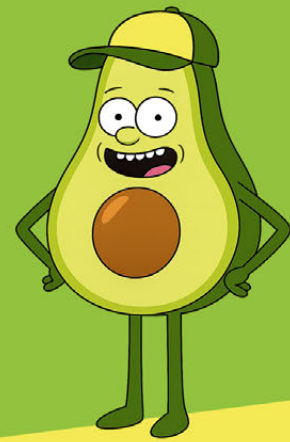




The Keto Project™

Verification Guide



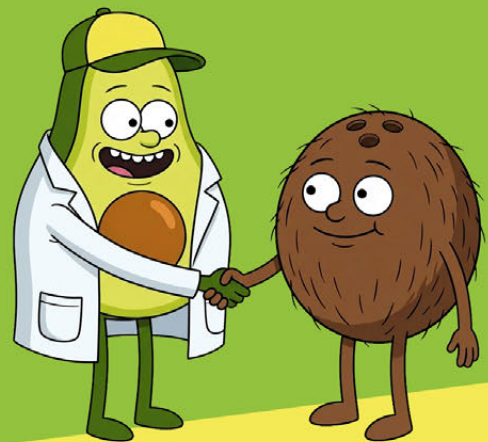
**The simple, affordable,
trusted keto product
certification recognized
worldwide.**

hi@ketoverified.org

Building Trust In The Keto Market

The Keto Project™ is an independent, science-based verification and partnership program created to bring clarity, credibility, and consistency to keto product claims. Our partnerships are designed to support brands, retailers, and industry stakeholders committed to transparent keto-aligned nutrition.

Through verification, education, and collaborative marketing, The Keto Project™ helps partners build consumer trust, reduce risk, and stand out in a rapidly growing category.

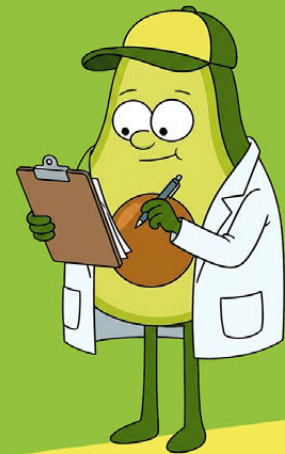


The Keto Project Verification Program

The Keto Project™ assesses products for compliance with keto verification standards, focusing on:

- Net carbohydrate thresholds
- Ingredient suitability for ketogenic diets
- Transparency and accuracy of labeling

The program is designed to be practical, achievable, and rigorous, supporting brands of all sizes while maintaining consumer trust.



Our Partners

The Keto Project™ partners with organizations across the nutrition ecosystem, including:

- Food, beverage, restaurant, and supplement brands
- Retailers, distributors, and e-commerce platforms
- Ingredient suppliers and manufacturers
- Nutrition professionals and research organizations
- 3rd party certification agencies worldwide

Each partnership is structured to deliver measurable value while maintaining the integrity of The Keto Project™ standards.



The Keto Project made certification simple and legit. The standard is clear, the review was fast, and the mark helps customers trust what we are saying.

- Amin, CEO Elite Sweets

“

Look for The Keto Project™ mark on products sold in:



Why Choose The Keto Project

The Keto Project™ provides an easily recognizable mark that signals keto alignment at a glance, helping products stand out on shelves and online.

Keto Market Growth

- Global ketogenic diet market size was estimated at USD 12.45 billion in 2024 and is projected to reach USD 17.48 billion by 2030, growing at about 5.8 percent per year from 2025 to 2030*.
- Keto-friendly claims influence purchasing decisions across food, beverage, and supplement categories
- Retailers increasingly require or should require third-party verification for diet-specific claims



Consumers Want Clarity

- Clear net carb validation
- No hidden sugars or keto-incompatible ingredients
- Trustworthy third-party review



A Mark of Credibility



* Source: Grand View Research: Keto Diet Market Analysis 2025–2030

Get Verified Process Overview

Brands work with The Keto Project™ to enroll products, complete documentation, and undergo a structured evaluation. The process emphasizes transparency, consistency, and efficiency.

STEP-BY-STEP VERIFICATION PROCESS

01 LEARN ABOUT THE PROGRAM

Review The Keto Project™ standards, requirements, and eligibility guidelines to determine if your product is a good fit.

02 SUBMIT APPLICATION

Brands submit an application with product details, formulation data, and nutrition facts.

03 DOCUMENT REVIEW

Our verification team evaluates:

- Nutrition facts panel
- Ingredient list and sources
- Net carb calculations
- Sweeteners, fibers, and sugar alcohols

04 PRODUCT EVALUATION

Products are assessed against The Keto Project™ criteria. Additional clarification or documentation may be requested.

05 VERIFICATION DECISION

Approved products receive The Keto Project™ status and authorization to use the verification mark.

06 MARKETING & LISTING

Verified products may:

- Display the The Keto Project™ seal
- Be listed on ketoverified.org
- Access brand assets and marketing support

07 ANNUAL RENEWAL

Verification is renewed annually to ensure continued compliance. Any formulation or labeling changes must be disclosed.



ketoverified.org

Key Evaluation Criteria

Net Carbohydrates

Net carbs are calculated by subtracting approved fibers and sugar alcohols from total carbohydrates, according to The Keto Project™ guidelines.

Ingredient Review

Ingredients are reviewed for keto compatibility, including: sweeteners, fibers, starches and processing aids.

Label Accuracy

All keto-related claims must be consistent with verified nutrition data and ingredient composition .

Verified Brands

Verified brands receive official Keto Project™ seal files, Trademark usage guidelines, Packaging and digital placement approval.

Use of the mark is permitted only for approved products during the active verification period, renewing annually.

Trusted by brands like



Product Eligibility

Eligible Products

Foods, beverages and restaurant items marketed as keto or low carb

Dietary supplements aligned with ketogenic nutrition

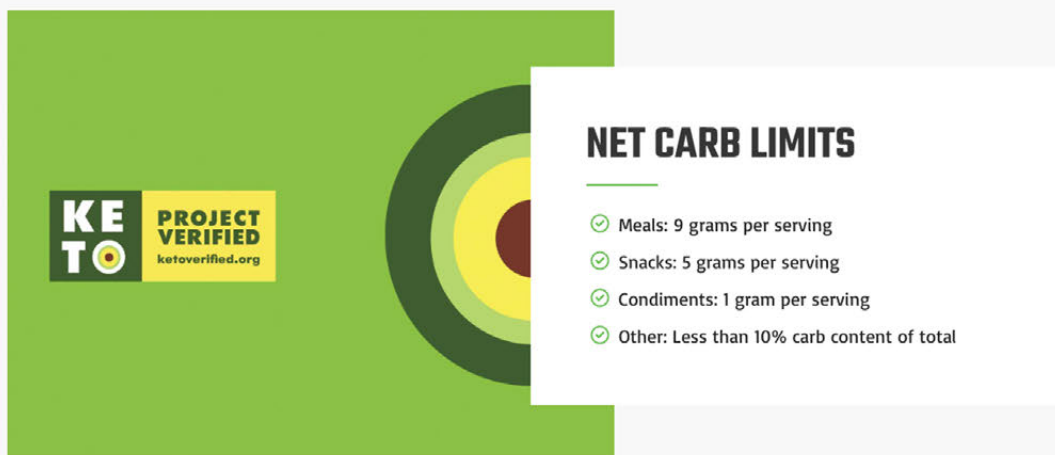
Sweeteners, fats, or other functional ingredients compatible with keto diets

Ineligible Products

Products exceeding net carb thresholds

Products containing added sugars or keto-incompatible ingredients

Products with misleading or unsubstantiated keto claims



Banned ingredients include but are not limited to: Sugar, White sugar, Granulated sugar, Refined sugar, Table sugar, Powdered sugar, Confectioners sugar, Icing sugar, Brown sugar, Light brown sugar, Dark brown sugar, Turbinado sugar, Demerara sugar, Muscovado sugar, Raw sugar, Cane sugar, Organic cane sugar, Raw cane sugar, Unrefined cane sugar, Cane crystals, Cane juice, Concentrated cane juice, Evaporated cane juice, Cane syrup, Dried cane syrup, Panela, Piloncillo, Rapadura, Sucanat, Coconut sugar, Coconut palm sugar, Coconut blossom sugar, Coconut sap sugar, Coco sap sugar, Coconut nectar, Coconut sap concentrate, Agave syrup, Agave nectar, Blue agave syrup, Blue agave nectar, Maguey syrup, Honey, Raw honey, Honey powder, Dried honey, Honey solids, High fructose corn syrup, HFCS, High fructose corn syrup 42, High fructose corn syrup 55, High fructose corn syrup 90, Isoglucose, Glucose fructose syrup, Fructose glucose syrup, Corn sweetener

Approved sugar alcohols include: Erythritol, Xylitol, Sorbitol, Maltitol, Isomalt, Lactitol, Mannitol, Hydrogenated starch hydrolysates (HSH), Hydrogenated glucose syrup, Polyglucitol, Maltitol syrup, Isomaltitol, Palatinit, Arabitol, Ribitol, Galactitol (Dulcitol), Iditol, Allulose, Tagatose, Steviol glycosides (Stevia), Monk fruit extract (Mogrosides), Sucralose, Saccharin, Acesulfame potassium, Aspartame, Neotame, Advantame, Inulin, Chicory root fiber, Soluble corn fiber, Resistant dextrin, Polydextrose, Isomaltooligosaccharide (IMO)

Partnership Framework

The Keto Project™ Partnership Program is a structured collaboration framework that supports partners through verification, visibility, and ongoing engagement.

Core Program Components

1. Verification & Compliance

Partners receive access to The Keto Project™ product evaluation and verification services, ensuring products meet defined ketogenic nutrition and ingredient standards.

2. Trademark & Seal Authorization

Approved partners are granted licensed use of the The Keto Project™ seal and trademarks for verified products, along with clear usage and placement guidelines.

3. Brand Visibility & Promotion

Partners may be featured across The Keto Project™ platforms, including: ketoverified.org product and brand listings, social media features and announcements, and educational or promotional campaigns

4. Education & Industry Support

The Keto Project™ collaborates with partners to support consumer education, category growth, and best practices in keto nutrition.

Partnership Categories

1. Verified Brand Partner

For brands with products that successfully complete The Keto Project™ evaluation and maintain annual compliance.

2. Retail & Platform Partner

For retailers and e-commerce platforms seeking a trusted framework for evaluating and merchandising keto-aligned products.

3. Strategic & Industry Partner

For ingredient suppliers, media organizations, 3rd party certification services, events, and industry stakeholders aligned with The Keto Project™ standards and mission.

Partnership Framework

The Keto Project™ Partnership Program is a structured collaboration framework that supports partners through verification, visibility, and ongoing engagement.

Partner Responsibilities

All partners are expected to:

1. Maintain transparency in formulation, sourcing, and labeling
2. Notify The Keto Project™ of any product formulation or labeling changes
3. Adhere to trademark and claim usage guidelines
4. Support accurate consumer communication

Failure to meet program requirements may result in suspension or termination of partnership privileges.

Maintaining Verification

Certified companies must notify The Keto Project™ of any changes to:

1. Formulation
2. Ingredients or suppliers
3. Nutrition facts or labeling

Non-compliance or undisclosed changes may result in suspension or revocation of verification.

We reserve the right to randomly test products for nutritional data to ensure compliance.



Trusted Worldwide

Trusted by brands and consumers all over the world. From North America to the Middle East, the Keto Project Verified™ symbol gives consumers confidence.



Simple Process

We got tired of cumbersome requirements, red tape and needless complexity in certifications. So we made it simple with no hidden fees.



Affordable Pricing

We believe certifications shouldn't be cost prohibitive. That's why we offer the lowest cost in the industry that doesn't penalize you for growing your business.



Contact

The Keto Project
6001 W Parmer Lane
Ste 370 #232
Austin, Texas USA
hi@ketoverified.org

Resources & Support

For inquiries and support: hi@ketoverified.org. For program details, standards, and application materials, visit: ketoverified.org

Let's Verify Your Products

The Keto Project™ is here to support brands committed to keto transparency and quality. Connect with our team to begin your verification journey and bring trusted keto products to market.

The simple, affordable,
trusted keto product
certification worldwide.

hi@ketoverified.org

