

# The Whole Food Advantage

Better nutrition for better living

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*Changing lives is our passion and has been since our company's inception in 1929. This passion is what drove our founder, Dr. Royal Lee, to develop and pioneer the first whole food supplement on the market — the revolutionary Catalyn®.*

**At Standard Process:**

- We change lives with our whole food philosophy.
- We grow ingredients on our certified organic farm in Wisconsin.
- We're serious about quality.
- We make products to support the health of the whole family.
- We partner with health care professionals.
- We've been trusted for generations.



## *What is the whole food advantage?*

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Whole foods — peas, radishes, and beets, for example — provide a positive impact on our lives because they deliver natural, nourishing benefits. That's why, since 1929, Standard Process has been dedicated to supplements that support the whole food philosophy introduced by Dr. Royal Lee. Dr. Lee's goal was to provide nutrients as they are found in nature, where their nutritional potential and efficacy can be realized.

That's why we start with foods that you can find at your local grocery store. Like any good cook, we prepare them in a way that safeguards their nutritional value. The resulting ingredients are then added to a complex formula that may include whole food extracts, animal tissue extracts and concentrates, botanicals, whole food isolates, and synthetic ingredients as required to meet our high formula standards.

## *What is a whole food supplement?*

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A whole food supplement is a complex formula that includes plant and animal extracts, desiccates, or other ingredients as required to create the best nutritional supplement for each health indication. After all, it is in this whole food state that nutrition is typically harnessed and presented to the body.

*Did you know?*

**More than 90% of Americans** do not meet the recommended minimum vegetable and fruit intakes<sup>1</sup>



A person is seen from behind, operating a red tractor in a green field. The tractor is moving from right to left, leaving a trail of tilled earth. The background is a soft-focus landscape with more greenery and a distant horizon.

## *Where do whole foods come from?*

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Many of our ingredients are grown locally on our certified organic farm. This allows us to control their quality throughout processes that may require chopping, dicing, juicing, and/or drying — everything from soil to supplement. Ingredients that are not grown on our farm, or if our supply is short, are sourced from certified organic farms.

## *How does healthy soil promote plant nutrition?*

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“Soil health” has been a farming buzzword for several years, but Standard Process has made it a priority for decades. We’ve long known that plants can only be as healthy as the ground they’re grown in, which is why we take extra care to protect the quality of our soil.

- We practice crop rotation — a fundamental way to encourage well-rounded soil biology. A three-year rotation cycle is the standard. We prefer a minimum five-year rotation for even greater benefits.
- We utilize a mix of proven techniques and new methods for the best of both worlds. We don’t favor old-fashioned ideas or the latest innovations — we care about what works best.
- We make effective use of cover crops to keep our soil’s nutrient levels high, and keep our plants’ disease risk low.
- We understand that compost is more than just fertilizer. It’s armor for plants that makes them more resilient.
- We test our soil regularly to ensure that our efforts are paying off.



*Whole foods  
we grow on  
our certified  
organic farm*



Alfalfa



Barley Grass



Beets



Brussels Sprouts



Buckwheat



Kale



Kidney Beans



Oats



Pea Vine



Spanish Black Radish



Swiss Chard

The background of the page features a detailed, light-colored line drawing of a leafy green vegetable, possibly a head of lettuce or cabbage, at the top. Below it, a root vegetable, likely a carrot, is shown with its leafy top. A dark green rectangular box is superimposed over the middle of the image, containing text.


## *What are phytonutrients?*

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Phytonutrients are natural, plant-derived compounds that support life and promote health. They give many whole foods their signature colors, and different colors deliver different benefits.

The human body needs phytonutrients in a different way than it needs nutrients like protein, vitamins, and minerals. Phytonutrients are uniquely able to satisfy free radicals circulating in the body looking for electrons. By providing electrons, phytonutrients prevent free radicals from taking electrons from proteins or other nutrients — a “theft” that leads to oxidative stress. In fact, a 2014 meta-analysis found that eating more vegetables resulted in lower risks of all-cause mortality.<sup>2</sup>





*“The best sources  
of vitamins and  
minerals are found  
in whole foods.”*

*— Dr. Royal Lee*

A detailed line drawing of an oat plant, showing its long, slender leaves and several oat heads (spikes) at various stages of growth. The illustration is rendered in a light brown color, matching the background, and is positioned on the left side of the page, partially overlapping the text area.

# Oats

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Oats are an annual grass crop that have a long history in folk medicine. It is a widely consumed grain product as a rolled whole oat, or ground into flour.

The organic oats on the Standard Process certified organic farm are planted in early April. They are harvested from the field as a dry grain, which is then milled. It is one of the few crops from our certified organic farm that is not dried or pressed.



## Betafood®

Contains beets to support digestion and intestinal function\*

- Provides methyl donors to support the liver's natural detoxification processes
- Contains naturally occurring betaine for liver and cardiovascular health
- Supports normal processing of dietary fats\*



SP Detox Balance™

**13.2% Oat**  
*in formula*



Arginex®

**10.9% Oat**  
*in formula*



Calcifood® Powder

**13% Oat**  
*in formula*



Renafood®

**10.1% Oat**  
*in formula*

\*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.



# Buckwheat

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Buckwheat is an annual plant, and the largest crop grown on the Standard Process certified organic farm. It is a fast-growing crop that is continually planted and harvested throughout the growing season.

Buckwheat's planting process starts in late May. After six weeks in the ground, buckwheat reaches peak nutrition. After each harvest, the young leaves are juiced and dried on-site. This results in two distinct ingredients used in our products: dried buckwheat leaf juice and buckwheat leaf powder.

*Did you know?*

**10 servings of fruits and vegetables**  
per day can add years to your life<sup>3</sup>



## Cyruta® Plus

**Supports capillary integrity and function\***

- Supports circulatory cholesterol transport
- Supports healthy cellular glucose handling to help maintain blood sugar levels already within a normal range
- Supports healthy peripheral circulation\*



E-Z Mg™

**66% Buckwheat**  
*in formula*



Cyruta®

**57.2% Buckwheat**  
*in formula*



OPC Synergy®

**35.8% Buckwheat**  
*in formula*



Regeneplex®

**34.2% Buckwheat**  
*in formula*



Ginkgo Synergy®

**29.9% Buckwheat**  
*in formula*

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A detailed line drawing of an alfalfa plant, showing its characteristic trifoliate leaves and a tall, dense seed head (raceme). The illustration is rendered in a light purple tone, matching the background, and is positioned on the left side of the page, partially overlapping the text area.

# Alfalfa

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Alfalfa, a perennial flowering legume in the pea family, has a high protein content that makes it a valuable ingredient in a variety of foods. It is also the second-largest crop grown on the Standard Process certified organic farm.

Since alfalfa is a perennial, it is planted and used in the same area over the course of three to four years. It is harvested before the buds have formed, which is the peak of its nutrition. Upon harvest, the nutrient-rich alfalfa is processed right on the farm. Half is dried, and the other half is pressed to make alfalfa leaf juice and pulp.

*Did you know?*

**Only 12.2% of adults** meet the daily fruit intake recommendation<sup>1</sup>



## Chlorophyll Complex™

Helps support the body's detoxification mechanisms\*

- Contains vitamin A, which is involved in the body's normal immune function\*
- Contains vitamin A, which is involved in maintaining healthy skin\*
- Comes in a convenient softgel



Pancreatrophin PMG®

**21.4% Alfalfa**  
*in formula*



Ostarplex®

**20.9% Alfalfa**  
*in formula*



Organically Bound Minerals

**20.9% Alfalfa**  
*in formula*



Diaplex®

**7.8% Alfalfa**  
*in formula*

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# Pea Vine

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Pea vine is an annual plant that was first cultivated in America by some of the earliest settlers. It was also favored by Thomas Jefferson, who grew a variety of peas at his home; he even held a competition among his fellow farmers to see who could harvest the season's first peas.

At the Standard Process certified organic farm, we grow a bounty of organic pea vine. The young plants are harvested, juiced by the on-site press, and then vacuum dried for use in our products.

## Arginex®

Contains vitamin A which plays a role in liver health\*

- Excellent source of antioxidant vitamin A



Cataplex® E  
9.4% Pea Vine  
in formula



Ligaplex® I  
7.7% Pea Vine  
in formula

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# Beets

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Beets are biennial plants that are usually planted annually. They have been used as far back as the ancient Romans.

Beets are an important crop on the Standard Process certified organic farm, and we use different parts of the plant for specific formulas. We harvest the leaves twice per season, which are then pressed for juice and dried. The crimson roots are harvested once per season — between Halloween and Thanksgiving — and are then washed, diced, and dried.

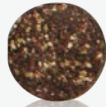
*Did you know?*

**Fewer than 10% of Americans** meet the recommended intake of green fruits and vegetables<sup>4</sup>

## Whole Food Fiber

A good source of fiber from nutrient-rich whole foods\*

- Contains both soluble and insoluble fiber
- Supports healthy bowel function\*
- Promotes regular intestinal motility and elimination\*



Betafood®  
**34.6% Beets**  
*in formula*



A-F Betafood®  
**19.7% Beets**  
*in formula*



Cataplex® B and B-GF  
**15.6% Beets**  
*in formula*



Zinc Chelate™  
**14.8% Beets**  
*in formula*

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# Kale

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Kale is an offshoot of wild cabbage that is usually planted as an annual. The leafy green vegetable was even used in traditional Chinese medicine.

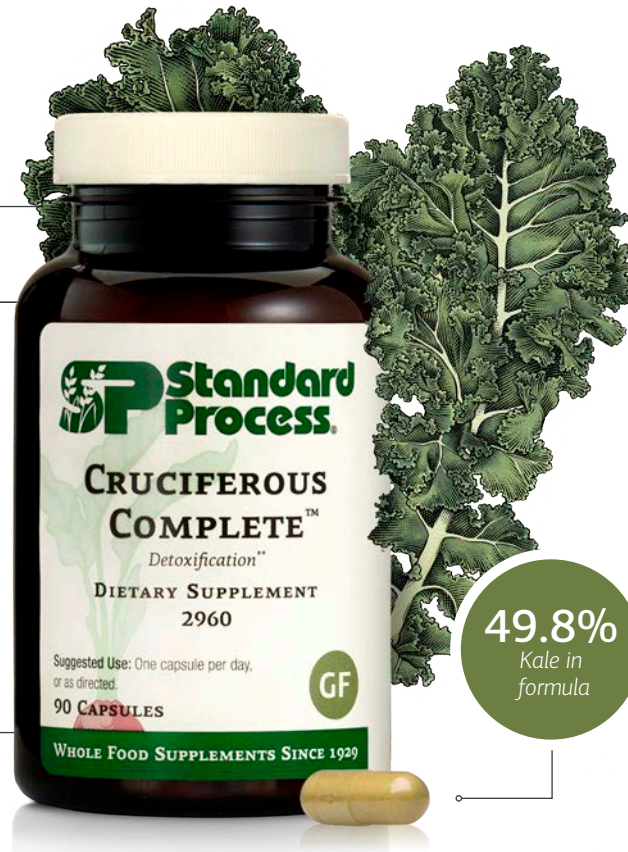
At Standard Process, kale is started in the greenhouse and transplanted to the farm fields in early May. It is harvested once per season in early August, and is both dried and pressed for use in a variety of our products.



## Cruciferous Complete™

Provides ingredients to support healthy liver function in the elimination of free radicals\*

- Supports healthy liver function
- Provides ingredients with antioxidant activity
- Our preclinical research shows compounds in kale and Brussels sprouts promote the liver's natural detoxification pathway.\*



Enzycore  
14.9% Kale  
*in formula*

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# Brussels Sprouts

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Brussels sprouts are an annual plant with a history that dates back to ancient Rome. The Brussels sprouts we know today were likely first grown in Belgium, and brought to the United States by French settlers.

Standard Process starts its Brussels sprouts in the on-site greenhouses at the end of March, and then transplants them to the soil in early May. The nutritious vegetables are harvested in early August, and then chopped whole and dried for use in our formulas.

*Did you know?*

**Only 9.3% of adults** meet the daily vegetable intake recommendation<sup>1</sup>

## SP Green Food®

### Supports overall cellular health\*

- Promotes healthy liver function\*
- Supports overall cellular health\*
- Our preclinical research shows compounds in kale and Brussels sprouts promote the liver's natural detoxification pathway.\*



**24.2%**  
Brussels Sprouts  
in formula



## Cruciferous Complete™

**49.8% Brussels Sprouts**  
in formula

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# *Spanish Black Radish*

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Spanish black radish is an annual root vegetable with a long history of use in folk medicine. In addition, ancient Egyptian writings mention radishes being fed to the pyramid builders. The plant was also used in traditional Chinese medicine.

Standard Process grows Spanish black radish — which is actually white inside — beginning in late July. The crop is harvested in mid-October, when the roots are washed, diced, and dried for use in our formulas.

## Spanish Black Radish

Provides support for the body's organs\*

- Our research shows that Spanish black radish induces the body's detoxification enzymes in cell and animal models.
- Supports healthy liver and gallbladder function
- Encourages healthy digestion\*



Livaplex®  
11.3% Spanish Black Radish  
*in formula*

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The background of the entire page is a solid brown color. Overlaid on this is a large, faint, light-brown illustration of many kidney beans. The beans are scattered across the page, with a higher concentration on the left side, creating a textured, organic feel.

# *Kidney Beans*

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Kidney beans were first cultivated in America in the late 1700s. In folk medicine, they provided support for a number of body systems.

At Standard Process, kidney beans are planted in June. The crop is harvested in mid-August; the plants are juiced and then dried for use in our formulas.



## Renafood®

Offers whole food based ingredients and supports healthy renal function\*

- Contains a combination of key ingredients from Arginex® and Renatrophin PMG®
- Supports healthy kidney function\*
- Excellent source of antioxidant vitamin A\*



**20.3%**  
Kidney Beans in  
formula



Albaplex®

**10.1% Kidney Beans**  
*in formula*

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# Barley Grass

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Barley grass is an annual grass that has been used as a food crop for 10,000 years. It has history of being used in breads, soups, and cereals.

Standard Process utilizes barley grass in a number of products, and as a cover crop on our certified organic farm. Cover crops are important in organic farming because they help support healthy soil, which helps produce healthy plants for use in effective nutritional products.

*Did you know?*

**8 in 10 Americans** have some sort of gap in phytonutrient intake<sup>4</sup>

## SP Cleanse®

Combines 20 unique whole food and botanical ingredients designed to support the body's normal toxin-removal processes\*

- Supports healthy kidney, liver, and gallbladder function
- Supports processes involved in healthy digestive function
- Helps regulate pathways in the body's natural toxin-elimination function\*



## SP Green Food®

**13.6% Barley Grass**  
*in formula*

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# *Swiss Chard*

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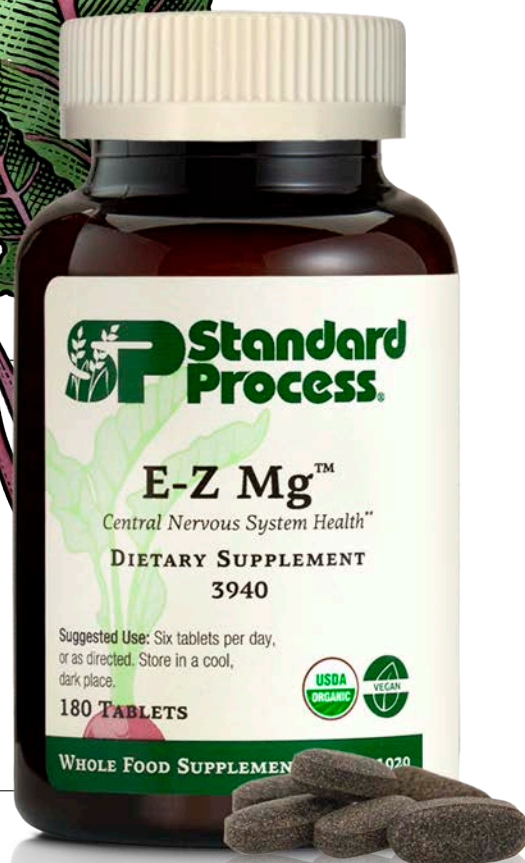
Swiss chard is known for its dark leafy greens with vibrantly colored stems. It is considered a mineral delivery powerhouse, especially when it is concentrated into dry juice through clean extraction procedures. In particular, it is advantageous as a source of plant-based magnesium.

Standard Process grows Swiss chard on its certified organic farm where it thrives from the nutrients in our healthy soil. It is used in a number of products and formulas.

## E-Z Mg™

A plant-based magnesium (Mg) developed to support patients with inadequate dietary magnesium intake

- Plant-based, naturally occurring multiform of magnesium
- Helps to bridge the gap in dietary magnesium intake\*
- Excellent source of vitamin K<sub>1</sub> and iron\*



**30%**  
Swiss Chard  
in formula

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# Top 15 Products

That Use Ingredients From  
Our Certified Organic Farm



**A-F Betafood®**  
19.71% Beets  
7.04% Oat



**Albaplex®**  
10.1% Kidney Beans  
5.1% Oat



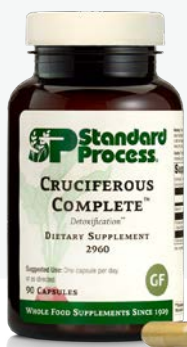
**Arginex®**  
24.39% Buckwheat  
19.31% Pea Vine  
10.86% Oat



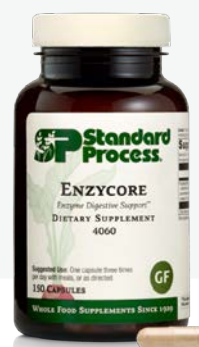
**Betafood®**  
34.62% Beets  
25.9% Oat



**Cataplex® E**  
9.4% Pea Vine  
5.1% Beets



**Cruciferous  
Complete™**  
49.8% Kale  
49.8% Brussels Sprouts



**Enzycore**  
14.9% Kale  
9.67% Beets





**E-Z Mg™**  
66% Buckwheat  
30% Swiss Chard



**Ligaplex® I**  
7.7% Pea Vine  
7.19% Oat



**Livaplex®**  
11.7% Beets  
11.3% Spanish Black Radish



**Pancreatrophin  
PMG®**  
21.4% Alfalfa  
7.1% Buckwheat



**Renafood®**  
20.3% Kidney Beans  
10.1% Oat



**SP Detox  
Balance™**  
13.2% Oat  
8.3% Buckwheat



**SP Green Food®**  
25.7% Buckwheat  
24.2% Brussels Sprouts  
24.2% Kale  
13.6% Barley Grass  
12.1% Alfalfa



**Whole  
Food Fiber**  
34.7% Beets

# Together, We Can Change Lives

Changing lives is our passion and has been since our company's inception in 1929. This passion is what drove our founder, Dr. Royal Lee, to develop and pioneer the first whole food-based supplement on the market, the revolutionary Catalyn®.

## At Standard Process:

We change lives with our whole food philosophy.

We grow ingredients on our certified organic farm in Wisconsin.

We're serious about quality.

We drive advancements at our Nutrition Innovation Center.

We make products to support the health of the whole family.

We partner with health care professionals.

We've been trusted for generations. Our products have been changing lives since 1929.

1. Lee-Kwan SH, Moore LV, Blanck HM, Harris DM, Galuska D. Disparities in State-Specific Adult Fruit and Vegetable Consumption — United States, 2015. MMWR Morb Mortal Wkly Rep 2017;66:1241–1247
2. Wang, X et al. BMJ 2014; 349:g4490

3. International Journal of Epidemiology, Volume 46, Issue 3, June 2017, Pages 1029–1056
4. U.S. Department of Agriculture (USDA). MyPyramid.gov 2009. Available via: <http://www.mypyramid.gov/index.html>. Accessed 21 July 2009.