

# 28 DAY CHALLENGE // START UP GUIDE

## KEYS TO SUCCESS

DRINK KETONES

HEALTHY FOOD

MOVEMENT

ACCOUNTABILITY

### #1 - DRINKING KETONES

Drink Keto NAT everyday between 7-9am mixing it with 12-20oz of water (We like it on ice)  
Drink it over 30 to 45 minutes.

**Tip** - Have a second Keto between 2 and 4 pm if you need more energy, if you are craving sugar, feeling really hungry or having a stressful day.

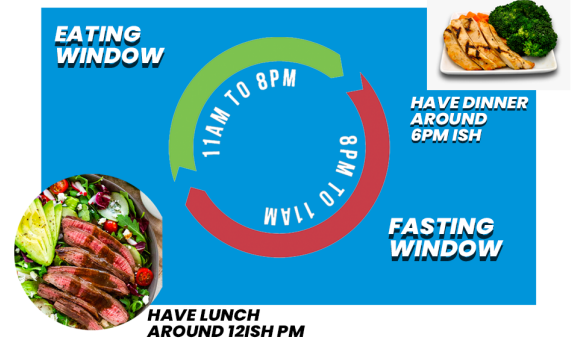
**Hydration:** Staying hydrated is even more important when you are in ketosis, you may need to increase your water intake, adding keto friendly electrolytes 1 to 2 times a day  
We recommend using Pruvits MitoPlex

### #2 - HEALTHY FOOD

**Our goal is not to be perfect, it's to be better.**

Minimum 4 days a week, we are going to do intermittent fasting with 2 low carb meals consisting of a serving of protein, veggies & natural fat source like, butter, avocado or olive oil. 3 days a week make the best healthy choices you can make based on your lifestyle and goals.

During the other 3 better days, the goal is still to eat less to no sugar, eliminate processed foods like chips, breads, cereal, etc. These would be the days to eat "more normal", where you could have 2-3 meals, you may have alcoholic beverages, have fun food with the kids, or even a date night. Just be carb conscious and recognize the amounts of consumption can affect your results if fat loss is your primary goal.



**Monday\***  
Better Day  
Optional 24hr Fast

**Tuesday**  
Intermittent  
Fasting

**Wednesday**  
Better Day

**Thursday**  
Intermittent  
Fasting

**Friday**  
Intermittent  
Fasting

**Saturday**  
Better Day

**Sunday**  
Intermittent  
Fasting

**\*Tip:** For people that really like having a plan and structure, this is a plan we've found that is very effective if you are looking for fat loss, anti-aging and overall balance of life, health and enjoyment. Keep in mind that we are adding an accelerator day called the 24hr fast, to which we recommend using Pruvit's 24hr fasting kit if you are going to fast on Mondays.

### #3 - MOVEMENT

The goal is to move your body minimum 30mins, 4 times a week, we know that if we want to be healthy we have to be more active. We encourage you to find things you actually enjoy doing so you can do them long term. This could be biking, walking, swimming, dancing, fitness class, weight lifting, etc

**\*TIP** - As we get older strength training should have a higher priority so we encourage you to find a local gym so you can do strength training 2 times a week with the focus to get stronger.

### #4 - ACCOUNTABILITY

This is something that we've found to be extremely valuable for people that want to achieve long term health results. Sharing your journey with others not only holds you accountable, it also inspires other to improve their life and health. So we encourage you to 4 times a week share your health progress or accomplishments, or sharing personally to a friend, loved one or co-worker.

**\*\*\* Take before pictures, see your health improve in 28 days**

# **UNDERSTANDING KETOSIS & KETONES**

The natural metabolic SHIFT of nutritional ketosis allows the body to break down fat and produce ketones as a primitive source of energy and fuel. When the body functions in a state of nutritional ketosis, a number of health benefits can occur including Increased, energy levels, mental clarity, focus, fat loss, sleep and overall performance.

Endogenous ketones, or B-hydroxybutyrate (BHB), acetoacetate (ACA), and acetone, are molecules produced in the liver specifically from the breakdown of fats.

This typically only happens when one is following a very strict, low-carbohydrate and high-fat diet, in addition to fasting. When insulin levels are low, and glucagon and epinephrine levels are relatively normal, fat released from cells travels to the liver. Here, the body produces ketones and utilizes them as an energy source to glucose for fuel.

Ketones are actually more efficient providing more sustained energy to the brain and muscle system, and have an amazing signaling effect that improves how the human body functions.

Supplementing with KETO//OS® introduces bioidentical, all natural ketones into your body in less than an hour, without having to follow a strict low carb diet. Although our product works without a strict diet we encourage people to make best health choices towards their desired goals.

No matter what age, sex or race, the truth is that we are all looking for better. What makes ketones unique is that as humans we have been in a state of ketosis the majority of our existence, now we have the ability to drink ketones to be in this natural state, where our brain, metabolism, and muscles all work at an optimal level, and all these are key factors for better health, longevity and achieving long term results.

***\* If you want to learn more about the importance of ketones go to  
pruvit.tv***

**BRAIN IMPROVES // MUSCLE IS SPARED // FAT IS BURNED**

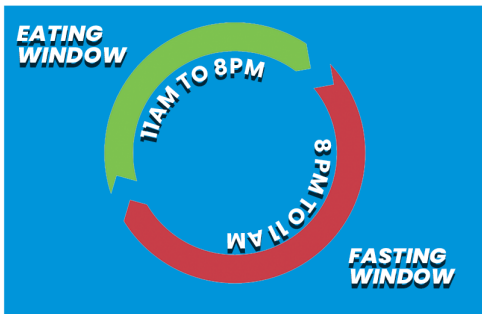
# WAYS OF FASTING //

## ACCELERATORS

Your body doesn't operate on minutes and hours but rather days, weeks, and months. Eating multiple meals all day long isn't necessary. Fasting is a simple way to break habitual eating. Every minute of every day our bodies are working.

Reducing your eating window, allows your body to perform optimally. Humans have been fasting since the beginning of time, not necessary by choice, it's very healthy for our body to go through fasting. Science about fasting is very well documented and the benefits are extraordinary, from hormonal balancing, longevity, weight management, and metabolic health. The Great news is that fasting ultimately helps your body produce more ketones naturally and there are three main ways we teach fasting.

### INTERMITTENT FASTING



**Intermittent fast  
4-7 times a week**

### 24HR FAST



**Encourage 24HR  
fast once a week**

### 60HR FAST



**Highly suggest  
doing a 60HR fast  
once a month.**

## LEVELS OF FASTING

**24 HRS**

**Autophagy Begins**  
**Glycogen is drained**  
**Increased ketones are released into the body**

**36 HRS**

**Autophagy increases by 300%**  
(Your cells are cleansing and repairing  
in a more efficient manner)

**60 HRS**

**Autophagy increases by 30% more**  
**Immune system resets & regeneration starts**  
**More ketones are released into the body**

# FOOD THE PLAN:

## BETTER DAYS:

### WED, SAT, MON

Drink ketones 7-9 am // Meal 1 at 12ish pm : Low Carb Meal with Protein and vegetables w/ olive oil, avocado or butter. // Meal 2 at 6ish pm : Low Carb Meal with Protein and vegetables w/ olive oil, avocado or butter.

**Optional choices:** Ketones at 3ish, Breakfast, afternoon snack, and drink responsibly on these better days. The importance of this day is to allow you to eat healthy, make better choices and help you feel like you are not restricting your self every single day.

## INTERMITTENT FAST DAYS:

### TUES, THU, FRI, SUN

Drink ketones 7-9 am // Meal 1 at 12ish pm : Low Carb Meal with Protein and vegetables w/ olive oil, avocado or butter. // Meal 2 at 6ish pm : Low Carb Meal with Protein and vegetables w/ olive oil, avocado or butter.

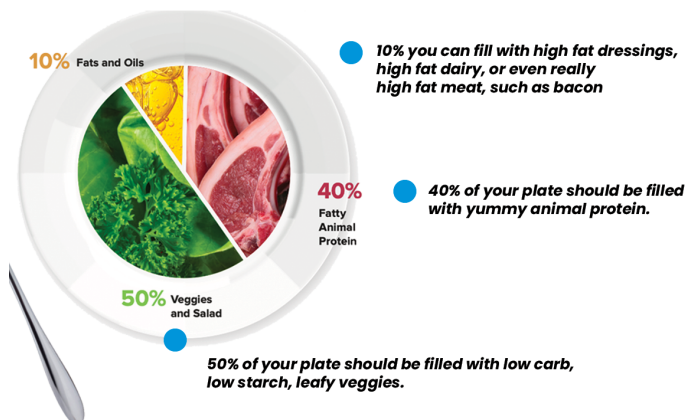
**Optional choices:** Ketones at 3ish, Breakfast, afternoon snack, and drink responsibly on these better days. The importance of this day is to allow you to eat healthy, make better choices and help you feel like you are not restricting your self every single day.

## A TIP THAT WORKS WELL:

Doing one 24hr fast a week and one 60hr once a month is extremely helpful to maximize health, anti-aging, energy and fat loss benefits. This can be done any day of the week but we've found that doing it on Mondays works best for most people. And we encourage using Pruvits 24hr fasting kit for the weekly fast, and the 60hr reboot for the monthly fast.

## Use the Keto Optimization plate as a guide for how your plate should look!

The idea of the plate is to prioritize healthy and natural protein. We also want to have a variety of low carb veggies, and also do not be afraid of natural fat, and we have found that animal fat (like butter), and olive oil, avocados are among the best in the rank.



## Female

Women when it comes to portion control, calories are the trick and counting calories for the rest of your life its not a fun thing to do.

The solution can be to check in once or twice a month to see where you are at in your calorie consumption but don't obsess about this.

We suggest to have 2-3 servings of protein per day (Serving size =palm of your hand about 1/2 inch thick)

## Male

For men we suggest to have 3-4 servings of protein per day, you may have 2 -3 servings per meal. (Serving size =palm of your hand about 1/2 inch thick)

If you are more active or more muscular be aware you might have to increase your protein.

*\*Although you can still drink alcohol and keep your calories and carbs low, alcohol can still hinder your fat loss goals.*

BE CAREFUL WITH GOOGLING KETO RECIPES AND CONSUMING EXCESIVE DAIRY AND KETO DESSERTS THEY WILL HINDER YOUR RESULTS LONG TERM.



# FOOD GUIDE

## DECISIONS ARE KEY:

For most people all you have to do is take what you are already eating and make it low carb. Like making when making spaghetti, substitute the noodles for low carb noodles or cauliflower rice.

### PROTEINS

Bonus Points for Grass-Fed, Organic, Hormone & Antibiotic Free, or Free Range.

• Bacon	Goat	Pork Chops	Sausage
Beef	• Ham	Pork Loin	Veal
Bison	Lamb	• Prosciutto	Whole Eggs
Chicken	Pheasant	Quail	
Duck	Pork		

\*Have these in moderation

### FATS AND OILS

Organic and Grass Fed fats and oils are encouraged.

Please keep in mind that most of us have been misinformed about fats and how important they are to our health.

Avocado Oil	Coconut Oil	Olive Oil
Butter	Flax seed	Paleo mayonnaise
Chia Seeds	Ghee	Sesame Seeds
Coconut Butter	Lard	

### SEAFOOD

We like it wild. You should too. Go for wild caught. Farm raised is out.

Catfish	Halibut	Oysters	Snapper
Clams	Lobster	Salmon	Squid
Cod	Mackerel	Sardines	Trout
Crab	Mahi Mahi	(in olive oil is best)	Tuna
Flounder	Mussels	Seashells	Fresh Water Fish

### DRINKS

At a minimum, you should be drinking of 8-10 8 oz glasses of water per day.

#### Water Hack

Divide your body weight (in lbs) by 2. This number, in ounces, is the amount of water you should drink daily.

Highly recommended: 1-2 Mitoplex per day

#### Other Drinks:

- Coffee
- Unsweet Ice tea,
- Unsweet waters
- Unsweet almond Milk
- Coconut Milk

#### Great Pruvit Support Products:

- **Keto Kreme** / Add to your coffee
- **Mitoplex** / Great for hydration
- **KetoUp** / Ketones on the go
- **Keto Kick** / For an extra brain boost

### VEGETABLES

Starchy Veggies aren't our friends. Stick to the leafy greens that treat you right.

Asparagus	Chard	Kimchi	Sauerkraut
Broccoli	Cucumbers	Olives	Spinach
Cauliflower	Garlic	Pickles	Squash
Celery	Kale	Romaine lettuce	Zucchini

For the most part most vegetables will be fine, do your best to avoid high carb veggies like: Sweet potatoes, regular potatoes, squash, corn, beans.

### SNACKS

Snacking is fine in moderation. Keep in mind, extra calories taken in should be expelled with extra movement.

1/4 Avocado	Olives	Sardines
1/4 C. Nuts	Pepperoni	Seaweed Snacks
Kale Chips	Pork Rhinds	

**For Desserts:** You might be seeing more keto desserts/snacks on social media and grocery stores. Just remember the 80/20 rule, try to keep those type of foods to less than 20% of your overall caloric intake. Focus on real foods, protein, veggies and fats, **moderation is key**.

**Pruvit Meals:** The best way to keep it simple and to learn to eat more carb appropriate is to use Pruvit Meals, We strongly suggest to anyone that gets overwhelmed or is extremely busy, to start with Pruvit Meals weekly for at least four weeks to get great results and keep it simple as you learn.

## HOW TO EAT AT RESTAURANTS & ON THE GO



### MEXICAN

Salad with grilled steak, chicken, or shrimp. Add any of the following: tomatillo-red, sour cream, guacamole, cheese, & ranch dressing. Just say no to rice, beans, or tortillas



### BURGER JOINT

Remove the bun, Add any of the following: Bacon, lettuce, mustard, mayo, onion, pickles. Sub the fries for salad Don't forget to ask for a fork and knife. Sub



### SUB SHOP

Lettuce wrapped turkey, roast beef, or ham sandwich. Add any of the following: lettuce, mayo, ranch, avocado, bacon. Skip the chips and cookie.



### PIZZA JOINT

Wings are at almost every pizza place. Get wings (not breaded) with a side of ranch. BBQ sauce is OUT but spice it up with Buffalo sauce.



### FAST CASUAL CAFE

Order a salad with grilled steak, chicken, or shrimp. Use ranch dressing, olive oil, or juice from a lemon. Make sure to ditch any dried fruit, croutons, crispy wontons, or fried tortillas.

# THE CHALLENGE ASSESSMENT

**Drinking ketones** helps improve strength, performance, recovery, focus, and endurance. Since your body uses less oxygen when fueled by ketones you may find that certain exercises easier to perform. Rate yourself over the next 28 Days in the areas of performance, recovery and endurance and watch the improvements that you will get. **Please rate yourself even if your focus is only fat loss.**

Prior to starting the challenge, test your strength and performance in as many of the following areas as your body will allow. Set a timer for 60 seconds for each exercise. Perform as many high quality reps as possible. **This test is a maximal effort test and should only be performed by healthy individuals that are clear to exercise.**

EXERCISE (60 sec each)	BEFORE CHALLENGE	AFTER CHALLENGE
JUMPING JACKS	_____	_____
PUSH UPS / KNEE PUSH UPS	_____	_____
SIT UPS	_____	_____
BURPEES	_____	_____
WALKING LUNGES	_____	_____
PLANKS (Hold for as long as you can)	_____	_____
*ENDURANCE – One Mile Walk/Run	_____	_____

**\*The mile run/walk can be done outdoors or using a treadmill. The goal of this test is to cover a one-mile distance as quickly as possible. This test is a maximal effort test and should only be performed by healthy individuals. In order to perform this test, you simply need to measure the time it takes you to cover one mile.**

## MOVEMENTS

Another simple way to feel your best and maintain focus throughout the challenge is to MÜV!

We have 4 müvs for you to do for **1 minute each day**.

Complete all 4 müvs each day to reach a BETTER you!

Do these quick, 1 minute müvs daily, and you'll feel BETTER.

Challenge yourself and double your results with an extra 4 minutes each day. The challenge is YOURS!



### JUMPING JACKS

1. Start with feet close together and arms touching your body.
2. Hop feet apart the same time as you bring your bent arms above your head.
3. Hop back in while bringing your arms down by your side.
4. Continue this motion to complete your jumping jacks.

**Modification:** Step one leg out at a time while bringing your arms up above your head and down by your side.

### SIT UPS

1. Lay flat on the ground, bending your knees. While keeping your core engaged and neck relaxed
2. Sit up by bringing your upper body toward your thighs.
3. Feet stay on the ground as you sit up and lower yourself back down on the ground.

**Modification:** Crunches serve as a great modification for sit ups.

1. Engage those abs and lift yourself up a few inches off the ground.
2. Squeeze and hold that position.
3. Lower yourself back down on the ground.
4. Keep it up and those abs will be on fire!



### PUSH UPS

1. Start in the plank position.
2. Place your hands on the ground shoulder width apart.
3. Keep your core tight, neutral neck, lower your arms until your entire body is near the ground but not completely touching the ground.
4. Keeping your body rigid repeat the motion for 60 seconds.

**Modification:** Place your knees on the ground while keeping your spine neutral and move your body in one motion towards the ground and back up.



### LUNGES

1. Stepping one foot forward at a time, lower yourself until your back knee softly touches the ground and both knees are at 90 degree angle.
2. Keep forward knee from jetting out over the toes of your front foot.