



# KETO CERTIFIED

Program Standards and Specifications

## 1. KETO Certified

The KETO Certified Requirements are outlined herein. These standards apply to all products certified by The Paleo Foundation for the the KETO Certified Program. Only certified Products following these standards are explicitly given the rights to use KETO Certified logos, trademarks, certification marks, or other design marks hereinafter referred to as “KETO Certified label”.

### 1.1 Applicability

The KETO Certified label was developed and trademarked by The Paleo Foundation Inc. to identify food products that meet the standards of the Ketogenic Diet. The KETO Certified™ Label is a certification mark and its use is only permitted by those who have entered into a contractual agreement with The Paleo Foundation Inc. The KETO Certified™ Label was designed to establish an easily identifiable mark indicating that a product has met the strictures of the Ketogenic Diet and merit use of the KETO Certified Label.

### 1.2 Guidelines

#### 1.2.1

The KETO Certified label is allowed to be used on packaging, promotional materials, point of purchase materials, websites, sales literature, banners, company stationery, and other advertising materials. Use of the KETO Certified label must comply with the guidelines as outlined in this document. If a company wishes to present the logos in a manner other than as described in Statement of Use Guidelines, The Paleo Foundation Inc. must approve the request and give permission in writing to the Producer.

#### 1.2.2

Producers may display the KETO Certified™ label only on products that have been certified by The Paleo Foundation.

#### 1.2.3

Producers must have a contractual agreement with the Paleo Foundation to use the KETO Certified label.

## 1.2 Guidelines CONTINUED

### 1.2.4

Producers may only use the trademark on company stationery if the entire product line has been audited and KETO Certified.

### 1.2.5

If the entire product line has been audited and certified KETO Certified, Producers may display the KETO Certified label on their entire website.

### 1.2.6

If the entire product line was not certified, the KETO Certified label may appear on a page containing audited and certified KETO Certified products only.

### 1.2.7

Products that have not been audited and certified KETO Certified are not permitted to appear on the same page as the KETO Certified label, as this could be misleading to consumers.

## 1.3 Use of the KETO Certified™

### 1.3.1

To complete the application process, the applicant must sign an affidavit stating that all answers and statements provided in their application were true to the best of their knowledge.

### 1.3.2

Use of the KETO Certified™ label is only permitted after audit and certification by the Paleo Foundation of the applicant's farm or ranch.

### 1.3.3

KETO Certified retains the right to make unannounced visits to applicant's commercial kitchen, manufacturing plant, or processing center to verify that all KETO Certified Requirements are continuously being met.

### 1.3.4

KETO Certified retains the right to inspect the applicant's products to verify that all Requirements are met.

### 1.3.5

Use of The KETO Certified label for any product which does not meet each of the KETO Certified Requirements, has not been audited, or has not been given explicit permission is strictly prohibited.

### 1.3.6

Misuse of The KETO Certified™ Label will result in immediate suspension of the agreement and/or prosecution.

## 1.3 Use of the KETO Certified™ Label CONTINUED

### 1.3.7

The KETO Certified label must be :



- ① Upright
- ② Complete
- ③ Clearly Visible

## 2. Carbohydrate Content

### 2.1

All Products must not contain more than 10% carbohydrate or more than 5 gm. total carbohydrate per serving content in order to be eligible for use of the KETO Certified label. Exceptions to this rule are outlined herein.

## 3. Applicability of Exogenous Ketones

### 3.1

Exogenous Ketone Supplementation is allowed in the KETO Certified program, provided that the ketones are naturally-derived beta hydroxybutyrate compounds, such as beta hydroxybutyrate mineral salts, and medium-chain triglycerides. Qualification for Ketone esters are not included in the KETO Certified program at this time, but may be considered in the future provided adequate safety research.

## 5. Allowed Ingredients List

### 5.1

The following ingredients are eligible for use of the KETO Certified label, provided that they do not exceed total carbohydrate criteria. Allowed exceptions are indicated with an asterisks. They will be amended from time to time as necessary, as some items are likely missing. These ingredients include, but are not limited to:

Meats	Seafood	Dairy	Fats
Herbivores must be pastured. Pork Products should come from pastured animals. Poultry must be Cage-Free.	All seafood is allowed	Ghee, Butter, Cheese, Sour Cream, Kefir, Whey protein, Whipping Cream from pastured animals	Pastured and Grass-fed tallow, lard, ghee, butter, Non-Hydrogenated lard, All nut oils, Red Palm Oil, Avocado Oil, Olive Oil, Coconut Oil, High Oleic Sunflower Oil, Cocoa Butter, Peanut Butter
Vegetables	Nuts and Seeds	Milks	Sweeteners
Leafy Vegetables, Vegetable Juices Sea vegetables*, Seaweed*, and Algae*, Unsweetened Kimchi* Unsweetened Sauerkraut*	All nuts and seeds are allowed. Nut Butters must be unsweetened*	All unsweetened nut milks are allowed such as Hemp Milk, Almond Milk, Coconut Milk	Stevia, monk fruit, lo han guo, inulin, sugar alcohols and honey
Fruits	Spices	Tea and Coffee	Miscellaneous
Berries, lemon, lime, and other citrus fruits*	All spices are allowed Sea Salts, Smoked Salts, Salt blends	All teas and coffee are allowed	Cocoa Powder, 85% dark chocolate

## 6. Disallowed Ingredients List

### 5.1

The following are completely disallowed ingredients in the KETO Certified Program. Additional ingredients may be added or removed from this list based on new information or research.

Partially-Hydrogenated Oils	Exogenous Ketones	Animal Sources	Sweeteners
Partially-Hydrogenated, trans fats such as soybean, margarine, and vegetable oils	Alcohol ketone bodies, Ketone esters	Non-pastured herbivores, caged poultry,	White sugar, Maltitol, maple syrup, corn syrup, artificial sweeteners

If you have any further questions regarding items on this list, or items that are not listed, please contact us at [info@paleofoundation.com](mailto:info@paleofoundation.com)