



SiselTHIN™

Fucoxanthin BHB Advanced
Weight Management

GUIDE


sisel®



This guidebook, along with SiselTHIN, a healthy diet, and exercise, can help you achieve your weight management goals.

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What's the Deal with Keto?

You've probably heard at least a thing or two about Keto. Maybe you know it as the latest and greatest fad diet. Perhaps you have a close acquaintance who is always inquiring about Keto-friendly foods while out to eat or boasting about his or her experience with rapid weight loss.

But what if we told you that Keto is so much more than just an effective diet? What if Keto could be the key to unlocking a more fit, focus-driven, and healthier lifestyle?

How Ketosis Works

An effective Keto diet puts one into ketosis which is “a metabolic state characterized by raised levels of ketone bodies in the body tissues, which...may be the consequence of a diet that is very low in carbohydrates.”

Hats off to you if you understood that definition. For the rest of us, let's back up for a bit and see if we can approach this at an easier angle.

Fuel to Keep on Burnin'

Let's start by imagining a campfire; in order for this fire to stay lit and continue burning, it needs to be fed with fuel. If you're an avid outdoor type, then you know that maintaining a nice, toasty campfire means understanding the different types of fuel sources you can and should use.

Kindling burns easily, quickly, and causes an intense flash of energy before being rapidly consumed to ashes. While quick bursts can come in handy, using kindling as a sole fuel source to maintain a campfire would be laborious and exhausting if you could manage it in the first place.



Logs are a little tougher to catch on fire, but once lit provide a longer-lasting burn with moderate intensity.

Coals are the most difficult of the three fuel sources to light, but when they do finally catch on fire, they burn hot and have the capacity to continue burning through the night and beyond.



Fuel for the Body

Much like a campfire, our bodies need fuel in order to “keep burning” or in other words, produce a sufficient amount of energy to function from day to day. The primary source of our fuel comes from the macronutrients found in the foods and beverages we consume and, just like the trio of fuel sources in our campfire analogy, there are three types of these macronutrients that our bodies convert to useable energy sources: carbohydrates, proteins, and fats.

Carbohydrates (carbs), are plentiful in the foods and beverages we all know and love: sweets, baked goods, sugary sodas, etc. Carbs are the easiest of the macronutrients to convert to energy and as such, are the first source of fuel our bodies like to use when energy is required. Similar to the kindling in a campfire, carbs provide short, intense bursts of energy followed quickly by a crash, an energy low, and the dreaded cravings. Maintaining sustained energy with an all-carb diet would require constant eating and replenishment throughout the day, a problematic scenario as carbs are converted into glucose which our bodies love to save and store as fat (aka, love handles, muffin tops, and beer bellies).








Fats, much like the coals in our hypothetical campfire, are stubborn and slow to burn. If you're among many looking to trim down and lose weight, chances are you have stores of fat ready to be converted and used as energy; the trick is directing your body's metabolism to focus on fat as its primary fuel source instead of carbs and proteins. Once this has been accomplished, your energy will feel a lot like those campfire coals - sustained, long-lasting, and scorching hot!

Proteins, commonly known as the building blocks of muscles, are the body's second-favorite macronutrient for energy. Like the burning logs in our campfire analogy, proteins provide longer and more sustained energy, are the body's preferred fuel source once carbs are depleted and can be found in a number of foods including fish, poultry, and legumes.

The Fuel of Ketosis

If you haven't guessed already... **FAT is where it's AT** when it comes to a successful Keto diet and achieving a properly maintained state of ketosis. By strategically limiting the consumption of carbs and proteins and consuming foods that are high in fat, that trick we just talked about - focusing your body's metabolism on fat as its primary fuel source - is totally possible!

Unlike carbs and proteins, which are converted into glucose molecules for energy, fats are sent to the liver where they are converted into ketones. When these ketones become plentiful throughout the body, they provide an array of health benefits, some of which include:

-  Accelerated fat burning and weight loss
-  Additional natural, stimulant-free energy and stamina
-  Improved cognitive function, mental clarity, and focus
-  Greater control over appetite and cravings
-  Enhanced athletic performance

When we talked earlier about Keto being a key to unlocking a more fit, focus-driven, and healthier lifestyle...?

THIS is what it's all about!



Ketosis FAQ

There is an awful lot of information out there, good and bad, about ketosis. To help clear up misconceptions and address a few common concerns, here are answers to some frequently asked questions:

Is Keto for everyone?

While most adults would likely benefit from ketosis, every human body is different and it may not be the best or the safest route for everyone. It is always recommended to visit with a physician before a major lifestyle change, especially if you have any significant health concerns.

Will I feel sick on a Keto diet?

Some individuals may experience slight feelings of sickness, commonly called the "Keto flu", which usually comes on between 2-7 days after starting a Keto diet. Symptoms can include headaches, foggy brain, fatigue, irritability, and nausea. The Keto flu occurs due to the long-term depletion of carbs and typically lasts only a few days before going away. There's nothing dangerous or life-threatening about it, and some people may not even experience it at all depending on their genetics.

If you do have a predisposition for the Keto flu, **SiselTHIN's** BHB combo, and caffeinated products - like **SiselSPORT**, **Fire & Ice**, and **SiselKaffe** - are great resources for combating the symptoms and getting you through it. Once you're in full ketosis and ketones are fueling your body, not only should you feel like your old self again, but you should start feeling that sustained energy, focus, and mental clarity that so many Keto enthusiasts love.

Can I track ketosis?

While there are resources for tracking ketosis, like Keto strips, they can often be a bit unreliable. The best way to know whether you're in ketosis or not is to simply pay attention to how your body and mind feels. If you're cruising in ketosis, chances are you'll easily be able to feel the difference in a positive way.

Is there a risk for ketoacidosis?

No. Ketoacidosis occurs in cases of extremely low levels of insulin, causing blood to become dangerously acidic. This is a distinct pathologic state that is generally only experienced by those with Type I Diabetes and other related chronic illnesses, and there is virtually no risk of this occurring in healthy individuals via ketosis.

Is there a risk for nutritional deficiency?

It is totally possible to receive healthy, balanced nutrition while maintaining ketosis, but Keto is a somewhat restrictive diet and it can be a little harder to squeeze certain vitamins and minerals into the regimen. Supplementation is a good way to ensure you're getting the nutrition you need. **SiseLEAN**, **SpectraMAXX**, and **Encompass360** are three great Sisel products that are Keto-friendly and can help to that end.

How SiselTHIN Fits In

Science has discovered that when our bodies are in ketosis, three different types of ketones are produced: Beta-hydroxybutyrate (BHB), Acetoacetate (AcAc), and Acetone. BHB is by far the most abundantly produced of the three, accounting for up to 80% of all the ketones. Not only is BHB produced naturally within the body, but it can be taken exogenously in supplement form for myriad benefits.

SiselTHIN is expertly formulated to contain the perfect balance of Calcium, Magnesium, and Sodium BHBs. On its own (without going into ketosis), **SiselTHIN** has the capacity to assist in added natural energy, improved focus and cognitive function, increased metabolism, and appetite suppression. When used in conjunction with a Keto diet, **SiselTHIN** can help you go into ketosis more rapidly (sometimes turning weeks into days), minimize Keto flu symptoms for an easier transition, stay in ketosis, go back into ketosis quickly in case you fall out of it, and provide an optimal balance of natural and exogenous BHB ketones.

SiselTHIN also contains the added benefits of Fucoxanthin and Fucoidan, which may promote natural, fat-burning thermogenesis, and Ashwagandha, an adaptogen that can help you better manage stress, support a healthy metabolism, and improve sleep and overall well-being.

SiselTHIN is not just a new, revolutionary way at approaching weight management, it's a doorway to a whole new world of health and well-being. After all, **it isn't always about what you lose, but what you gain!**



Casual SiselTHIN

At this point, you might be asking yourself one of two questions: do I need to do a Keto diet and be in ketosis to reap the benefits of **SiselTHIN**? or can I still benefit from **SiselTHIN** even if I don't need to lose weight?

The answer to both questions is a resounding yes! Keto might not be right or even realistic for you even if you're looking to shed some pounds, but **SiselTHIN** can still help to improve metabolic function and appetite control. If you're already at an optimal weight and body fat percentage, **SiselTHIN** can still help to boost clean energy levels and focus/mental clarity. If you're considering a more casual **SiselTHIN** regimen, taking 1-2 capsules per day before one large meal is recommended.

ALL-IN SiselTHIN

You're on board with Keto and ready to change your life with **SiselTHIN**. Let's do this! Before we dive in, just know that there is a ton of information out there about Keto from professionals located in books and on the web. This guide is simply meant to get you off on the right foot, but we recommend additional research if you're looking to take this regimen to a serious level.

Exercise

If you are looking to lose weight or improve your fitness level, just know that your goals will be difficult, if not impossible, to achieve if you're not staying active. What your fitness routine looks like is up to you, but a good rule of thumb is to exercise between 30 and 60 minutes per day.

Additional Sisel Products

Sisel has a great lineup of additional products that can help you before/during your regimen. Here are just a few of them along with the benefits they can provide:



SupraDETOX – Before starting a Keto friendly diet, SupraDETOX can get you started right by resetting the digestive tract for optimal nutritional intake.



Balance-D – Loads the stomach with probiotics and prebiotics to aid in digestion and is packed with fiber, which helps in offsetting carbs and maintaining ketosis.



SiselSPORT – Provides energy and focus, and is especially good before exercising or working out.



SiselLEAN – Meal replacement with loads of vitamins, minerals, and other nutrients.



SpectraMAXX – 74 essential trace minerals, fruit, and vegetable blend of 40 powerful antioxidant-rich ingredients.



Encompass360 – loaded with essential vitamins and fiber.



Sisel H2STIX – Aids in hydration and muscle recovery.



SupraOMEGA Plus – helps maintain a healthy omega-3 to omega-6 ratio when following a high-fat diet.

Keto Dieting Guidelines

We know how hard it can be to give up the foods you love for the foods you need. By keeping a daily record of the kinds and portions of the foods you eat, you can more easily understand the kind of changes needed for you to be both healthier and happier. Use weight and body measurements to help you track results. Choose specific goals (i.e.- "Drink eight 8oz cups of water a day"). Write your goals and record every day to track your progress in meeting or even exceeding them. If you do miss a day, start again and try to keep the chain unbroken. By reviewing your lifestyle habits daily, you will slowly change for the better.

SiselTHIN Serving Size

Depending on how heavily you intend to subscribe to the Keto diet, you may want to consider upping your **SiselTHIN** serving size to 1-2 capsules (with 8 oz of water) 20 minutes prior to all three meals every day. If you forget to take your **SiselTHIN** before a meal (the optimal method), you can still benefit from taking it during or afterwards.

Sample Schedule

This schedule does not need to be followed exactly, but here's what a day on Keto and **SiselTHIN** might look like:

SiselTHIN at 7:40 am - Take 1-2 capsules

Breakfast at 8:00 am - **SiselLEAN** Chocolate or Vanilla

Snack at 10:00 am - Cottage cheese

SiselTHIN at 11:40 am - Take 1-2 capsules

Lunch at 12:00 pm - Chicken salad with olive oil and feta cheese

Snack at 2:00 pm - Celery sticks and peanut butter

SiselTHIN at 4:40 pm - Take 1-2 capsules

Dinner at 5:00 pm - Salmon with asparagus cooked in butter

Snack at 7:00 pm - Handful of almonds



Keto Diet Glossary

Macro Ratio: While on the Keto diet, tracking your daily macronutrient intake is critical to staying in ketosis. While it may vary slightly from person to person, a good rule to follow is the 70-20-10 rule - 70% from fat, 20% from protein, and 10% from carbs.

Net Carbs: When counting carbs, it's net carbs you'll want to track instead of total carbs. To calculate net carbs, simply subtract your dietary fiber and sugar alcohol from your total carbs.

For example, if you're looking at the nutrition facts of a food you're about to eat and it's showing 10g of total carbohydrates, 3g of dietary fiber, and 1g of sugar alcohol, your final net carbs would be 10 - 3 - 1 or 6g of net carbs.

Intermittent Fasting: To truly be successful with Keto you should consider intermittent fasting, which involves abstaining from food for a 16-24 hour period, about 1-2 times per week while on a Keto diet. Intermittent fasting may help you reach ketosis quicker and maintain it more easily - that's because when you're fasting, insulin and glucose levels drop, helping your body to naturally burn more fat for fuel.



Foods to Eat:

Meat: Red meat, steak, ham, sausage, bacon, chicken, and turkey. Fatty fish: Salmon, trout, tuna, and mackarel.

Butter, cream and cheese: Heavy cream, butter, full-fat yogurt, greek yogurt. Unprocessed cheese (cheddar, goat, cream, blue, mozzarella).

Nuts and seeds: Almonds, walnuts, peanuts, macadamia nuts, hazelnuts, cashews, pistachios, flax seeds, pumpkin seeds, sunflower seeds, chia seeds.

Healthy oils: Primarily extra virgin olive oil, coconut oil, and avocado oil.

Select fruits: Whole avocados or freshly made guacamole, olives, strawberries, grapefruit, apricots, lemons, kiwis, oranges, mulberries, raspberries, cantalope, watermelon, blackberries, rhubarb, star fruit, asian pears.

Low-carb veggies: Most green veggies, tomatoes, onions, peppers, brussel sprouts, cauliflower, kale, cucumber, asparagus, green beans, mushrooms, celery, spinach, zucchini, cabbage, etc.

Sugar alcohols: These are low-calorie sweeteners that generally have little to no effect on your blood sugar levels. As a result, they're a popular Keto-friendly option for sweetening foods and beverages. Just keep in mind that some may be better choices than others. The next time you're looking to add sweetener to your coffee or make homemade Keto-friendly protein bars, try using a sugar alcohol like erythritol or xylitol. Just be sure to consume these sweeteners in moderation to avoid any potential digestive distress.

Foods to Avoid:

Sugary foods: Soda, fruit juice, smoothies, cake, ice cream, candy, etc.

Grains or starches: Wheat-based products, rice, pasta, cereal, etc.

Fruits: All fruit, except small portions of the fruits listed in the Foods to Eat section.

Beans or legumes: Peas, kidney beans, lentils, chickpeas.

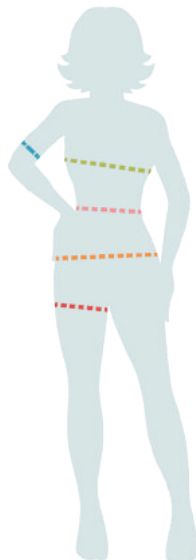
Low-fat or Sugar-free diet products: These are generally highly processed and often high in carbs.

Root vegetables and tubers: Potatoes, sweet potatoes, carrots, etc.

Some condiments/sauces: These often contain sugar and bad fats.

Unhealthy fats: Limit your intake of processed vegetable oils, mayonnaise, etc.

Alcohol: Due to their carb content, many alcoholic beverages can throw you out of ketosis.



Body Measurements

It's easy to get discouraged when you work so hard to slim down and your efforts don't seem to be paying off on the scale, but weight isn't always an accurate indicator of success. Since muscle is more lean than fat, you might be making amazing progress by dropping fat, gaining muscle, and losing inches without much of it being reflected by your weight progression.

On the other hand, body measurements can be a more accurate and less discouraging way to track your progress. By measuring inches instead of pounds, you can watch your hard work paying off without letting the scale get you down.

Arm: Measure around the largest part of each arm (above the elbow).

Bust: Place the measuring tape across your nipples and measure around the largest part of your chest. Be sure to keep the tape parallel to the floor.

Waist: Place the measuring tape about 1/2 inches above your navel (at the narrowest part of your waist) to measure around your torso. When measuring your waist, exhale and measure before inhaling again.

Hips: Place the measuring tape across the widest part of your hips/buttocks and measure all the way around while keeping the tape parallel to the floor.

Thigh: Measure around the largest part of each thigh.



Tips:

- When taking measurements, stand tall with your muscles relaxed and your feet together.
- Apply constant pressure to the tape (so it doesn't sag) without pinching the skin.
- Use a flexible measuring tape, such as plastic or cloth.
- Measure under the same conditions each time, such as wearing the same clothes (or none at all).
- Measure yourself in front of a mirror to make sure the tape is positioned correctly. If possible, have someone else do the measuring for you.
- The place to take some of these measurements will vary slightly from person to person. To ensure accuracy, just remember to take them in the same place on your body each time.

Check your Progress

START DATE	WEEK 1	WEEK 2	WEEK 3	WEEK 4
Weight				
Arm				
Bust				
Waist				
Hips				
Thigh				

Learn more by contacting the person who gave you this guide.

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