



WHOLE FOOD NUTRIENT SOLUTIONS

10

FACTORS

to Consider When Choosing
a Supplement Company

Sweet Potato



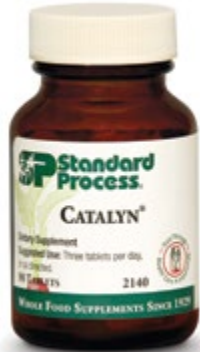
Reishi Mushroom



Nutritional Yeast



Alfalfa



Shiitake Mushroom



Pea Vine



Carrot



Oats



There are hundreds, perhaps even thousands, of nutritional supplement manufacturers in the United States. Deciding to partner with a supplement company, and choosing the right one for you, shouldn't be frustrating or confusing.

We want to cut through the noise and provide you with the information you need to make the right decision. This simple checklist will help you navigate the complex nutritional supplement market.

The Checklist

If you are considering partnering with a supplement company, this list of 10 factors to think about is a great start. It addresses issues and topics health care professionals find important and can help you scrutinize the suppliers and manufacturers on your list.

- 1. Philosophical alignment
- 2. Sold exclusively through practitioners
- 3. Whole food philosophy
- 4. Commitment to quality
- 5. Source of ingredients
- 6. Commitment to organic
- 7. Comprehensive product offering
- 8. Education, resources, and community
- 9. Corporate responsibility
- 10. Family ownership

The following pages will explore each of these items in detail and explain what makes Standard Process unique as a supplier of whole food nutrient solutions.

✓ 1. Philosophical Alignment

Philosophical alignment is an important part of any relationship. It's important for you to find a supplier who:

- » **Shares your motivations, values, goals, and vision**
- » **Understands the unique challenges you face**
- » **Appreciates and respects your approach to patient care**

For Standard Process, 85-plus years of working with health care professionals has provided keen insight into their motivations and needs.

We want to partner with practitioners who are as passionate about transforming lives as we are. This philosophical synergy creates a win-win relationship, benefiting practitioners like you by providing:

- » **High-quality products that change patients' lives**
- » **Access to education and resources that will expand your knowledge base**
- » **Inclusion in a community of like-minded people**

Over the years, we have become a trusted source of information and partner for tens of thousands of health care professionals. We understand your needs and struggles, and our goal is to guide you on your journey to help patients change their lives.



A tour group visits the interactive exhibit in the FarmHouse at the Standard Process certified organic farm.



We care about patient-practitioner relationships and want to help them thrive.

✓ 2. Sold Exclusively Through Practitioners

Standard Process founder Dr. Royal Lee was a nutritional pioneer, engineer, and inventor who believed the optimal health benefits of his supplements could be more fully realized through guidance from health care professionals.

Standard Process' long history of partnering with health care professionals began shortly after the company's inception in 1929, when its products were made available only through practitioners. That exclusivity remains to this day.

When we say "customers," we are referring to you, the health care professional. One of the main reasons we don't sell directly to consumers is that we value the professional and clinical relationships we have with our practitioners. We have the utmost confidence that our products are being used in safe and effective ways when recommended by and purchased through a practitioner like you.

Standard Process' long history of partnering with health care professionals began shortly after the company's inception in 1929.

This business model also benefits the practitioner-patient relationship by establishing health care professionals as the exclusive source of personal nutritional guidance and high-quality supplements.

With more than 85 years of experience formulating, sourcing, and manufacturing nutritional supplements, Standard Process has built relationships with upwards of 60,000 health care professionals across the United States. Our partners include chiropractors, acupuncturists, nutritionists, naturopaths, physicians, nurses, and other health care professionals.



PEA



ALFALFA



BUCKWHEAT



FIG



SPANISH BLACK RADISH



TUNA



KELP



WHEAT



BRUSSELS SPROUT



BEET

✓ 3. Whole Food Philosophy

As a visionary leader in whole food nutrient solutions, we are dedicated to creating quality supplements based on Dr. Lee's whole food philosophy. Dr. Lee's goal was to provide nutrients as they are found in nature, where he believed their natural potency and efficacy would be realized.

We start with whole foods. Many of them, like beets, kale, and Spanish black radish, are grown on our own certified organic farm here in Palmyra, Wisconsin. These whole food ingredients are prepared in a way that safeguards their nutritional value and are then added to complex product formulas 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.



✓ 4. Commitment to Quality

From our certified organic farm and our exclusive manufacturing process to our quality control program and research and development department, our commitment to quality is the backbone of everything we do at Standard Process and something in which we take great pride.

Since the good manufacturing practices (GMPs) for dietary supplements were published in 2007, many companies began to look at quality in the way that we at Standard Process have been doing for decades.

Our manufacturing process, from raw materials to finished product, takes an average of six weeks. Throughout the process, raw materials are handled in a carefully controlled environment and tested for quality.

Our team of scientists, composed of highly trained and degreed microbiologists and chemists, works meticulously to guarantee our customers receive

the highest-quality products. Our quality control unit ensures our label claims are met and testing is performed after critical stages of production to confirm our products are free of bacterial contamination. Additionally, shelf-life studies are conducted on each product to make certain that label claims are met throughout the life of the product.



Quality Ingredients

When it comes to choosing supplements, quality is far more important than quantity. Some may think that more is better and try to megadose, but supplements that contain only synthetic vitamins have just a fraction of the beneficial compounds that are found in foods.

We start with the highest-quality whole food ingredients when making our supplements. Dr. Lee referred to the health value that comes from the nutrient complexes found in whole foods as “the life element”—and it can be produced only through biological processes.

Supplements that include whole food ingredients are more complex, as they contain a mix of constituents that can be used to address a wider range of the body’s needs. Our supplements include other targeted ingredients added to formulas as needed to support specific systems in the body.*



***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.**

Pea vine grown on our organic farm (above) is one of many whole food ingredients in our flagship product, Catalyn.





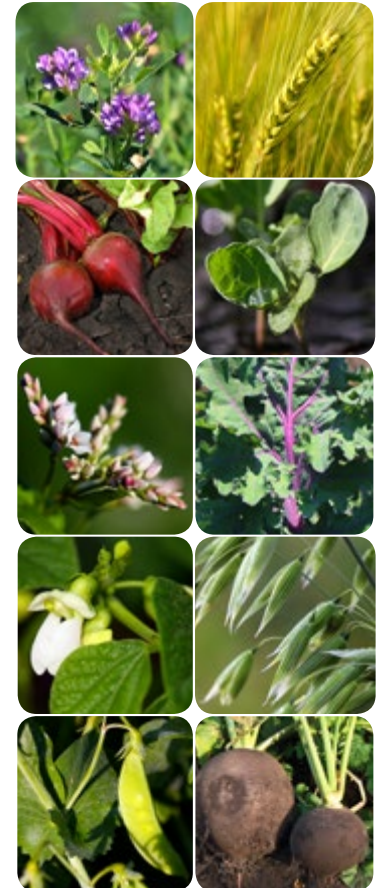
✓ 5. Source of Ingredients

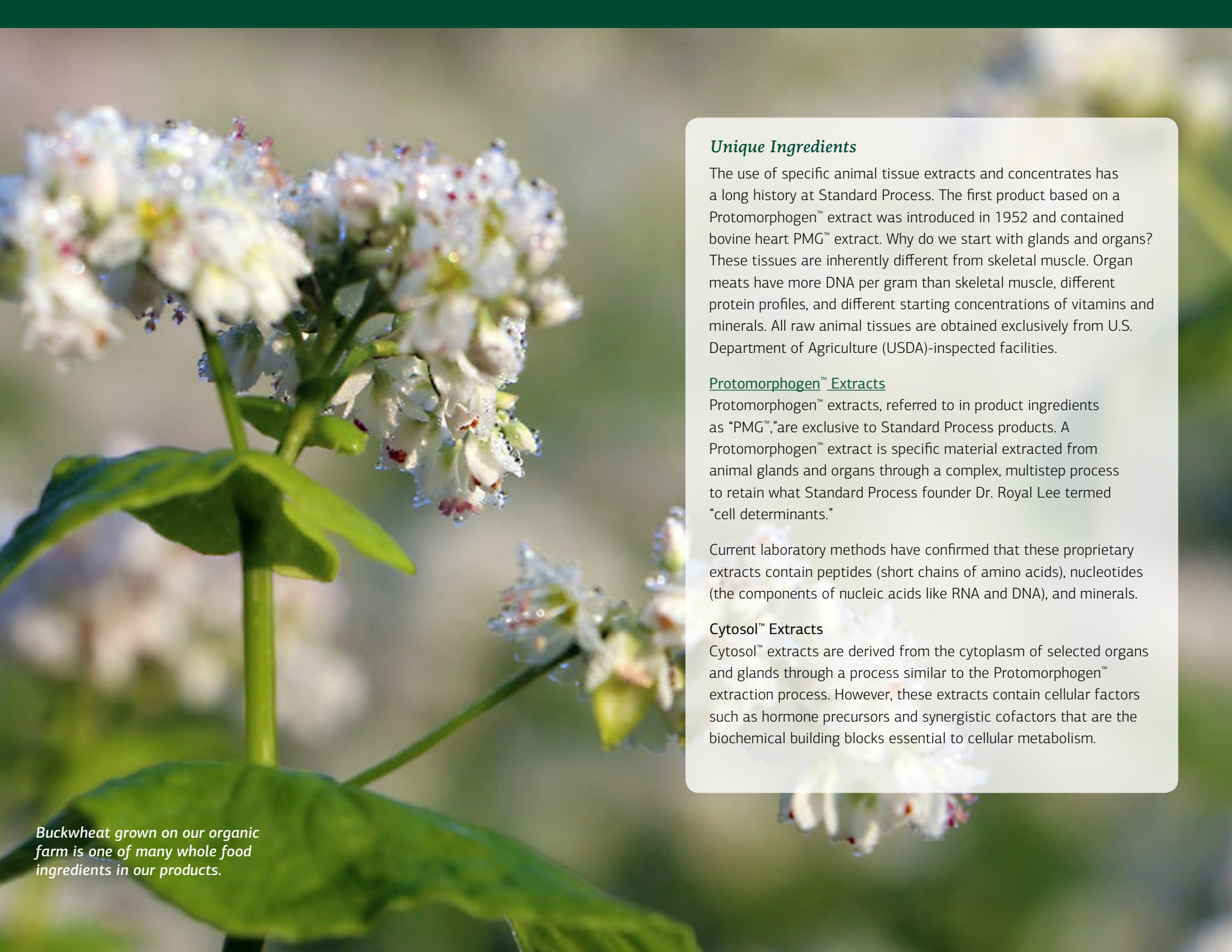
Manufacturers who grow their own ingredients have control over them. That's why, unlike many of our competitors, Standard Process owns a 420-acre certified organic farm. In fact, it's one of the largest organic vegetable farms in Wisconsin. Our nutrient-rich soil grows strong, vital plants that are used in our products. These plants include:

- » Alfalfa
- » Barley grass
- » Beets
- » Brussels sprouts
- » Buckwheat
- » Kale
- » Kidney beans
- » Oats
- » Pea vine
- » Spanish black radish

We grow more than 60 percent of the raw plant ingredients used in our products on our farm, where we harvest 6.5 million pounds of vegetables per year.

For ingredients we can't grow, we have an extensive, rigorous system of supplier auditing and validation. This allows us to provide patients with a product that has been controlled, vetted, tested, and verified from beginning to end.





Buckwheat grown on our organic farm is one of many whole food ingredients in our products.

Unique Ingredients

The use of specific animal tissue extracts and concentrates has a long history at Standard Process. The first product based on a Protomorphogen™ extract was introduced in 1952 and contained bovine heart PMG™ extract. Why do we start with glands and organs? These tissues are 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.

Protomorphogen™ Extracts

Protomorphogen™ extracts, referred to in product ingredients as “PMG™,” are exclusive to Standard Process products. A Protomorphogen™ extract is specific material extracted from animal glands and organs through a complex, multistep process to retain what Standard Process founder Dr. Royal Lee termed “cell determinants.”

Current laboratory methods have confirmed that these proprietary extracts contain peptides (short chains of amino acids), nucleotides (the components of nucleic acids like RNA and DNA), and minerals.

Cytosol™ Extracts

Cytosol™ extracts are derived from the cytoplasm of selected organs and glands through a process similar to the Protomorphogen™ extraction process. However, these extracts contain cellular factors such as hormone precursors and synergistic cofactors that are the biochemical building blocks essential to cellular metabolism.

✓ 6. Commitment to Organic

Plants grown organically contain fewer potentially harmful chemicals. Organic farming is safer for our farmers; environment; and plant, animal, and human neighbors.

Standard Process is not just a leader in the production of high-quality nutritional supplements. Standard Process is also a leader in organic farming. We believe the best way to provide the most nutritional whole food ingredients for use in our products is to grow many of them on our very own certified organic farm.

The core purpose of organic farming is to raise food and fiber without synthetics or genetic modification. The term “organic” is backed by a set of rigorous federal production and processing standards. [The National Organic Program \(NOP\)](#), part of the [USDA](#), regulates these standards.

The NOP standards are considered to be the basic starting point of the Standard Process farming philosophy. We are very proud to have developed internal organic standards that exceed the strict regulations set forth by the USDA as well as our certifier, the [Midwest Organic Services Association \(MOSA\)](#). For example, regulations specify that organic farms need to have three or four crops in rotation; we have 24.

Not only is our farm certified as organic by MOSA, so are our farm and plant processing facilities.



Many crops are grown on the Standard Process certified organic farm, including buckwheat (inset) and pea vine.

✓ 7. Comprehensive Product Offering

A comprehensive product offering can give health care professionals the options they need to support their patients' health. Standard Process offers more than 170 products, not including products from MediHerb® and Standard Process Veterinary Formulas. In the Standard Process product line, we proudly offer more than 120 gluten-free products and more than 35 vegetarian products.



Standard Process Whole Food Nutrient Solutions

Standard Process supplements made with whole food and other ingredients provide the body with nutrients that are found in nature but aren't always found in the standard American diet. These supplements supply vitamins, minerals, trace minerals, and phytonutrients in forms as close as possible to how nature intended, providing whole food nutrient solutions that support the body's amazing ability to heal itself. We offer vegetarian product options, and more than two-thirds of our products are gluten-free.*



MediHerb® Quality Herbal Medicine, Just as Nature Intended

Standard Process is the exclusive U.S. distributor for Australia-based MediHerb, a leader in herbal products for health care professionals. MediHerb's success is fueled by an unwavering commitment to delivering premium-quality, efficacious herbal solutions for optimal patient outcomes.*



Standard Process Veterinary Formulas™

These nutritional supplements made with whole food and other ingredients are formulated specifically for cats, dogs, and horses. Many animals have individual nutritional needs beyond what their regular diets provide and can benefit from having supplements added to their diets.*

***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.**



The final product is sealed and ready to be shipped to customers from the Standard Process manufacturing facility.



✓ 8. Education, Resources, and Community



Partner with Standard Process to help your patients achieve optimal health and wellness through proper nutrition—and get unique access to a wealth of valuable resources. Standard Process works with you to reach your goals by providing product training, guidance, and complimentary educational programs to expand your knowledge of whole food nutrition and herbs. Simply register for an account to get started. Then, sign up for a free website membership to take advantage of additional convenient tools and resources.

With our support, and through access to Standard Process education and events, members join an exclusive community of like-minded professionals.



Attend Events

By attending seminars, webinars, and special events, you'll have opportunities to learn about nutrition and quickly gain the confidence to recommend nutritional and herbal supplements to your patients. We also offer tours of our corporate headquarters to our health care professional customers and would be happy to have you schedule a tour if you are ever in the area.



Access Online Tools

Complimentary marketing tools, brochures, handouts, fliers, patient forms, and questionnaires are available for your use. You'll also find downloadable media, including videos, slide presentations and kits for patient workshops, and our library of on-demand webinars.

Website members have access to MediHerb's professional library, an extensive collection of papers and articles on herbal research that contains every article written since 1985 by co-founder Kerry Bone and MediHerb's team of clinical experts. Search the library by herb name and topic to read research summaries and stay current on important details like dosage, active constituents, and herb-drug interactions.

Learn more at www.standardprocess.com/health-care-professionals.



Standard Process corporate headquarters in Palmyra, Wisconsin is just a mile down the road from our 420-acre certified organic farm.

✓ 9. Corporate Responsibility

Standard Process is proud to work for the greater good, or “walk the walk” as many put it, in regard to corporate and social responsibility.

Sustainability

Sustainability and environmental stewardship have always been important at Standard Process. Our decision to use environmentally safe farming, manufacturing, and business practices underscores our interest in the health of the planet.

Our commitment to environmental sustainability goes far beyond our organic farming practices, extending to the ways we can be more energy-efficient and create less waste on our 420-acre certified organic farm and in our 286,000-square-foot manufacturing plant and corporate headquarters.

Among the sustainability honors we’ve received are:

- **Wisconsin Department of Natural Resources Green Tier 1 Member**
- **PR Daily Corporate Social Responsibility Award for Best Sustainability/Green Initiative**
- **Wisconsin 75 Distinguished Performer Award (Environment)**
- **Nutrition Business Journal Business Achievement Award for Organic Excellence**



Employees can choose from a number of fitness classes held on-site daily.

Wellness

As evidence of our dedication to enhancing the quality of life for employees, Standard Process offers a comprehensive wellness program that encourages employees to stay active and focus on healthy lifestyle choices. The program includes an on-site fitness center, a fitness coordinator, personal trainers, fitness classes, on-site chiropractic physicians and acupuncture services, comprehensive health risk assessments, an annual wellness-challenge incentive, educational health lectures, and more.

In fact, Standard Process has established itself as a leader in the area of corporate wellness through participation in a variety of organizations and activities. Members of the wellness team are active on local and national wellness councils and have been honored to share their experience in program development with other Wisconsin companies. In 2014, Standard Process launched a business unit dedicated to improving employee wellness, organizational efficiencies, and the financial bottom line for companies through on-site wellness centers led by chiropractors. [Cultivate by Standard Process™](#) is the first company of its kind that provides an on-site chiropractic professional as part of an organization's wellness offering.

Awards

Standard Process has received a number of awards, including:

- ✦ Designation as a Top Workplace in Southeastern Wisconsin by the Milwaukee Journal Sentinel in 2010, 2011, and 2013, including No. 1 rankings in benefits and pay
- ✦ Setting the Gold Standard Award at the Wisconsin Family Business of the Year Award ceremony in 2011
- ✦ PR Daily Corporate Social Responsibility Award for Best Sustainability/Green Initiative in 2013
- ✦ Governor's Worksite Wellness Award in 2009 and 2010
- ✦ Ranking on the Inc. 5,000 list of America's fastest-growing private companies from 2007 to 2012
- ✦ Ranking on the Wisconsin 75 list of top privately owned Wisconsin companies from 2008 to 2016
- ✦ The Wellness Council of America Well Workplace Award in 2013 (platinum) and 2007 (gold)

Standard Process is also a Better Business Bureau-accredited business with an A+ rating.

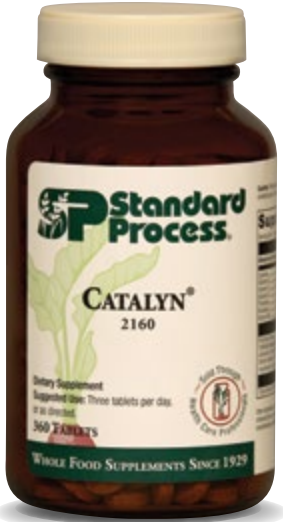


Standard Process President Charlie DuBois at our certified organic farm

✓ 10. Family Ownership

Health care professionals want partners who are committed, hard-working, and trustworthy. They have found that in Standard Process, which is privately held and has been family owned for three generations. It was founded in 1929 by Dr. Royal Lee, long before many other supplement companies entered the market.

Today, Standard Process is run by Dr. Lee's great-nephew Charlie DuBois and owned by Charlie and his sister, Mary DuBois-Wisniewski. Charlie is honored to be the leader of a company that is committed to carrying on Dr. Lee's philosophy so that health care professionals and their patients will continue to receive the best in whole food nutrition.



JOIN US!

Thank you for reading this e-book. We hope it will help you evaluate supplement companies and guide you to select one that is the best fit for you and your patients.

By now you have learned what makes our company and exclusive partnership opportunity so unique. We invite you to open an account to see for yourself the wonderful benefits of being a Standard Process customer and partner. Visit www.standardprocess.com/register or call 800-558-8740 for more information.

We're Committed to Being a Leader

Sustainability and environmental stewardship have always been important at Standard Process. Our decision to use environmentally safe farming, manufacturing, and business practices underscores our interest in the health of the planet. Visit www.standardprocess.com/sustainability to learn more.

In our efforts to be more energy-efficient and create less waste, we have created this e-book. We encourage our health care professional customers and their patients to read it digitally.



standardprocess.com

CONNECT WITH US



©2016 Standard Process Inc. All rights reserved.

No part of this publication may be reprinted or reproduced in any form without prior written permission from the publisher. LN0198 10/16