

MODULE 3 | LESSON 3

# EXOGENOUS KETONES

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# HARD WORK OR A MAGIC PILL?

When it comes to hard work or a “magic pill,” most of us would opt for the easy way out. And that’s basically what exogenous ketones promise— easy access to ketones.





# What Are Ketones?

Ketone bodies are water-soluble molecules produced by the liver from fatty acids. Ketones essentially serve as premium gasoline, fueling the body during ketosis. And when it comes to the ketogenic diet— ketosis is king!





# What is Ketosis?

Ketosis is a metabolic state in which the body relies on ketones for fuel. During ketosis, the body directly breaks down its fat stores into energy instead of slowly converting fat and muscle cells into glucose for energy. The goal of ketosis is to produce endogenous ketones.



# 3 Types of Endogenous Ketones

1. Acetoacetate
2. Beta-hydroxybutyrate (BHB)
3. Acetone

**KETOSIS- BHB LEVEL OF 0.5 MILLIMOLARS OR HIGHER.**





# How Are Endogenous Ketones Produced?

- ✓ **Fasted states**
- ✓ **Caloric deficits**
- ✓ **Ketogenic diet**



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# What Are Exogenous Ketones?

Exogenous ketones are essentially a synthetic ketone supplement. Most exogenous ketone supplements are fueled by beta-hydroxybutyrate because of its ability to flow freely in the blood and assist bodily tissues.

# 3 Types of Ketone Supplements

1. Ketone Esters
2. Ketone Salts
3. Ketone Oils



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# SUPPLEMENT #1

## Ketone Esters

### Acetoacetate Ketone Esters

Typical blood BHB increase: 0.4mM

### BHB Ketone Esters

Typical blood BHB increase: 1.0-6.0mM

**Preferred Brand: HVMN**

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# SUPPLEMENT #2

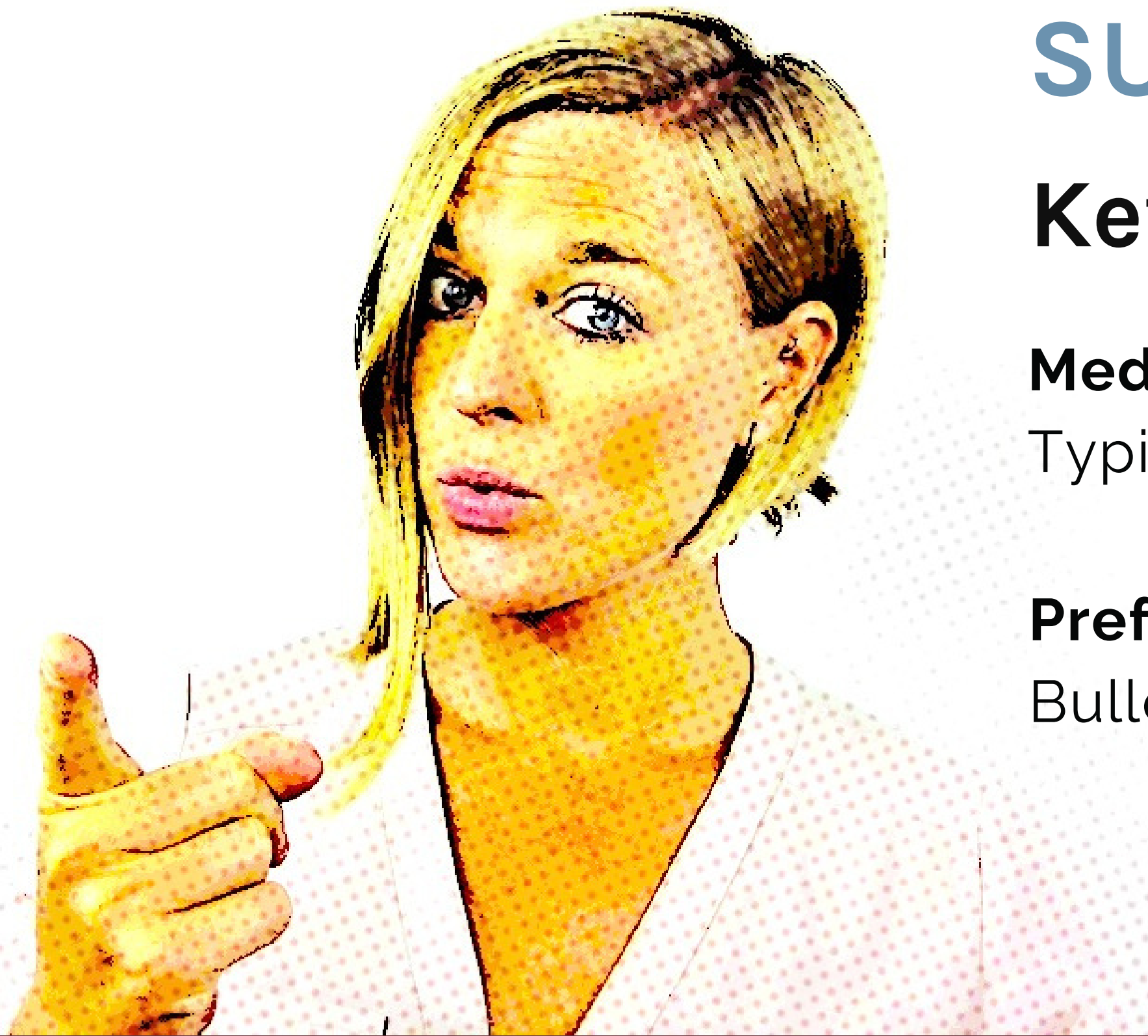
## Ketone Salts

### Racemic and Non-Racemic Ketone Salts

Typical blood BHB increase: 1.0mM

**Preferred Brand:** Perfect Keto Base





# SUPPLEMENT #3

## Ketone Oils

### **Medium-Chain Triglycerides (MCT oil)**

Typical blood BHB increase: 0.5-1.0mM

### **Preferred Brand:**

Bulletproof Brain Octane C8

# 5 Reasons to Consider Ketone Supplementation

1. Ease Keto-Flu
2. Serve as a Pre-Workout
3. Aid in Cancer Treatment
4. Enhance Productivity
5. Curb Effects of a Cheat Day



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# BENEFIT #1

## Ease Keto Flu

Exogenous ketones may help provide symptomatic relief to a variety of keto-flu related symptoms.





# BENEFIT #2

## Serve as Pre-Workout

Taking a ketone supplement 30 minutes prior to an intense workout will provide you with a clean-burning source of fuel while still keeping you in a fasted state (providing the supplement contains 50 calories or less per serving).





# BENEFIT #3

## Aid in Cancer Treatment

It's said that ketones' signaling molecule effects can protect against seizures or combat the growth of cancerous tumors, and reduce inflammation as well as or better than prescription anti-inflammatory drugs.



# BENEFIT #4

## Enhance Productivity

Exogenous ketones are said to deliver a burst of mental clarity bringing with it hyper-focus and enhanced productivity.





# BENEFIT #5

## Curb Effects of a Cheat Day

May help curb the effects of a cheat day or an unexpected binge-sesh. Exogenous ketones can help you get back to a fat-burning state in as little as 30 minutes.



# HARD WORK OR A MAGIC PILL?

- Evidence is mounting in support of the health benefits of endogenous ketosis.
- Growing research suggesting that even the presence of BHB may have positive effects on the body independent of dietary changes.



WHY ISN'T EVERYONE SUPPLEMENTING?

ARE THERE ANY DISADVANTAGES TO  
SUPPLEMENTING WITH EXOGENOUS  
KETONES?



# 5 Potential Disadvantages of Exogenous Ketones

- 1. Excessive Sodium Intake (with salts)**
- 2. Gastrointestinal Issues**
- 3. Lack of Substantial Research**
- 4. Many Not Considered FDA (GRAS)**
- 5. Shitty Taste**





# Choosing an Exogenous Ketone

- ✓ Overall Impact on Blood Ketones
- ✓ High-Quality Source
- ✓ Optimal Experience





# HVMN

## RAW KETO ESTER

The world's first Ketone Ester drink.  
Scientifically shown to improve metabolic performance, increase mental and physical endurance, and kickstart ketosis.

<https://hvmn.com/>



# Perfect Keto Nootropic

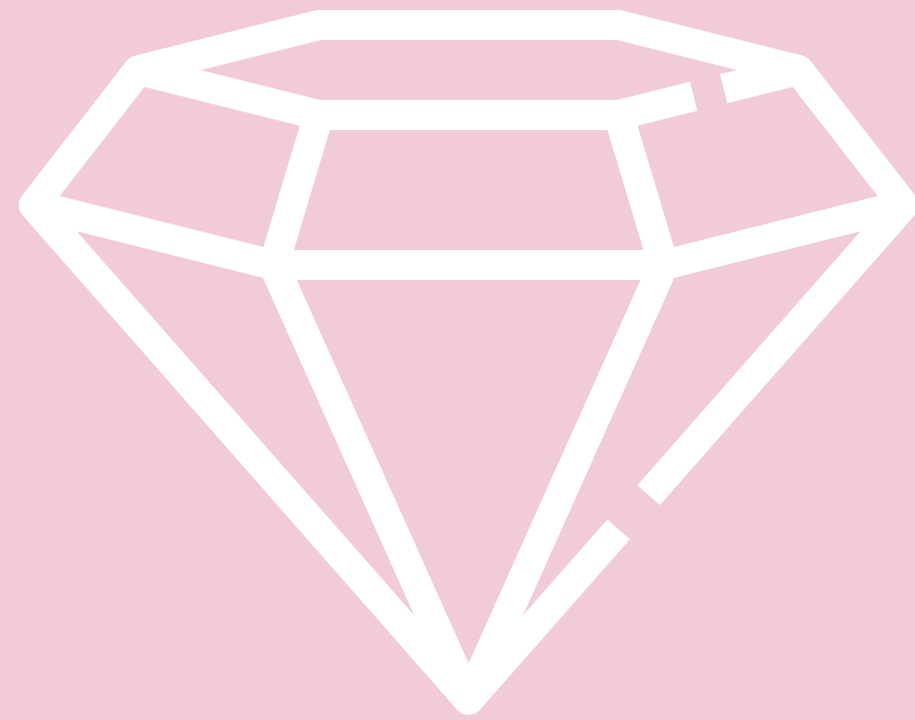
## KETO NOOTROPIC BLEND

Ketones, herbs, MCTs, and collagen to fuel and energize the mind.

<https://perfectketo.com/>







## ACTION STEP:

### **Check Out the Cheat Sheet:**

#### Choosing a Ketone Supplement

- Scroll through the Resources tab of the menu bar for additional information.
- Download the cheatsheet entitled Choosing a Ketone Supplement.

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