



KETO GUIDE

Special Ketogenic Diets

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INTRODUCTION:

Ketogenic eating, also known as the “ketogenic diet” or “keto diet,” has grown exponentially over the past decade.

This way of eating is based on restricting carbohydrates — the body’s primary energy source and the foundation of Western diets — in favor of increasing healthy fats and consuming a moderate amount of protein.

The basis of this nutritional approach relies on benefits supported by rigorous research, which justify that carbohydrate restriction in the diet induces a state of nutritional ketosis, where glucose stops being the main energy source and is replaced by ketone bodies: byproducts of fat metabolism that have energy and regulatory functions in the body, and have been associated with positive effects in organic systems such as the nervous system, the immune system, the musculoskeletal system, and the cardiovascular system, among others.

HSN has revolutionized the keto supplement market, since while in North America this need is adequately met, in Europe — and especially in Spain — there is barely any availability of keto food supplements, and those that exist are expensive and their formulas show clear nutritional and functional limitations.

In the words of Carlos Sánchez, Head of R&D&I at HSN, with the KetoSeries line “we mark a before and after in terms of the training and commercialization of preparations and food supplements aligned with a ketogenic diet.”

At the time of publication of this guide, you’ll find no fewer than 9 products specifically designed to meet the needs of keto diet users.

We want to explain every detail of each one of them!

We have poured all our training, experience, and passion into developing these products which, without a doubt, will usher in a new era of keto nutrition, always under the umbrella of HSN and all certifications and controls that support the development of our products to the highest quality standards.



KEY ASPECTS TO CONSIDER IN A KETO DIET:

You already know that the ketogenic diet consists of reducing carbohydrate intake and increasing fats with the goal of entering ketosis. These ketones become energy for the brain, muscles, and heart, helping promote satiety.

What happens, then? Many people experience what is popularly known as the “Keto Flu.” But what is it exactly?

Basically, it’s the metabolic change that occurs when you start using fat as your main energy source instead of carbohydrates. During this transition, you may lose fluids and electrolytes, and your brain and muscles must adapt to using ketones instead of glucose.

As a result, symptoms like headache, fatigue, brain fog, or nausea can appear — but don’t worry, your body adapts within a few weeks.

How long does it last? These symptoms usually show up during the first few days and tend to fade after 1–2 weeks.

Can “Keto Flu” be eased?

In the first weeks, it’s recommended to:

- Increase fluid intake.
- Consume more salt, broths, and foods rich in potassium and magnesium.
- Make sure to eat enough fat so you don’t run out of energy.

- Rest and reduce exercise intensity during the first few days.

And the positive side?

Among the benefits reported by many people who follow the keto diet are:

- Greater satiety.
- More “freedom” when tracking macronutrients.
- A focus that aligns well with intermittent fasting.

That said, this keto diet should not be followed in the following cases:

- Pregnancy or breastfeeding without medical supervision.
- Severe liver or kidney disease.
- Eating disorders.
- Children and adolescents.

And if at some point you want to stop following the keto diet, consider these tips:

- Gradually increase carbohydrates (by 20 g extra every 4–7 days).
- Prioritize carbs rich in fiber, such as quinoa or unsweetened oats.
- Keep an eye on your calorie intake.
- Track your progress to see how your blood sugar and energy respond (not necessary in healthy individuals).



KETO WHEY PROTEIN



WHAT IT IS: Keto Whey Protein is a keto protein made from whey protein isolate (WPI) from grass-fed cows and powdered MCT.



WHAT IT'S FOR: As a protein source, it complements the diet of someone following a keto regimen to gain or maintain muscle mass.



FLAVOURS:





WHAT SETS IT APART: Keto diets, like any eating plan, require an adequate supply of protein to maintain muscle. Many researchers point out the possible need to increase protein intake on ketogenic diets due to the very strict carbohydrate restriction imposed on a.

Keto Whey Protein is made using CFM whey protein isolate derived from the milk of grass-fed cows. The protein has high nutritional quality and a low carbohydrate content.

It is a product with a high content of Medium-Chain Triglycerides, a type of fatty acid that is highly ketogenic, originating from microencapsulated coconut MCT oil.

Keto Whey Protein contains 70% protein / 17% fats.

It includes DigeZyme®, an enzyme complex used to improve digestion of proteins and fats.



HOW TO TAKE IT: Mix 1 scoop (70 g) in 175 ml of water. It can be combined with RawSeries powdered MCT Oil.



WHEN TO TAKE IT: At any time of day — it's your go-to protein at breakfast, dinner, or before/after training. Don't skip it!



USAGE IDEAS:

- **Quick satiating shake:** mix one scoop with 200 ml of cold water. Add ice and a pinch of vanilla or cinnamon for extra flavor.
- **Post-workout green smoothie:** blend Keto Whey Protein, half an avocado, ice cubes and 100 ml of coconut milk.
- **Keto protein pudding:** simply mix 1 scoop of protein with 100 ml of coconut milk. Stir and chill 1–2 hours. The mix will thicken, giving you your ketogenic pudding.



FAQ's

What makes it “Keto”? It contains CFM protein and coconut MCT fats. It's formulated so you can take it on its own and stay within your ketogenic macros.

Does it have sugars or carbs? No. Only 1–2 g of naturally occurring sugars per serving (depending on flavor).

Can I take it even if I don't train? Absolutely. It's perfect as breakfast, a light dinner, or a protein- and healthy-fat rich snack.



KETO OCTANE



WHAT IT IS: Medium-chain triglyceride oil (100% C8) derived exclusively from coconut.



WHAT IT'S FOR: It is primarily used as an energy source in ketogenic diets. It can also be used in keto cooking—especially when added to beverages and other dishes, in raw form.



USAGE IDEAS:

- **“Bulletproof” coffee:** Add 1 tbsp of Keto Octane to your hot coffee and blend well. Fast mental energy and lasting satiety. Tip: mix it with Keto Creamer for an extra creamy effect.
- **Keto dressing:** Combine Keto Octane + extra virgin olive oil + vinegar or lemon + spices. Perfect for salads, avocado or steamed vegetables. (It doesn’t alter flavor—just adds good fats!)
- **In soups and smoothies:** Add 1 tsp to creams, purées or cold shakes. You raise fat content without changing flavor or texture. Avoid heating it directly over high heat.



WHAT SETS IT APART: Medium-chain triglycerides increase production of ketone bodies—the main energy nutrients for the body when following a ketogenic diet.

MCT oils, especially those with a higher caprylic acid (C8) content, are the most specific for this purpose.

Keto Octane is a sustainably developed, purely energetic and 100% keto oil, produced under the highest quality standards:

- Obtained exclusively from coconut — no traces of palm, rapeseed or other vegetable fats.
- Provides 900 kcal per 100 g — pure keto fatty acids.
- 100% caprylic acid (C8) content — the most energetic and ketogenic MCT.

It's ideal for mixing into pre-workout drinks.



HOW TO TAKE IT: Add it to other foods, or take it as a shot using the included measuring cap, following a step-up protocol to minimise digestive discomfort for people not yet accustomed to ultra-pure MCT oils.

| Day | Dose |
|-----|-------|
| 1-3 | 5ml |
| 3-5 | 10ml |
| 5-6 | 15ml |
| 7+ | +15ml |



WHEN TO TAKE IT: We recommend using it between 60 and 120 minutes before training.

If you'd like to use it for cooking, you can — although for this purpose it's preferable to use **Keto MCT Oil 60/40 (C8/C10)**.

Notes

We recommend using small amounts of the product, especially for those new to MCT oils, since mild digestive discomfort is common until the body adapts to their use. This effect is completely normal and harmless — it's simply a sign of adaptation to using a higher proportion of quickly metabolised fatty acids in the diet.



FAQ's

Is it your first time using MCT? Start with 1 teaspoon (5 ml/day) and increase gradually. Typical use: 1–2 tablespoons per day, divided. This helps avoid digestive discomfort at first.

Does it have a strong taste or smell? Not at all! It's completely neutral in taste and aroma. You can take it on its own, but it's better digested when mixed with coffee or food.

Can I cook with it? It's not its main purpose, as it's generally used cold. We suggest cooking with ghee butter or coconut oil instead.



KETO INSTANT COFFEE

- WHAT IT IS:** Keto instant coffee is made from medium-roast instant coffee powder, caffeine, and microencapsulated coconut MCT oil.
- WHAT IT'S FOR:** It is typically used to increase alertness and concentration thanks to the positive effects of caffeine and MCT on cognition. It becomes a reference part of your keto breakfast.
- WHAT SETS IT APART:** The instant coffee used in this product has been freeze-dried, improving its solubility profile even in cold water. It mixes easily and leaves no residue at the bottom of the cup.

Thanks to its standardized caffeine content (107.5 mg per serving), we can know precisely how much product to use to benefit from the concentration-boosting effects of caffeine.

The coffee has been naturally roasted, not torrefacto, so it contains no added sugars. Its flavor has been softened with inulin, which acts as a natural thickener and sweetener, enhancing the body of the coffee and reducing its bitterness—without actually sweetening it.

Enjoy the taste of authentic keto coffee, with medium-chain fatty acids, and benefit from its energy boost during your study sessions.

 **HOW TO TAKE IT:** Mix 1 scoop (10 g) in 150 ml of water.

 **WHEN TO TAKE IT:** Ideally before a study session.

Notes:

Caffeine reaches its peak concentration approximately one hour after ingestion. Drink your coffee before you start to feel the first signs of fatigue.



Also available with collagen



USAGE IDEAS:

- **Iced Keto Coffee:** Prepare it with cold water or unsweetened plant milk, add ice and a touch of cinnamon. Refreshing, energising and completely sugar-free.
- **Creamy Frappé:** Blend with ice and add thick coconut milk and a dash of vanilla essence. Frappuccino-style, frothy and satisfying thanks to the MCT fats.
- **Energising Keto Mocha:** Combine Keto Coffee + 1 tbsp of Keto Cocoa + hot water. Optional: cream or hazelnut flavouring. Gourmet taste, antioxidants and a caffeine kick without breaking ketosis.

FAQ's:

How much caffeine does it have? One scoop (10 g) provides just over 100 mg of caffeine — about the same as a strong coffee.

Does it contain sugar or carbohydrates? No added sugars. Sweetened with inulin (fibre).

Can I customise it? Yes! Mix it with almond or coconut milk, add cream, coconut oil or Keto Creamer for an even stronger coffee.

How many times a day can I have it? Once a day. If you consume other sources of caffeine, adjust accordingly. Avoid taking it at night if you have trouble sleeping.

Is it vegan? The classic version is: 100% plant-based, with no dairy or animal ingredients.



KETO HYDROLYSED (BOVINE) COLLAGEN POWDER

 **WHAT IT IS:** Hydrolysed Bovine Collagen and microencapsulated coconut MCT oil, flavored.

 **WHAT IT'S FOR:** It can be used at any time of day as a source of collagen with MCT. Many people take it before training, seeing that moment as especially beneficial.

 **FLAVOURS:**



 **WHAT SETS IT APART:** Collagen is the most abundant protein in the body, especially present in connective tissues like ligaments, tendons, cartilage, and skin—hence its use for improving joint health and appearance.

Keto Collagen is a product that contains a 2:1 ratio of Collagen to MCT. Each serving provides 10 g of pure collagen and 5 g of Medium-Chain Triglycerides.

It's an ideal supplement to combine with coffee as a pre-workout, since collagen protein has a structure that is more resistant to heat and does not denature in hot drinks, making it pleasant for use in teas and similar preparations.

 **HOW TO TAKE IT:** Mix 2 scoops (20 g) in 100–150 ml of water. It can be combined with Vitamin C 500 mg from the Essentials Series.

 **WHEN TO TAKE IT:** Especially before training — together with vitamin C — as this is the time of day when this protein has shown greater effects in studies.

Note

Although it's a protein widely used in coffees and hot drinks, that doesn't mean it must be used exclusively that way. You can mix it with your Keto Whey Protein or simply take it with water.



USAGE IDEAS:

- **Protein coffee:** Add it to your hot coffee or Keto Coffee. 10 g of collagen per serving and a great energy boost. If it's vanilla or chocolate flavour, you'll have a sugar-free latte!
- **"Beauty" antioxidant shake:** Mix with cold water, low-carb red berries, ice and lemon. Rich in vitamin C and peptides for your skin — fresh, light, and keto-friendly.
- **Homemade gummies:** Dissolve it in hot water with gelatine and a sweetener. A fun, collagen-rich snack, ideal as a healthy dessert.



FAQ'S:

Is it like "beauty collagen"? It also provides hydrolysed collagen with maximum absorption. In this case, MCT oil is added for a keto-friendly focus.

Cold or hot water? However you prefer! It dissolves well in coffee, herbal teas or iced water. It tastes great on its own and also with plant-based drinks.

Do I need to take vitamin C? It's not mandatory. You can use vitamin C depending on your individual needs, as it contributes to collagen synthesis.



KETO MATCHA LATTE (WITHOUT MILK)

- WHAT IT IS:** Keto Matcha Latte is (young) matcha tea, rich in MCT, with a milky flavour — but without milk.
- WHAT IT'S FOR:** It's a food supplement designed for enjoyment, thanks to its improved flavour, pleasant level of sweetness and excellent texture when mixed.
- WHAT SETS IT APART:** The use of keto coffees with MCTs from both animal and plant sources is becoming increasingly common. However...

What about tea lovers? There's very little variety available — especially when it comes to matcha tea, a highly sought-after ingredient for its mild bitterness and naturally sweet taste without added sugars.

Keto Matcha has been made with Matcha Tea grown under strictly controlled light-restriction conditions to enhance the tea's natural sweetness without increasing its sugar content.

The milky flavour (and texture) has been achieved thanks to the addition of MCT to the formula, together with an exclusive blend of aromas that make every sip remind you of tea with milk — without containing any milk or dairy.



HOW TO TAKE IT: Mix 1 scoop (10 g) in 150 ml of water. It can be combined with Evobrain before studying.



WHEN TO TAKE IT: Anytime during the day, although it's ideal as part of breakfast before a busy day when you need sustained energy.

Note

Keto Matcha is a high-fibre supplement, ideal for keto diets where cereal sources are normally limited.



USAGE IDEAS:

- **Iced Keto Latte:** Dissolve it in almond drink and ice. Refreshing, antioxidant, and with MCT for long-lasting energy. Perfect for hot mornings.
- **Creamy Green Smoothie:** Blend with avocado, spinach, water and ice. A nutritious and filling breakfast or snack — fibre, healthy fats, and a mild flavour.
- **Homemade Matcha Ice Cream:** Mix with cream + vanilla + sweetener. Freeze and stir. Delicious sugar-free keto ice cream, rich in good fats.



FAQ'S:

Is it sweetened or does it contain sugar? No added sugar. Just a touch of natural stevia. Prefer it sweeter? Add your favourite keto-friendly sweetener.

Can I mix it with plant-based milk? Of course! It works great with almond, coconut, or unsweetened soy. Dairy-free and suitable for vegans.

Does it break ketosis? No — its carbohydrate content per serving is under 1 gram.



KETO CREAMER



WHAT IT IS: Keto Creamer is a coffee creamer made from MCT, Ghee, and CLA.



WHAT IT'S FOR: It's used together with coffee and can be enjoyed at any time of day. It's a "foodie" dietary supplement, designed for pleasure and indulgence.



WHAT SETS IT APART:

One of the main challenges of the keto diet is that, due to its strong carbohydrate restriction, the enjoyment of certain foods can sometimes be limited. A perfect example is the traditional café con leche, deeply rooted in our culture — but of course, milk naturally contains sugar!

Keto Creamer was created as a high-fat substitute¹, rich in medium-chain fatty acids and without added sugars², that mimics the texture and sensory profile — smell, colour and taste — of milk, making it ideal for your keto coffees.

Thanks to the combination of high-fat ingredients (Ghee + MCT), you can make an authentic "Bulletproof Coffee" right at home.



HOW TO TAKE IT: Mix two scoops (20 g) in 150–200 ml of hot coffee. You can add an extra dose of natural caffeine for a stronger stimulating effect.



WHEN TO TAKE IT: Once a day, anytime you like. Enjoy your coffee!

Note

¹ Contains milk allergens.

² Contains naturally occurring sugars.



USAGE IDEAS:

- **Creamy Bulletproof-style Coffee:** Mix 1–2 scoops with your hot coffee. The perfect replacement for milk or cream. Keto breakfast in a mug — with MCT, Ghee and CLA.
- **Low-carb Spiced Latte:** Add it to your hot chai or black tea with cinnamon and nutmeg. A comforting, sugar-free keto chai latte, ideal for cold afternoons.



FAQ'S:

Does it replace milk? Yes. It's a powder that dissolves easily and creates a creamy texture without lactose. Perfect in coffee, tea or infusions.

Is it sweet or does it change the flavour? It has a gentle touch of sweetness (from erythritol) and a creamy taste thanks to ghee. It enhances your drink without overpowering it.

Does it work cold? Yes, although it dissolves better hot. Tip: mix with a little hot water first, then add ice or a cold drink.

Better than cream or coconut oil? Absolutely. It contains MCT C8, ghee and CLA in ideal proportions — more benefits, with no hidden sugars or carbs.



KETO CREAMY COCOA



WHAT IT IS: Keto Creamy Cocoa is an instant cocoa drink that's high in fats and fibre — specially designed for keto diets.



WHAT IT'S FOR: It's used for enjoyment — a “foodie” preparation that fits perfectly within ketogenic diet standards.



WHAT SETS IT APART:

The cocoa is lightly sweetened with inulin, a fructan derived from the natural chicory root, which is also a dietary source of fibre — ideal for those following a keto diet, since fibre sources in these diets are often limited.

47% of its composition comes from fats derived from Medium-Chain Triglyceride (MCT) coconut oil, a key ingredient used by advanced keto users.

The product is sweet — but not excessively so — with a perfectly balanced creamy texture that enhances the perception of flavour intensity.



HOW TO TAKE IT: Mix two scoops (20 g) in 150 ml of hot water. It can be combined with FoodSeries Peanut Butter.



WHEN TO TAKE IT: Anytime during the day (once a day). Ideal as breakfast or an afternoon snack.

Note

Inulin is a source of fibre, making this product ideal for supplementing keto diets, which are often characterised by low dietary fibre intake.



USAGE IDEAS:

- **Keto Hot Chocolate:** 2 scoops + hot water or almond drink. A thick, comforting sugar-free hot cocoa. Add a spoonful of cream for extra richness.
- **Cold Cocoa-Coconut Shake:** Blend with cold coconut drink and ice. Want extra flavour? Add powdered peanut butter — “Reese’s” style, but 100% keto!

- **Quick Chocolate Mousse:** Mix with cream cheese and stevia to taste. Airy texture, intense flavour. An easy, keto-friendly dessert ready in minutes.



FAQ'S:

Does it contain caffeine or is it stimulating? It contains theobromine, a mild stimulant naturally found in cocoa. Depending on your caffeine sensitivity, it may be better to take it before noon.

Is it sweet? Does it contain sugar? It has no added sugar. Sweetened with inulin and sucralose. Classic cocoa taste, mildly sweet. You can adjust with your preferred keto-friendly sweetener.

Can it be prepared with milk? Yes. With whole milk or unsweetened plant drinks, it becomes even creamier. It's also delicious with water, thanks to the MCT and ghee it already contains.

Is it really keto? Absolutely! High in fibre, with only naturally occurring sugars — perfect for your daily life in ketosis.

KETO CAKES



WHAT IT IS: Keto Cakes is a low-carb keto pancake mix powder.



WHAT IT'S FOR: To prepare your delicious breakfast pancakes — now in their “Keto” edition.



FLAVOURS:



WHAT SETS IT APART:

The base of a pancake is usually a cereal flour, right?

Well, not here. We outdid ourselves.

We removed flours unsuitable for Keto diets and used almond flour instead—made exclusively from peeled almonds, suitable for ketogenic diets.

Moreover, the pancakes are high in quality proteins from dairy sources (from grass-fed cows) and eggs (from free-range hens), and supply 40% fats derived from powdered coconut MCT oil and ghee.

What more could you ask of Keto pancakes?

- Ke-tastic and delicious.

- Ke-tally healthy.

For a keto-licious treat every day! 😊



HOW TO TAKE IT:



1. Mix

3 scoops (≈70 g) with 220 ml of water.



2. Heat

Use a non-stick pan or griddle.



3. Pour

About 2 tablespoons of batter per pancake.



4. Cook

Until golden on both sides (60–90 seconds).

2.1 Grease (optional)

With coconut oil or ghee.



WHEN TO TAKE IT: Anytime! They're a 10/10 breakfast, a nutritious snack, or an easy, delicious dinner — you decide.

Notes

You can use our HSN Syrups and Sauces Tasting Pack to top your pancakes. These low-calorie sweet sauces are suitable for ketogenic diets.



USAGE IDEAS:

- **Classic Low-Carb Pancakes:** 2 scoops + water → mix, cook, and enjoy. Serve with butter, nuts, or sugar-free syrups. Fluffy, filling, and made with no flour or sugar.

- **Crispy Keto Waffles:** Same mix, straight into the waffle maker.

Golden on the outside, soft inside. Top with nut cream or fresh cheese + cinnamon.

- **Quick Microwave Mug Cake:** Mix 2 tbsp + 1 egg + 2 tbsp water in a mug. A keto sponge cake in 1 minute — the perfect quick, sweet, high-protein treat.



FAQ'S:

What do I need to add? Just water! The mix already includes almond flour, protein, MCT, powdered egg... You can also use unsweetened plant milk if you prefer.

How many pancakes per serving? With 2 scoops, you get 2–3 medium pancakes (or more if you make mini ones). Adjust the size to your liking.

Does it contain flour or sugar? No cereals or added sugars. Made with almond flour and a mild sweetener. Perfect for sweet or savoury recipes.

Is it suitable for coeliacs or people with intolerances? Yes. Gluten-free and very low in lactose. Contains ghee and whey, but most people with lactose intolerance tolerate it well.

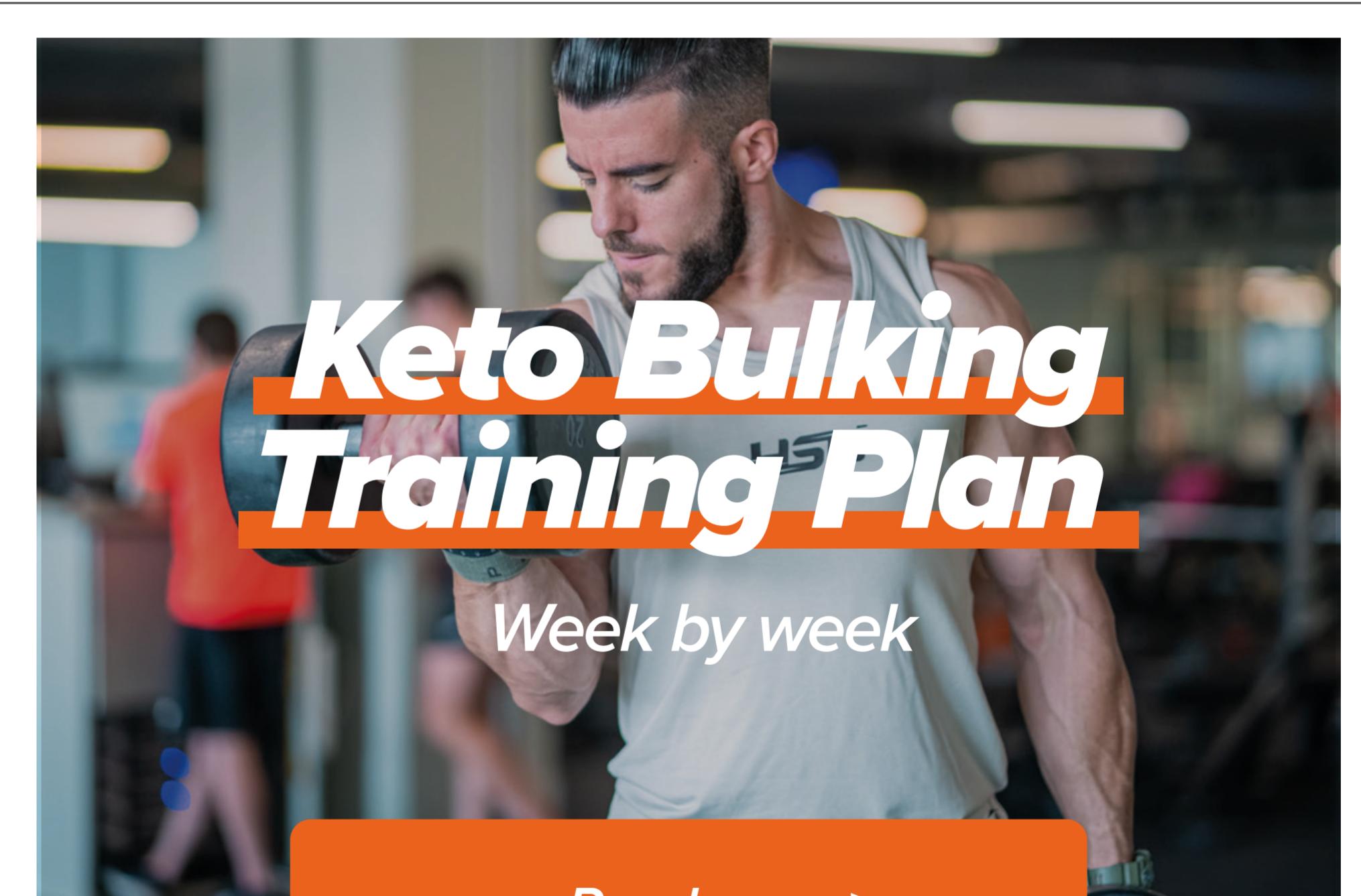
Only for sweet pancakes? Not at all! You can make savoury crepes or “keto toast” bases. Mix with salt, spices, and fill to your taste.

WHERE TO START?



Ketogenic Diet
Everything you need to know

Read more >



Keto Bulking Training Plan
Week by week

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