

Garden of Life brings innovative Keto Line

21 January 2019 | News

Garden of Life®, the leader in Certified USDA Organic and Non-GMO Project Verified vitamins and supplements, expands its Dr. Formulated brand with the launch of the first clean and simple line of ketogenic products to make it delicious and convenient to follow the popular science-based keto diet and lifestyle.



Four brand-new shakes and powders formulated to make following the keto lifestyle easy; aid in weight loss, promote increased energy and focus

Garden of Life®, the leader in Certified USDA Organic and Non-GMO Project Verified vitamins and supplements, expands its Dr. Formulated brand with the launch of the first clean and simple line of ketogenic products to make it delicious and convenient to follow the popular science-based keto diet and lifestyle.

Our passion for using clean, certified organic, Non-GMO Project Verified ingredients in our products is the cornerstone of our promise to deliver vitamins and supplements that help people achieve extraordinary health," said Garden of Life President Brian Ray. "The new keto line will be a revelation for dieters who have historically struggled to lose and maintain their weight, while meeting high standards for clean, tasty organic flavors and products made with sustainable practices."

The new Dr. Formulated line comes as consumers embrace clean and healthier lifestyles. The keto diet was the No. 1 diet trend searched for in 2018, according to Google Trends. In addition, Mintel identified sustainability, health and wellness, and convenience as the top global food and drink trends for 2019.

Created in partnership with America's leading neurologist, David Perlmutter, M.D., the new Dr. Formulated keto line includes Keto Fit Weight Loss Shake[†], Keto Organic MCT Powder; Keto Balanced Meal Replacement Shake; and Keto Organic Grass Fed Butter Powder. All are Keto Certified, Certified Paleo Friendly, Non-GMO Project Verified and Truly Grass-Fed Certified, ensuring they meet the highest standards for third-party certification.

As a board-certified neurologist, New York Times best-selling author of "Brain Maker" and "Grain Brain," fellow of the American College of Nutrition and expert in the human microbiome, Dr. Perlmutter is a consistent advocate of the ketogenic lifestyle as a way to bolster gut health as well as brain health. He advocates for following a strict diet of low-carb, high-fat

foods that forces the body into a state of ketosis — burning fat instead of glucose from carbohydrates for weight loss, increased energy and improved focus.

The new keto line is the newest innovation to join the Garden of Life selection of products made with simple, traceable, real organic food ingredients that people can trust. As the No. 1 brand in the Natural Products Industry, Garden of Life believes in knowing where every ingredient comes from and the farming practices used, even including how the farm workers and their animals are treated – such as using organic whey protein that comes from pasture-raised Jersey cows that are never injected with antibiotics or hormones.