

# H A C K > I E D

2 0 1 7 E D I T I O N

# better

*fat loss. **energy**. focus.*

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Prüvit is leading the  
ketone conversation.  
Dr. Dominic D’Agostino

PROFESSIONAL ATHLETES  
SEEKING A  
SUPERIOR FUEL SOURCE

COMMUNITY MARKETING  
REVOLUTION

Redefining an Industry

THE RISE OF  
KETONES

BRAIN FOG LIFTED:  
THE PATH TO HUMAN OPTIMIZATION



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## ACHIEVING **BETTER** THROUGH INDUSTRY-DISRUPTING TECHNOLOGY

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**P**rüvit has one simple mission—to help people be a better version of themselves.

Better health. Better energy. Better financial status. Hundreds of thousands of people are experiencing what *better* truly feels like through the company's industry-disrupting products that are changing the conversation about optimal human performance.

When Prüvit CEO and Founder Brian Underwood began researching the incredible benefits of ketones as a real nutritional energy source, he knew this was the vehicle he was looking for that would improve countless lives, and he knew that there was nothing like it available to the average consumer. Backed by U.S. government-funded research and countless third-party scientific studies on the applications of ketones as an alternative fuel source, KETO//OS® was formulated and available as a supplement to the consumer market in 2015.

KETO//OS stands for “Ketone Operating System.” It's not simply your typical weight loss product, energy stimulant or appetite suppressant. It was created as a real, natural ketone energy source the human body prefers. You could say that ketones are the body's native fuel source. Before KETO//OS, the only way for people to experience the many benefits of ketones was to essentially starve themselves or

severely limit carbohydrate intake to the point ketones were produced in the body.

Having an on-demand ketone fuel source is a revolutionary concept in the health and nutrition industry. Prüvit is leading a paradigm shift with a compelling story that is attracting a massive following. This first issue of *HACKED* tells the story of how Prüvit is helping people “hack” into their full potential in a way that hasn't been possible until now.

People from stay-at-home moms to elite athletes are discovering incredible benefits of this ketone fuel source. Some of them are even turning their experiences into a business by earning commissions sharing KETO//OS with others. They are spreading the mission and message of *better* Prüvit set out to accomplish in the beginning. Several of these individuals shared their amazing, life-changing stories with us. Everyday people such as Michael Rutherford who has improved his health dramatically by losing more than 40 pounds, and UFC fighter Anthony Pettis who uses KETO//OS to help him compete at a world-class level.

We also hear from several doctors and research scientists who continue to unlock groundbreaking and industry-shifting applications of ketones. So, we hope you get a ton of value from this issue and the stories in it. We also hope that it inspires you to achieve your personal *better*. ■



H A C K E D

Editorial Staff

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# THE ATHLETIC EDGE

BY  
DAVID  
LEE

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ROM WORLD-CLASS BODYBUILDERS TO CHAMPIONSHIP

FIGHTERS, THESE ELITE ATHLETES MAKE THEIR LIVING REACHING

HIGHER LEVELS OF HUMAN PERFORMANCE. NOW THEY'RE USING

KETO//OS TO ACHIEVE UNPRECEDENTED HEIGHTS.



UFC FIGHTER & FORMER UFC LIGHTWEIGHT CHAMPION

# ANTHONY PETTIS



**A**NTHONY PETTIS\* is regarded as one of the most athletic mixed martial arts fighters in the world. Nicknamed “Showtime,” he currently fights in the UFC Featherweight division and is the former UFC Lightweight champion.

Competing on the world’s biggest stage for competitive mixed martial arts reinforces the need for him to be at his best day in

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The product is amazing, but the brand behind it and the people behind it also just drew me in.”

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and day out. The requirement for mental acuity and physical exertion is only tested at the end of 12-week intensive training camps. Anthony pushes his body and mind to the absolute limit in order to contend with and beat the world’s best fighters.

This desire to be the best has elite fighters like Anthony looking for every advantage possible, including altitude training, unorthodox strength-and-conditioning programs, brain coaching using the latest in sports psychology as well as a myriad of supplements that have, in Anthony’s view, fallen short of expectations. These expectations were blown away when his business manager, Josh Rapkin, introduced him to KETO//OS®. Josh used KETO//OS in conjunction with lifestyle changes to lose nearly 100 pounds; Anthony couldn’t help but notice the beneficial impact on Josh and the passion he had for the product. Anthony knew this was something he had to try.

“I had never seen him so passionate about a product,” Anthony says of Josh. “He kept mentioning it to me. I finally tried it and the energy was this pure, raw and natural energy. It felt like a pre-workout but without the jitters. I was hooked and wanted to get more information about it.”

Anthony did some research and discovered ketone supplementation could provide far greater benefits than just the prolonged energy he had experienced. Anthony’s investigation led him to recent research headed by ketone expert Dr. Veech. “It’s a no-brainer, especially in my field,” he says. Today, Anthony uses KETO//OS® MAX as a regular part of his training and daily routine. “MAX is one that I use for energy while I’m working out,” he says. “It definitely makes me feel better in my training.”

Anthony is currently working with experts to develop the most optimal strategy to use KETO//OS for his specific sport—based on testing and his actual results. He hopes this will enable him to share his success with Prüvit and KETO//OS with others. “The product is amazing, but the brand behind it and the people behind it also just drew me in.” Anthony recognized quickly the power behind the Prüvit community, which includes some of the world’s most respected researchers, scientists, medical professionals and elite athletes. This qualified group of experts is definitely what you want in your corner when your name is “Showtime” and you’re competing at the highest level.

\*Anthony is an Independent Prüvit Promoter.

**A**S A former college basketball player, conditioning coach, bodybuilder, trainer, nutritionist and mom, **Abigail Kluttz\*** is well versed in pretty much all aspects of fitness and nutrition.

She was introduced to KETO//OS while attempting a high-fat, low-carb, ketogenic diet. The idea of putting Pure Therapeutic Ketones® in her body via supplementation, instead of only producing them naturally through a very strict diet, was something she had to try for herself. She was blown away with the results. Since then, Abigail has made KETO//OS a normal part of her lifestyle. It has helped her overcome the all-too-common negative relationship with food that she experienced as a competitor.

“Coming from the bodybuilding industry, I would say I almost had a calorie-counting obsession,” Abigail says. “I had to count every calorie and every macronutrient because I had been taught it was the only way. Then I found that with some intelligently planned fasting, I wasn’t obligated to slave day after day preparing meals in order to hit the popular idea of six meals a day.” Abigail referred to her previous knowledge as “outdated” and based on an incomplete view of how our bodies utilize ketones in order to preserve muscle mass. She also candidly admitted that she was a victim of this neurotic habit. “KETO//OS wouldn’t sabotage me like it had before [missing meals]. It really liberated me from a bad relationship that I had with food.”

Today, Abigail implements intermittent fasting and doesn’t begin eating until about 1:00 p.m. every day. Pruvit products such as KETO//KREME and KETO//OS give her real caloric energy in the mornings until she feels ready to have her first meal. This allows her to enjoy the freedom to train,



# ABIGAIL KLUTTZ

FORMER BODYBUILDER & FITNESS MODEL

work and go about enjoying her day without the reliance of micromanaged meals.

Abigail sees tremendous applications for athletes at all levels, noting that KETO//OS is not a typical supplement such as a protein powder, energy drink or vitamin. “It is, in essence, a fourth fuel source,” she says. “It’s a fourth macronutrient. If you’re taking KETO//OS, you’re keeping your metabolism going and keeping oxygen in your body. Your hunger hormones stabilize and you feel amazing.”

Another major advantage, she points out, is that a ketogenic state can help aid in recovery. This allows athletes to recover faster and train harder for longer periods of time.

Although removed from her days as a competitive figure model, she still uses her experience with the sport to advise others who might

be facing the same dilemmas she once did. “It’s huge for training. It keeps focus and energy up when people are in a depleted state,” Abigail adds. “They’re not going to have much glycogen storage at the peak of their cut to get through a workout. When dieting, you’re at higher risk to catabolize your muscle because of the caloric deficit, and ketones help protect you from a catabolic state. They also add more oxygen to the brain for mental focus and clarity. That is absolutely profound for athletes who have to restrict food in order to hit a competitive body fat percentage.”

Abigail sees no limit to the uses of exogenous ketones but relishes some of the most important aspects to her personally: “If for no other reason than simply improving my mood to help me better handle a healthy diet and healthy lifestyle, KETO//OS is priceless!”

*\*Abigail is an Independent Pruvit Promoter.*

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PROFESSIONAL BODYBUILDER

# TONY FREEMAN



© PER BERNAL / MUSCULAR DEVELOPMENT

**N**ICKNAMED “The X-Man,” Toney Freeman\* has competed for years at an elite level as one of the top-ranked bodybuilders in the world. Now at age 50, the former Mr. Olympia competitor has finally retired but is still as focused as he’s ever been on health and fitness.

Toney was introduced to an early version of KETO//OS a little more than two years ago and now uses it

“**KETO//OS is an alternate fuel source that most of us just don’t get to use unless we starve ourselves.**”

every day. “I immediately started using it and got great results with mental focus and energy,” he says. “I was dieting for competitions at the time so it really made that whole struggle almost a breeze. I was never hungry.”

One of the biggest benefits for Toney has been being able to maintain his muscle mass during his dieting process. He says KETO//OS has also allowed him to transition easily to different types of diets so that his body didn’t adapt too much from any one type of diet. Now that he’s stopped training for competitions, Toney says he can eat the way he chooses while not worrying about losing the muscle he has worked nearly three decades to obtain.

“I’m 6-2, 276 pounds. I’m eating two meals a day and taking two servings of KETO//OS a day,” he says. “I’m maintaining my muscle

mass. I’m only sore after I train. A day or two later, I’m back to normal. At 50 years old, I am seriously grateful for that.”

Toney sees many applications of KETO//OS for athletes, and says the fact that ketones on demand provide an alternate fuel source, especially for the brain, is a game-changer.

“KETO//OS is an alternate fuel source that most of us just don’t get to use, unless we starve ourselves or purposely eliminate carbs from our diet.... If every day you are fueling your body with ketones, you are going to get those benefits.”

After a lifetime in the fitness and health industry, Toney has no doubt seen a lot of promising supplements and companies come and go, but KETO//OS, he reassures, is the REAL deal!

“Having a fuel source like this that fuels your brain, so your brain can signal your body to function correctly, is just so important. Your brain says, ‘I’m not starving, I’m OK. I don’t have to compete with my muscles and my bodily functions for glucose because I have plenty of ketones.’ So instead of storing fat all the time, you’re burning fat and instead of burning muscle, you gain muscle.” This is an industry-changing product that will shape the world of not only bodybuilding but health and fitness for the next generation of people who just want BETTER.

\*Toney is an Independent Prüvit Promoter and Prüvit Specialist.



**A** LLEN CRESS\* has been competing as a professional bodybuilder for years and trains everyone from average clientele to elite athletes. Being in the industry for 20 years, he has seen countless supplements come and go.

His friend and colleague Paul Carter invited him to try this new ketone supplement called KETO//OS. Trusting his friend, Allen tried it for a week. “It was like a light switch turned on,” he says. “I had one of the best workouts I had in probably three months. I had that in-the-zone feeling, better mental focus and clarity. I was just able to zone in on what I was doing.”

Allen started researching the benefits of ketones a lot more after that first experience. He’s been promoting KETO//OS and recommending it to his clients ever since. Today, he takes KETO//OS MAX before his workouts. On the days he doesn’t train, he drinks KETO//OS twice a day between meals. This keeps a ketone fuel source in his system all day. His wife, also a trainer, takes two or three servings every day.

“Before KETO//OS, the only way you could get ketones in your body was by doing a ketogenic diet,” Allen says. “It’s not that I’m against keto diets, but I think everyone has their own body and their own way it works for them, so I don’t think there is any one best way of dieting for everyone.” As a coach of the general population, he sees KETO//OS as a “no nonsense way of helping everyone.”

Allen says that for athletes, the more focused and in the zone they are, the better they are going to



# ALLEN CRESS

PROFESSIONAL BODYBUILDER

perform. “If athletes can increase their performance by 2 percent or 3 percent, that’s night and day. It means everything in the world,” he says. “So with athletes, I always push on them that KETO//OS is going to help with focus and recovery benefits. Yes, it’s going to help with energy, but it’s more about the cognitive benefits.”

Even outside of the athletic space, Allen is quick to point out that KETO//OS has many more benefits for overall health and longevity. He says that it doesn’t matter what type of diet you’re on, everyone can benefit. His mission is to help

people reach their own personal *better*, and KETO//OS is now a big part of that.

“Anything we can put in their hands to help people reach their optimum state, that’s what we’ll do,” he says. “Of course, it’s awesome to get paid and earn residual income, but the bigger picture is getting a product out there that can actually help. Being at the forefront of helping people is the real reward from telling people about the Prüvit lifestyle.”

\*Allen is an Independent Prüvit Promoter and Prüvit Specialist.

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I had that in-the-zone feeling, better mental focus and clarity. I was just able to zone in on what I was doing.”

BODYBUILDER, WRITER FOR MUSCLE & FITNESS MAGAZINE

# PAUL CARTER



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**P**AUL CARTER\* has spent more than 30 years in the strength and conditioning space competing as a powerlifter and bodybuilder. He's also a respected authority as a writer for T-Nation.com and *Muscle & Fitness* magazine.

A colleague of his in the industry introduced him to KETO//OS. At first, Paul was skeptical. "I've seen

“**When I was taking ketones, what I noticed was the lights would turn back on. My brain had to be tapping into the ketones as a fuel source.**”

pretty much every supplement come and go through the years,” he says. “When I was approached about it, I blew it off. I finally opened up to researching ketones and the benefits of using exogenous ketones as an alternative to a ketogenic diet.”

As Paul continued extensively researching ketones he became intrigued with all the properties associated with them including anti-inflammation and use as an alternative fuel source for the body. He wanted to test the product on several people, so he started sending out some KETO//OS samples to colleagues and other competitors in the bodybuilding and powerlifting industry.

“They would all come back to me and ask, ‘What is this stuff?’ I would ask why, and they would say

their training was the best it's been in months.”

Once Paul started seeing results pour in, he knew this was something he could put his name behind. After a few months of research and watching people having results with the product, Paul decided to get heavily involved. His own experience centered on his training and competitions. He says that before competing, calorie levels are drastically reduced, and competitors become very depleted.

“One of the main things I notice was the brain fog lifted,” Paul says. “That's one thing you suffer from in a severely caloric-depleted state.” Your brain needs 100 to 150 grams of glucose a day to perform optimally. Without the presence of ketones, it will make glucose a number of ways, one of which is to catabolize muscle tissue, which can be detrimental to performance, Paul explained. “When I was taking ketones, what I noticed was the mental clarity. My brain had to be tapping into the ketones as a fuel source.”

Paul sees anti-inflammatory properties as the other major advantage of exogenous ketones. He says that chronic inflammation can be traced to nearly every major disease. “If you're always dealing with chronic inflammation, it's a sure bet that you're on your way to an early grave,” he says. “Every day that goes by, our bodies are essentially degenerating, but the quality of your life is what you should be focusing on, which can be dramatically improved by the use of ketones.”

\*Paul is an Independent Prüvit Promoter and Prüvit Specialist.