

LIVE  
LIFE AT A  
HIGHER LEVEL



**CHOOSE THE BEST FUEL FOR YOU!**

TruRise KetoSurge™ Fuel is the purest, most potent and effective exogenous ketone supplement available on the market today. Our ketones shift your body energy source from glucose to a more stable and robust energy source, making it easier to achieve your best results.



**ELEVATE YOUR FAT LOSS AND ENERGY WITH BLUE BLIZZARD KETOSURGE™ FUEL!**

**KETOSURGE™ FUEL BLUE BLIZZARD (CAFFEINE-FREE) (Single Packs & 30 Serving Canisters)**

TruRise KetoSurge™ Fuel is a breakthrough wellness product that is designed to help you live at a higher level. Use it to elevate your fat loss while you enjoy more energy, enhanced focus and a better quality of life. It is a delicious way to help you look and feel your best. This revolutionary product is powered by the TruRise KetoSurge™ proprietary blend of Beta-Hydroxybutyrate (BHB) and Betaine Anhydrous to help your body use stored fat for energy! Fat has more than double the energy per gram than sugar and carbohydrates, so drinking KetoSurge™ Fuel will help lift your energy levels, stabilize your sugar cravings and reduce your appetite.†

**Discover the Advantages of TruRise KetoSurge™ Fuel**

TruRise KetoSurge™ Fuel delivers a premium dose of BHB carbohydrate-free fuel. If you're looking to burn fat or seeking to increase your energy levels, you'll love the benefits of TruRise KetoSurge™ Fuel. It's the perfect product for busy professionals, trainers, and on-the-go moms and dads who want to look and feel their best.†

Try it now to RISE TO YOUR TRU POTENTIAL.

Go to: [TruRise.com/KetoSurgeFuelBlueBlizzard](https://TruRise.com/KetoSurgeFuelBlueBlizzard)

- ↑ **ELEVATES FAT LOSS\***  
(Not for weight loss)
- ↑ **INCREASES KETONE LEVELS\***
- ↑ **FUELS MUSCLES AND BRAIN\***
- ↑ **IMPROVES SLEEP\***
- ↑ **PROMOTES ENERGY PRODUCTION\***
- ↑ **ENHANCES COGNITIVE PERFORMANCE\***
- ↑ **SUPPORTS LIVER FUNCTION\***

†These statements have not been evaluated by the Food and Drug Administration. The TruRise™ product line is not intended to diagnose, treat, cure or prevent any disease.

# READ UP ON HOW GOOD IT IS FOR YOU!

**KETO** **CAFFEINE-FREE** **VEGAN** **DAIRY-FREE** **GLUTEN-FREE** **ZERO ADDED SUGAR**

## How our TruRise KetoSurge™ Fuel is different than other Exogenous Ketone Supplements:

TruRise KetoSurge™ Fuel is the purest, most potent and effective exogenous ketone supplement available on the market today. Our ketones help shift your body energy source from glucose to fat, a more stable and robust energy source, making it easier to achieve your best results.

The main ingredient in TruRise KetoSurge™ Fuel is Beta-Hydroxybutyrate (BHB) which is supplied by KetoVantage based on a licensing agreement. The BHB has been verified by Informed-Choice.org and Informed-Sports.com, and is also NSF GMP Certified, ISO 9001, ISO 22000, Kosher and Halal certified, so you know you are getting the most premium keto product on the market.

Each serving of TruRise KetoSurge™ Fuel contains the full therapeutic dose of BHB and also a full therapeutic dose of Betaine Anhydrous to help support liver functions.



Kosher & Halal • Suitable for Vegan/Vegetarian • Suitable for Athletes • Non-GMO • Non-Allergen

### Beta-Hydroxybutyrate (BHB)

Beta-Hydroxybutyrate (BHB) is a ketone body that is produced when free fatty acids are broken down in the liver. The other two types of ketone bodies are acetoacetate (AcAc) and acetone. Ketones provide pure energy to fuel the human brain and other tissues. The liver is always producing ketones to some small degree and they are always present in the bloodstream. Under normal dietary conditions, ketones are too low to be of any significance. A very low carbohydrate diet, a ketogenic diet and exogenous ketone supplements like TruRise KetoSurge™ line of products, will help you increase the amount of ketones in your body. Exogenous ketone supplements may provide a multitude of benefits. These include athletic performance enhancement, more efficient weight loss, cognitive improvement, anti-inflammatory properties and many more.<sup>†</sup>

Consuming a supplement like TruRise KetoSurge™ Fuel with exogenous ketones allows you to experience ketosis within hours so you can enjoy all the benefits of elevated blood ketone levels without having to follow a restricted ketogenic diet. TruRise KetoSurge™ Fuel makes realizing your true potential easy! Using TruRise KetoSurge™ Fuel will help you live life at a higher level.<sup>†</sup>

### Betaine Anhydrous:

Betaine Anhydrous, also known as Trimethylglycine (TMG), is a chemical that occurs naturally in the body. It is involved in liver function, cellular reproduction, and helps to produce carnitine. It also helps the body metabolize an amino acid called homocysteine, a chemical involved in the normal function of many different parts of the body including blood, bones, eye, heart, nerves and the brain. Betaine Anhydrous appears to have a multitude of benefits for athletes and gym-goers alike. It has been gaining reputation as a pre-workout performance enhancer (for power and energy boosts) and also as an important supplement for fat loss regimens.<sup>†</sup>

### REFERENCES:

Andrew J. Murry, Nichols S. Knight, Mark A. Cole, Lowri E. Cochlin, Emma Carter, Kirill Tachabanonko, Tica Pichulik, Melanie K. Gulston, Helen J. Atherton, Marie A. Schroeder, Robert M. J. Deacon, Yoshihiro Kashiwaya, M. Todd King, Robert Pawlosky, J. Nicholas P. Rawlin, Damian J. Tyler, Julia L. Griffin, Jeremy Robertson, Richard L. Veech, and Kieran Clarke. **Novel ketone diet enhances physical and cognitive performance.** The FASEB Journal Vol. 30 No. 12, PP:4021-4032, April 2017.

Veech, Richard L. **"The Therapeutic Implications of Ketone Bides: The Effect of Ketone bodies in Pathological Conditions: Ketosis, Ketogenic Diet, Redox States, Insulin Resistance and Mitochondrial Metabolism."** Prostaglandins Leukot Essent Fatty Acids. Mar. 2004;70 (3): 309-19

Clarke, t al. Kinetic, **Safety and tolerability of (R)-3-hydroxybutyl (R)-3-hydroxybutyrate in healthy adult subjects.** Regul Toxicol Pharmacol. Aug 2012; 63(3). doi:10.1016/j.jrtp.2012.04.008

HM Dashti, TC Mathew, T Hussein, et al. **Long-term effect of a ketogenic diet in obese patients.** Exp Clin Cardio 2004;9 (3): 200-205.

Stephanie L. Ciarlone, Joseph C. Grieco, Dominic P. A' Agostine, Edwin J. Weeber. **Ketone ester supplementation attenuates seizure activity, and improves behavior and hippocampal synaptic plasticity in an Angelman syndrome mouse model.** Neurobiology of Disease 96 (2016) 38-46.

Peter J. Cox, Tom Kirk, Tom Ashmore, ... Richard L. Veech, Julian L. Griffin, Kieran Clarke. **Nutritional ketosis Alters Fuel Performance and Thereby Endurance Performance in Athletes.** Cell Metabolism. Aug. 9, 2016

Robert Kirkorian, Marcelle D. Shidler, Krista Dangelo, Sarah C. Couch, Stephen C Benoit, Deborah j. Clegg. **Dietary ketosis enhances memory in mild cognitive impairment.** NIH Public Access. PMC Feb. 1, 2013.

Mark A. Roger, Samuel T. Henderson, Cathy Hale, Brenna Cholerton, Laura D. Baker, G.S. Watson, Karen Hyde, Darla Chapman, Suzanne Craft. **Effects of B-hydroxybutyrate on cognition in memory impaired adults.** Neurobiology of Aging. Mar. 204 Volume 25, Issue3 Page 311-314

Yun-Hee Youm, Kim Y Nguyen, Ran W Grant, Emily L Goldberg, Monica Bodogai, Dongin Kim, Dominic D' Agostino, Noah Planavsky, Christopher Lupfer, Tirumala D Kaneganti, Seokwon Kang, Tomas L Horvath, Tarek M Fahmy, Peter A Crawford, Arya Biragyn, Emad Alnemri & Vishwa Deep Dixi. **The ketone metabolite B-hydroxybutyrate blocks NLRP3 inflammasome-mediated inflammatory disease.** Nature Medicine-Nature American, Inc. Feb 16, 2015.

Shannon L. Kesi, Angela M. Roff, Nathan P. Ward, Tina N Fiorelli, Cilla Ari, Ashley J. Van Putten, Jacob W. Sherwood, Patrick Arnold and Dominic P. D'Agostino. **Effect of exogenous ketone supplementation on blood ketone, glucose, triglyceride, and lipoprotein levels in Sprague-Dawley rats.** Kesi et al. Nutritional & Metabolism (2015) 13:9 DOI 10.1186/s12986-016-0069-y.

Jeukendrup AE, Saris WH, Brouns F, Halliday D, Wagenmakers JM. **Effects of carbohydrate (CHO) and fatty supplementation of CHO metabolism during prolonged exercise.** Metabolism. Jul; 1996, 45(7):915-21.

Peter J. Cox, Tom Kirk, Tom Ashmore, Richard L. Veech, Julian L. Griffin, Kieran Clarke (2016). **Nutritional Ketosis Alters Fuel Performance and Thereby Endurance Performance in Athletes.** Cell Metabolism 24,1-13 August 9, 2016@2016 Elsevier Inc. Cell Press.

Maciej Gasior, Michael A. Rogawski and Adam L. Harman (2006) **Neuroprotective and Disease-Modifying effects of the Ketogenic diet.** Behav Pharmacol. 2006 Sept; 17(5-6): 431-39. HHS Public Access-Peer Reviewed and accepted.

Hoffman, J. R., Ratames, N. A., Kang, J., Rashti, S. L., & Faigenbaum, A. D. (2009). **Effect of betaine supplementation on power performance and fatigue.** Journal of the International Society of Sports Nutrition, 6(1), 1-10.

Olthof, M. R., van Vliet, T., Boelsma, E., & Verhoef, P. (2003). **Low dose betaine supplementation leads to immediate and long term lowering of plasma homocysteine in healthy men and women.** The Journal of nutrition, 133(12), 4135-4138.

Abdelmalek, M. F., Sanderson, S. O., Angulo, P., Soldevila-Pico, C., Liu, C., Peter, J., ... & Lindor, K. D. (2009). **Betaine for nonalcoholic fatty liver disease: Results of a randomized placebo-controlled trial.** Hepatology, 50(6), 1818-1826.

## Supplement Facts

Serving Size: (14.8 g)		Servings Per Packet: 1
Amount Per Serving	% Daily Value*	
<b>Calories 100</b>	Calories from Fat 0%	
<b>Total Fat 0 g</b>	0%	
Saturated Fat 0g	0%	
Trans Fat 0 g	**	
<b>Cholesterol 0 mg</b>	0%	
<b>Sodium 1450 mg</b>	60%	
<b>Potassium 6 mg</b>	<1%	
<b>Total Carbohydrate 4 g</b>	1%	
Dietary Fiber 0 g	0%	
Sugars 0 g	0%	
<b>Protein 0 g</b>	0%	
Calcium	24%	
<b>KetoSurge™ Proprietary Blend</b>	<b>12,502 mg**</b>	
Sodium Beta-hydroxybutyrate		
Calcium Beta-hydroxybutyrate		
Betaine Anhydrous		

\*% Daily Value based on 2000 calorie diet  
\*\*Daily Value not established

Other ingredients: Natural Flavors, Citric Acid, Stevia Leaf Extract, Monk Fruit Extract, Natural Blue Color (Spirulina).

**DIRECTIONS:** Vigorously mix/shake 1 packet with 10-16 oz. of cold water and ice then sip over a period of 45-90 minutes.

**KEEP OUT OF REACH OF CHILDREN.** Protect from heat, light and moisture. Store at 15-30°C (59-86°F). Do not purchase if seal is broken or missing.

\*These statements have not been evaluated by the Food & Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

IMPORTANT NOTICE: Consult your doctor before starting this product. Do not use if you have any medical condition, are chronically ill or are taking any prescriptions or over-the-counter medication. Not for use by type 1 diabetics, anyone experiencing insulin deficiency, those who have hypersensitivity to salt or have any risk of kidney problems. This product is not a medical treatment or weight loss supplement. It is an exogenous ketone nutritional aid when following a low carbohydrate or a ketogenic lifestyle.



VC0852017RKS01-BLUE

Distributed by: TruRise 106-23 78th Street, Queens Park, New York 11417



Beta-Hydroxybutyrate is supplied by NNB Nutrition USA, LLC, dba KetoVantage™ under a licensing agreement.

Go to: [TruRise.com/KetoSurgeFuelBlueBlizzard](http://TruRise.com/KetoSurgeFuelBlueBlizzard)

†These statements have not been evaluated by the Food and Drug Administration. The TruRise™ product line is not intended to diagnose, treat, cure or prevent any disease.