



DORIAN Z. GREENOW
FOUNDER

Every journey to better health begins somewhere. For some, it might be in a doctor's office, for others it might be at the birth of their child or the funeral of a loved one. For Dorian Greenow, it was reclining on a sun lounger and realizing that he could balance a bottle of beer on his protruding belly.

Having ballooned to over 200 pounds, he felt constantly tired, was on anti-depressants and had nearly all the markers for metabolic syndrome. He had completely lost his mojo.

After much research, it became evident that the Ketogenic lifestyle was a path to measurable success. He and his wife, Gemma, started a lazy clean Ketogenic diet and within six months, he had lost 47 lbs. He came off all medications and finally felt like he was getting his mojo back. The Ketogenic lifestyle had changed his life and he wanted to share that with others and contribute to the community.

At the time, ketone testing was expensive and meters and test strips were produced by a few big players in the bio-tech industry. This limited competition meant prices would remain high and ketone testing would not be accessible to the millions of people who could reap the health benefits.

This was an industry that needed to be disrupted. After many months and countless doors being firmly closed in his face, he found a manufacturing partner and created FDA approved meters and testing strips that are more accurate and affordable than any others in the market.

Dorian and Gemma put everything they had into this project, including their lifesavings and a loan on their house. Keto changed their lives and they had a plan to pay it forward, with affordable and accurate testing for everyone.

In under a year, the company has experienced tremendous growth and the keto-mojo meter and strips have been widely embraced by influencers and educators in the keto community.