

# KTO-ElectroPure™

*Magnesium-charged electrolyte concentrate for rapid rehydration*

KTO-ElectroPure™ is an exciting electrolyte blend designed specifically for health- and performance-oriented ketogenic dieters. Each 3 mL serving (approx. ½ teaspoon) is completely free of carbohydrate and provides essential minerals, including magnesium, sodium, potassium, chloride, sulfate and zinc. This concentrated formula is convenient for adding to water or other beverages and is ideal for people on ketogenic diets, but can also be used by individuals who may benefit from increased electrolyte intake even if not following a reduced carb or keto diet. KTO-ElectroPure™ provides more magnesium than other commercially available formulas and features magnesium, chloride and sulfate in ionic mineral form. Ionic minerals are absorbed into the body quickly and easily, allowing for rapid replenishment.

## Why Electrolytes?

Transitioning from a standard Western diet to a ketogenic or very low carb diet entails making a rapid and dramatic change in the kinds of foods consumed. Many of the unpleasant issues associated with this transition—often called the “keto flu”—are a direct result of changes in electrolyte status. With the removal of most carbohydrates from the diet, insulin levels decrease. Insulin influences the kidneys to reabsorb minerals, especially sodium. When insulin levels are lower, excretion of electrolytes is increased, which typically requires keto dieters to increase intake of these compounds in order to maintain healthy levels of these critical elements.

## Keto-Adaptation and Beyond

Supplementing with a broad array of electrolytes, such as that provided by KTO-ElectroPure™ may help ease the transition during the first few weeks of becoming adapted to ketosis and a fat-based metabolism. Beyond this initial phase, supplemental electrolytes may be helpful for the long term to ensure keto dieters obtain the minerals they need, and may be especially beneficial for those using ketogenic diets to support athletic performance, an increasingly popular application of this way of eating. The ketogenic diet itself may increase the need for electrolytes, and individuals who engage in strenuous physical activity may require even more beyond this, owing to a loss of crucial minerals in sweat, and to the role of electrolytes in muscle contraction and proper nerve conduction.\*

## Recommended Use:

Mix 3 mL (approx. ½ teaspoon) with 20 ounces of water for a quick hydration boost, or as directed by your health care practitioner. The amount of water may be increased or decreased to achieve the desired concentration and taste.

**Signs and symptoms that may indicate a need for increased sodium, magnesium or potassium intake in those following a ketogenic diet include:**

- Headaches
- Nausea
- Fatigue
- Sluggishness
- Light-headedness
- Leg cramps or other muscle cramps
- Dizziness
- Decline in strength or power during athletic pursuits



Consult with your healthcare practitioner about your specific circumstances and any questions you may have.

\*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).**