

# THIRD-PARTY KETO CERTIFICATION

## The Pros & Cons

By Courtney Wachtel, Regulatory Analyst

Our research shows that 68% of keto consumers consider keto certification to be an important factor in their purchasing decisions. That interest isn't lost on product developers, with keto certified launches booming recently. At FONA, we've helped brands like yours with flavor for keto certified products. But it might not be right for every brand, or every product. How do you know if it's right for you? Here are some pros and cons of keto certification to consider:



## PROS

- **Consumer trust and differentiation on the shelf.** Third party certification is often seen by consumers to offer more transparency and trustworthiness into claims that a product or brand makes. Also, it can help your product stand out if your competition has not chosen third-party certification.
- **Clarity for consumers.** Third party certification decreases the confusion consumers might feel while reading keto labels. The product has already been vetted, and they know it will fit within their lifestyle.
- **Recognition.** Use of a recognizable logo on pack proves that the product has been judged against the standard of an external party—one that does not gain financially if the claims help to sell more product.



## CONS

- **Cost.** Use of a third party's logo can get expensive, especially if you want to certify multiple products.
- **Time and effort.** Of course, obtaining third party certification will require extra time in your timeline to work with a certifier and to gather the information they need to make a determination about your product. Keep this in mind.
- **Ingredient limitations.** Your certifier might have ingredient requirements that limit your raw material choices.



*Ultimately, the choice is yours! No matter what, work with a flavor vendor who will communicate & provide the guidance you need to meet your goals.*



*Exploring keto or related trends, like functional minerals and brain-boosting fats? Looking for regulatory guidance on your flavor options? Let's talk.*

Email [CWachtel@fona.com](mailto:CWachtel@fona.com) | Visit [www.fona.com/chat](http://www.fona.com/chat) | Call 630-578-8600