



WHOLE FOOD NUTRIENT SOLUTIONS

Catalyn[®]
Changed
Everything

THE CATALYST
FOR THE
WHOLE FOOD
SUPPLEMENT
MOVEMENT



Catalyn changed everything.



{Catalyn, actual size}

In response to nutritional deficiencies caused by the growing processed food industry, Catalyn was the pioneer catalyst that launched the whole food supplement movement.

Today, Catalyn is still on a mission.

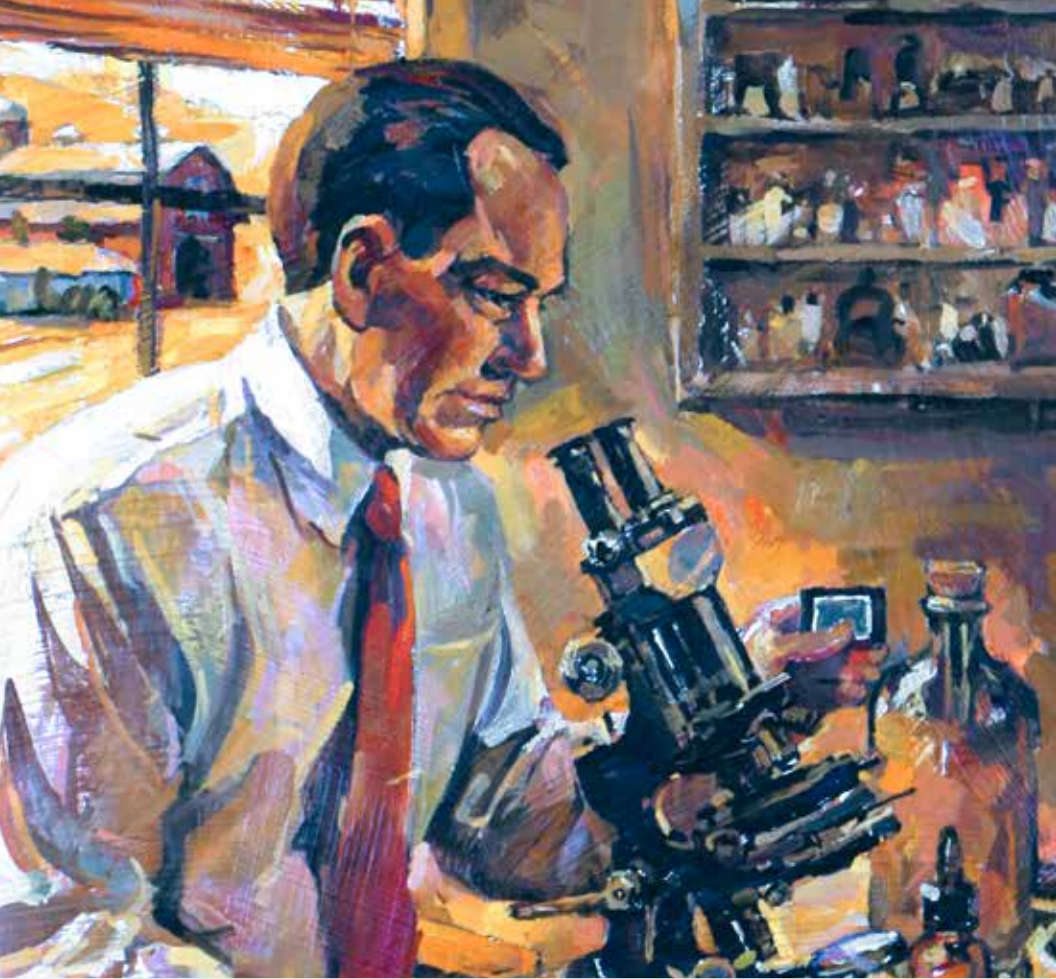
To be a cornerstone for any nutritional protocol, with its unique formulation built to address gaps in the phytochemical spectrum related to a refined food diet.

To be the supplement that makes everything work better.

It all started in 1929.

Definition of Catalyst

- : a substance that enables a chemical reaction to proceed, often at a faster rate
- : an agent that provokes or speeds significant change or action



Pioneering a movement.



■ In the Early 20th Century, America's Diet Changed

Processed foods, stripped of nutrients and augmented with refined sugars for taste, were everywhere. The field of nutrition was still in its infancy, as was the understanding of the impact that nutrition has on health.

Hard to believe, but it was only in 1912 that the term “vitamin” was defined as a vital factor in diet. That same year, Dr. Royal Lee, the founder of Standard Process, graduated from high school.

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Passionate about science and technology, Lee spent his early twenties analyzing problems with electrical equipment. When tasked with a redesign of a dental drill motor, he believed, as a systems thinker, that the only way to solve the problem was to think like a dentist. So he enrolled in the Marquette University School of Dentistry in Wisconsin in the early 1920s.

In the end, he created a better drill; but more significantly, he witnessed firsthand the effects that he believed refined foods were having on dental disease. This was the catalyst for his lifelong exploration in nutritional supplementation.

Dr. Royal Lee, visionary founder of Standard Process

■ From Concept to Catalyn

The story behind Catalyn is a fascinating one. It is a story of discovery. Dr. Lee first identified that when the germ and bran in wheat is removed to make white bread, all that is left is starch. He witnessed striking results when he reintroduced the discarded wheat germ and bran into the diet of his family and friends.

It is a story of experimentation and improvement. Dr. Lee found an effective method of making a potent vitamin concentrate out of foods. Before he manufactured and sold Catalyn, he experimented with concentrations of different vitamins. While there is no surviving documentation of his earliest Catalyn prototypes, his later formulations of the 1930s included cod liver oil, alfalfa, rye bran and rice polish along with wheat germ.

It is a story about introducing a new category of product. When Dr. Lee approached the University of Wisconsin in Madison to test Catalyn, he was referred to the Department of Pharmacology, which wanted to treat it like a pharmaceutical drug, complete with all of the restrictions that came with drugs at the time. He felt that “there should be no strings on the sale of a food product.”

It is a story of innovation. To manufacture the Catalyn tablets, he designed and developed high-vacuum, low temperature dryers to retain the complex nutrient content and sensitive nature of the phytochemicals found in the whole foods.

Catalyn was formally introduced as a tablet in 1929. But the story did not end there. Over the years, Dr. Lee reviewed the efficacy of Catalyn, altering the formula, adding new vegetables, animal tissue extracts, and other ingredients, to make sure that it continued to be the multi-phytonutrient solution for a refined food diet.



Dr. Lee designed and developed high-vacuum, low temperature dryers and adapted special grinding mills to extract the complex nutrient content and retain the sensitive nature of the phytochemicals found in the whole foods.

*Catalyn, circa 1940,
from the Standard Process archives*



*Sunrise over the oat and barley fields
on the Standard Process farm*

Birth of Whole Food Philosophy

Dr. Royal Lee did not create Catalyn to support his whole food philosophy. It was the other way around. His research led him to a holistic philosophy about nutrition.

Dr. Lee determined the health-giving properties of a whole food exceed its isolated vitamins and minerals. Nutrients as they appear in nature never function as single chemicals, but as groups of interdependent compounds, such as phytochemicals,

coenzymes, and trace minerals. Together they form a “nutrient complex” so intricate that only a living cell can create it.

And through whole, unprocessed foods, the optimal effect of a true nutrient is delivered, becoming the catalyst support for the body’s healthy balance. For Dr. Lee, whole foods contribute to the total expression of health beyond the sum of its known parts.

The Catalyn Formula

- 12 whole food ingredients

Carrot	Bovine liver	Pea vine
Sweet potato	Bovine spleen	Alfalfa
Nutritional yeast	Ovine spleen	Mushroom
Bovine adrenal	Bovine kidney	Oats

- Vitamins, minerals, and phytonutrients
- Many vegetables and grains grown on certified organic farms
- No synthetic pesticides, no herbicides, no genetically engineered foods
- Combats deficiencies that occur as a result of a refined food diet



Gluten Free Catalyn

Several of the traditional ingredients in Catalyn come from wheat. To provide the same level of nutritional density without gluten, the wheat germ in Catalyn GF is removed and replaced with increased rice bran.

Sweet Potato
Ipomoea batatas



Reishi Mushroom
Ganoderma lucidum



Nutritional Yeast
Saccharomyces cerevisiae



Pea Vine
Pisum sativum



Carrot
Daucus carota sativus



Alfalfa
Medicago sativa

Oats
Avena sativa



Shiitake Mushroom
Lentinula edodes



The ABCDs of Catalyn.

Flowering pea vine, nectar for
pollinators on our farm

Nutrients Working Together

The Catalyn of today has evolved from the Catalyn of 1929. What remains unchanged is that the ingredients are carefully chosen for the bioavailability of their nutrients.

The expression, "the whole is greater than the sum of its parts," applies to the formulation of Catalyn. On their own, each of Catalyn's ingredients brings

value. But knowing the origin of the Vitamin D, or that the carrot root, pea vine, and alfalfa contain Vitamin A, is only one part of the equation.

What's just as important is that the nutrients within these foods work together to provide the body with the

necessary fuel to maintain optimal health, and counter the effects of the Standard American Diet (S.A.D.).

*Catalyn's ingredients
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To this end, Catalyn's complex forms of vitamins A, D, C, B₆, along with thiamine and riboflavin, come from a variety of sources, including synthetics like ascorbic acid, and whole foods such as carrot, sweet potato, nutritional yeast, dried pea vine juice, dried alfalfa juice, mushroom, and oat flour.

We believe the bovine and ovine animal extracts (from bovine adrenal, liver, spleen, and kidney, plus ovine spleen) provide nutrients and support for the patient's corresponding tissues.

Not to be overlooked is the fact that these are whole foods — many of which are grown on certified organic farms — the same plants and animals we've been digesting daily for generations.



Four key ingredients grown on the Standard Process 420-acre certified organic farm: alfalfa, pea vine, sweet potato and oats

■ What is a Whole Food Supplement?

There's currently no regulatory definition, so companies are free to make up their own to suit their needs. This lack of clarity has led to a lexicon of misleading terms and a perplexed public. Our definitions are as follows.

Whole Food Supplement

For us, a whole food supplement is a complex formula that may include plant and animal extracts, desiccates or other ingredients as required to create the best dietary supplement for each health indication.

Dr. Lee referred to this as “the life element,” and it can be produced only through biological processes. That is why we start with the highest quality whole food ingredients when making our supplements.

Whole Food Ingredients

Whole food ingredients may include foods that are prepared in a way that safeguards their nutritional value. Some of these ingredients are grown locally on our certified organic farm, including alfalfa, barley grass, beets, Brussels sprouts, buckwheat, kale, kidney beans, oats, pea vine, Spanish black radish, and sweet potatoes. This allows us to control the quality of these ingredients from seed to supplement. Individual components may require chopping, dicing, juicing, and/or drying.

The Relevance of Organ Meats

In the early 20th century, the eating of organ meats — livers, kidneys, adrenals, hearts — was common in most cultures around the world. They were known for the vitamins they offered, and were often “prescribed” by doctors.

In many traditional cultures, there was a direct correlation to the organ you ate and the health of that same organ in your body. Eat liver and you support your liver. Eat heart, and it will support your heart.

Today, the habit of eating organ meat in the United States has all but disappeared, but the value of these meats has not.



As nature intended.

Early morning sun shines on the nutrient-rich soil of our farm

■ It Begins with Quality Ingredients

It's all about control over the quality of ingredients. That's why it begins on our own certified organic farm. In accordance with our organic certification, we follow strict guidelines and keep detailed records. We rotate our crops, fertilize the soil with nutrient-rich cover crops and byproducts from our vegetable processing, practice organic weed management, and continually monitor the health of our plants to create and maintain a healthy ecosystem. We know that the nutrient density of our ingredients is directly correlated to our farm's optimal soil health.

■ Transparent Sourcing

Four of the ingredients in Catalyn are grown on our 420-acre certified organic farm: alfalfa, pea vine, sweet potato and oats. We can't grow the other plants on our farm because of climate and soil restrictions. For these ingredients, we employ an extensive, rigorous system of supplier auditing and validation. Working with trusted partners to source wheat germ, rice bran, carrots and mushrooms means never having to compromise Catalyn's formula.

Pea Vine An early crop on our farm, we harvest the aerial parts of the plant. We juice, concentrate, and dry the harvested vine, to effectively capture its fat- and water-soluble nutrients.

Oat High in protein and low in carbohydrates, we pull and dry the oat seed. Then we grind it into the flour found in Catalyn.

Alfalfa This perennial is considered by many to be the father of all foods. We carefully safeguard its fat- and water-soluble nutrients by harvesting and juicing the whole plant.

Sweet Potato Rich in vitamin A, sweet potato is one of our newer crops. We harvest the potato, and grind it before further processing and blending into Catalyn.

Animal Tissue Extracts

The use of specific animal tissues, such as organs and glands, has a long history at Standard Process. Inherently different from skeletal muscle, organ meats have more DNA per gram than skeletal muscle, different protein profiles, and different starting concentrations of vitamins and minerals. All raw animal tissues are obtained exclusively from U.S. Department of Agriculture (USDA)-inspected facilities.

Synthetic Ingredients

As far back as the 1940s, Dr. Royal Lee saw the value of including small amounts of specific synthetics to his supplements. We follow his lead and focus on potency, adding synthetics to protect the complexity and synergistic design of his formulas. For Catalyn these are ascorbic acid, cholecalciferol, pyridoxine hydrochloride, vitamin A palmitate, thiamine hydrochloride, and riboflavin.



Pea Vine



Alfalfa



Oat



Sweet Potato



Our lab technician analyzing ingredients; checking the beet juice; fresh beets prior to juicing

Capturing the Complex Nutrient Content

Dr. Lee said that after ingredients, the key to quality supplements is in the manufacturing process. That's why all of our products are created and tested in our state-of-the-art manufacturing facility in Palmyra, Wisconsin, assuring quality and consistency of labeled ingredients.

We are different from so many other supplement companies because we grow and manufacture whole food ingredients. Because not every pea or sweet potato is exactly the same, we celebrate and account for this real-world variability when protecting the nutrient complexity of ingredients.

“Whole foods are the best natural source of vitamins. The key to the highest quality is the manufacturing process.”

— DR. ROYAL LEE

Throughout the production of Catalyn — from juicing, to drying, mixing and tableting — we test every batch for quality and safety. The tablets are monitored for size, weight, water activity, and hardness. Our team of microbiologists and chemists work meticulously to ensure label claims are met. Our Catalyn GF is tested for gluten every time it is manufactured to ensure gluten free compliance.



Flowering alfalfa on the
Standard Process organic farm

"[Nutrition] must include all of the factors which for any reason change the nutrition of the cell through the body processes: it is the process of supplying the body's cells with the substances required for their normal function and the body's action upon these substances. Thus, food, air, water, environmental conditions and whatever else is necessary for the nourishment, growth, and maintenance of the cell, need to be considered not only in relation to what is supplied, but also as to how they are acted upon by the body."

— **DR. ROYAL LEE**

THE MANUAL OF
CLINICAL TROPHOLOGY



Transforming patients' lives.

Catalyst for Nutritional Protocols

We believe that whole food nutrient solutions like Catalyn can only be as effective as the practitioner's recommended treatment plan. That's why we only make Standard Process products available through health care professionals. Catalyn is recommended by chiropractors, acupuncturists, integrative MDs, naturopaths, nurse practitioners, nutritionists and other healthcare practitioners because the language of nutrition is universal.



"When I add Catalyn to my treatment strategy, I'm laying the foundation for success"

— **BILL HEMMER, D.C.**

Catalyn for Health

Catalyn's complex blend of interdependent phytochemicals, micronutrients and macrominerals, provided by whole foods and other ingredients, supplements the phytochemical spectrum impaired by refined foods of the Standard American Diet. At the appropriate dose (per practitioner recommendation), Catalyn encourages healthy cell functioning, bridges nutritional gaps in the diet, and supports the body's innate intelligence as it orchestrates the body toward homeostasis.



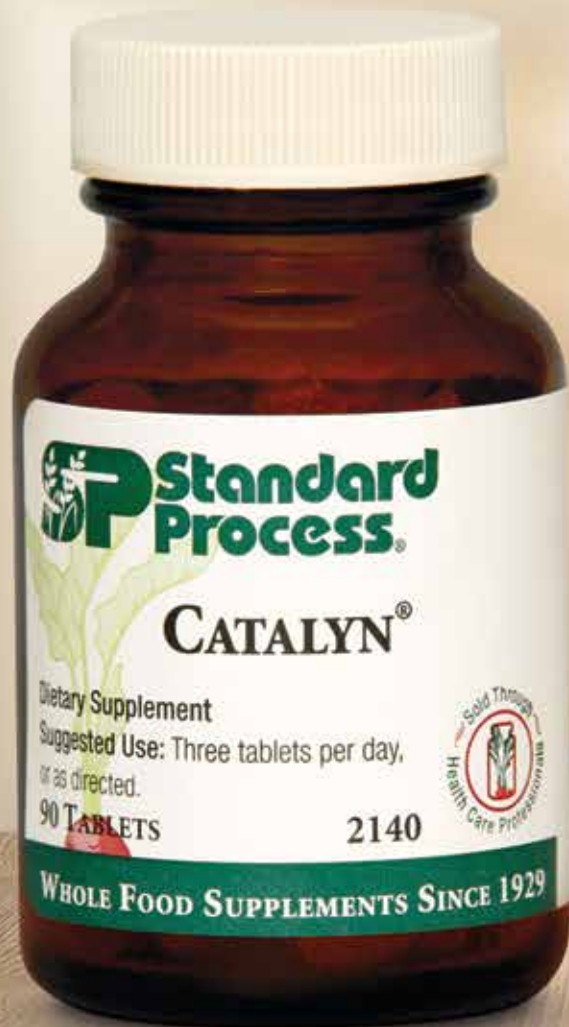
"I recommend Catalyn with confidence, the results can be measured in the pulses, with an increase in Qi and Blood. A wonderful daily Yin Yang Tonic."

— **JILL JAYNES, A.P.**

Catalyn for Qi

Catalyn is a qi and Blood tonic that balances and replenishes the body with nutritional whole food ingredients, vitamins, and minerals. The B vitamins support the Spleen's ability to transform food into qi by assisting metabolism. Magnesium initiates enzyme activities involved in energy production. Just as Blood nourishes the skin in Chinese medicine, vitamin A in Catalyn supports skin-cell integrity. Vitamin C supports the natural growth and repair of skin tissues and cells, as well as collagen production. The additional animal tissues assist the qi function of the yin organs.

Catalyn started everything.



■ We Believe that Catalyn Makes Everything Work Better

Catalyn is the catalyst supplement that launched Standard Process. From this first nutritional supplement, Dr. Lee went on to develop many others.

He always felt that Catalyn was a core supplement, foundational to the success of so many treatment protocols. And for this reason, he included the foundational foods of Catalyn in many other Standard Process supplements.

One thing is clear. You can never go wrong recommending Catalyn as a foundational whole food nutrient solution for your patients, especially if you want to make sure they are getting the basic nutrients that they need and deserve.

Today, tens of thousands of health care practitioners across America use Catalyn as a cornerstone for nutritional support. Just as Dr. Lee did during his lifetime, they rely on this unique dietary supplement to counteract the damage done by a refined food diet.

Catalyn changed everything, and started everything as well. It was the catalyst for the whole food supplement movement, and it can be the catalyst for your patients' transformation.

*“Just as the chemist cannot
create life, neither can he create a
complex vitamin, the life element
in foods and nutrition. This is
a mystery the chemist has not
solved and probably never will.”*

— **DR. ROYAL LEE**



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