

The Experiment (Ketone supplements) - Reportage (The office 2018)

Answering machine (woman voice): Thank you for calling Kegenix, the Science that Works. Let Kegenix do some of the work for you.

Kim Gajraj: We're going to call a couple of these companies selling the exogenous ketones.

Answering machine (woman voice): We recently conducted a clinical consumer trial on our proprietary patented Kegenix Prime and the results speak for themselves.

Kim Gajraj: Just to see if, if you are a customer who is calling the company whether there any extra claims that are being made by companies that are not on the website.

Answering machine (woman voice): To be connected to the next educated representative please press zero.

Kim Gajraj: Let's talk to an educated representative.

[phone ringing]

Kim Gajraj: Hi my name is Kim, I'm from team DietDoctor and we are here at our head office in Stockholm because I'm going to be running an experiment to test the claims that are made by companies that are selling exogenous ketones. Now exogenous ketones are ones that we take into the body from outside, usually by drinking them in a supplement.

So some people think that there is not that much difference between continuing to consume carbohydrates and taking exogenous ketones supplements still being in a state of ketosis rather than needing to necessarily restrict that carbohydrate consumption down below a level that they would normally need to reach, to reach ketosis naturally.

And there are all sorts of other claims of the benefits of exogenous ketones supplements that are being made by different companies across the web. I've got some of them here. So there is weight management, mental clarity, feeling energetic, increased athletic performance, reduced hunger, reduced cravings, fat burning, weight loss, help getting back into ketosis after consuming carbs and also decreased inflammation.

So if those things are true, that could be very positive for many people and they might decide that they do want to spend their money on those supplements. But the thing is that these supplements are very expensive. You can end up spending a lot of money on these per month if you follow the manufacturer's guidelines.

One of the reasons for that is many of the companies operate under pyramid marketing structures which means that the products pass through many different people's hands and the product gets more and more expensive before it gets to the final consumer. And another thing is that a lot of the supplements have a special blend or a secret recipe and they don't actually tell you the ingredients of the product.

This goes really for any product, not just exogenous ketones. We really need to make sure that we learn to be conscious consumers and are really critical of the claims that are being made by the companies that are selling them. So even when you have a packaged food that lists something like net carbs or effective carbs or natural ingredients.

A lot of these things are really just marketing and there are a lot more designed to take your money rather than look after your health or give you any nutritional information. So in this particular experiment we're going to be looking at the exogenous ketones supplements.

I have enlisted the help of some of our other team DietDoctor members who are going to be helping me really design some tests and carry out some tests that are looking at what are the claims that these companies are making and are they true for the people who are going to be testing them? But first one of the things that we are going to do is call a couple of these companies selling the exogenous ketones.

I've noticed that sometimes companies are a little bit careful about how they state the benefits of the supplements on their website. So we are just going to call a couple of the companies that have their phone numbers listed, not all of them do, just to see if you're a customer who is calling the company whether there are any extra claims that are being made by companies that are not necessarily put in writing on the website.

So the first company that we're going to be calling is called Real Ketones LLC and they've got a couple of different products. One is an mouth spray which is being called an exogenous ketone tangy citrus spray, which sounds exotic and then the other product that I want to talk to them about is called Kegenix Prime, which is a kind of powder that gets made into a drink.

And per serving that one is quite a lot more expensive. So I'm going to be asking a few questions about the benefits that they are claiming that those two different supplements have.

[dialing tones]

Answering machine (woman voice): Thank you for calling Kegenix, the Science that Works. Let Kegenix do some of the work for you. We recently conducted a clinical consumer trial on our proprietary patented Kegenix Prime and the results speak for themselves. To be connected to the next educated representative please press zero. To be connected to our selling department, please press 1. Have a great day.

Kim Gajraj: Let's talk to an educated representative.

[phone ringing]

Answering machine (woman voice): Kegenix is not available to take your call. Please leave a message after the tone. Press the pound key to end recording.

Kim Gajraj: Well, that was disappointing. Well, they are clearly not manning their phone lines very well. I just want to point out if you heard in their recording thing that they had about their clinical trials, they said, "Let Kegenix do the work for you".

I think that we really need to be wary of any product that is claiming to allow you to take shortcuts and make life easier, any product that is saying that you don't need to make important dietary interventions and just take a supplement instead. It's something that I am really looking forward to testing in a very objective way.

So this company is called Ketond. In many ways they are a little bit more honest maybe we can say than some of the other companies selling those products, because they don't use a pyramid marketing scheme and the other thing is that they don't do this proprietary blend that other companies do, like the RealKetones; they have a special blend and don't tell you the ingredients.

These guys do tell you the ingredients and they say that you get a lot more ketone for your money because of how much ketone is inside the supplement. So we're going to call them and see what they have to say about the benefits of their product.

Answering machine (woman voice): Thank you for contacting Ketond. Our customer service representatives are best able to serve you online via email. Please contact them at support@ketond.com. Thank you. Thank you for contacting Ketond--

Kim Gajraj: Why do they even have a number if it's like that? So the first company we called gave us a very long recorded message about different clinical trials that

support the benefits of the ketones supplements and encouraged us to go online, but allowed us to press zero for an educated supplement representative who never picked up.

The second company that we called just told us to go online and didn't even have anybody attending their phone line. So there is a reluctance on behalf of these companies to actually pick up the phone and talk to their customers. A lot of companies on their website don't even have a phone number.

What that tells us as yet is uncertain. I'll definitely go back and have a look at that recorded message from the first company to see if there any other claims that we need to be testing in our experiment and the next step now is going to be to work with some of the members of team DietDoctor, put them through a series of tests to really see what are the benefits of these supplements and are the products doing what they are claiming to do?

I think in the process we'll be having a lot of fun, but we also really want to make a serious point that it's so important to be aware when you're a consumer and not just take marketing schemes and the claims that they make at face value and really test and be sure that you are spending money on something that is going to benefit your health.

We're going to be keeping an opened mind, we're going to be very objective and run the tests about these claims. And stay tuned, we're going to be keeping you updated on how things go here at DietDoctor.com.