

# Keto-Nootropic™

Exogenous ketone formula for supporting cognition, energy & focus

Having steady energy, sharp thinking, and feeling like you're at peak performance and "on top of your game" seems like a mythical state that many seek but few actually find. Keto-Nootropic™ is an exciting formula designed to support optimal cognitive function and help maintain peak physical and mental energy. Whether you're a busy professional, a recreational athlete, or someone looking for a special edge to help you feel and perform your best, Keto-Nootropic™ may be the missing piece you've been searching for.

Keto-Nootropic™ is a powerful blend of ketones and an American ginseng extract, delivered in a delicious powdered drink mix. The ketones in this product are called "exogenous" ketones, since they come from outside the body, but their chemical structure is the same as the endogenous ketones our bodies synthesize under certain circumstances, such as when following a low-carbohydrate or ketogenic diet, during fasting, exercise, or after we consume coconut or MCT (medium-chain triglyceride) oils.

## Why Ketones?

You may be accustomed to hearing that glucose (mainly from carbohydrates) is the "preferred" fuel for the body, or that we must consume a certain amount of carbohydrate per day. This is an oversimplification of metabolism. When carbohydrate intake is very low, the body switches over to being fueled primarily by fat. Ketones are produced as a byproduct of metabolizing fats for energy, and the ketones, themselves, can serve as a fuel source. Most cells in the body can use ketones, and the brain is especially well-suited for this. This may be responsible for the sharper thinking and mental clarity many people report when they transition to a low-carb diet. Exogenous ketones may help promote these effects even for those who prefer not to reduce their carbohydrate intake. While exogenous ketones are not a full substitute for a low-carb or ketogenic diet, they may still offer benefits for cognition and focus even when someone consumes a higher-carb diet (see note below).

## Features

**Beta-Hydroxybutyrate:** The highlight of this product is beta-hydroxybutyrate ( $\beta$ OHB), a ketone molecule that serves as a highly efficient and quick-acting fuel for muscle cells and the central nervous system, especially the brain. The body produces ketones during fasting or when on a low-carbohydrate diet, but Keto-Nootropic™ provides this unique fuel source without the need for carbohydrate restriction or a ketogenic diet. The dips in cognition, focus, and attention many of us have come to accept as normal—and which typically push us toward caffeine or sugary snacks as our energy flags in late afternoon—are often caused by fluctuations in blood sugar. The  $\beta$ OHB in Keto-Nootropic™ delivers a quick and long-lasting energy boost in a healthier way. Muscle cells are also efficient at using ketones. Keto-Nootropic™ may help support athletic performance in individuals engaged in endurance activities and may also help support recovery after such efforts.

**American Ginseng:** Keto-Nootropic™ also features American ginseng. This compound is noted for supporting healthy cognition and helping to bolster the brain's resilience in the face of stress. It may help support healthy levels of neurotransmitters involved in memory and learning as well as support maintenance of healthy synapses, which are the connections between individual neurons and are where chemical messages are transmitted and received.

## Is this product an alternative to a ketogenic diet?

For individuals who follow a low-carbohydrate or ketogenic diet under the guidance of a physician for specific health concerns, Keto-Nootropic™ is not a substitute for this type of dietary intervention. In these cases, the therapeutic effects come more from reduced blood sugar and insulin levels, and less so from the presence of ketones. However, the exogenous ketones in this product may help ease the transition to a low-carb diet possibly by reducing sugar and carbohydrate cravings, and by providing steady energy levels while the body is still adapting to a higher fat diet.

**Recommended Use:** As a dietary supplement, mix 18 grams (approx. one scoop) in 10-12 ounces of water per day, or as directed by your health care practitioner.

### Highlights

- Carbohydrate-free fuel for muscle and brain
- May help reduce hunger & carb cravings
- Supports improved cognition
- Yields quick and sustained fuel for exercise
- Offers the benefits of ketones without carbohydrate restriction

### Who may Benefit

- Athletes
- Busy professionals
- Biohackers looking for an edge
- First responders, military personnel and others who require quick & sustained energy



\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

TO CONTACT DESIGNS FOR HEALTH, PLEASE CALL US AT (860) 623-6314, OR VISIT US ON THE WEB AT [WWW.DESIGNSFORHEALTH.COM](http://WWW.DESIGNSFORHEALTH.COM).