



WHOLE FOOD NUTRIENT SOLUTIONS



TOGETHER, WE CAN  
TRANSFORM LIVES



THE STANDARD PROCESS DIFFERENCE

A person stands on a large rock in the foreground, arms raised in a gesture of triumph or awe. They are overlooking a vast, deep valley with a prominent, sheer rock face on the left. The scene is bathed in the warm, golden light of a sunrise or sunset, with long shadows and a soft glow. The sky is filled with wispy clouds, and the overall atmosphere is one of inspiration and achievement.

# EVERY DAY YOU WAKE UP WITH A MISSION

**TO CHANGE THE LIVES OF YOUR  
PATIENTS FOR THE BETTER**

**You've answered your calling**, and you take it seriously. We know the feeling.

**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®.

**We understand your challenges.**

**We share your beliefs and values.**

**We invite you to partner with us to help fulfill your mission.**

# WE CHANGE LIVES WITH OUR WHOLE FOOD PHILOSOPHY

**Like you, we do things differently.** For us that means creating formulas that contain whole foods, whole plants, vegetables, animal tissues, minerals, and other ingredients. This whole food philosophy truly illustrates the Standard Process difference. Our formulas' proprietary blends deliver complex nutrients that support the body's innate ability to create optimal health and wellness.\*

## WE BELIEVE IN CHANGING LIVES WITH NUTRITION

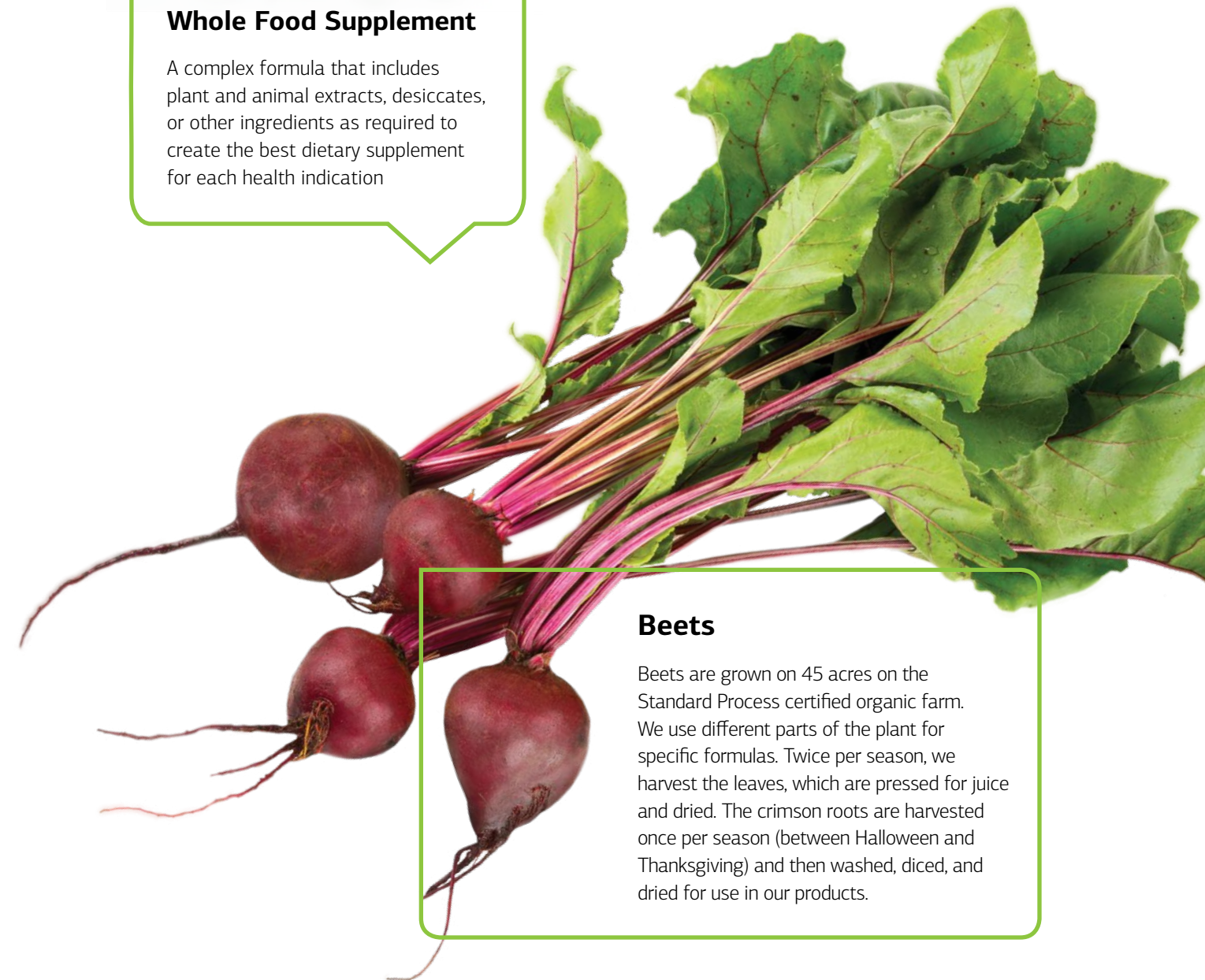
Our dedication to making quality supplements that provide nutrients as they are found in nature is so strong that we have our own certified organic farm, on which we grow many of our product ingredients. These ingredients are then prepared in ways that safeguard their nutritional value.

\*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.



### Whole Food Supplement

A complex formula that includes plant and animal extracts, desiccates, or other ingredients as required to create the best dietary supplement for each health indication



### Beets

Beets are grown on 45 acres on the Standard Process certified organic farm. We use different parts of the plant for specific formulas. Twice per season, we harvest the leaves, which are pressed for juice and dried. The crimson roots are harvested once per season (between Halloween and Thanksgiving) and then washed, diced, and dried for use in our products.

# WE GROW INGREDIENTS ON OUR CERTIFIED ORGANIC FARM

We have established ourselves as a leader in the organic farming community and consider ourselves stewards of the land. We take great care to nurture the soil and plants to harvest the best-quality ingredients possible in a sustainable way.

We are committed to growing many of our own whole food ingredients. In fact, we grow more than 6.5 million pounds of plant ingredients every year on our 420-acre certified organic farm. They make up more than 60 percent of the raw plant ingredients used in our products. Our dedication to the health of the land and local ecosystem is just as strong as our dedication to the health of the whole family.

# WE'RE SERIOUS

# ABOUT QUALITY

### QUALITY IS THE BACKBONE OF EVERYTHING WE DO

We are committed to quality from seed to supplement®, from growing and sourcing our product ingredients to our exclusive manufacturing processes and research and development efforts.




Rows of buckwheat glisten in morning sun on the Standard Process certified organic farm, which grows 6.5 million pounds of plant ingredients each year on 420 acres.



The Standard Process corporate headquarters in Palmyra, Wisconsin, located just down the road from our certified organic farm. This 287,000-square-foot building includes the manufacturing facility and houses the company's 370 employees.


#### IT STARTS WITH SOIL

No genetically modified organisms, synthetics, or herbicides are used on our certified organic farm.



#### WHOLE FOOD INGREDIENTS

More than 60 percent of all raw plant ingredients that go into our products come from our farm.



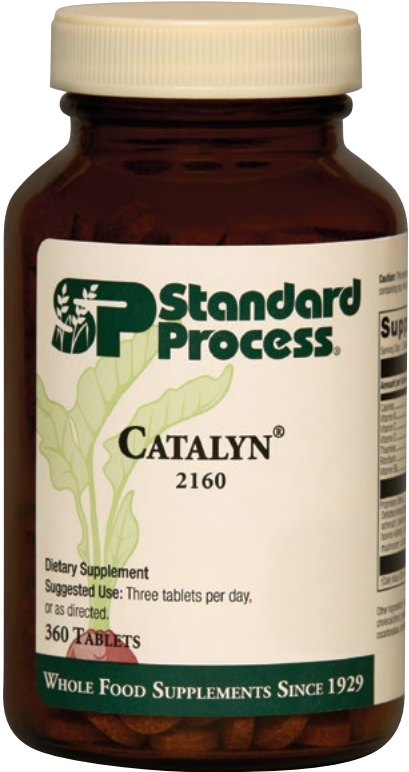
#### MANUFACTURED WITH CARE

Our in-house scientists research, develop, process, and test our high-quality products.



### QUALITY FROM SEED TO SUPPLEMENT®

From the seeds we plant to the packages we ship, we control every phase of the manufacturing process.



# WE MAKE PRODUCTS TO SUPPORT THE HEALTH OF THE WHOLE FAMILY

Standard Process offers a comprehensive line of more than 170 nutritional supplements made from whole food and other ingredients. More than two-thirds of Standard Process products are gluten-free, and a number of our products are vegetarian. Many of our formulas feature animal extracts including our proprietary Protomorphogen™ extracts (referred to in product ingredients as “PMG™”) and Cytosol™ extracts.

Standard Process is also the exclusive U.S. distributor for Australia-based herbal supplement brand MediHerb®. MediHerb is an industry leader in botanical medicine research. The result is the creation of herbal products that deliver premium-quality, highly efficacious herbal formulas. Together, Standard Process and MediHerb uphold the belief that herbal products and supplements made with whole food and other ingredients are natural complements for supporting optimal health outcomes.\*

**Our focus on whole food nutrition supports the entire family.** The Standard Process Veterinary Formulas™ product line consists of supplements with whole food ingredients for dogs, cats, and horses.

\*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.



# WE PARTNER WITH HEALTH CARE PROFESSIONALS

A group of health care professional customers tours the Standard Process certified organic farm in Palmyra, Wisconsin.

We want to partner with practitioners who are as passionate about transforming lives as we are. As a health care professional, you are uniquely qualified to provide personalized supplement recommendations.

We've been trusted for generations. We've been transforming lives since 1929. Generations of practitioners and their patients have trusted our products. We're proud of our long history as industry pioneers.

## Joining the Standard Process family means you can:

- Trust that you are providing a high-quality product that changes patients' lives.
- Receive access to education, tools, and resources that will expand your knowledge base and support your practice.
- Have the opportunity to engage with a community of like-minded professionals.

# WE INVITE YOU **TO** PARTNER WITH US!

## TOGETHER, WE CAN TRANSFORM LIVES

**When you join us**, you will grow with us as a partner and increase your ability to positively influence the health and well-being of your patients.

**After more than 85 years in the business and many millions of bottles sold, we still can't do it without you.** It's practitioners like you who make the Standard Process difference a reality.

Learn much more about the Standard Process difference. Download The Standard Process Difference, a free e-book, at [www.standardprocess.com/the-difference](http://www.standardprocess.com/the-difference).

Become a partner today.

Visit [www.standardprocess.com/register](http://www.standardprocess.com/register) or call 1-800-558-8740 for more information.





# THE STANDARD PROCESS DIFFERENCE



**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.

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## At Standard Process:

We change lives with our whole food philosophy.

We grow ingredients on our 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. Our products have been transforming lives since 1929.

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