfa sprouts Asparagus Avocado Bean sprouts Beet greens Bell peppers

Blueberries Blackberries Broccoli

Brussels sprouts

Cabbage Carrots Cauliflower

Celery

Chard Chives

Collard greens

Cucumbers Dill pickles

Garlic Kale Leeks Lettuces

Salad greens

Mushrooms Olives

Onions Radishes Raspberries Sauerkraut Strawberries

Scallions Shallots **Snow Peas**

Spinach Sprouts

Summer squash

Tomatoes

SAUCES & MISCELLANEOUS

Vinegars Bone broth Coffee

Cocoa powder (unsweetened)

Tea

Coconut aminos Horseradish Hot sauce without added sugars Mustard without added sugars Sauerkraut without added sugars Stevia/monk fruit/ erythritol

Salad dressings made with healthy oils and no added sugars Spices and herbs (wonderful way to add variation and flavor to meals)

Unsweetened nut milks



PICK 10-20% OF YOUR FOODS FROM THIS LIST

DAIRY PRODUCTS

While dairy CAN be part of the Kegenix Lifestyle, many are sensitive to dairy, and it can cause inflammation within the body. We suggest eliminating it for 3-4 weeks to determine if you fall into this category. After the 3-4 weeks, slowly add it back into your diet. Pay attention for signs of possible food sensitivity (bloating, headaches, congestion, digestive distress, fatigue). If you notice these symptoms occurring, please omit dairy from your lifestyle for the time being. It may be possible to add dairy back into your diet in the future. If you don't experience any sensitivity, enjoy the foods below in moderation and always consume full fat and grass-fed sources.

Heavy whipping cream Cottage cheese Cream cheese
Sour cream Hard and soft cheeses Unsweetened yogurt

LIMIT THE BELOW FOODS TO 1 SERVING A DAY AND CONSUME THEM POST EXERCISE OR AT DINNER

STARCHES	FRUIT	Kiwis
Beans	Apples	Mangos
Legumes	Bananas	Melons
Potatoes	Cherries	Oranges
Winter squash	Dates	Pears
Yams	Grapes	Pineapple

DO NOT EAT THE BELOW FOODS

SUGAR AND SWEETS

Packaged candy

Baked goods White sugar, brown sugar, agave, honey, syrup, coconut sugar

PROCESSED FOOD

Energy bars, granola bars, protein bars Frozen meals

GRAINS

Cereal

Pasta

Rice

Wheat

REFINED FATS/OILS, TRANS-UNSATURATED/ PARTIALLY HYDROGENATED FATTY ACIDS

Vegetable spreads/sprays (such as margarine, Smart Balance)

Canola, soybean, safflower, and sunflower

SWEETENED BEVERAGES

Designer coffees/sweet teas/sweet cocktails
Energy drinks
Fresh-squeezed juices
Powdered drink mixes
Regular/diet soda
Sports drinks





Going out to dinner tonight? Perfect! The kegenix lifestyle is just that, a lifestyle! This means dining out at restaurants or having drinks with friends. Here a few tips keep you on track:

1. "NO BUN PLEASE"

It is very simple to turn any entree into a kegenix lifestyle friendly dish. Most often it is as easy as eliminating or replacing the starch. Most entrees are served with a veggie and a starch (potatoes, rice, bread), simply request for extra veggies or for the protein to be served over a bed of greens. For example:

- Salmon with double veggies
- Burger, no bun, over a bed of lettuce
- Fajitas, no tortillas, extra veggies.

2. "DRESSING ON THE SIDE PLEASE"

Sauces and dressings are often filled with added sugars and thinkers, such as flour. This is true for salad dressings, curries, gravies, and more. Ask the waiter for the sauces ingredients. If it has sugar or other unwanted ingredients ask for no sauce, or oil olive. If the sauce does not contain unwanted ingredients, still ask for it to come on the side. This will allow you to control how much you want to add into your food.

3. "EXTRA BUTTER PLEASE"

Adding extra fat to your meal is a great way to make up the lost calories from eliminating the starch and the sauce. Order a side of extra butter with your steak, or olive oil with your salad. This will increase your fat intake and keep you fuller longer.

4. "SIN AZUCAR POR FAVOR" (WITHOUT SUGAR)

Alcohol should only be consumed in SMALL amounts. The moment you start drinking, your body stops burning fat. With that being said, this is a lifestyle and having a cocktail out with friends is included. When ordering cocktails order low carb options and don't over indulge. Here are a few kegenixs favorite low carb beverages options:

- "Mojito sin azucar" (without sugar) Jane's favorite drink in Costa Rica
- Champagne
- Red Wine
- Dry White Wine
- Vodka Soda
- Dry Martini
- Whiskey on the rock

