

# A History of Changing Lives

Standard Process  
Through the Years

1895 • Daniel David (D.D.) Palmer, the founder of chiropractic care, treats his first patient on September 18, 1895

1895 • Royal Lee is born

1896

1897

• D.D. Palmer opens the Palmer School of Chiropractic

1898

1899

1900 • Lola Lee, Royal Lee's sister, dies at age 6

1901

1902

1903

1904

1905

1906

• President Theodore Roosevelt signs The Pure Food and Drug Act of 1906 on June 30th of the same year

1907 • By age 12, Royal Lee has already begun to study biochemistry and nutrition on his own

• Pure Food & Drug Act goes into effect on January 1, 1907

1908

1909 • Royal Lee teaches high school Physics while in high school

1910

1911

1912

1913

• Vitamin A is discovered

1914

• World War I begins

1915

• Welch-Rose Report is released on May 27th, 1915, shifting science towards microbial health

1916

1917

1918 • April: Royal Lee joins the U.S. Army  
• June: Royal Lee and Evelyn Egan get married

1919 • January: Royal Lee is injured while serving in the U.S. Army in England; he returns to the U.S. and is honorably discharged.



## THE LEE FAMILY

Parents: Daniel & Ester Lee  
Children: Royal, Ruby, Estella, Lola, & Melva

Royal Lee grew up on a farm near Dodgeville, Wisconsin. He learns many skills that will aid him later in life, such as the importance of growing nutrient-rich plants and how to repair farm equipment.



• World War I ends

## 1920

Royal Lee enrolls in dental school

- Royal Lee purchases a large home near Marquette University, which serves as corporate headquarters for his future companies

1921

- Wonder® Bread — which lacked important vitamins and minerals — is introduced on May 21, 1921

1922

- Vitamin E is discovered



The Wisconsin Avenue building in Milwaukee, Wisconsin remains the headquarters for Dr. Lee's various enterprises until 1989 when the company is moved to Palmyra, Wisconsin.



1923

### DR. LEE'S OBSERVATIONS

- The consumption of refined sugar and flour contribute to dental decay
- Negative impact of fluoride in water
- Dental patterns change with diet

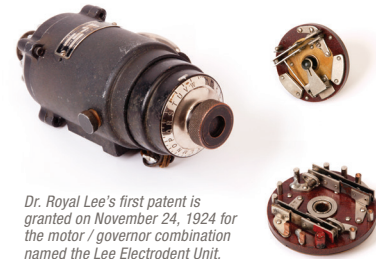
## 1924

Royal Lee graduates from Marquette University



Royal Lee, D.D.S.

1925



Dr. Royal Lee's first patent is granted on November 24, 1924 for the motor / governor combination named the Lee Electrode Unit.

## 1926

LEE ENGINEERING & MANUFACTURING COMPANY IS ESTABLISHED

- Vitamin B1 is discovered

## 1927

Dr. Lee patents The Lee Governor

- The Lees buy a house in Elm Grove, Wisconsin and a farm in Brookfield, Wisconsin

1928

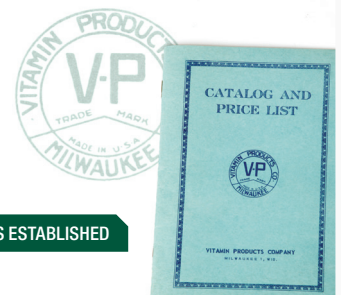
- Vitamin C is discovered



## 1929

VITAMIN PRODUCTS COMPANY IS ESTABLISHED

Catalyn® is developed



# 1930

- Twinkies® — which have become notorious for their lack of nutritional value — are invented on April 6, 1930

**1931**  
STANDARD PROCESS  
Phosfood® Liquid

1931 — THERAPEUTIC FOODS COMPANY IS ESTABLISHED

- Vitamin D is discovered

1932

Vitamin G Complex  
(formerly known as Cataplex® G,  
now named Cataplex® B<sub>2</sub>)

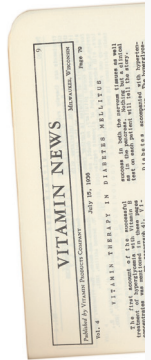


**1934**  
STANDARD PROCESS  
Cataplex® A  
Cataplex® B  
Cataplex® C  
Cataplex® D  
Cataplex® E  
Cataplex® F Tablets  
Cataplex® G  
NOW NAMED CATAPLEX® B<sub>2</sub>



Lee Garage in Milwaukee, Wisconsin

- 1933 —
- FDA charges Dr. Lee with making false claims about **Catalyn®**; Dr. Lee would spend next six years defending his claims.
  - First volume of **Vitamin News** is published



- 1934 —
- **1934-1939: Charles DuBois**, brother-in-law to Dr. Lee, works alongside Dr. Lee building prototypes for Dr. Lee's various inventions

1935

**1935**  
STANDARD PROCESS  
Drenamin®  
Organically Bound Minerals

1936 — THE FRANKLIN CORPORATION IS ESTABLISHED



1937 — ENDOCARDIOGRAPH CORPORATION IS ESTABLISHED

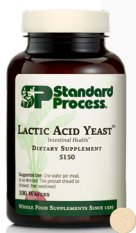
- Dr. Lee develops and begins selling **Endocardiographs** through his newly established **Endocardiograph Company**

**1938**  
STANDARD PROCESS  
Cataplex® F Softgels  
NOW NAMED FLAX OIL PLUS  
Soybean Lecithin

1938



**1939**  
STANDARD PROCESS  
Lactic Acid Yeast™  
Wheat Germ Oil



- Vitamin K is discovered
- World War II begins

1939

1940 — • As sales increase, **Vitamin Products Company** operations begin to spread throughout metro-Milwaukee, Wisconsin

1941 — • The **Lee Foundation for Nutritional Research** is founded

1942 — • After Royal Lee's nephew **Frank DuBois** returns from the army, he attends Marquette University

1943

1944 — • **First Protomorphogen™ extract containing product**

1945

• World War II ends



STANDARD PROCESS LABORATORIES, INC.  
division of VITAMIN PRODUCTS COMPANY

1946 — • **STANDARD PROCESS LABORATORIES IS ESTABLISHED**

1947 — • Dr. Lee co-authored the book **Protomorphology: The Principles of Cell Auto-Regulation** with William Hanson, a fellow biochemist and engineer.

1948

• Vitamin B<sub>12</sub> is discovered

1949 — • **Frank DuBois** becomes an electrical engineer for **Lee Engineering**  
• Dr. Lee introduces **The Lee Household Flour Mill**



1943  
STANDARD PROCESS  
Betafood®



1944  
STANDARD PROCESS  
Ferrofood®

1946  
STANDARD PROCESS  
A-C Carbamide®  
Betacol®  
Cyro-Yeast® DISCONTINUED



1947  
STANDARD PROCESS  
Betaine Hydrochloride  
Calcium Lactate  
Calsol®  
Choline



1948  
STANDARD PROCESS  
Chlorophyll Complex™  
Cyruta®  
Inositol



1949  
STANDARD PROCESS  
Cataplex® E<sub>2</sub>  
Chlorophyll Complex Ointment™  
Niacinamide B<sub>6</sub>  
Super-Eff®  
USF Ointment®

**1950**  
**STANDARD PROCESS**  
 Cataplex® A-C  
 Cataplex® B12  
 Cyruta® Plus

**1951**  
**STANDARD PROCESS**  
 A-F Betafood®  
 Trace Minerals-B12™  
 Disodium Phosphate *DISCONTINUED*

**1952**  
**STANDARD PROCESS**  
 Cal-Amo®  
 Cardioproth PMG®  
 Hepatrophin PMG®  
 Orchic PMG®  
 Prolamine Iodine  
 Pneumatrophin PMG®  
 Ribonucleic Acid (RNA)  
 Thymus PMG®  
 Thytrophin PMG®  
 Zymex® Capsules  
 Zymex® Wafers

**1953**  
**STANDARD PROCESS**  
 Antronex®  
 Arginex®  
 Drenatrophin PMG®  
 Neurotrophin PMG®  
 Ovox®  
 Pancreatrophin PMG®  
 Pituitrophin PMG®  
 Prostate PMG®  
 Protefood®  
 Urotrophin PMG®  
 Ovatrophin PMG® *DISCONTINUED*

**1954**  
**STANDARD PROCESS**  
 Biost®  
 Dermatrophin PMG®  
 Renatrophin PMG®

**1955**  
**STANDARD PROCESS**  
 Bio-Dent®  
 Collinsonia Root  
 Cyrofood®  
 Nutrimer®  
 Ostromphin PMG®  
 Parotid PMG®  
 Prost-X™  
 Spleen PMG®

**1956**  
**STANDARD PROCESS**  
 Cardio-Plus®  
 Cataplex® A-C-P  
 Cholacol®  
 Mammary PMG®  
 Manganese B12™  
 Oculotrophin PMG®  
 Orchex®

**1957**  
**STANDARD PROCESS**  
 Iplex®  
 NOW NAMED EYEPLEX  
 Thymex®  
 Cholacol® II *DISCONTINUED*

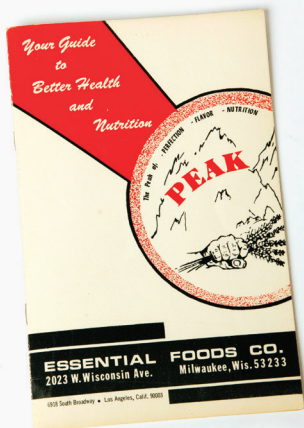
**1958**  
**STANDARD PROCESS**  
 Cal-Ma Plus®  
 E-Manganese™  
 For-Til B12®  
 Ostarplex®  
 Rumaplex®  
 Vasculin®  
 Zymex® II *REFORMULATED IN 2023*  
 Zypan®  
 Mytrophin PMG® *DISCONTINUED*

**1959**  
**STANDARD PROCESS**  
 Adrenal Desiccated  
 Albaplex®  
 Allerplex®  
 Cholaplex®  
 Congaplex®  
 Diaplex®  
 Gastrex®  
 Ligaplex® I  
 Senaplex®



The company receives national recognition during the 1950s. Business booms, and product development is sharply increased.

• High-fructose corn syrup is invented



**1950** — • Frank DuBois hires **Sylvia Pancheri** as his secretary

1951

1952

1953

1954



1955

1956

1957

• **Dr. Lee** comments on the trial and conviction of naturalist V.E. Irons, saying that Irons' statement was made in the spirit of Dr. Harvey Wiley

1958

**ESSENTIAL FOODS COMPANY IS ESTABLISHED**

1959

• Last volume of **Vitamin News** is published



Newspaper article from 1955

1960 — • Frank DuBois leaves to start **F.C. DuBois & Associates**

**1960**  
STANDARD PROCESS  
Min-Tran®

**1961**  
STANDARD PROCESS  
Fen-Gre®  
Ligaplex® II

**1962**  
STANDARD PROCESS  
Linum B<sub>6</sub>  
NOW NAMED FLAX OIL WITH B<sub>6</sub>  
Okra Pepsin E<sub>3</sub>  
Sesame Seed Oil

**1963**  
STANDARD PROCESS  
Calcifood®  
Min-Chex®  
Multizyme® REFORMULATED IN 2023

**1964**  
STANDARD PROCESS  
Circuplex®  
Fen-Cho®  
Iodomere®  
Myo-Plus® DISCONTINUED

**1965**  
STANDARD PROCESS  
Paraplex®  
Symplex® F  
Symplex® M

**1969**  
STANDARD PROCESS  
B<sub>6</sub>-Niacinamide  
Emphaplex®  
Livaplex®



Dr. Royal Lee accepting his Humanitarian Award

• Dr. Goodheart introduces applied kinesiology to chiropractic community



Mrs. Lee with her dog

1961

1962 — Dr. Lee files last patent

- **July:** National Health Federation honors Dr. Lee with a Humanitarian Award
- **April:** Dr. Lee agreed to consent decree with FDA
- **Frank DuBois** and **Sylvia Pancheri** are married
- **Sylvia DuBois** leaves Lee Engineering to join Frank at **F.C. DuBois & Associates**

1963

1964

1965 — Dr. Lee suffers a stroke

1966

1967 — Dr. Lee passes away at 72

— Mrs. Lee becomes president

- 1968 —
- **Therapeutic Foods Company** products merge with **Standard Process** line
  - **John Courtney** is placed in charge as executive VP of **Vitamin Products Company**

- 1969 —
- Vitamin Products Company's **locations continue to grow with the purchase of a new location** in Brookfield, Wisconsin

1970 — • Vitamin Products Company products merge with Standard Process line

In the 1970s, the product lines of Vitamin Products Company and Standard Process Laboratories are merged. The union of the two product lines improves the efficiency of bottling and packaging.

**1972**  
STANDARD PROCESS  
Collagen C™  
FORMERLY KNOWN AS C SYNERGY

1971

1972

- Monsanto Roundup®, a potentially dangerous and widely used herbicide on non-organic farms, is introduced in 1973

1973

1974

**COLLEAGUES FROM THE FIELD**

Standard Process continues to partner with influential health care professionals: Dr. Murray, Dr. Goodheart, Dr. Versendaal, Dr. Ulan, and Dr. Dobbins.

1975

**1975**  
STANDARD PROCESS  
Renafood®

1976

**1976**  
STANDARD PROCESS  
Wheat Germ Oil Fortified™

1977



Newspaper image of Standard Process farm

1978

1979 —



- Standard Process expands farming operations to Eagle, Wisconsin with 417 acres

# 1980 — 188 EMPLOYEES

- **Essential Foods** line is eliminated
- **Automated packaging line** is installed at Brookfield Road location and more building space is leased for continued growth

**1981**  
STANDARD PROCESS  
Cataplex® GTF  
NOW NAMED CHROMIUM COMPLEX  
Chezyn®  
NOW NAMED ZINC COMPLEX  
Folic Acid B<sub>12</sub>  
Spanish Black Radish  
Spleen Desiccated



The DuBois family in 1980  
(From left: Charlie, Sylvia, Mary, Frank, and Frank Jr.)

1981

1982

## 1983 — Frank DuBois returns to Standard Process

- **Charlie DuBois**, Dr. Lee's great-nephew, joins **Standard Process** part-time
- **Mrs. Lee** retires
- **Val Krystofiak** becomes president and **Frank DuBois** represents Mrs. Lee on the board

**1984**  
STANDARD PROCESS  
E-Poise®  
NOW NAMED CATALYN® WITH IRON  
Immuplex®



1984

1985

## LOYAL AND COMMITTED

Sylvia DuBois, committed to her family and an ever-present force at Standard Process, manages the Lee Estate and cares for Mrs. Lee in her later years

**1986**  
STANDARD PROCESS  
Black Currant Seed Oil  
Hypothalamus PMG®  
Hypothalmex® REFORMULATED IN 2023  
Neuroplex®

1986

**1987**  
STANDARD PROCESS  
Magnesium Lactate  
Zinc Liver Chelate™ DISCONTINUED

1987



Standard Process Laboratories Inc.  
corporate headquarters in Palmyra, Wisconsin

**1988**  
STANDARD PROCESS  
Lact-Enz®  
Copper Liver Chelate™ DISCONTINUED

- 1988 —
- New corporate headquarters construction done; **99,000 sq. ft.**
  - **Lee Engineering** is sold to Electromechano

- 1989 —
- **Charlie DuBois** joins Standard Process as full-time manager of engineering
  - **Mary DuBois**, Dr. Lee's great niece, joins the company heading up marketing



## 1990

Frank DuBois becomes President

125 EMPLOYEES

- **Sylvia DuBois** becomes Operations Corporate Secretary and President's Assistant
- **Over 36,000 sq. ft.** is added to corporate headquarters

- **Standard Process** establishes independent sales representative model



## 1992

Standard Process Inc.® becomes new company name

- All companies and products merge
- **Frank DuBois** directs the expansion of the sales force

- The Food Guide Pyramid introduced by the U.S. Department of Agriculture (USDA)



Standard Process farming headquarters in Palmyra, Wisconsin

## 1993

## 1994

- **Frank DuBois, Jr.** joins as **Vice President of Operations**
- Standard Process **moves farming headquarters to 577 acres of farmland** in the Town of Palmyra, Wisconsin

- The first GMO produce created through genetic engineering — a GMO tomato — becomes available for sale on May 21, 1994

## 1995

Charlie DuBois becomes President

- **Mrs. Lee** passes away
- **Frank DuBois** passes away
- The 1,850 sq. ft. **Dr. Royal Lee Memorial Library** opens

## 1996



## 1997

## 1998

## 1999

### LEADERSHIP FOR A NEW ERA

Charlie DuBois carries forward the company's dedication to technology and efficiency, leading Standard Process through a time of tremendous growth focused on research supporting Dr. Lee's philosophy

**1993**  
STANDARD PROCESS  
Ovex® P

**1997**  
STANDARD PROCESS  
Catalyn® Chewable  
Congaplex® Chewable  
Cocoa StandardBar®  
Peanut Butter StandardBar®

**1998**  
STANDARD PROCESS  
Cruciferous Complete™  
Echinacea-C™  
Garlic REFORMULATED IN 2023  
Zinc Test™

**1999**  
STANDARD PROCESS  
Berry StandardBar®  
Soy Almond Crunch StandardBar®



2000 — 212 EMPLOYEES

**2000**  
**STANDARD PROCESS**  
 Calcifood® Powder  
 Calcium Lactate Powder  
 Ginkgo Synergy®  
 Glucosamine Synergy®  
 Inositol Powder  
 OPC Synergy®  
 SP Green Food®  
 St. John's Wort-IMT™  
 Cyrofood® Powder *DISCONTINUED*



2001 — MediHerb® Product Line

- Standard Process becomes the **exclusive MediHerb distributor for the U.S.**
- The **Standard Process Farm** is officially **certified organic**

**2001**  
**STANDARD PROCESS**  
 Cayenne Pepper *DISCONTINUED*  
 Palmettoplex® *DISCONTINUED*

**2002**  
**STANDARD PROCESS**  
 SP Cleanse®  
 SP Complete®  
 Gastro-Fiber®

**MEDIHERB**  
 Cramplex  
 Salligesic

**VETERINARY FORMULAS**  
 Canine Adrenal Support  
 Canine Cardiac Support  
 Canine Dermal Support  
 Canine Enteric Support  
 Canine Hepatic Support  
 Canine Immune System Support  
 Canine Musculoskeletal Support  
 Canine Renal Support  
 Canine Thyroid Support  
 Canine Whole Body Support  
 Feline Cardiac Support  
 Feline Enteric Support  
 Feline Hepatic Support  
 Feline Immune System Support  
 Feline Renal Support  
 Feline Whole Body Support



2002 — Standard Process launches Veterinary Formulas™



Vita Kids Learning Center in Palmyra, Wisconsin

 2003 — • Standard Process adds **Vita Kids Learning Center** to its corporate campus

**2003**  
**STANDARD PROCESS**  
 Cocoa Cherry StandardBar®  
 Purification Kits

**MEDIHERB**  
 Herbal Throat Spray Phytosynergist®  
 Wormwood Complex



2004 —

**2004**  
**MEDIHERB**  
 DiGest Forte  
 HiPep  
 PulmaCo  
 Rehmannia Complex  
 Thyroid Complex

- The Food Guide Pyramid is replaced by MyPyramid

2005 —

**2005**  
**STANDARD PROCESS**  
 Tuna Omega-3 Oil

**MEDIHERB**  
 ChelaCo  
 ProstaCo  
 Rhodiola & Ginseng Complex

2006 —

**2006**  
**MEDIHERB**  
 Coleus Forte  
 St. John's Wort 1:2

**VETERINARY FORMULAS**  
 Equine Mobility Support



Purification Product Kit, launched in 2003, contains all products and literature needed for one 3-week program

 2007 — • Standard Process adds a **100,000 sq. ft. addition** to its corporate headquarters

**2007**  
**STANDARD PROCESS**  
 Whey Pro Complete

**MEDIHERB**  
 Ashwagandha Complex  
 Ashwagandha 1:1



2008 —

**2008**  
**STANDARD PROCESS**  
 Tuna Omega-3 Chewable  
 Whole Food Fiber

**MEDIHERB**  
 Gotu Kola Complex  
 Gut Flora Complex

**VETERINARY FORMULAS**  
 Equine Metabolic Support



The Standard Process Welcome Center in Palmyra, Wisconsin

 2009 — • Standard Process opens the **Welcome Center**

**2009**  
**STANDARD PROCESS**  
 Epimune Complex  
 Prebiotic Inulin

**MEDIHERB**  
 Adrenal Complex  
 Bone Complex

**2010**  
**STANDARD PROCESS**  
 Bone Health Pack  
 Calamari Omega-3 Liquid  
 Cellular Vitality  
 NOW NAMED B VITALITY WITH COQ10  
 Enzycore  
 General Health Pack  
 ProSynbiotic *REFORMULATED IN 2023*  
 SP Complete® Dairy Free  
**MEDIHERB**  
 Ginkgo Forte  
 Hawthorn Leaves 1:2  
 HerbaVital

**2011**  
**MEDIHERB**  
 FemCo  
**VETERINARY FORMULAS**  
 Canine Flex Support  
 Equine GI Support  
 Equine Immune Support  
 Equine Performance

**2012**  
**STANDARD PROCESS**  
 Catalyn® GF

**2013**  
**STANDARD PROCESS**  
 Cod Liver Oil  
 Regeneplex®  
**MEDIHERB**  
 Kava Forte  
 Nervagesic

**2014**  
**STANDARD PROCESS**  
 Cardio-Plus® GF  
 Cataplex® B-GF  
 Adrenal Health Pack  
 General Female Endocrine Pack  
**MEDIHERB**  
 Garlic Forte  
 Gymnema

**2015**  
**STANDARD PROCESS**  
 SP Complete® Chocolate  
 SP Complete® Vanilla  
**MEDIHERB**  
 Rhodiola & Schisandra  
**VETERINARY FORMULAS**  
 VF Antronex®  
 VF Bio-Dent®  
 VF Thymex®

**2016**  
**MEDIHERB**  
 Adrenal Tonic Phytosynergist®  
 Nevaton Forte

**2017**  
**STANDARD PROCESS**  
 SP Detox Balance™ Chai  
 Veg-E Complete Pro™ Chocolate  
 Veg-E Complete Pro™ Vanilla  
**MEDIHERB**  
 Artemisinin Complex *DISCONTINUED*  
 Cinnamon Quills 1:4  
 Myrrh Forte  
 Sinus Forte  
 Viranon  
**VETERINARY FORMULAS**  
 Pup Club Kits *DISCONTINUED*



**2018**  
**STANDARD PROCESS**  
 Hemp Oil Complex™  
 SP Detox Balance™  
 SP Detox Balance™ Kits  
 E-Z Mg™ Stick Packs *DISCONTINUED*  
**MEDIHERB**  
 Metabol Complex  
 Turmeric Forte  
 Vascular Care Complex  
**VETERINARY FORMULAS**  
 Canine Hemp Oil Complex™

**2019**  
**STANDARD PROCESS**  
 Olprima™ EPA *REFORMULATED IN 2023*  
 Olprima™ DHA  
 Olprima™ EPAIDHA  
**MEDIHERB**  
 Berberine Active  
 Black Cumin Seed Forte  
 Milk Thistle Forte

## 2010 — 295 EMPLOYEES

- **Sylvia DuBois** remains with the company into her 80s, overseeing employee events, executive meetings, and corporate charitable offerings
- The **manufacturing facility expands with a 12,000 sq. ft. addition** to the corporate headquarters

## 2011

- *MyPyramid is replaced by MyPlate, which continues to be represented by the USDA*



Standard Process farm house in Palmyra, Wisconsin

## 2012

- ## 2013
- **Sylvia DuBois** passes away
  - Standard Process opens **second distribution center in Phoenix, Arizona**
  - Standard Process builds the **Farm House**

- ## 2014
- Standard Process buys back **Lee Engineering** from Electromechano



Christine Mason, Director of Farm Operations

- ## 2015
- **June 14:** Standard Process purchases 203.3 acres **increasing our certified organic farm acres to 623.3** (a 48% increase in farmland!)

- ## 2016
- Standard Process holds its first **One Day, One Bottle, One Meal** charitable event, **donating 55,000 meals**

- ## 2017
- **Mary DuBois Wisniewski** leaves company

- ## 2018
- **Nutrition Innovation Center (NIC)** opens in Kannapolis, North Carolina
  - **Jack DuBois**, great, great-nephew of Dr. Lee, **joins Standard Process as a Seasonal Farm Specialist**
  - Standard Process opens **third distribution center in Lancaster, Pennsylvania**

- ## 2019 — 413 EMPLOYEES



- Standard Process purchases 109 acres of farmland, **increasing the acreage to 732.3** (a 75% increase in farmland from when we originally started farming in Palmyra)
- **Buddy the Beet™** is born!
- **inSITE™ eCommerce Platform** is launched



Nutrition Innovation Center in Kannapolis, North Carolina

**inSITE™**

## 2020

### STANDARD PROCESS

Cataplex® B-Core  
 GI Stability™  
 Hemp Oil  
 Immune System Health Pack  
 Immune System Health Pack Vegetarian  
 Omega-3 Index Plus Test  
 Prolamine Iodine Plus  
 Zinc Chelate™  
 Sports Performance Packs *DISCONTINUED*  
 Sports Recovery Packs *DISCONTINUED*

### MEDIHERB

Cat's Claw Forte

### VETERINARY FORMULAS

VF Hemp Oil

## 2021

### STANDARD PROCESS

E-Z Mg™  
 GI Adsorb™  
 Microbiome Test Kit  
 Ovatrophin P PMG®  
 Possible™ Bar *DISCONTINUED*

### MEDIHERB

Ashwagandha Forte  
 AllergCo

### VETERINARY FORMULAS

Kitten Kit  
 Puppy Pack  
 Omega-3 Index for Pets Test  
 VF Omega-3

## 2022

### STANDARD PROCESS

Glucose Assist™ Vanilla  
 Glucose Assist™ Chocolate

### SP CHILDREN'S

Immune  
 MEDIHERB  
 Tongkat Ali  
 POSSIBLE  
 Chocolate Almond Meal Bar  
 Strawberry Beet Snack Bar  
 Cashew Turmeric Snack Bar  
 Almond Cacao Snack Bar  
 Vanilla Bean Protein Powder  
 Chocolate Cacao Protein Powder  
 SuperGreens



## 2023

### STANDARD PROCESS

ProSynbiotic  
 SP® Power Mix

### MEDIHERB

Artemisinin Forte  
 Gut Flora

### POSSIBLE

Beet Pre-Workout

### SPIRITED PAW

Dental  
 Health + Vitality  
 Joint + Mobility



- COVID-19 global pandemic

## 2020 — 452 EMPLOYEES

- **Standard Process** sets new company record for revenue
- **Standard Process** launches new website
- Standard Process is featured in **Backbone** documentary
- Standard Process **extends its partnership with MediHerb**
- Standard Process partners with supplement fulfillment companies: **Fullscript (Natural Partners)** and **Wellevate (Emerson Ecologics)**

## 2021



- **March 1: Simone DuBois**, great, great-niece of Dr. Lee, joins Standard Process
- Standard Process partners with supplement fulfillment companies: **Kaerwell** and **Doctor Supplement Store**
- **Cultivate quiz** is launched



**POSSIBLE**

POWERED BY STANDARD PROCESS

## 2022



SP Children's by Standard Process® is established

POSSIBLE® is established

- **Simone DuBois** is promoted to **Director of Active Lifestyle Product** with a focus on food, supplements, and lifestyle enhancements
- A **state-of-the-art dryer** and **10,000-square-foot expansion** are added to the certified organic farm campus
- Standard Process **adds 136 acres** to its certified organic farm, bringing it to **868 acres**
- **Min-Tran®, Drenamin®, and Calcium Lactate** transition to medium oval tablets
- **Immuplex®** wins **Practitioner's Choice Award** in Immune Support Formula Category
- **Standard Process sponsors Cyril Derreumaux** as he completes world record kayak from California to Hawaii



Groundbreaking ceremony for the new distribution center in Palmyra, WI

**SpiritedPaw™**  
 Pet Supplements

## 2023



Spirited Paw™ is established

- Standard Process establishes its **nationwide corporate sales organization**
- **July 20:** Groundbreaking for new **Wisconsin Distribution Center** takes place
- **Refractance Window Drying (RWD)** improves production capabilities
- **Recognition Program** launched
- **\$150,000 donation** made to enhance the Palmyra-Eagle School District's sports campus, known as the Standard Process Athletic Complex
- **Spanish Black Radish** transitions to medium oval tablets
- **New names** for select products
  - Cataplex® F Softgels now known as **Flax Oil Plus**
  - Cataplex® G now known as **Cataplex® B2**
  - Cataplex® GTF now known as **Chromium Complex**
  - Cellular Vitality now known as **B Vitality with CoQ10**
  - Chezyn® now known as **Zinc Complex**
  - Collagen C™ now known as **C Synergy**
  - e-Poise® now known as **Catalyn® with Iron**
  - Iplox® now known as **Eyeplex**
  - Linum B6 now known as **Flax Oil with B6**