

A History of Changing Lives

Standard Process Through the Years

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

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

1908

1909 — **Royal Lee** teaches high school Physics while in high school

1910

1911

1912

1913

- Vitamin A is discovered

1914

1915

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

WORLD WAR I

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.



Young Royal Lee



The Lee Family: Parents Daniel and Ester Lee
Siblings: Ruby, Estella, Lola, and Melva



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

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.



1922

- Vitamin E is discovered



1923

DR. LEE'S OBSERVATIONS

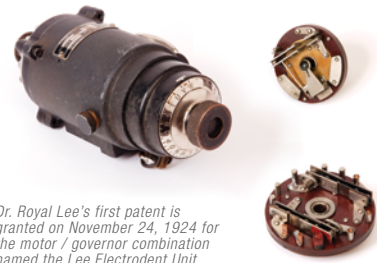
- The consumption of refined sugar and flour contribute to dental decay
- Negative impact of fluoride in water
- Dental patterns change with diet



Royal Lee, D.D.S.

1924

Royal Lee graduates from Marquette University



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

1925

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

1929

Catalyn®



1930

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

1931

Phosfood® Liquid

1931

THERAPEUTIC FOODS COMPANY IS ESTABLISHED

1932

- Vitamin D is discovered

Vitamin G Complex
now known as
Cataplex® G



1934

Cataplex® A
Cataplex® B
Cataplex® C
Cataplex® D
Cataplex® E
Cataplex® G
Cataplex® F Tablets



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

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

1938

Cataplex® F Softgels
Soybean Lecithin



1939

1939

Lactic Acid Yeast™
Wheat Germ Oil



- Vitamin K is discovered

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



STANDARD PROCESS LABORATORIES, INC.
division of VITAMIN PRODUCTS COMPANY

1946

STANDARD PROCESS LABORATORIES IS ESTABLISHED
(DIVISION OF VITAMIN PRODUCTS COMPANY)

1947

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

1948

- Vitamin B12 is discovered

1949

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

WORLD WAR II

1943
Betafood®



1944
Ferrofood®



1946
A-C Carbamide®
Betacol®
Cyro-Yeast®

1947
Betaine Hydrochloride
Calcium Lactate
Calsol®
Choline



1948
Cyruta®
Chlorophyll Complex™
Inositol



1949
Chlorophyll Complex Ointment™
Niacinamide B₆
Super-Eff®
USF Ointment®
Cataplex® E₂



1950
Cataplex® A-C
Cataplex® B₁₂
Cyruta® Plus

1951
A-F Betafood®
Trace Minerals-B₁₂™
Disodium Phosphate

1952
Cal-Amo®
Cardiotrophin PMG®
Hepatrophin PMG®
Orchic PMG®
Prolamine Iodine
Pneumotrophin PMG®
Ribonucleic Acid (RNA)
Thymus PMG®
Thyrophin PMG®
Zymex® Capsules
Zymex® Wafers

1953
Antronex®
Arginex®
Drenatrophin PMG®
Neurotrophin PMG®
Ovatrophin PMG® DISCONTINUED
Ovex®
Pancreatrophin PMG®
Pituitrophin PMG®
Prostate PMG®
Protefood®
Utrophin PMG®

1954
Biost®
Dermatrophin PMG®
Renatrophin PMG®

1955
Bio-Dent®
Collinsonia Root
Cyrofood®
Nutrimere®
Ostrophin PMG®
Parotid PMG®
Prost-X™
Spleen PMG®

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

1957
Cholacol® II DISCONTINUED
Iplex®
Thymex®

1958
Cal-Ma Plus®
E-Manganese™
For-Til B₁₂®
Myotrophin PMG® DISCONTINUED
Ostarplex®
Rumaplex®
Vasculin®
Zymex® II
Zypan®

1959
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.



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
Min-Tran®

1961
Fen-Gre®
Ligaplex® II

1962
Linum B₆
Okra Pepsin E₃
Sesame Seed Oil

1963
Calcifood®
Min-Chex®
Multizyme®

1964
Circuplex®
Fen-Cho®
Iodomere®
Myo-Plus® DISCONTINUED

1965
Paraplex®
Symplex® F
Symplex® M

1969
B₆-Niacinamide
Emphaplex®
Livaplex®



Dr. Royal Lee accepting his Humanitarian Award

- Dr. Goodheart introduces applied kinesiology to chiropractic community



Mrs. Lee with her dog

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

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

1971

1972

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
Collagen C™

1973

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

1976

1976
Wheat Germ Oil Fortified™

1977

1978



Newspaper image of Standard Process farm

1979



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

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

Cataplex® GTF

Chezyn®
Folic Acid B₁₂
Spanish Black Radish
Spleen Desiccated



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

1981

1982

1983

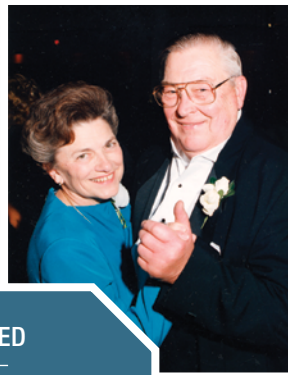
Frank DuBois returns to Standard Process

- **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

Immuplex®

e-Poise®



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

1984

1985

1986

1986

Black Currant Seed Oil
Hypothalamus PMG®
Hypothalmex®
Neuroplex®

1987

Magnesium Lactate
Zinc Liver Chelate™ DISCONTINUED

1988

Copper Liver Chelate™ DISCONTINUED
Lact-Enz®



Standard Process Laboratories Inc. corporate headquarters in Palmyra, Wisconsin

1987

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

1991

- **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

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



1998

1999

1993
Ovex® P

1997
Catalyn® Chewable
Congaplex® Chewable
Cocoa StandardBar®
Peanut Butter StandardBar®

1998
Cruciferous Complete™
Echinacea-C™
Garlic
Zinc Test™

1999
Berry StandardBar®
Soy Almond Crunch
StandardBar®

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

2001
 Cayenne Pepper
 Palmettoplex®

2002
 SP Cleanse®
 SP Complete®
 Gastro-Fiber®
 Saligesic
 Cramplex
 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

2003
 Cocoa Cherry StandardBar®
 Purification Kits
 Wormwood Complex
 Herbal Throat Spray
 Phytosynergist

2004
 Rehmannia Complex
 Thyroid Complex
 PulmaCo
 DiGest Forte
 HiPep

2005
 Tuna Omega-3 Oil
 Rhodiola & Ginseng Complex
 ChelaCo
 ProstaCo

2006
 Coleus Forte
 Equine Mobility Support

2007
 Whey Pro Complete

2008
 Whole Food Fiber

Tuna Omega-3
 Chewable
 Gut Flora Complex
 Gotu Kola Complex
 Equine Metabolic Support

2009
 Epimune Complex
 Prebiotic Inulin
 Adrenal Complex
 Bone Complex



MEDI HERB
 INNOVATIVE HERBAL SOLUTIONS

Standard Process
 VETERINARY FORMULAS™



Vita Kids Learning Center in Palmyra, Wisconsin

• The Food Guide Pyramid is replaced by MyPyramid



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



The Standard Process Welcome Center in Palmyra, Wisconsin

2000 — 212 EMPLOYEES

2001 — MediHerb Product Line

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

2002 — Standard Process launches Veterinary Formulas™

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



2005

2006

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

2008

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

2010
Calamari Omega-3 Liquid
Cellular Vitality
Bone Health
Convenience Pack
General Health
Convenience Pack
Enzycore
ProSynbiotic
SP Complete® Dairy Free
HerbaVital

2011
FemCo
Canine Flex Support
Equine GI Support
Equine Immune Support
Equine Performance

2012
Catalyn® GF

2013
Cod Liver Oil
Regeneplex®
Kava Forte
Nervagesic

2014
Cardio-Plus® GF
Cataplex® B-GF
Adrenal Health
Convenience Pack
General Female Endocrine
Convenience Pack

2015
SP Complete® Chocolate
SP Complete® Vanilla
Rhodiola & Schisandra
VF Antronex®
VF Bio-Dent®
VF Thymex®

2016
Adrenal Tonic Phytosynergist®

2017
Veg-E Complete Pro™
Chocolate
Veg-E Complete Pro™
Vanilla
Artemisinin Complex
Myrrh Forte
Viranon
Pup Club Kits

2018
Turmeric Forte

Hemp Oil Complex™
SP Detox Balance™
SP Detox Balance™ Chai
E-Z Mg™ Stick Packs
Metabol Complex
Canine Hemp Oil Complex™

2019
Olprima™ EPA
Olprima™ DHA
Olprima™ EPA I DHA
Berberine Active
Black Cumin Seed Forte

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



Standard Process farm house in Palmyra, Wisconsin



Christine Mason, Director of Farm Operations



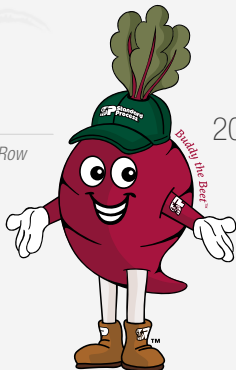
Nutrition Innovation Center in Kannapolis, North Carolina



DISCONTINUED

- Colin O'Brady completes 50 High Points on July 19, 2018, and The Impossible First on December 26, 2018

- Colin O'Brady completes The Impossible Row on December 25, 2019



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

2012

2013

- **Sylvia DuBois** passes away
- **Standard Process** opens second distribution center in AZ
- **Standard Process** builds the Farm House

2014

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



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 partners with **Kerri Walsh Jennings:** professional volleyball player and three-time Olympic gold medalist
- 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 N.C.
- Standard Process partners with **World Record Explorer Colin O'Brady**
- **Jack DuBois**, great, great-nephew of Dr. Lee, joins Standard Process as a **Seasonal Farm Specialist**
- **Standard Process** opens third distribution center in PA



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

inSITE™

2020

Cataplex® B-Core
GI Stability™
Hemp Oil
Immune System Health Pack
Immune System Health Pack
- Vegetarian
Omega-3 Index Plus Test
Prolamine Iodine Plus
Sports Performance Packs
Sports Recovery Packs
Zinc Chelate™
Cat's Claw Forte
VF Hemp Oil

2021

E-Z Mg™ Tablets

Possible™ Bar

GI Adsorb™
Microbiome Test Kit
Ovatrophin P PMG™
Ashwagandha Forte
AllergCo
VF Omega-3
Omega-3 Index for Pets Test



Colin O'Brady



2020

- COVID-19 global pandemic

452 EMPLOYEES

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

2021

- Standard Process is featured in **The Impossible Row** documentary
- **The Possible™ Bar** is introduced
- **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

2022

SP Children's by Standard Process™ is established

- **Simone DuBois** is promoted to **Product Line Director - POSSIBLE** brand with a focus on food, supplements, and lifestyle enhancements