



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 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 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™ 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 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

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.

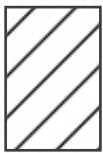
2.3

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.

2.1 Allowed Carbohydrate Content

Product Type Net Carbohydrate Allowance

Meals and Meal Replacement	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 an 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. 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 Ingredients will be amended from time to time as necessary, as some items are likely missing. These ingredients include, but are not limited to:

Dairy	Fats	Sweeteners	Milks
Ghee, Butter, Cheese, Sour Cream, Kefir, Whey protein, Heavy Cream, Yogurt. However, full fat dairy is ideal.	Tallow, lard, ghee, butter, Non-Hydrogenated lard, Nut oils, Red Palm Oil, Avocado Oil, Olive Oil, Coconut Oil, High Oleic Sunflower Oil, Cocoa Butter, Peanut Butter	Stevia, monk fruit, lo han guo, inulin, sugar alcohols with the exception of maltitol (erythritol, mannitol, xylitol, sorbitol) and honey.	All nut milks are allowed such as Hemp Milk, Almond Milk, Coconut Milk.
Vegetables	Fruits	Nuts and Seeds	Tea, Coffee, Cocoa
All vegetables are allowed. However, Leafy Vegetables are lower in carbohydrate.	All fruits are allowed. However, berries, and other citrus fruits are lower in carbohydrates.	All nuts, seeds, and nut butters are allowed.	All teas, coffee, and cocoa powder are allowed. 85% Dark chocolate is lower in carbohydrate content.
Spices	Flavors	Stabilizers	Supplements
All spices are allowed including Sea Salts, Smoked Salts, and Salt blends	Natural flavors, essential oils, oleoresins, distillates, vegetable and spice derived flavorings	All food-grade hydrocolloids, anti-caking agents, stabilizers, and emulsifiers are permissible.	Mineral supplements sodium, potassium, calcium, bicarbonate, chloride, phosphate.

6. Disallowed Ingredients List

6.1

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