

## Newsletter email #1

**Subject:** You may not be in ketosis...

### Why Reaching Ketosis Is So Challenging

[brand photo or funny meme photo]

When you're in "ketosis," your body switches from using glucose to ketones as fuel.

To get there, you need to consume no more than 20 to 50 grams per day.

Sounds easy enough, right?

Not exactly!

### What's Keeping You Out of Ketosis

[brand photo or funny meme photo]

- Overestimating carbs
- Overestimating portions
- Eating too much protein, not enough fat
- Digestive and/or nutrient absorption problems
- Not giving it enough time (3 to 6 weeks or longer)

Practically everyone who follows the diet ends up dipping in and out of ketosis over the long run.

This is perfectly healthy and natural given how difficult it is to stay in this metabolic state indefinitely.

### **Telltale Signs of Ketosis**

The most accurate way to check if you're in ketosis is by testing your blood for increased ketones using a blood ketone meter.

You may also be in ketosis if you experience:

- Bad breath
- Suppressed appetite
- Fatigue
- Enhanced mental focus
- Muscle cramps
- Digestive issues
- Insomnia
- Weight loss

Want to dive deeper into the art and science of keto?

We talk about these topics and more on the Ketones and Coffee podcast.

Check out our latest episode by subscribing below!

[\[button\]](#) Subscribe to the Podcast! [\[/button\]](#)

## Newsletter email #2

**Subject:** 3 net carbs or less? Yes please!

### **Keto-Friendly Mixes, Mug Cakes, and More!**

#### **Partner Spotlight: Low Carb Mama**

[Low Carb Mama logo or photo]

Look no further than Low Carb Mama for two full pizza crusts with just 1.3 net carbs!

This Winnipeg-based, mother-son duo takes inspiration from their Italian roots to bring you some of the tastiest low-carb foods.

#### **Mixin' It Up**

[product photo]

Grab a U-bake mix to make your own cheese, garlic, savoury seed, or tortilla crackers.

They're fast, easy, and fun to make!

Or if you're looking for something more decadent—try a chocolate, vanilla, or cinnamon mug cake...

With no added sugar for a guilt-free treat!

**Only the Best Ingredients**

Low Carb Mama is dedicated to using only the highest quality, natural ingredients—without any extra additives.

Less processed stuff. More flavour!

**Proudly Serving Winnipeg**

Get free local delivery in Winnipeg when you order online.

[\[button\]](#) Visit Low Carb Mama! [\[/button\]](#)

## Newsletter email #3

**Subject:** How to beat the “keto flu”

### **Keto Doesn't Have to Feel This Icky!**

[brand photo or funny meme photo]

The “keto flu” isn't really an illness, but that doesn't make it any more fun to deal with.

Symptoms typically show up 2 to 7 days after drastically reducing your carb intake, the most common ones being:

- Headache
- Brain fog
- Irritability
- Dizziness
- Fatigue
- Low energy
- Insomnia
- Nausea
- Constipation

### **Minimizing Keto Flu Symptoms**

**Stay hydrated.** Make sure you're drinking enough water and eating whole foods rich in sodium, potassium, and magnesium to help your electrolyte levels.

**Track macros and calories.** A change in diet and appetite can make it difficult to eat enough healthy fats and/or get enough calories.

**Manage stress.** Don't expect to be able to go all out on intense exercise, and make sure you're getting enough sleep!

**Ease into it.** It may be better to gradually reduce carb intake over a period of days or weeks rather than going straight from 250g a day to just 20g.

**Enjoy keto-friendly snacks.** Hey, that's what Basic Keto is for! Nobody ever said you have to live entirely off of meat and leafy greens.

For more recipe ideas to get you through any stage of your keto journey, follow us on Instagram!

[\[button\]](#) Follow Us on Instagram! [\[/button\]](#)

## Newsletter email #4

**Subject:** Munch on this! [Crunchy snacks inside!]

### **Satisfy Your Crunch Cravings!**

#### **Partner Spotlight: Wahu Foods**

[Wahu Foods logo or photo]

Tired of turning to cucumber and celery to fix your cravings for crunch?

Wahu Foods has you covered.

Their incredible variety of keto-friendly crackers, granola and cookie snacks will satisfy those cravings for crunch... without going over your carb count.

You just can't go wrong with flavours like garlic and dill, bagel seasoning, and spicy bacon!

#### **For Carb Lovers on Keto**

[product photo]

Looking for more tasty foods that should be heavy on the carbs, but aren't?

Indulge in Wahu Foods' keto-friendly tortillas, pizza crust, breading mix, and even waffles for breakfast!

#### **All-Around Good for You**

All products from Wahu Foods are made without seed oils, grains, cereals, refined sugars, soy, artificial preservatives, or food colouring.

## **Available Online and in Stores**

Find Wahu at online food retailer Ennato and at select Ontario-based stores.

And as a Basic Keto member, don't forget to grab the discount code for Wahu Foods if you plan to buy!

[\[button\]](#) Get the Wahu Foods Discount Code! [\[/button\]](#)