

**KETO
CATALOGUE
2022**

e s s e n s

| | |
|-----------------------------------|----|
| What is the ESSENS Keto? | 3 |
| Several tips to start with | 6 |
| How does ESSENS Keto work? | 8 |
| Fat reduction - ESSENS Keto packs | 10 |
| Permitted vegetables | 15 |
| Performed studies | 16 |
| How to start - ESSENS Keto packs | 20 |
| Products | 21 |
| ESSENS Keto personality | 28 |



WHAT IS THE ESSENS KETO?

The protein diet ESSENS Keto is a reduction system that allows you to, effectively and permanently reduce weight and get rid of excess fat. With a properly functioning diet, there should be a weight loss of about 1.5 - 2 kg per week, without feeling hungry.

ESSENS Keto is designed to protect muscle mass as much as possible and its composition significantly reduces the occurrence of the so-called yo-yo effect, which we may encounter in other dietary systems.

At the same time, the unique composition will provide your body with all the necessary substances, vitamins and trace elements that the body will need during the reduction process. ESSENS Keto works on the basis of a completely natural process called ketosis, in which adipose tissue is burned very quickly.



ESSENS KETO IN A NUTSHELL

Main benefits of ESSENS Keto:

- Fat reduction results
- Safe and balanced composition
- Easy to follow in individual steps
- No feelings of hunger or energy loss

ESSENS Keto is an effective and fast way to lose weight. Due to its unique composition, it reduces the intake of sugars and at the same time increases protein intake. This leads to a metabolic change in the body called **ketosis**, when the body begins to burn stored adipose tissue naturally. At the same time, the protection of muscle tissue is ensured and the loss actually occurs only from excess fats.





SEVERAL TIPS TO START WITH

Follow the drinking regime

Adequate fluid intake ensures the removal of all undesirable substances that arise during weight reduction in the body. 2-3 litres of fluid a day are important. Prefer drinking water, unsweetened tea and generally avoid sugary drinks and fruit or carrot juices.

Eat the permitted vegetables

Regular intake of vegetables in individual steps has a beneficial effect on the digestive system and at the same time suppresses the feeling of hunger. Be careful to check which vegetables you can use in each phase.

Measure yourself and weigh yourself

The secret ingredient of the diet is "motivation". Before starting the diet, weigh yourself and measure the circumference of critical areas (waist, thighs, hips) and you can also take a picture. This baseline data will help monitor the progress of weight loss and if you ever lose the desire to continue the diet (and that time is likely to occur) it will remind you what you have achieved and why you are doing it.

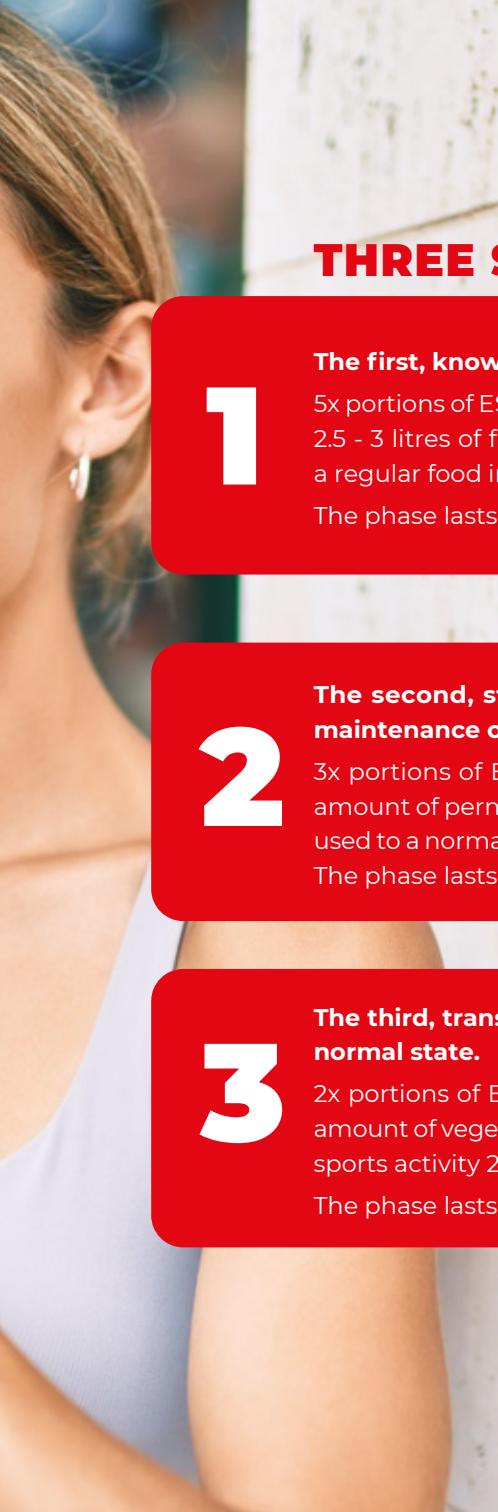
Plan ahead

Get started in advance and get what you will need in the coming weeks. In particular, the supply of permitted vegetables in each phase. If you get a craving for unpermitted foods, or a slight feeling of hunger, it is priceless to have a piece of cucumber or a salad prepared in the fridge. At the same time, think carefully about whether you will take part in events that could prevent you from losing weight. A social banquet with lots of food is probably not the best idea in the early stages. Don't get challenged.

Keep exercising

Include exercise in your daily routine - brisk walks, light stretching of the body or cycling. If your body is not used to the activity, start slowly. However, with more regular sports activity, wait until the 3rd reduction phase and after.





THREE SIMPLE REDUCTION PHASES

1

The first, known as the reduction phase, begins the diet process.

5x portions of ESSENS Keto, an unlimited amount of permitted vegetables, 2.5 - 3 litres of fluids. The body begins to reduce rapidly and gets used to a regular food intake regimen.

The phase lasts 4 weeks.

2

The second, stabilisation phase, will ensure further reduction and maintenance of results in the long term.

3x portions of ESSENS Keto, 2 x healthy protein-rich meal, an unlimited amount of permitted vegetables. 2.5 - 3 litres of fluids. The body slowly gets used to a normal diet and at the same time significantly reduces stored fats.

The phase lasts 4 weeks.

3

The third, transitional phase, ensures the return of the organism to its normal state.

2x portions of ESSENS Keto, 3 x healthy protein-rich meals, an unlimited amount of vegetables, 2.5 - 3 litres of fluids. We recommend including a light sports activity 2 - 3 times a week.

The phase lasts 4 weeks.

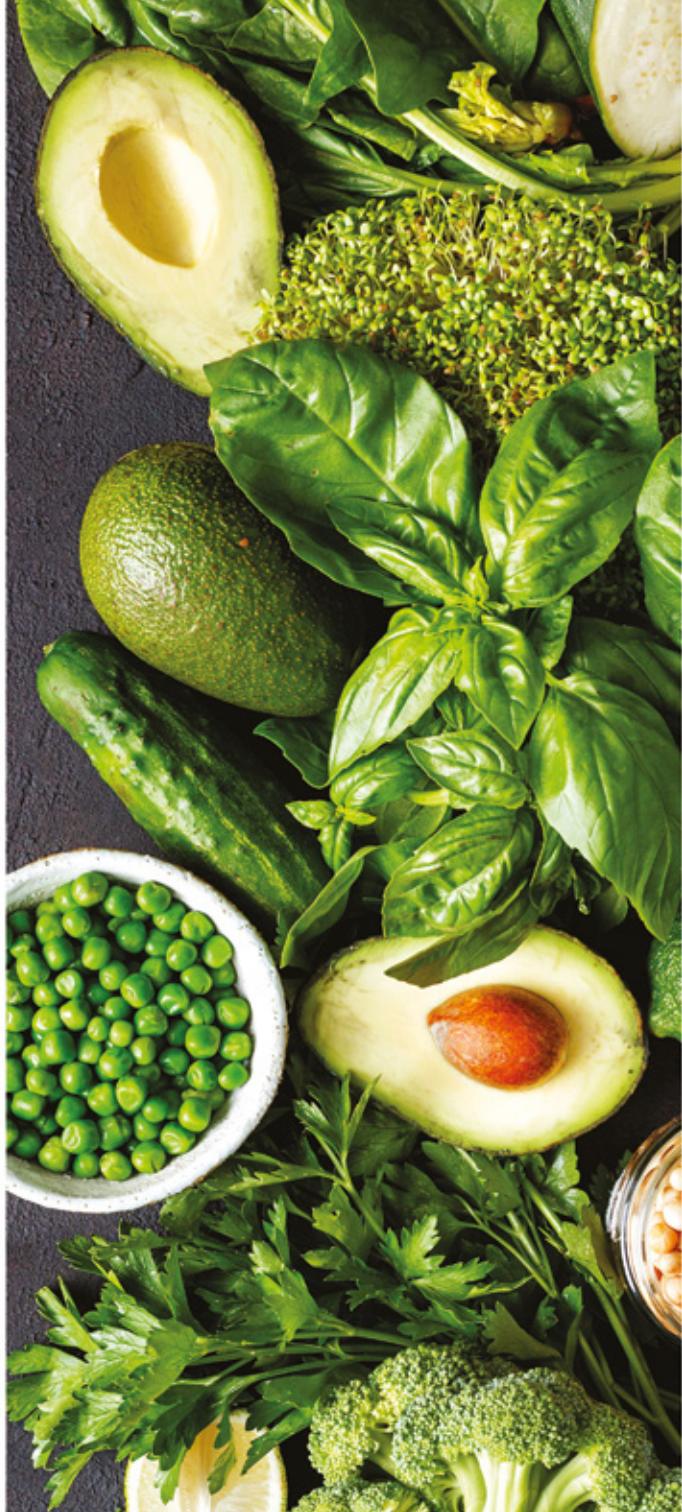
HOW DOES ESSENS KETO WORK?

Excess adipose tissue in our body (those unpopular "fat pads") are actually a storage of nutrients that the body historically stores for worse times, in order to provide nutrition to the body in times of scarcity. This natural process is called **ketosis**. Nowadays, when the average person has an excess of nutrients, such times of deficiency do not occur and this storage of fat in our body remains stored permanently.

Did you know that: In the case of stored fats, it is not only the outer "visible" fat, but also the much more dangerous inner (visceral) fat? It literally envelops the internal organs and can hinder their proper function. You will also successfully get rid of this fat during the ESSENS Keto and contribute to the healthy function of your body.

Ketosis is a natural physiological state of the body in which the stored fats in the body are broken down and burned. It is induced by reducing the external intake of carbohydrates and fats in the diet to a minimum and at the same time increasing the intake of protein. This "activates" the stored adipose tissue, during which the so-called ketone bodies are formed. The resulting ketone bodies replace carbohydrates in the diet as a nutrient and thus become the body's primary source of energy.

This leads to a significant loss of fat not only on the surface of the body (so-called subcutaneous fat) but also decreases dangerous internal fat (so-called visceral fat), which envelops the organs and forms an obstacle to their proper function.



IN SIMPLE TERMS, WE CAN VISUALISE THE PRINCIPLE OF KETOSIS AS FOLLOWS:

The overweight body stops burning carbohydrates (because we stop supplying it in the diet), carbohydrates have been the main source of energy for the body so far.

The body "switches" to standby mode and uses stored fat stores to generate energy. It begins to break down these fats and the body's main source of energy becomes the breakdown products of these fats.

Due to the fact that the body's need for energy is quite high, even the fat stores stored in the body will disappear and the body will "lose weight". As a pleasant bonus, the body begins to burn other long-term stored substances, including toxic ones, and thus there is a natural detoxification of the body.

This reserve burning of adipose tissue is a completely natural process for the body for which it was created. Thus, ketosis does not cause significant feelings of hunger, because the body has enough nutrients due to the breakdown of fats.

A simple and natural principle, right?

However, it is necessary to carefully balance the reduced intake of carbohydrates and fats and at the same time the increased intake of protein, protect the muscle mass and at the same time provide the body with a sufficient amount of minerals, vitamins and trace elements for its functioning. This is almost impossible to achieve with a normal diet, which is why we have included everything we need in the ESSENS Keto so that the process of burning adipose tissue is as efficient as possible and the loss of adipose tissue is as great as possible.

FAT REDUCTION

The composition of the ESSENS Keto protein diet allows the body to naturally activate and utilise stored fat, convert them into energy and thus get rid of excess fat.

The complex composition of the ESSENS Keto allows the body:

A: To effectively burn the adipose tissue by reducing carbohydrate.

B: Increase protein intake to protect the body's own muscle mass, so that weight loss occurs primarily from adipose tissue.

C: Supply minerals, vitamins, trace elements and other substances to ensure that the body receives the necessary substances during the diet, as in a normal diet.

A + B + C = EFFECTIVE FAT REDUCTION

This very simple principle has been known in medicine for decades, however, it is basically impossible to provide it in the long run with a regular diet.

That is why we developed the ESSENS Keto.

DID YOU KNOW THAT:

ESSENS KETO ALSO WORKS AS AN EXCELLENT DETOXIFYING AGENT FOR CLEANSING THE BODY? DURING FAT BURNING, THE BODY GETS RID OF ALL TOXIC SUBSTANCES AND ELIMINATES EVERYTHING UNNECESSARY.



ESSENS KETO CONSISTS OF THREE PHASES, THE LENGTH OF EACH PHASE IS APPROXIMATELY THE SAME AND VARIES WITH THE NUMBER OF PROTEIN REPLACEMENTS PER DAY.

FIRST PHASE

In the ESSENS Keto first phase, the so-called "**reduction**", you will start a diet, you will replace all daily meals (i.e., breakfast, first snack, lunch, second snack and dinner) with products from the basic ESSENS pack (plus any vegetables permitted in the first phase). This will start the process of burning adipose tissue and significant weight loss. At this stage, you will reduce 60 - 70% of the total planned reduction.

OUR TIP: DURING THIS DIET YOU WILL GET USED TO 5 MEALS A DAY. TO MAINTAIN THE REDUCTION RESULTS, YOU SHOULD CONSUME 5 REGULAR MEALS A DAY AFTER THE END OF THE REDUCTION PROCESS WITH THE ESSENS KETO, NOT 3 MEALS OR EVEN LESS.

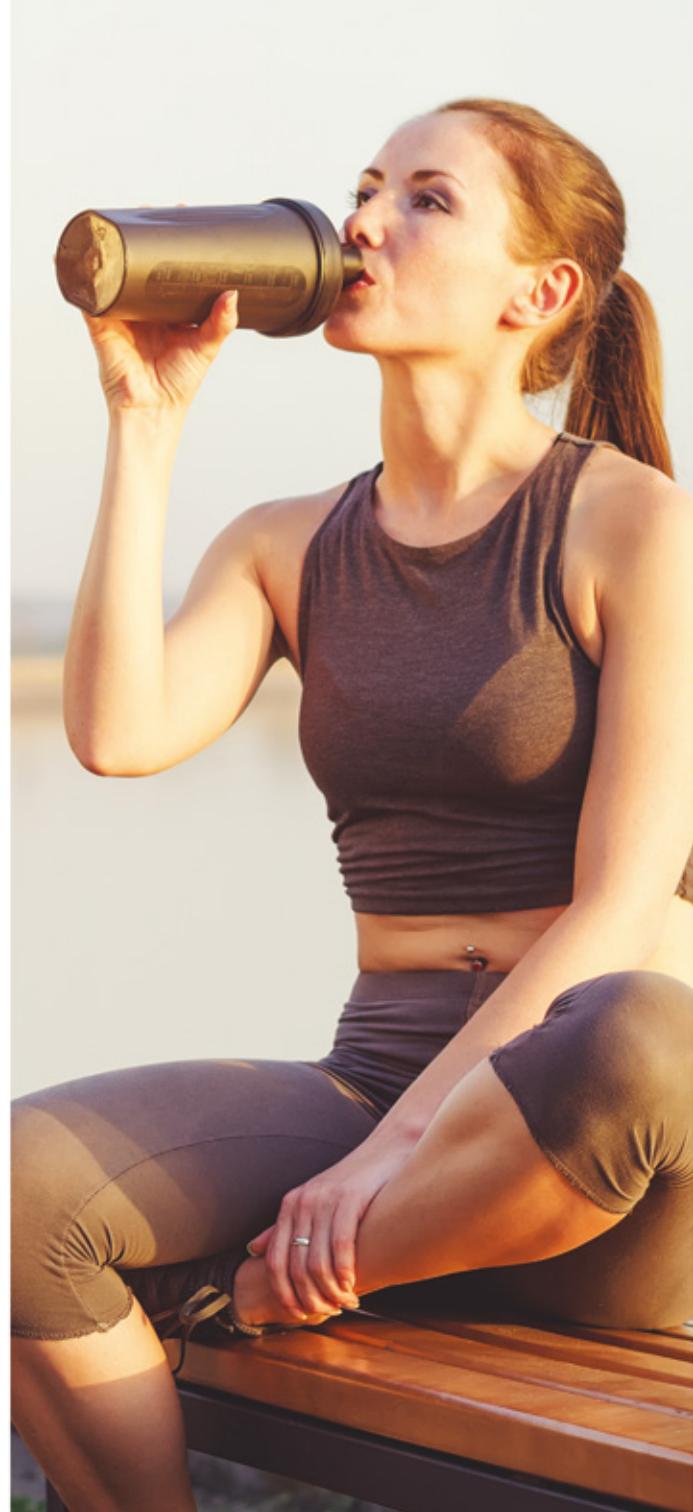


ESSENS KETO CONSISTS OF THREE PHASES, THE LENGTH OF EACH PHASE IS APPROXIMATELY THE SAME AND VARIES WITH THE NUMBER OF PROTEIN REPLACEMENTS PER DAY.

SECOND PHASE

In the second phase, the so-called "**stabilisation**" is the inclusion of two standard, protein-rich meals; the other 3 meals remain as the ESSENS Keto (plus any vegetables allowed in the second phase). This phase of the gradual transition is very important to avoid the so-called yo-yo effect. If we stopped the diet right after the first phase, the body would not be prepared for an unexpected supply of carbohydrates, there would be an increase in insulin production and rapid re-deposition of adipose tissue. At this stage, you will achieve 20 - 30% of the planned total weight loss.

OUR TIP: THE BEST MEAL TO REPLACE THE ESSENS KETO WITH A REGULAR DIET IS LUNCH AND DINNER.



ESSENS KETO CONSISTS OF THREE PHASES, THE LENGTH OF EACH PHASE IS APPROXIMATELY THE SAME AND VARIES WITH THE NUMBER OF PROTEIN REPLACEMENTS PER DAY.

THIRD PHASE

In the third phase of the ESSENS Keto protein diet, the so-called **"transitional"** diet, three ESSENS Keto meals will be replaced by a standard, protein-rich diet. The remaining 2 meals remain as the ESSENS Keto. At this stage, the body prepares for the transition to the future "regular" diet. After the end of the 3rd phase of the diet, the body no longer has a problem processing a regular diet, it is used to ingesting nutrients 5 times a day, gradually burning them and does not tend to store excess fats.

OUR TIP: TRY TO REPLACE ONE OF THE MEALS WITH AN ESSENS KETO PRODUCT FROM TIME TO TIME, EVEN DURING REGULAR MEALS, THUS HELPING TO MAINTAIN YOUR RESULTS IN THE LONG RUN.

3.





OTHER SUGGESTIONS TO FOLLOW DURING THE ESSENS KETO:

- Drink regularly. It is necessary to drink 2 - 3 litres of pure water, or green or black tea. Sweetened drinks are strictly forbidden at all stages of the diet.
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- Consume permitted vegetables in the amount of 500 - 800 g per day, the fibre contained in it helps the proper function of the intestine.
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- Do not skip any of the protein meals even if you do not feel hungry. Food consumption 5 times a day is an essential condition for the proper functioning of the diet.



PERMITTED VEGETABLES

FIRST PHASE

- Lettuce, cauliflower, cucumber, broccoli, courgette, radish, asparagus, spinach, green bean pods, celery, celeriac, mushrooms, aubergine
- Vegetables can be consumed raw or cooked

SECOND PHASE

- All vegetables from the first phase + leek, pattypan squash, kohlrabi (1pc / day), peppers (1pc / day), tomato (1pc / day)
- Vegetables can be consumed raw or cooked

THIRD PHASE

- All vegetables from the 1st and 2nd phase + avocado (1pc / day), carrots (1pc / day), peas (30 g / day), corn (30 g / day), beetroot
- Vegetables can be consumed raw or cooked



FACTS FROM KETOGENIC DIET STUDIES

Fat loss during keto diet

Repeated research has shown that during a ketogenic diet there is not only a significant loss of subcutaneous fat accumulated on the body surface in problem areas, but also internal fat in the consumer's body. This fat envelops the internal organs and is a major obstacle to their proper functioning. (1,2,3,4).

Ketogenic diet and HDL cholesterol

During a ketogenic diet, the body's share of beneficial HDL cholesterol increases, which has a beneficial effect on the prevention of cardiovascular disease. Decreases the production of the fat-break down hormone and sweet taste inducing hormone. The body's sensitivity to this hormone is also significantly improved, which helps prevent diabetes. (5,6).



Without feeling hungry

It has been shown that the keto diet is not accompanied by hunger or cravings for sweet foods, on the contrary, one feels full of energy during the diet and there is a significant improvement in mood. The organism enters the state of ketogenic combustion within 2-3 days. (1).

Prevention of the yo-yo effect during weight loss

It has been shown that during a "standard" reduction diet, up to 45 % of body weight is lost from muscle tissue. Muscles are an important burner of adipose tissue, and after the end of a "standard" diet, the body is unable to cope with the supply of the same energy as before the diet - so there is a re-storage of fat - yo-yo effect. During a protein diet, weight loss occurs primarily from fats, and muscle mass is preserved. After the end of the protein diet and the transition to a standard diet, the muscle tissue acts as an effective fat burner and there is no risk of a yo-yo effect. (2).

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3. Volek, J., Sharman, M., Love, D., Avery, N., G[oaacute]mez, A., Scheett, T., & Kraemer, W. (2002). *Body composition and hormonal responses to a carbohydrate-restricted diet. Metabolism, 51(7), 864-870. doi: 10.1053/meta.2002.32037*

4. Brehm, B., Seeley, R., Daniels, S., & D'Alessio, D. (2003). *A Randomized Trial Comparing a Very Low Carbohydrate Diet and a Calorie-Restricted Low Fat Diet on Body Weight and Cardiovascular Risk Factors in Healthy Women. The Journal Of Clinical Endocrinology & Metabolism, 88(4), 1617-1623. doi: 10.1210/jc.2002-021480*

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6. Boden, G., Sargrad, K., Homko, C., Mozzoli, M., & Stein, T. (2005). *Effect of a Low-Carbohydrate Diet on Appetite, Blood Glucose Levels, and Insulin Resistance in Obese Patients with Type 2 Diabetes. Annals Of Internal Medicine, 142(6), 403 - 411. doi: 10.7326/0003-4819-142-6-200503150-00006*

THERE IS NOTHING TO WORRY ABOUT, THE BODY DOES NOT SUFFER FROM THE ESSENS KETO

Protein foods

Preparing a diet from commonly available foods is very time consuming and initially ineffective. Therefore, we have prepared a selection of protein dishes that will help to set up and maintain the process. Our protein meals are prepared as a combination of sweet and savoury flavours with a precisely defined composition so as to help the body start and maintain the process of burning adipose tissue for a long time and without the possibility of making mistakes. They are already enriched with the necessary vitamins, minerals and trace elements that are ingested in the regular diet.

Unique food supplements

Along with a number of protein meals, you will also receive food supplements developed by us, which have a positive effect during the diet - a mixture of unsaturated Omega acids, which have a positive effect on the function and condition of your organs, and the unique KetoFerm, which works and maintains ideal conditions in the intestines and an easy transition from diet to a normal healthy diet.





ARE YOU STRUGGLING WITH HOW TO START? WHY NOT WITH ESSENS KETO PACKS.

Packs for individual weight loss phases with the ESSENS Keto contain everything you need to reduce weight. In complete and practical packs, you will receive a sufficient number of meals for the entire period. You don't have to worry about the composition of the diet menu, you will taste the whole spectrum of protein diets, the preparation of which is easy and fast and suitable for both women and men.

Pack Nr. 1 for the first phase of ketogenic diet contains:

- Balanced number of protein meals for the whole period
- Design shaker
- ESSENS Keto catalogue
- Food supplements suitable for a ketogenic diet

£426

Pack Nr. 2 for the second and third phases of the ketogenic diet contains:

- Balanced number of protein meals for the entire two periods
- Food supplements suitable for a ketogenic diet

£409

Meet the basic ESSENS Keto products portfolio:

- **Shakes** - available in several flavours for quick preparation of a protein drink
- **Omelettes** - the delicious taste of real food will enrich your dinner
- **Porridges** - a stylish and ideal breakfast will start your reduction day



ESSENS KETO SHAKE

Protein milk powder mixture for the preparation of a delicious drink with four flavours and a sweetener. The high protein content and at the same time the low content of carbohydrates and fats will ensure that you will be full for a very long time.

Don't have enough time to prepare breakfast in the morning? Shake is the fastest solution without any compromise. An ideal protein snack, sweet and delicious. Also excellent as a snack or light lunch.

- More than 60 % protein
- Full range of vitamins and minerals that are necessary for reduction
- Dyes, gluten and GMO raw materials free

Together with the practical shaker, preparation is incredibly easy and fast.

Four tuned flavours ensure variety and diversity:

- Banana-strawberry
- Cherry-vanilla
- Chocolate
- Nut



ESSENS KETO PORRIDGE

Protein milk powder for the preparation of a delicious porridge with a high protein content and low sugar content. For the greatest variety of flavours, it is prepared in a savoury and sweet variant with a sweetener. Easy and fast preparation whenever you feel like having something warm.

Start your morning with a delicious protein breakfast. Its preparation takes only a few minutes, but it satisfies you for a long time. You mix it with water, heat it and delicious protein food is born.

- More than 55 % protein
- Dyes, gluten and GMO raw materials free

Two delicious flavours provide variety and diversity:

- Vanilla
- Bacon



ESSENS KETO OMELETTE

Protein powder for omelette preparation in two savoury flavours. High in protein and low in sugar.

Lunch or dinner literally in a minute. Fast preparation and hearty food at the same time. You add eggs, you can garnish to taste the permitted vegetables and an amazing protein meal is on the table in a second. It looks great and tastes even better.

- Over 60 % proteins
- Minimum sugars and all necessary minerals and vitamins.
- Dyes, gluten and GMO raw materials free

Two taste-balanced savoury flavours:

- Bacon
- Mushroom



ESSENS KETOFORM

ESSENS KetoFerm food supplement is suitable during the keto diet for the protection of the intestinal microflora, where it supports the maintenance of ideal conditions for the proper condition and diversity of the intestinal microbiome. ESSENS KetoFerm is gluten and lactose free and is also suitable for vegans.

During the keto diet, a side effect may be a change in the microbiome with reduced intestinal peristalsis leading to constipation. This is due to the limited intake of fibre, which is commonly found in bread, legumes, etc.

KetoFerm contains a combination of apple fibre, fructooligosaccharides and a unique mixture of fermented extracts from 35 fruits and vegetables.

The fermentation of 35 fruits and vegetables takes place using a unique technology through lactic acid bacteria, lactobacilli, bifidobacteria and yeasts. It creates a wide range of soluble microfibers, which is the main nutrient and regenerator of the intestinal mucosa, and also regulates the immune system.

Benefits of fermented fruit and vegetable extracts:

- They contain almost no sugars
- Important source of fibre
- They contain up to 90 % microfibre, which is an ideal variety of nutrition for intestinal bacteria
- Contributes to the improvement of intestinal peristalsis
- Contributes to the normal functioning of the immune system



ESSENS KETO OMEGA 3-6

ESSENS Omega 3-6 food supplement is suitable during the keto diet, for supplementing fatty acids in the body, because fats play an important role in many bodily processes and their restriction in the diet can mean a health risk. ESSENS Omega 3-6 is sugar-free, gluten-free and lactose-free.

No chemically prepared raw materials and preservatives, stabilisers or dyes are used. The product does not contain sugar, gluten or lactose.

ESSENS Keto Omega 3-6 is vegan!

The high content of fatty acids is of vegetable origin. It is a patented component of AHIFLOWER® OIL, a refined oil from the seeds of the buckthorn (*Buglossoides arvensis* seeds). This oil is very rich in omega with excellent quality and higher amounts of omega than any other natural vegetable or seed oil and brings health benefits so far associated only with fish oil.

Benefits of omega fatty acids from corn gromwell:

- Unique on the market source of biologically complex omega acids (such as stearidonic acid, SDA)
- Contains GLA, an essential omega-6 fatty acid associated with skin health, hormonal balance and anti-inflammatory support
- Helps to lower cholesterol
- Supports the proper functioning of the heart
- Has a positive effect on eyesight and brain activity





ESSENS KETO SHAKER

Prepare your favourite shake at any time during the day.

The 500 ml shaker with two compartments will become an indispensable helper on your ESSENS Keto journey, because you will always have your protein dose at hand.





I am convinced that thanks to the combination of cutting-edge technologies from the ESSENS portfolio, expertise knowledge and, at the same time, global influence, we will move the concept of the protein reduction diet to a much higher level than has been possible so far.

Jiří Šusta



Jiří Šusta is one of the leading experts on the concept of keto diet in the European Union. In the past, he worked in the top management of leading European companies engaged in the development and production of reduction diets and food supplements. He has defined modern principles of composition, functioning and use of protein diets in various reduction programmes, and dozens of companies today draw on the basis of the keto diet programme he created.

He is strongly focused on the promotion and practical communication of the principles of the reduction diet towards the customer, participates in publishing activities and is engaged in reduction coaching, while a number of well-known personalities from the Czech Republic have gone through its programme.

Here at ESSENS, he participates in the development, production and communication of a completely new, innovative line of ESSENS Keto products in accordance with the highest standards.



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