

## HEADLINE

She Spent \$300 on Supplements to Fix Her Keto Flu. A \$0.98 Stick Pack Did What None of Them Could.

*The real reason the headaches, cramps, and brain fog won't stop has nothing to do with willpower.*

## INTRO

You did everything right.

You cleared the pantry. Meal-prepped for the week. Downloaded the macro tracker. You lost four pounds the first week and thought, finally, this is the one that sticks.

Then day nine hit. A headache that starts behind your eyes and doesn't leave. Leg cramps at 3AM so sharp they jolt you awake grabbing your calf. Brain fog so thick you re-read the same email three times at work and still can't tell your boss what it said.

You Googled "why do I feel like garbage on keto." You got 40 million results, most of them telling you to drink more water. So you did. It got worse.

Here's what none of those results explained: the symptoms aren't a side effect of keto. They're a side effect of advice you've been following your entire life. And until you understand why, nothing you try is going to fix it.

*Every one of these costs money. None of them fix the thing that's actually broken.*

## SECTION 1 — THE FAILED FIX LIST

The first thing most women try is water. More water, then more water on top of that. Eight glasses becomes twelve. Twelve becomes "I can't leave the bathroom." The headache stays. The cramps get worse. And there's a biological reason for that, which we'll get to.

The second thing is Gatorade. You see it in the break room, think "electrolytes," then flip the bottle around. 34 grams of sugar. That's more than a Snickers bar. On keto, that's a full day's carb budget in one drink. Back on the shelf.

The third thing is a trip to Amazon. Electrolyte powders, magnesium gummies, potassium capsules, a \$45 "keto starter kit" from a brand that didn't exist six months ago. You take everything. Some of it helps a little. The cramps ease from nightly to every other night. The headache downshifts from throbbing to dull. But the fog stays. The fatigue stays. And you're now spending \$80 a month on a supplement stack that hasn't actually solved the problem.

The fourth thing, for a lot of women, is quitting. Not because keto didn't work. Because feeling terrible for three weeks straight isn't sustainable when you have a job, kids, and a life that doesn't pause while your body adjusts.

The real problem was never hydration. It was never magnesium. And it certainly wasn't willpower. It was sodium. Specifically, the speed at which your body is losing it.

*The advice that's supposed to protect your heart might be the reason you can't get through a Tuesday.*

## **SECTION 2 — THE SALT LIE**

"Eat less salt."

You've heard it from your doctor. You've read it on the back of frozen dinners. The U.S. dietary guidelines say 2,300mg per day, max. It's one of those health rules that feels permanent, like "eat your vegetables" or "get eight hours of sleep."

There's a problem with that number. It was built for a population eating the Standard American Diet, where 70% of daily sodium comes from processed food. Frozen meals, canned soup, fast food, deli meat. If that's your diet, yes, you're swimming in sodium.

But you stopped eating that way. The day you went keto, you cut out the single largest source of sodium in the American food supply. And nobody adjusted the advice.

Think of it like a bathtub. On a standard diet, the faucet (processed food) pours sodium in all day. The drain (your kidneys) lets a little out. The tub stays full. When you switch to keto, you turn the faucet down to a trickle. Whole foods, clean protein, vegetables. Almost no sodium coming in.

But here's what changes at the same time: your insulin drops. That's the whole point of keto. Lower insulin, burn fat. What nobody mentions is that insulin tells your kidneys to hold onto sodium. When insulin drops, the kidneys open the drain. Wide.

You turned down the faucet and opened the drain at the same time. The tub is empty. That's your headache. That's the 3AM cramp. That's the fog.

And chugging water? That just dilutes whatever sodium you have left. It makes the tub emptier.

A 2011 study published in the Journal of the American Medical Association tracked sodium excretion and cardiovascular outcomes in nearly 29,000 people. The finding: 4 to 6 grams of sodium per day was the optimal range. Not 2.3 grams. Not "as little as possible." People who consumed too little sodium had higher cardiovascular risk than those in the 4-6 gram range.

On a whole-foods keto diet, most women are getting 1.5 to 2 grams. Half the minimum their body needs.

That's not a willpower problem. That's a math problem.

*Why the ratio on the label matters more than the brand on the front.*

## **SECTION 3 — THE SODIUM FLUSHING MECHANISM**

Robb Wolf is a biochemist, the author of *The Paleo Solution* and *Wired to Eat*, and one of the people who helped build the modern low-carb movement. He's spent the better part of two decades studying what happens to electrolyte balance when you remove processed food from the equation.

His conclusion: the electrolyte crisis on keto isn't about electrolytes in general. It's about sodium specifically, and the rate at which the body loses it when insulin is low.

He calls it the Sodium Flushing Mechanism. Three things happen simultaneously:

**One: Insulin drops, kidneys flush.** On a high-carb diet, insulin signals the kidneys to retain sodium. Remove the carbs, and that signal weakens. The kidneys begin excreting sodium at an accelerated rate. This isn't a malfunction. It's the kidneys doing exactly what low insulin tells them to do.

**Two: Sodium intake collapses.** The average American gets roughly 3,400mg of sodium per day, and 70% of it comes from processed and packaged food. On a keto diet built around whole foods, that source disappears overnight. The sodium coming in drops by more than half.

**Three: Water follows sodium.** When sodium leaves the body, water follows. That rapid water loss in the first week of keto, the one that shows up as a satisfying number on the scale, is mostly sodium and water. The weight loss is real. So is the dehydration.

The combination of increased output and decreased intake creates a sodium deficit that no amount of water can fix. The body needs the mineral itself, not more of the solvent.

Wolf's work, and the JAMA data behind it, points to a specific range: 4 to 6 grams of sodium daily. For someone on keto, that means deliberate supplementation. Not a pinch of salt on your eggs. Not bone broth twice a week. A measured, consistent dose that accounts for what the kidneys are flushing.

*A biochemist who's been wrong about salt before explains why he changed his mind.*

## **AUTHORITY BLOCK**

Robb Wolf has said publicly that he spent years underestimating sodium. "I was a biochemist and I still fell for the 'eat less salt' messaging. It took my own performance tanking on keto before I dug into the actual research. The JAMA data was a wake-up call. We were telling people to restrict the one mineral their body was actively dumping."

Wolf formulated LMNT with a deliberate ratio: 1,000mg sodium, 200mg potassium, 60mg magnesium per stick pack. The sodium-to-potassium ratio is 5:1, not the textbook 3:2, because the real-world loss rate on a low-carb diet is sodium-dominant. "You can get potassium from an avocado," Wolf has explained. "You can't get 1,000mg of sodium from whole food without eating it like a job."

The formula has no sugar. Not reduced sugar, not "naturally sweetened." Zero. Because glucose-based electrolyte drinks trigger an insulin response, and insulin is the signal that tells the kidneys to retain sodium in the first place. Adding sugar to an electrolyte designed for low-carb dieters is a contradiction. LMNT skipped it.

The full research library lives at [science.drinklmnt.com](http://science.drinklmnt.com). Peer-reviewed citations, not marketing claims. Wolf built the product for people who read the label and then read the study the label references.

*She told her husband she was quitting keto on a Wednesday. By Friday, the headaches were gone.*

## **CUSTOMER STORY**

Week one was fine. Week two, the headaches started. By week three, Sarah, a 34-year-old project manager in Austin, was having full conversations at work and forgetting them an hour later. She set three alarms to pick up her daughter from daycare because she didn't trust her own memory.

She was drinking 100 ounces of water a day. Still dehydrated. Still foggy. Her legs cramped so badly one night that she limped to the bathroom at 4AM and sat on the floor crying.

She told her husband she was done with keto. He'd heard about LMNT from a podcast and ordered a box without telling her. The Citrus Salt showed up on Thursday.

She mixed one stick into water before her 8AM standup. By 9:15, the headache that had been sitting behind her eyes for nine straight days was gone. Not dulled. Gone.

"I actually cried a little," she told a friend later. "I thought something was seriously wrong with me. It was salt. The whole time, it was salt."

She's five months into keto now. Down 23 pounds. She keeps a stick pack in her work bag, one in her gym bag, and the box on the counter next to the coffee maker. The cramps stopped after two days of consistent use. The brain fog hasn't come back.

*What you're actually getting per dollar, compared to what's in the break room.*

## **PRICE COMPARISON**

Here's what most women spend trying to fix keto flu before they find the actual answer:

Magnesium supplement: \$22/month.

Potassium supplement: \$15/month.

Electrolyte powder from Amazon (low sodium, added sugar): \$30/month.

Bone broth (store-bought, 2x/week): \$48/month.

Extra water bottles and flavor packets: \$12/month.

That's \$127 a month. \$1,524 a year. And none of it delivers enough sodium, in the right ratio, without sugar.

The LMNT INSIDER Bundle is 120 stick packs for \$117 on subscription. That's \$0.98 per stick. Less than a dollar a day for a measured dose of 1,000mg sodium, 200mg

potassium, and 60mg magnesium. No sugar. No math. No five separate bottles on the counter.

| | LMNT | Gatorade (20oz) | Liquid IV | DIY Ketoade |

|---|---|---|---|---|

| Sodium | 1,000mg | 270mg | 500mg | Variable |

| Potassium | 200mg | 75mg | 370mg | Variable |

| Sugar | 0g | 34g | 11g (original) | 0g |

| Price/serving | \$0.98 (bundle) | \$1.50 | \$1.50 | ~\$0.10 |

| Keto-compatible | Yes | No | Sugar-free version only | Yes |

| Consistency | Exact same dose every time | Fixed | Fixed | Depends on your kitchen scale |

| Taste | 13 flavors, no bitterness | Sugar-sweet | Sugar-sweet | "Ocean water" |

The DIY column wins on price. It loses on everything else. The women who make their own electrolyte mix do it for about nine days, then the jar of Morton Lite Salt sits in the pantry for six months. Consistency is the variable that determines whether supplementation works. A dose you skip is a dose that's zero.

*There's a reason the restock window keeps shrinking.*

## **SCARCITY**

LMNT doesn't run flash sales. The INSIDER Bundle price (\$117 for 120 sticks) is the standing offer for subscribers. But the bundle itself has been out of stock three times in the past year. The Citrus Salt and Watermelon Salt flavors sell out fastest, and when they're gone, the next batch takes 3-4 weeks.

The subscription locks your price and your spot in the fulfillment queue. One-time buyers get what's available. Subscribers get priority.

*What to expect when the sodium math finally adds up.*

## **GUARANTEE**

LMNT offers a No Questions Asked refund policy. Order it, try it, and if you don't feel a difference, get your money back. No return shipping. No "customer retention specialist" on the phone.

But here's what the refund data actually suggests: most people who try it don't send it back. They reorder.

*The body doesn't fix everything at once. Here's the order it tends to follow.*

## **MILESTONES**

**Day 1-3: The headache breaks.** Sodium is rapidly absorbed. Most women report the persistent keto headache easing within the first 24-48 hours of consistent use. The fog starts to thin. This is the sodium-potassium pump restoring normal neural firing. It's not subtle.

**Day 4-7: The cramps stop.** Nighttime cramping is usually the second symptom to resolve. Sodium and magnesium work together on muscle contraction and relaxation. The 3AM charlie horses become 3AM uninterrupted sleep.

**Week 2-3: Energy stabilizes.** The fatigue that made you question keto in the first place gives way to the sustained energy that keto is supposed to deliver. This is what fat adaptation actually feels like when your electrolytes aren't in crisis mode.

**Week 4+: The new baseline.** Keto stops feeling like a struggle and starts feeling like a diet that works. You stop thinking about electrolytes because the subscription auto-delivers and the stick pack is part of your morning routine. The symptoms that almost made you quit are gone.

*Two versions of tomorrow morning. You get to pick.*

## **URGENCY CLOSE**

There are two versions of next week.

In one, you're still white-knuckling through the headaches, still waking up with cramps, still wondering if keto is worth it. You're spending money on supplements that aren't solving the problem and willpower on a fight you don't need to be having. Every day you push through a sodium deficit is a day you're closer to quitting something that was actually working.

In the other, you tear open a stick pack tomorrow morning, mix it into water, and find out whether the problem was ever keto at all. If it doesn't work, you get your money back. If it does, you just bought yourself five months of progress for less than a dollar a day.

The INSIDER Bundle ships free. The subscription cancels anytime. The refund policy asks no questions.

The only version of this that costs you something is the one where you do nothing and keep spending \$127 a month on the wrong fix.

*\$0.98/day. 1,000mg sodium. 120 stick packs. No questions asked if it's not for you.*

## **OFFER COPY**

The LMNT INSIDER Bundle includes 120 stick packs (four boxes) for \$117 on subscription. That's \$0.98 per stick, shipped free to your door on whatever schedule fits your use: monthly, every two months, up to every six months.

You pick three set flavors (Citrus Salt, Grapefruit Salt, Watermelon Salt) plus one of your choice. Each stick delivers 1,000mg sodium, 200mg potassium, 60mg magnesium. Zero sugar, zero gluten, no artificial ingredients.

Cancel anytime. No Questions Asked refund if it doesn't work. Free shipping on every US order.

If you want to test before committing to the bundle, a single box is 30 stick packs for \$39 on subscription (\$1.30/stick) or \$45 one-time. But the math favors the bundle, and so does the pantry.

**P.S.**

If you scrolled straight to the bottom, here's the short version: the headaches, cramps, and brain fog on keto aren't a sign the diet isn't working. They're a sign your kidneys are flushing sodium faster than you're replacing it. A 2011 JAMA study found that 4-6 grams of sodium daily is optimal. On keto, most women get half that. LMNT delivers 1,000mg per stick, zero sugar, \$0.98/day on the bundle. No Questions Asked refund. The only thing that changes if you wait another week is that you spend another week feeling terrible on a diet that was actually working the whole time.