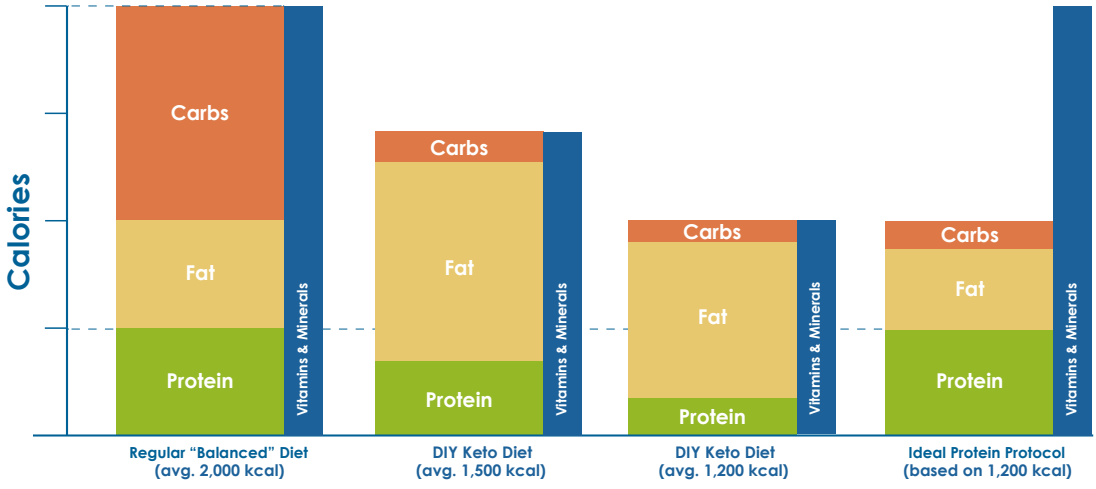
The **Ideal Protein Protocol** vs. '**Do it Yourself**' **Keto Diets**

A Ketogenic diet refers to important carbohydrate restriction. So what differentiates the Ideal Protein Protocol from other 'Do It Yourself' (DIY) keto diets on the market?

The Ideal Protein Protocol	DIY Keto Diets
Low carb As a fundamental principle of ketosis the Ideal Protein Protocol reduces carbohydrates and fats while ensuring adequate daily protein intake.	**Low carb** DIY Keto Diets reduce carbohydrate intake without specifically addressing protein intake.
Low Fat Fat intake is temporarily restricted, which allows patients or clients to burn through fat stores faster.	**High Fat** Recommend that up to 70% of your daily calories come from fats.
Fat Quality Provides a structured approach that promotes a lower caloric intake and the consumption of 'good' versus 'bad' fats.	**Fat Quality** Do not differentiate between bad (saturated) and good (unsaturated) fat.
Good vs. Bad Fats **Saturated vs. unsaturated fats** Excess consumption of saturated fat, which is found in meats, dairy products, palm oil, etc., may: • Increase cholesterol • Favor cardiovascular diseases • Damage the cell membrane of all cells in the body. **Omega-6 / Omega-3 ratio** • A high ratio of Omega-6 to Omega-3 may promote chronic inflammation. • It becomes extremely difficult to favor healthy unsaturated fat and Omega-3 when sustaining a 70% fat diet.	
Protein Amount Provides an adequate daily amount of protein, which is determined by a medically-developed Protocol based on Recommended Dietary Allowance.	**Protein Amount** Amount of protein determined by the dieter without consideration of the Recommended Dietary Allowance.
Protein Source & Quality Most Ideal Protein food being derived from amino acid isolates (whey, pea, and soy). These isolates do not contain purines, and are one of the best, healthiest, way to maximize protein intake while limiting caloric intake.	**Protein Source & Quality** Relies on animal protein as its primary source. Excess consumption of saturated fats may: increase cholesterol, favor cardiovascular diseases, damage cell membranes, cause gout and a variety of other ailments due to increased purine.
Recommended Dietary Allowance (RDA) Meets the minimum RDA standards for protein, fats and micronutritional needs.	**Recommended Dietary Allowance (RDA)** Requires dieters research the RDA's and track macros to determine a proper calorie and nutrient intake.
Support & Education Patients and clients are provided healthier lifestyle education via personalized coaching and digital tools. (App, online resources, daily coaching videos, etc.) Overseen by an Ideal Protein Coach, our structured approach supports patients and clients as they work to develop and maintain healthier lifestyle habits.	**Support & Education** Dieters are left to learn about ketosis through books and online resources. Without structure and support, figuring out what, when, and how much to eat can be complicated and confusing!



Unlike the Ideal Protein Protocol, neither the Keto Diet (1,500 kcal) or the Keto Diet (1,200kcal) provide the recommended daily intake of vitamins and minerals.

Additionally, the Keto Diet (1,500 kcal) has more daily calories and fat than Ideal Protein Protocol while the Keto Diet (1,200 kcal) is risking protein deficiency.

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