



Basic Rules

- Keep your **macronutrient ratio keto-friendly**, 5-10% calories from carbs, 20-30% calories from protein and 60-75% from healthy fats
- Keep your **net carbs intake low**, 20-30 grams of net carbs a day
- Keep your **protein intake moderate**, 0.6-1 gram of protein per a pound of lean mass
- **Do not count calories**, but be aware of the amount of food you eat
- **Eat simple foods**, avoid any "healthified" foods
- **Drink enough water** and but don't force yourself to drink too much

Additional tips:

Be very careful with nuts - you can easily eat too many of them!

Make sure you get enough [electrolytes \(sodium, magnesium and potassium\)](#).

It depends on what you perceive "healthified". For me, using lettuce leaves instead of tacos, chia seeds and nuts in low-carb unsweetened "oatmeal" or [Cauli-rice](#) with meat dishes is fine.

Add or remove any rules to fit your needs in case you have allergies, food intolerances, etc.

For better weight loss results, try [Intermittent Fasting](#) or High-Fat Fasting.

If you can, add exercise like HIIT, resistance training and walking. Even 30-minute walks a day will make a difference!

Do not weigh yourself or take body measurements during the challenge. I recommend you just compare before & after results.

Plan what you are going to eat at least 3 days in advance to avoid any "accidents". Have quick snacks like nuts, cooked meat, boiled eggs and vegetables always at hand.

Eat until sated, do not rely on portion sizes.

Eat Freely

Grass-fed and wild animal sources

- it's rich in healthy omega 3 fatty acids
- grass-fed meat, eggs, gelatin, ghee (beef, lamb, goat, venison)
- offal, grass-fed (liver, heart, kidneys and other organ meats)
- wild-caught fish & seafood
- pastured pork and poultry

Healthy fats

- saturated (lard, tallow, chicken fat, duck fat, goose fat, clarified butter / ghee, coconut oil), [don't be afraid to eat saturated fat!](#)
- monounsaturated (avocado, macadamia and olive oil)
- polyunsaturated omega 3s, especially from animal sources (fatty fish and seafood)

Non-starchy vegetables

- leafy greens such as lettuce (romaine, little gem, chard, radicchio, bok choy, Swiss chard, etc.), spinach, endive, chard, watercress, rocket, etc.
- some cruciferous vegetables (white and green cabbage, kale, kohlrabi, radishes, etc.)
- avocado (technically a fruit), asparagus, summer squash (zucchini), celery stalk, cucumber

Condiments and other

- home-made, sugar-free and additive-free
- fermented foods like kimchi, kombucha and sauerkraut
- bone broth
- all spices and herbs
- vinegar (apart from malt vinegar)
- mayonnaise, mustard, pesto
- pork rinds for "breading" instead of breadcrumbs
- nut and seed milk (almond milk, etc.)

Beverages

- water (still)
- tea (herbal and black) with no sweeteners or other additives

Eat in Moderation

Grain-fed animal sources

- beef, poultry, eggs and ghee (avoid factory-farmed pork!)

Nuts and seeds

- max a handful a day
- all nuts, seeds and nut butters (sugar and additive-free)
- rich in monounsaturated fats and omega 3 fatty acids (macadamias, hazelnuts, almonds)
- only few pistachio and cashew nuts (high in carbs)

Vegetables and mushrooms

- nightshades (e.g. peppers, tomatoes, eggplants)
- winter squash like pumpkin (not butternut and coquina squash)
- some cruciferous vegetables (red cabbage, cauliflower, Brussels sprouts, broccoli, etc.)
- onion, chives and garlic
- sea vegetables (e.g. nori, kombu)
- some root vegetables (carrot, celeriac)
- water chestnuts, bamboo shoots

Low-carb fruit

- berries (blackberries, strawberries, cranberries, blueberries and raspberries)
- coconut and coconut products (not for low-carb sweets)
- rhubarb, fresh lemon and lime juice and zest

Some processed foods

- coconut milk (contains guar gum)
- tomato products, olives, capers, sun-dried tomatoes, pickles, tuna, etc.
- ham and bacon (pastured, [nitrates are acceptable](#))
- ketchup, dips and sauces

Low-carb substitutes

- almond, coconut flour or flaxmeal only for "breading"
- arrowroot powder only for gravies
- raw cocoa powder and carob powder

Coffee

- black or with coconut milk
- [ultimate keto coffee](#)

Avoid Completely

Factory-farmed pork and fish

- factory-farmed pork is high in inflammatory omega 6 fatty acids and farmed fish may contain PCB's
- avoid [fish high in mercury](#)

Grains and sweeteners

- grains (wheat, rye, rice, pasta, cereal, etc.) and quinoa
- sugar, HFCS, honey, maple syrup, coconut sugar, molasses, etc.
- all low-carb sweeteners (Erythritol, Xylitol, Swerve, chicory inulin, stevia, etc.)
- artificial sweeteners (Splenda, Equal, etc.)
- chocolate, even dark

All unhealthy fats

- trans and interestified fats (e.g. margarine)
- processed animal fats and vegetable oils (sunflower, safflower, cottonseed, canola, soybean, grapeseed and corn oil)

Processed foods and alcohol

- carrageenan (e.g. almond milk products)
- MSG (e.g. in some whey protein products)
- Sulfites (e.g. in dried fruits, gelatin)
- BPA's (they don't have to be labeled!)
- wheat gluten (added to processed foods)
- all alcohol and food extracts

All "low-fat" and "low-carb" products

- Atkins products, diet soda and drinks, chewing gums and mints (may be high in carbs or contain artificial additives, gluten, etc.)

"Healthified" home-made foods

- coconut and nut flours, arrowroot powder used in low-carb sweets, tapioca flour, xanthan gum
- low-carb ice-cream, cakes, pancakes, waffles, bread, pizza, etc.

Dairy and legumes

- all dairy products from cow's, goat's or sheep's milk (even whey protein)
- beans, peas, lentils, peanuts
- all soy products (soy sauce, tempeh, tofu, edamame, miso, soy lecithin)

Starchy or sugary paleo-friendly foods

- white and sweet potatoes, bananas, dates, figs, butternut and coquina squash, chestnuts, parsnip, beetroot
- fruit and fruit juices, coconut water, [unless it's used as a spice](#)
- dried fruit (dates, raisins, figs, etc.)