



ATKINS® IS A KETOGENIC DIET

A KETOGENIC DIET IS LOW IN CARBS AND HIGH IN FAT. BUT, ATKINS IS A BETTER KETOGENIC DIET.

THE GOAL OF A KETOGENIC DIET IS TO ACHIEVE KETOSIS



When your metabolism starts to burn fat for fuel, instead of carbs and sugar, the body loses weight more efficiently.

The "classic" ketogenic diet – or keto diet – was developed to treat epilepsy. Traditionally, it's extremely strict and should be done only under medical supervision.¹

HOW IS ATKINS BETTER?



On Atkins you get more food choices and eat a greater balance of macronutrients. Unlike the stricter versions, you don't need to cut all carbs and vegetables.

Most people can **CONSUME UP TO 50G TOTAL CARBS** per day and stay in ketosis²

ATKINS 20® & ATKINS 40® CAN GET YOU THERE while eating a variety of satisfying foods

DIET BREAKDOWN

"Classic" Ketogenic Diet



Atkins 20



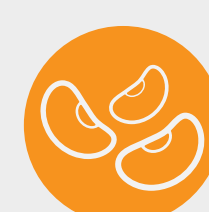
Atkins 40



% of calories from Fat



% of calories from Protein



% of calories from Carbs

¹ Nelms, M., Sucher, K., Lacey, K., Roth, S.L.. Nutrition Therapy & Pathophysiology; 2nd edition (2011). Wadsworth

² Feinman, R. D., et al. (2015). Dietary carbohydrate restriction as the first approach in diabetes management: Critical review and evidence base. Nutrition,31(1), 1-13. doi:10.1016/j.nut.2014.06.011