



2019

KETO CERTIFIED

Program Standards and Specifications



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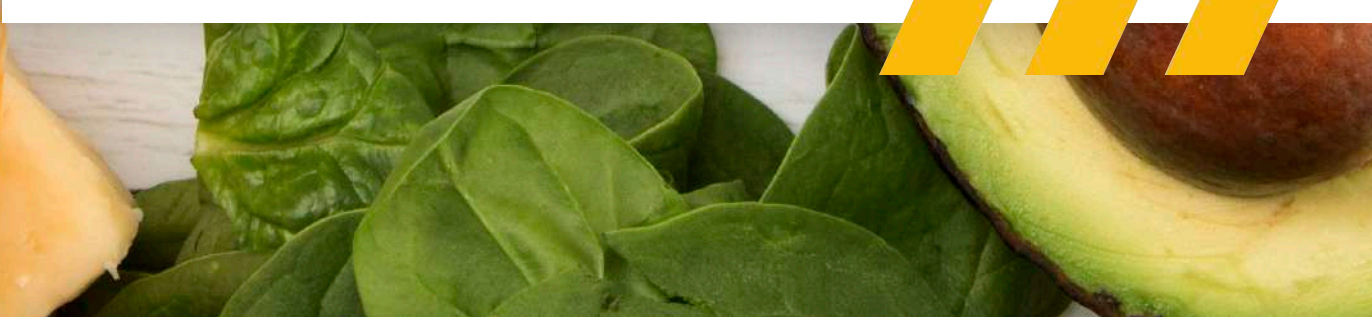




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STATEMENT OF PURPOSE

Standards for Keto Certified products were developed for adherence to a classical ketogenic diet. However, it must be noted that the ketogenic diet can be difficult to maintain, and tolerability of the ketogenic diet is the single-most important factor limiting individual acceptance and sustainability. Therefore, improving palatability, availability, affordability, and convenience of compliant foods is crucial to preventing diet discontinuation.

Keto Certified products are in a unique position to improve tolerability of the ketogenic diet as they each improve palatability, convenience, and availability factors. This is especially true in social and cultural environments that typically feature carbohydrate-rich “special occasion” types of foods. Therefore, the importance of product producers in improving tolerability of the Ketogenic Diet can never be overstated.

Our Keto Certified Standards and Keto Certified label are aligned with our mission to help improve the tolerability of the Ketogenic Diet via improved convenience factors.



Karen Pendergrass

Karen Pendergrass
Paleo Foundation
CEO



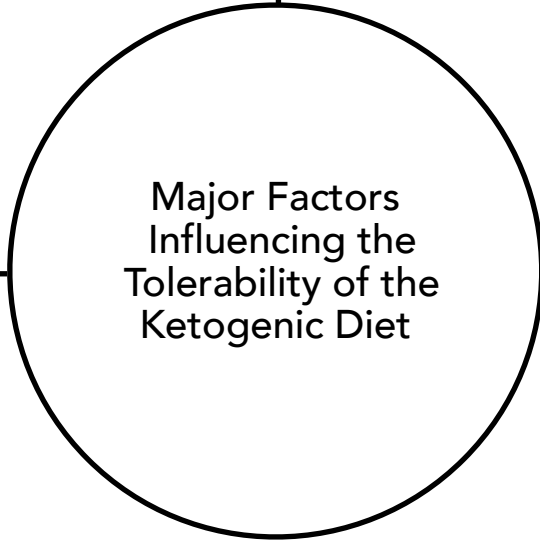
Ease of Identification Cultural + Social Acceptance

Convenience

Location of Products

Product Offerings

Availability



Socio-Economic Limitations

Distribution Limitations

Affordability

Palatability

Product Variation Ideological Acceptance





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Program Standards and Specifications

1. Keto Certified Label

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 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. 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 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.

1.2.4

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™ Label

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 products.

1.3.3

The Paleo Foundation retains the right to inspect the producer's products to verify that all Requirements are met.

1.3.4

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.

1.3.5

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

1.3.7

The Keto Certified label must be :



- ① Upright
- ② Complete
- ③ Clearly Visible

2. Carbohydrate Content

2.1

Meal and Meal Replacement Products must not contain more than 10g net/effective carbohydrates per serving. For products which contain largely whole unprocessed ingredients or ingredients with reduced digestibility, a 12g net carbohydrate per serving is permissible for use of the Keto Certified label.

2.2

Snack Products must not contain more than 6g net/effective carbohydrates per serving. For products which contain largely whole unprocessed ingredients or ingredients with reduced digestibility, an 8g net carbohydrate per serving is permissible for use of the Keto Certified label.




2.3

Condiments must not contain more than 6g net/effective carbohydrates per serving. For products which contain largely whole unprocessed ingredients or ingredients with reduced digestibility, an 8g net carbohydrate per serving is permissible for use of the Keto Certified label.

2.4

Auxiliary Category products are those which do not fit the "normal use" criteria of meals, meal replacements, snack products, or condiments. Auxiliary Category products must not contain more than 10% carbohydrate content of the total product.

2.1 Allowed Carbohydrate Content

Product Type	Net Carbohydrate Allowance
Meals and Meal Replacements	10g per serving 
Snacks	6g per serving 
Condiments	2g per .5 oz 



Meals, meal replacements, and snacks which contain whole or unprocessed ingredients with reduced digestibility are allowed an additional 2g to be permissible for the Keto Certified program. Condiments are allowed and additional 1 g per .5oz for reduced digestibility, or low-usage threshold for the product (such as hot sauce).

2.2 Prebiotic Fiber

2.2.1.

Prebiotic fiber is adjusted for when net carbohydrate is calculated for Keto Certification eligibility. Product formulations may be required for accurate dietary fiber calculations.

3. Allowed Ingredients List

3.1

The following ingredients are eligible for use of the Keto Certified label, provided that they do not exceed total carbohydrate criteria. Allowed Ingredients will be amended from time to time as necessary. These ingredients include, but are not limited to:

Meats and Seafood	Fruits and Vegetables	Nuts and Seeds	Dairy
All meats and seafood are allowed in the Keto Certified program.	All vegetables and fruits including berries are allowed provided that they meet the carbohydrate requirements of the Keto Certified Program.	All nuts and seeds are allowed.	All Dairy is allowed. Full fat dairy is ideal.
Protein	Milks	Oils and Fats	Flavors and Coloring
Gelatin, Collagen, Bone Broths, Protein concentrates, isolates, and hydrolysates including whey, casein, egg white, pea, chickpea, soy, peanut, and hemp proteins.	All nut milks are allowed. Other allowed milks include, but are not limited to: Hemp Milk, Almond Milk, Coconut Milk, Cashew Milk, Rice milk, Soy milk, and Tiger nut Milk.	All animal fats and nut oils are allowed. Other allowed oils include Red Palm Oil*, Avocado Oil, Olive Oil, Coconut Oil, High-Oleic Sunflower Oil, Cocoa Butter, and Peanut Butter.	Allowed flavors include essential oils, oleoresins, extracts*, distillates*, and ingredients that contain flavoring derived from spices, fruits, vegetables and other plant material, meat or insect derivatives, insect oils, and stearic acid*.
Sweeteners	Coffee and Teas	Stabilizers and Emulsifiers	Spices
Honey, stevia, coconut sugar, date sugar, fruit juice, monk fruit, lo han guo, inulin, cane sugar, allulose, and sugar alcohols are allowed except for Maltitol.	All coffees and teas are allowed in the Keto Certified Program.	All food-grade hydrocolloids, anti-caking agents, stabilizers, and emulsifiers are permissible.	All spices are allowed.
Supplements	Chocolate		
Allowed Supplements include but are not limited to Vitamin and Mineral supplements, MCT oil, Omega 3s, Vitamin D, Digestive enzymes, Exogenous Ketones, Electrolytes, Creatine, Caffeine, HMB, BCAAs.	Chocolate and cocoa powder are allowed in Keto Certified Products provided that the end-product meets the carbohydrate requirements of the Keto Certified Program.		

4. Applicability of Exogenous Ketones

4.1

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. 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	Sweeteners	Artificial Flavors
Partially-Hydrogenated, trans fats such as soybean, margarine, and vegetable oils.	Alcohol Ketone bodies, Ketone esters.	Maltitol, corn syrup, artificial sweeteners such as saccharin, cyclamate, acesulfame, aspartame, Sucralose.	Artificial flavors are not allowed in the Keto Certified Program.

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

Keto Certified Standards for products,
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