

PERFECT KETÖ

THE BIG FAT  
DIFFERENCE  
BETWEEN  
KETO & ATKINS

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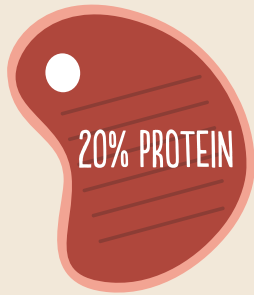
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THE BIG FAT DIFFERENCE BETWEEN KETO AND ATKINS



THE KETOGENIC DIET



THE ATKINS DIET

The benefits that come from limiting protein are the big difference between the ketogenic diet and the Atkins diet.

At face value, the keto diet and the Atkins diet seem to be pretty similar since they both focus on low carb – and that’s where people get confused. But there is a big fat difference in outcome from taking each route.

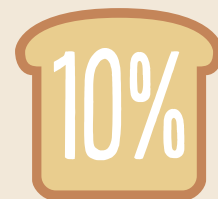
The principles of the ketogenic diet are based on eating a specific percentage of macronutrients: high fats (70%), adequate protein (20%), and low carbohydrates (less than 10%), to force the body to use what are called “ketone bodies” for energy.



HIGH FATS



ADEQUATE PROTEIN



LOW CARBOHYDRATES

Most people come to the ketogenic diet for the weight loss but then they stay for how it makes them feel.

It may be scary or difficult to limit protein like this. Some of us will be eating less protein than we ever had. It turns out this is the key to success on the ketogenic diet.

## WHY DOES KETO LIMIT PROTEIN? GLUCONEOGENESIS (GNG)

Why is eating too much protein a mistake? Because our bodies have a metabolic process named **gluconeogenesis (GNG)**.

**Gluconeogenesis converts excess protein into glycogen and keeps you in glucose burning-mode (i.e. not in ketosis).**

**If you are in glucose burning mode, then you are not in ketosis.**

The word gluconeogenesis has three parts to it,

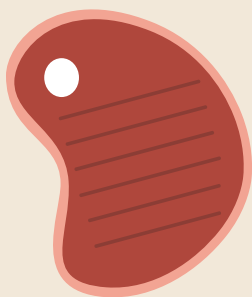
Gluko – coming from the greek root glukos – literally meaning “sweet wine.”

Neo – “new”

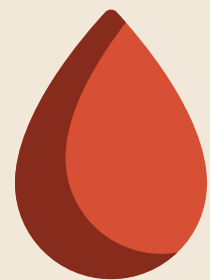
Genesis – “creation.”

So GNG is how your body creates new sweet wine for your body. I’ve heard people tout that “You don’t need carbohydrates to survive.” This is only partially true. You don’t need to eat any carbs to survive, but make no mistake, your body needs carbs in the form of glucose and glycogen, and it will get this via internal processes.

**This means while you may be putting protein in your mouth, it may arrive at your cells as glucose.**



GLUCONEOGENESIS



## TOP THREE WAYS TO LIMIT PROTEIN:

## #1 PLANNING

This is the stage where you make a plan how you are going to get from where you are to where you want to go. Failing to prepare is preparing to fail. Pull up a spreadsheet, notepad, napkin, anything... and make a plan. The most important questions to ask yourself are:

WHAT ARE YOU GOING TO DO FOR MEAL PREP?

WHAT SNACKS DO YOU WANT TO HAVE?

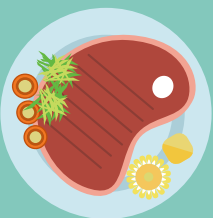
WHAT GROCERIES DO YOU NEED?

If you have more fat with protein, it will slow the gluconeogenesis effect. So think fattier cuts of meat, and less muscle meat.

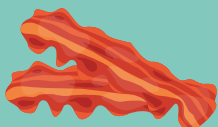


20%

Track your protein and make sure to keep at  
**20% or fewer total calories**



**Check ketone levels before and after protein meals**  
to make sure it's not kicking you out of ketosis

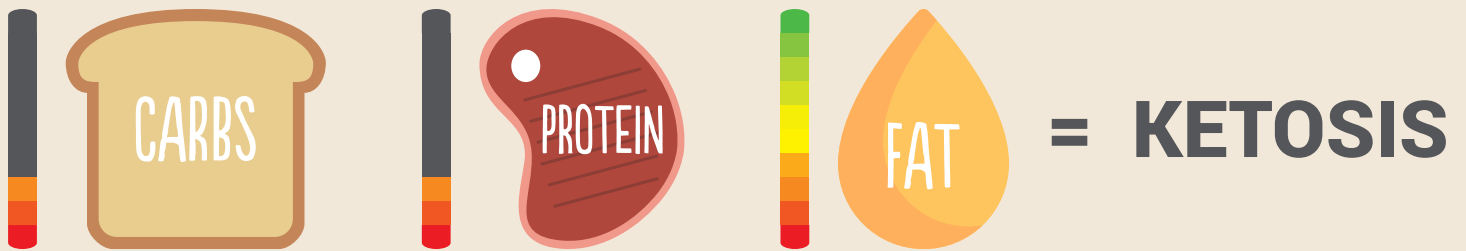


**Eat higher fat proteins**  
(fatty beef instead of lean chicken breast)

## TOP THREE WAYS TO LIMIT PROTEIN:

## #2 TRACKING

When you reduce carbs and protein, it is sometimes hard mentally to eat enough fat. We've been told all of our lives that eating fat will lead us to heart disease and many other health problems, which is simply not true.



If you're decrease two main sources of food (carbs and protein) you need to drastically increase another source (fat). **The easiest way to make sure you're getting enough is using an app like MyFitnessPal**, setting calories to where you need, and making sure you are getting 80-85% of those calories from fat.

This will probably be difficult in the beginning! But if you track early and get a hang of it, then you'll be able to eyeball easily as you go along.



Use an app like **MyFitnessPal** to track how much fat you should be eating in a day



Aim for **80-85% of total calories from fat** initially and adjust later

## TOP THREE WAYS TO LIMIT PROTEIN:

## #3 TESTING

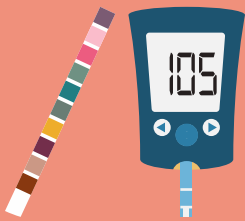
The best way to know if you are limiting protein enough is by testing ketone levels. Many people make this mistake for a long time before realizing that it's the best way to reach new heights and performance.

There's an underlying reason we don't want to test ourselves. **We might not get the answer we want.** Pride and shame conspire to tell us we don't need to check our results. The key is to not take yourself so seriously and just go for it.

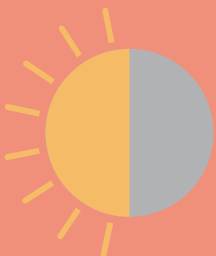
The two possible outcomes are

- a. We are in ketosis. Great!
- b. We aren't in ketosis. It's great to know that! Now we can make adjustments.

Think about, say, basketball practice. You wouldn't shoot the ball towards the hoop but then walk away immediately, failing to wait and see if it actually goes in. Or... you wouldn't get in your car and drive somewhere new without checking the GPS to make sure you're headed in the right direction. Right? Same deal here. #TestDon'tGuess



You can use **urine meter** at the beginning, but switch to a **blood meter**



Test at least in the **AM and PM** to see overall trend lines

## THE 3 BIG FAT BENEFITS TO KETO (BEYOND FAT-LOSS):

### #1 MENTAL FOCUS

Ketone bodies reduce free radicals in the brain by improving the efficiency and energy levels of the mitochondria, which produce energy for the body's cells. **Ketosis can also help make new mitochondria and increase ATP in your brain's memory cells.**

Glutamate is responsible for over 90% of the brain's synaptic connections, the brain can over-process and won't have GABA available to assist in reducing stimulation. So if your body has too much glutamate and not enough GABA available, you'll likely experience brain fog and have trouble concentrating, as well as decreased social behavior and increased anxiety.

**Ketones provide the brain with another source of energy** and allow it to more efficiently process the extra glutamate into GABA.

Ketones can then help decrease the amount of extra neurons that are firing in the brain and **improve mental focus**. This might even help reduce the present of anxiety and stress, which is beneficial for anyone.



## THE 3 BIG FAT BENEFITS TO KETO (BEYOND FAT-LOSS):

### #2 PHYSICAL PERFORMANCE

Ketosis offers great benefits for certain types of athletes. For example:

- Some research shows that the preservation of glycogen stores from a ketogenic diet can prevent endurance athletes from “hitting the wall” while performing endurance exercises.

- Keto-adaptation can lead to less reliance on carbs during endurance exercise, which can help athletes during events where there is limited access to food or those who can't easily digest carbs during exercise.

- A diet that promotes more fat loss is important for improve the ratio of fat to muscle, which is crucial for those looking to improve their exercise performance or meet certain weight goals for their sport, such as in wrestling, weightlifting, and boxing.

- The practice of exercising while glycogen stores are low is a training technique popular for improving the function of mitochondria, enzymes, and fat usage to improve overall health and physical performance long-term.

- Eating a ketogenic diet might also be a good diet practice for an athlete's off season as they maintain their health while resting.

While the jury is still out on the benefits of a ketogenic diet over a higher carb diet for all athletes, ketosis for physical performance can be helpful for those doing ultra-endurance or low-intensity exercise meant to maintain health.

## THE 3 BIG FAT BENEFITS TO KETO (BEYOND FAT-LOSS):

### #3 LONGEVITY AND DISEASE PREVENTION

Another bonus of ketosis is that it is tightly tied to longevity, **aka living longer**. This is due to an extreme cascade of gene expression changes that happen when you are in a ketogenic or fasted state.

Ketosis is now used in conjunction with other mainstream treatment protocols like radiation and has been found to have profound effects on stalling or eliminating tumor growth.

Cancer cells eat sugar (see also: carbohydrates). They are starving little monsters that need to eat and divide constantly. If you take away their food supply, they die.

#### **FASTING LEADS TO AUTOPHAGY AND APOPTOTIC CELLULAR CLEARING and REPAIR**

Over time, the cells in your body undergo damage that makes them less efficient and less effective. An awesome trick in ketosis is that your body tags these cells as either needing repair or needing to be cleaned out entirely.

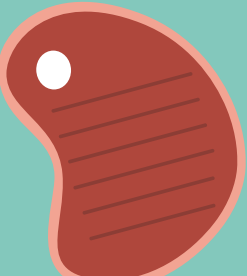
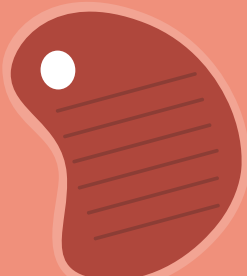
**This leads to better functioning old cells, or better functioning new cells. Both of these things are really good for your health.**

## CONCLUSION

## THE BIG FAT DIFFERENCE BETWEEN KETO VS ATKINS

The short answer: Protein.

Moderating protein levels to 20% of your caloric intake will likely put you in a state of ketosis and enjoying many of the benefits outlined in this eBook.

THE KETOGENIC DIET	THE ATKINS DIET
 20% PROTEIN	UNLIMITED PROTEIN 
<u>BENEFITS</u> BRAIN HEALTH FAT BURNING SMART EXERCISE	<u>BENEFITS</u> EASY TO FOLLOW SHORT TERM WEIGHT LOSS

A business that doesn't take a regular inventory usually goes broke – and it's no different with us and the way we eat. Starting up on the ketogenic diet and staying basically means we have to check in on what we need to **start**, what we need to **stop** and what we need to **continue** to make progress. Go for it!