

Mercola Introduces Two Ketogenic Snack Bars

Mercola expands its snack bar line to promote mitochondrial health with two new flavors

Hoffman Estates, IL February 14, 2017 – Once again setting the standard for nutritional snack bars, Dr. Joseph Mercola has formulated and produced his own snack bar to help consumers follow a ketogenic diet.

Mercola discovered that there are surprisingly few foods in the marketplace today that truly support a ketogenic lifestyle. So, through exhaustive research, he set out to formulate his own. The result - **Mercola's Mitomix™ Bars** innovated from scratch with ingredients designed to help the body's cells function efficiently and to help regain fat-burning ability.

“Because I'm so convinced that the key to optimal health and well-being depends upon the health of your cells' mitochondria, I've become committed to helping people make the transition to burning fat for fuel,” Mercola stated. “In fact, it's the topic of my new book launching soon in 2017: *Fat for Fuel: A Revolutionary Diet to Combat Cancer, Boost Brain Power, and Increase Your Energy.*”

Crucial for cellular health, mitochondrial function and energy production, ketosis allows the body to shift over to burning fat for fuel instead of carbohydrates, helping to optimize mitochondrial function and the body's ability to burn body fat. These healthy bars fit with Mercola's passion for improving cellular health throughout the body.

In typical Mercola fashion, there were no cutting corners or sacrificing quality.

Development took over a year and a total of 17 revisions to get the exact bar that met his high expectations for the correct nutritional profile to support ketosis. In addition, the bars had to taste great. Available in two flavors, Chocolate and Double Chocolate, these bars, ideal for snacking:

- Help optimize mitochondrial function and cellular health
- Provide low net carbs and good sources of healthy fats and fiber
- Offer nutritional support while transitioning into ketosis or maintaining a ketogenic lifestyle
- Contain an intentionally low 4 grams of protein from organic nuts and seeds

Mercola's Mitomix™ Bars are truly a “new” type of bar. These delicious snack bars are a functional alternative to the many conventional processed bars that have flooded the market containing excess sugars, high protein, high digestible carbs, artificial flavors, soy and other highly processed ingredients. Plus they are moist, chewy and delicious – just like homemade.

About Dr. Mercola and Mercola.com:

Dr. Joseph Mercola is a physician and three-time *New York Times* best-selling author. He was voted the 2009 Ultimate Wellness Game Changer by the Huffington Post and has been featured in several national media outlets including *Time* magazine, *LA Times*, CNN, Fox News, ABC News, the Today Show, and The Dr. Oz Show. Dr. Mercola founded his website, Mercola.com, in 1997 and it has since become the world's #1 natural health resource site – with over one million subscribers to its natural health e-Newsletter.