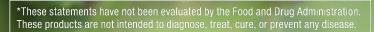


Catalyn®

More than just a multivitamin



# Only 9% of Americans eat the daily recommended amounts of fruits and vegetables.1,2 ©2023 Standard Process Inc. All rights reserved.

### Key considerations:

- Most U.S. diets are nutritionally deficient: Under-consumed vital nutrients such as vitamins A, D, and B vitamins may impact the way the body performs
- The processed food industry is growing:
  Busy lifestyles make it easy to choose
  processed foods that are high in fat, sugar,
  and sodium rather than nutritionally rich
  fruits and vegetables

According to the 2020-2025 Dietary Guidelines for Americans (DGA), more than 90% of adults older than age 19 years do not consume enough vitamin D.<sup>1</sup>

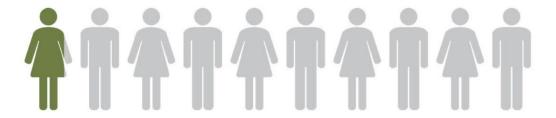


# **Clinical Target**

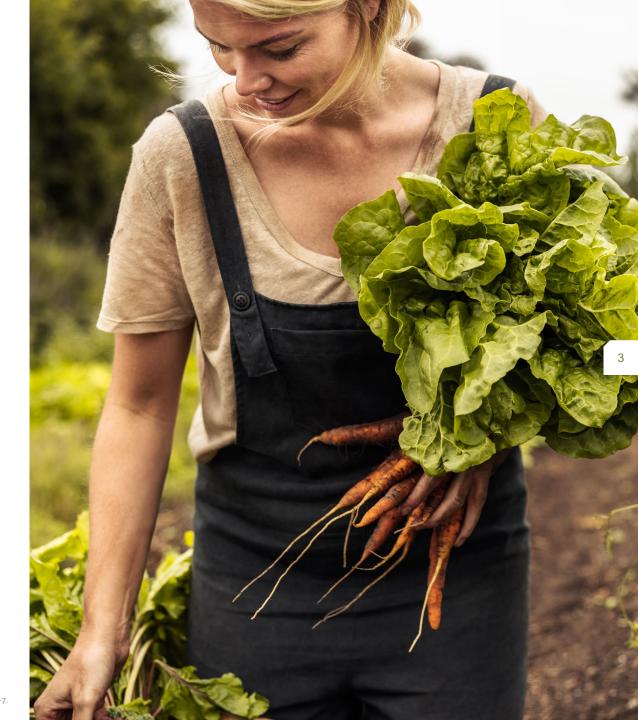
## Helping fill common nutritional gaps

With the decline of the Standard American Diet and a lack of proper nutrients in the foods they are eating, many people need help filling nutritional gaps to support overall well-being. They need more than just a multivitamin.

- Adults who don't regularly eat a diet rich in fruits and vegetables
- People who want to ensure they're getting enough vital nutrients, including vitamins A, B, and D



Only 9.3% of U.S. adults meet the daily vegetable intake recommendation.<sup>2</sup>



# Key Ingredients & How it Works

# Key ingredients for overall health and well-being

**Vitamin A** supports antioxidant activity, is involved in immune system function and normal cell formation and maintenance of vital organs<sup>3-5</sup>

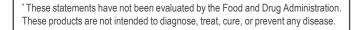
**Vitamin D** supports bones, cellular function, neuromuscular function, and immune function<sup>5-7</sup>

**Vitamins B6 (pyridoxine), B1 (thiamin) and B2 (riboflavin), are** vital cofactors for hundreds of biological functions including metabolism, energy production, growth, and development<sup>3,5,8</sup>

**Phytonutrients** are natural, plant-derived compounds that are found in superfoods and are reported to be beneficial to human health



Our flagship product, Catalyn,® contains a blend of several plant-based superfoods including carrot root, sweet potato, peavine, alfalfa, shiitake and reishi mushroom.





<sup>3.</sup> National Institute of Health, Office of Dietary Supplements. https://ods.od.nih.gov/factsheets

<sup>4.</sup> Bowman B, Russell R, eds. Washington, DC: International Life Sciences Institute; 2006.

<sup>5.</sup> Wardlaw GM, Hampl JS, DiSilvestro RA. New York, NY: McGraw Hill Higher Education; 2004.

<sup>6.</sup> Sizar O, Givler A. [Updated 2019 Jun 4]. In: StatPearls [Internet]. Treasure Island (FL): StatPearls Publishing; 2019 Jan-. Available from: https://www.ncbi.nlm.nih.gov/books/NBK532266/.

<sup>.</sup> Bikle DD. 2014 March 20; 21(3): 319—329.

<sup>8.</sup> Dietary Reference Intakes for Thiamin, Riboflavin, Niacin, Vitamin B6, Folate, Vitamin B12, Pantothenic Acid, Biotin, and Choline." 1998, doi:10.17226/6015.

# History

# Catalyn® – a pioneer in the whole food movement

In 1929, in response to nutritional deficiency caused by the growing processed food industry, our founder, Dr. Royal Lee, created our first product, Catalyn<sup>®</sup>.

Dr. Lee knew that whole foods, grown the right way, held the key to living a healthy life. He believed that their natural potency and efficacy are best realized in a whole food state as they are found in nature – a sentiment that still rings true today.

More than just a multivitamin, Catalyn® has been bridging nutritional gaps for over 90 years.



# **Product Information**

# Catalyn® has been bridging nutritional gaps for more than 90 years and is the original whole food-based supplement\*

### **Facts** Supplement

Serving Size: 3 Tablets Servings per Container: 30

	Amount per Serving	%Daily Value
Total Carbohydrate	<1 g	<1%*
Vitamin A	360 mcg RAE	40%
Vitamin C	4 mg	4%
Vitamin D	7.8 mcg	39%
Thiamin	0.2 mg	17%
Riboflavin	0.2 mg	15%
Vitamin B6	1 mg	59%
Proprietary Blend	765 mg	†

Defatted wheat germ, calcium lactate, organic carrot, organic sweet potato, nutritional yeast, bovine adrenal, bovine liver, magnesium citrate, bovine spleen, ovine spleen, bovine kidney, organic alfalfa (aerial parts) juice powder, organic oat flour, organic pea vine juice powder, sunflower lecithin, organic shiitake mushroom powder, organic reishi mushroom powder, and rice bran.

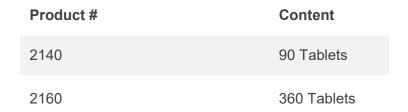
\*Percent Daily Values are based on a 2,000 calorie diet. †Daily Value not established.

Other Ingredients: Honey, glycerine, arabic gum, ascorbic acid, modified corn starch, calcium stearate, sucrose, pyridoxine hydrochloride, vitamin A palmitate, thiamin hydrochloride, riboflavin, and cholecalciferol.









Standard Process

CATALYN General Well-Being

DIETARY SUPPLEMENT Suggested Use: Three tablets per day,

WHOLE FOOD SUPPLEMENTS SINCE 1929

2140

or as directed 90 TABLETS CATALYN

General Well-Being

DIETARY SUPPLEMENT

2160

WHOLE FOOD SUPPLEMENTS SINCE 1929

Suggested Use: Three tablets per day,

360 TABLETS

\*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.



<sup>&#</sup>x27;Ingredients that are not grown on our farm, or if our supply is short, are sourced from certified organic farms.

# Catalyn® Product Benefits & Usage

Suggested Use: Three tablets per day, or as directed.

### **General Product Claims**

- Supplies multiple vitamins for complex nutritional supplementation
- Designed to help bridge nutritional gaps in the diet
- Encourages healthy cell function\*
- Supports overall well-being\*
- Good source of thiamin (B1) and riboflavin (B2)
- Excellent source of vitamins A, B6, and D
- Available in gluten-free (Catalyn® GF) and chewable (Catalyn® Chewable) formulations

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# **Synergistic Products**

Additional products that support overall well-being.\*



Black Currant Seed Oil Contains Gamma-Linolenic Acid (GLA)



Calamari
Omega-3 Liquid
Helps bridge the
gap in dietary
omega-3 intake\*



Tuna Omega-3 Oil
Supports general
health and helps bridge
omega-3 dietary gap\*



Trace
Minerals B12<sup>™</sup>
Spectrum of
minerals that support
a healthy body\*

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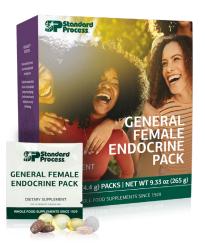
# **Synergistic Products**

### Additional products that support overall well-being.\*



### General Health Pack

Convenient, daily supplement packs for optimal health\*



### General Female Endocrine Pack

Supports a healthy endocrine system and overall well-being\*



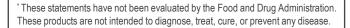
Symplex® F

With a proprietary Standard Process PMG<sup>™</sup> blend



### Symplex® M

With a proprietary Standard Process PMG<sup>™</sup> blend



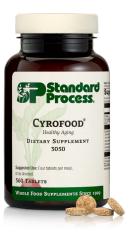


# **Synergistic Products**

Additional products that support overall well-being.\*



SP Complete®
Contains whey and rice protein



Cyrofood®
Supports general well-being\*



SP Green Food®
Promotes healthy liver
function\*

<sup>\*</sup>These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.



# **Available Resources**



Catalyn® fact sheet



<u>Catalyn<sup>®</sup> with iron fact sheet</u>



Catalyn® HCP handout



Catalyn® patient brochure



Catalyn® poster

