

## PRODUCT INFO

# IT WORKS! KETONES™ THERAPEUTIC KETONE POWDER

5.16 oz. (146.25 g)

Keep your body energized in fat-burning mode and reach peak performance quickly when you start your day with It Works! Ketones powered by KetoWorks™.† This therapeutic ketone BHB powder fuels your ketogenic lifestyle, delivering increased energy, endurance and mental focus, so you can take charge of your day.†

Looking for more ways to maintain the edge throughout your day?  
Check out It Works! Keto Go.

- Contains Beta-Hydroxybutyrate (BHB) salts and ketogenic amino acids
- Powers your body and brain with increased ketone production†
- Gives you an energy boost in the morning or throughout a busy day†
- Sharpens mental focus and enhances mood†
- Increases endurance and reduces recovery time during workouts†
- Supports the results of your low-carb, ketogenic diet†
- Helps to keep your body in ketosis in the morning and to gain many of the benefits of nutritional ketosis without the strict diet throughout the day†



NON GMO



KETO



SOY FREE

## SUPPLEMENT FACTS

Serving Size: 1 scoop (9.75 g) Servings Per Container: 15		
	Amount Per Serving	%DV
Total Calories	10	
Calories from fat	0	
Calcium	200 mg	15%
Magnesium	100 mg	24%
Sodium	230 mg	10%
Potassium	1,000 mg	21%

**Ingredients:** Beta-Hydroxybutyrate Complex (Calcium BHB, Magnesium BHB Trihydrate, Sodium BHB, Potassium BHB, alpha GPC (L-alpha glycerylphosphorylcholine)), potassium citrate, citric acid, natural flavors, ketogenic aminos (L-lysine HCl, fermented L-leucine, L-isoleucine), rebaudioside-A, silicon dioxide and beta-carotene (for color).

## SUGGESTED USE

Mix one scoop with 12 ounces of water. Shake or stir vigorously and drink. Take in the morning to start your day with increased physical and mental performance.† For extra energy boosts on the go, take It Works! Keto Go throughout the day.†



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

# IT WORKS! KETONES™

## THERAPEUTIC KETONE POWDER

### FREQUENTLY ASKED QUESTIONS

#### What is It Works! Ketones?

It Works! Ketones is a therapeutic ketone powder with Beta-Hydroxybutyrate (BHB) salts and ketogenic aminos that increase your body's ketone production and the process of ketosis.<sup>†</sup> It helps to keep your body energized in fat-burning mode and to reach peak performance quickly, delivering increased energy, endurance and mental focus.<sup>†</sup>

Adding It Works! Ketones to a glass of water, or any liquid, gives you a quick energy boost in the morning or anytime throughout your day.<sup>†</sup>

It Works! Ketones makes it easier to keep your body in ketosis in the morning, or to get back on track after not-so-low-carb eating.<sup>†</sup>

#### What are Beta-Hydroxybutyrate (BHB) salts?

Beta-Hydroxybutyrate (BHB) is a compound that your body makes from fat in the absence of carbohydrate intake. It is used by the body to be converted into ketones. BHB helps your body produce energy in the absence of glucose. Waiting for your body to make the switch from carb metabolism to fat metabolism (the process of ketosis) can be an uncomfortable and lengthy process. It Works! Ketones with BHB salts raises the level of ketones in your blood, which means that you have an extra source of energy and will help you get back into ketosis quickly.<sup>†</sup>

#### What are the ketogenic aminos in It Works! Ketones?

Fermented L-leucine, L-isoleucine and L-lysine HCl make up the ketogenic aminos in It Works! Ketones. Their presence helps your body increase the production of ketones.<sup>†</sup>

#### What is ketosis?

There are three main food sources that your body extracts calories from: fat, carbohydrates, and proteins. Your body chooses glucose (from carbohydrates) as its primary energy source. When your body doesn't have enough carbohydrates from food for your cells to burn for energy, it burns fat (which contains twice the calories of carbs and protein) instead. This process of burning fat for fuel is ketosis, and a by-product of this fat metabolism is ketones, a high-energy fuel source, particularly for your brain.

#### What are ketones?

When your body is in ketosis, using fat as its source of energy instead of glucose from carbs, it will start to produce ketones, which are a breakdown of fat by the liver. The ketones are a by-product of fat metabolism and are a high-energy fuel source, particularly for your brain!

#### What is a ketogenic diet?

A ketogenic diet is a low-carb, moderate-protein, high-fat diet. By restricting your intake of carbohydrates and proteins, the ketogenic diet kicks your body into ketosis, forcing it to use fat as its main energy source. Your body is designed to store fats in preparation for times of an "energy shortage" so that fat can be metabolized and burned for fuel. This is a natural process of your body that happens overnight when you're sleeping, between meals, when you're fasting, and even when you're sick. A ketogenic diet uses this natural physiology to help you burn stored fat.

#### How does It Works! Ketones support a ketogenic diet?

It Works! Ketones provides you with energy-generating BHB salts and ketogenic amino acids to support your body's ketone production and the process of ketosis.<sup>†</sup>



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## THERAPEUTIC KETONE POWDER

### FREQUENTLY ASKED QUESTIONS

#### Do I have to follow a ketogenic diet to experience results with It Works! Ketones?

It Works! Ketones contains energy-generating BHB salts and ketogenic amino acids to support your body's ketone production and the process of ketosis, delivering increased energy, endurance and mental focus.†

By following a ketogenic diet that is low in carbohydrates, high in fat, and with moderate protein intake while using It Works! Ketones, you will experience the full fat-burning effects of ketosis in your body.†

#### Is there anyone who should NOT follow a ketogenic diet?

A ketogenic diet is safe and effective for most people, but you may need extra support if you are:

- On medication for diabetes, e.g. insulin
- On medication for high blood pressure
- Breastfeeding

We suggest that you consult your physician if you are pregnant, nursing, taking medications, or have a medical condition.

Ask a doctor before you use if you have a kidney disease or are on a potassium-restricted diet.

#### How should I use It Works! Ketones?

It Works! Ketones can be enjoyed by mixing one scoop of powder into 12 fluid ounces of water or any other liquid.

#### When should I drink/use It Works! Ketones?

It Works! Ketones can be enjoyed any time you need extra focus or a boost of energy.†

Support your body's ketosis after overnight fasting by taking It Works! Ketones first thing in the morning.† Or kick your body back into ketosis by taking It Works! Ketones the day after indulging in a carb-rich snack or meal.†

#### How should I use the KetoWorks™ products?

KetoWorks products are designed to support your body to burn fat for fuel, increase energy and sharpen focus.†

**It Works! Keto Coffee™** can be enjoyed hot or cold any time you need extra focus, a boost of energy, or to fight hunger!† Drink It Works! Keto Coffee first thing in the morning or any time you'd reach for a cup of coffee for a quick pick-me-up that helps curb cravings.†

Not a coffee lover? **It Works! Ketones** can be added to water or any other liquid to keep your body energized in fat burning mode and reach peak performance quickly!† Drink it in the morning to stay in ketosis or during the day to gain many of the benefits of nutritional ketosis without the strict diet.†

Maintain the edge with **It Works! Keto Go** throughout the day! This convenient, single serve liquid BHB drink can be used anytime, anywhere for a quick boost in energy in between meals or increased performance during a workout.†

Amp up your life with a touch of keto creaminess! **It Works! Keto Creamer** works as a creamer in hot and cold beverages, or as a creamer substitute in keto-friendly shakes and snacks.



# IT WORKS! KETONES™

## THERAPEUTIC KETONE POWDER

### FREQUENTLY ASKED QUESTIONS

#### How is It Works! Ketones different from It Works! Keto Go?

**It Works! Ketones** is an instant BHB powder that you can add to water or any liquid to keep your body energized in fat burning mode and reach peak performance quickly!<sup>†</sup>

**It Works! Keto Go** contains a liquid blend of Proprietary BHB Complex and Keto Adapting Amino Acids that gives you energy and focus anywhere throughout the day!<sup>†</sup> Use it when you need instant and sustained energy, for a pre-workout or pump-it-up session, or to fuel your keto lifestyle and maintain your diet.<sup>†</sup>

#### Does It Works! Ketones contain gluten?

It Works! Ketones is formulated with only gluten-free ingredients. It is not currently tested for gluten that may or may not be introduced during the manufacturing process.

#### Can I take It Works! Ketones if I am pregnant?

We suggest that you consult your physician prior to using any of our products if you have a kidney disease or potassium-restricted diet, or are pregnant or nursing.

#### Can I give It Works! Ketones to my children?

It Works! Ketones is recommended only for adults 18 years old or older.

