



# The Standard Process Difference







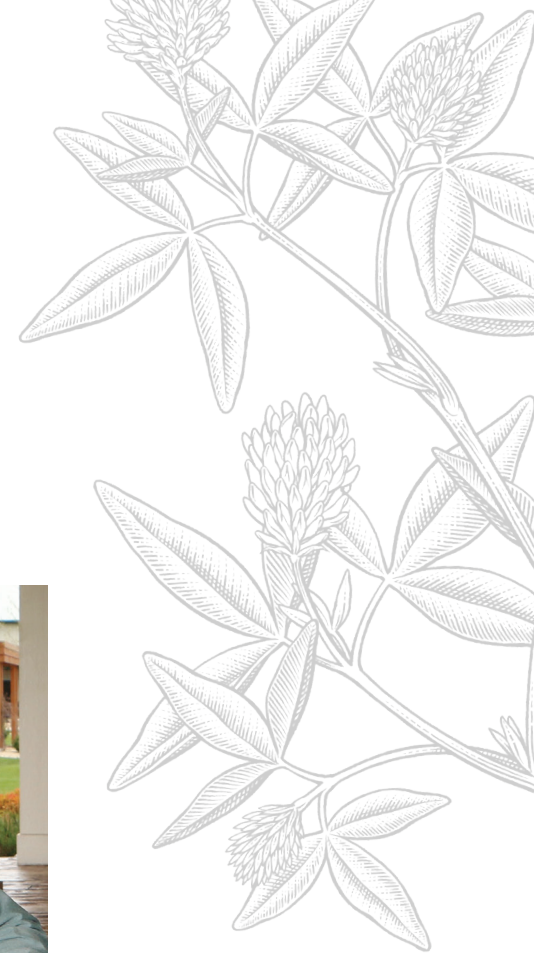
## A Visionary Company Since Our Inception

For over 90 years, Standard Process has pioneered innovation in whole food nutrition. It started with our founder, Dr. Royal Lee, who recognized nutritional deficiencies caused by processed foods and industrial food production. Through his research and collaboration with health care practitioners, we were the first to introduce whole food-based supplementation in the United States. His early insights began a revolution that holistically addressed the nutritional issues related to poor health – issues that we still face today.

Dr. Royal Lee, Founder



*Standard Process remains a forward-thinking, family-owned, multi-generational company that is led by our President & CEO, Charlie DuBois.*





# Uniquely Us

People have relied on Standard Process for nearly a century to help improve their quality of life with our supplements. This booklet will guide you through some of the reasons why.

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## Our Whole Food Philosophy

Since 1929, Standard Process has been dedicated to the field of nutritional supplements and the whole food philosophy introduced by Dr. Royal Lee. He knew that the health-giving properties of a whole food exceed those of isolated vitamins and minerals. His goal was to provide nutrients as they are found in nature – in a whole food state where he believed their natural potency and efficacy would be realized.

Insights from Dr. Royal Lee:

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



# What is a Whole Food Supplement?

Whole food-based supplements generally include foods that are prepared in a way that safeguards their nutritional value. When making our supplements, we start with whole foods like pea vine, Spanish black radishes and beets. The great majority of our plant ingredients are grown locally on our certified organic farm in Palmyra, Wisconsin. This allows us to control the quality of our ingredients *from seed to supplement*®. Our whole food-based ingredients are an important part of our complex product formulas that may also include whole food extracts, specialized protein extracts and concentrates, botanicals, whole food isolates and other ingredients as required to meet our high quality standards.

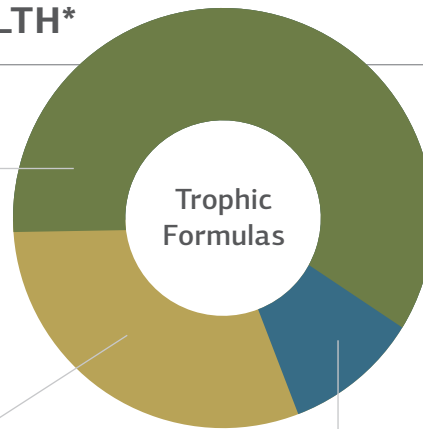
## FORMULATED FOR OPTIMAL HEALTH\*

### VEGETABLE

- Whole food ingredients grown on the Standard Process certified organic farm
- Whole food ingredients
- Botanicals
- Whole food extracts

### ANIMAL

- Protomorphogen® brand extracts
- Cytosol® brand extracts
- Whole desiccates



### ISOLATE

- Whole food isolates
- Synthetic ingredients

\*Graphic is for educational purposes only and does not represent the formulation percentages in all of our products.





# Our Farm and Way of Life

For three generations, Standard Process has believed in the power of whole food nutrition and the idea that what we eat is directly related to our health and quality of life. This is one of the main reasons we own our 732-acre sustainable, certified organic farm in Palmyra, Wisconsin.



Organic farming is not just something we do, it's our way of life. Our farmers are experts at their craft and are led by our Director of Farm Operations, Christine Mason, who is a highly respected leader in the organic farming community. Their combined farming experience, instincts, and innovative thinking ensure our farm brings in a successful harvest year after year. They take soil health and organic farming to a whole new level.

"Without vitality in the soil,  
there is no vitality in the bottle."  
- Dr. Royal Lee





## All Organic Farms Are Not the Same

Helping people live healthier lives starts right here on the farm. Our organic certification guarantees there are no synthetic pesticides and no genetically modified organisms (GMOs) used to grow our crops. Our commitment to health and wholesome farming runs deeper than that, though. It starts with a real investment in the soil.

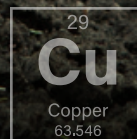
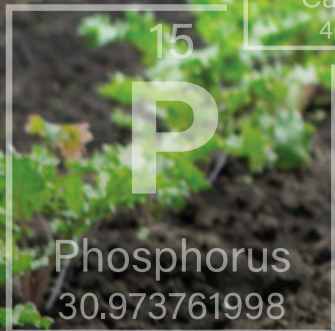
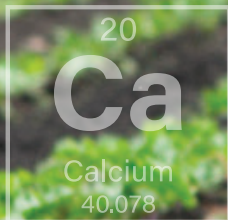
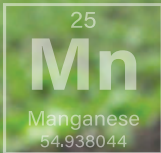
For decades, our expertise in cultivating healthy soil has allowed us to maximize the nutrient density in our products, delivering them to you as close to nature as possible, and producing the kind of nutritional vitality that changes lives.

*A great majority of the raw plant ingredients used in our products are grown on our own certified organic farm.*

"Right in front of my eyes, I watched vegetables picked from the farm put in a trailer and brought directly into processing. We literally watched as the juices flowed from the organic material. I am very grateful to Standard Process for continuing to set the standard on quality and providing me with the opportunity to see what sets them above all the other supplement companies."

- Bart M. Precourt, DC of Balance Health Studio  
Seagrove Beach, Florida





## The Difference is in Our Soil

The focus of every decision we make at the farm is how to maximize the health and vibrancy of the soil in order to maximize the nutritional impact of our ingredients. As a result, our soil has vitality. It is literally a bio-diverse community thriving with thousands of living organisms.

We foster this rich community of soil life using many different organic and regenerative practices.

- Rotation of around 30 different crops
- Managing and applying our own organic compost
- Extensive utilization of multiple cover crops

*Cover crops protect the soil surface from wind and rain erosion while helping them gain strength from the natural cycle of life, both above and beneath the soil surface.*





# Crops are Carefully Chosen for Their Bioavailability of Nutrients



**BRUSSELS  
SPROUTS**



**ALFALFA**



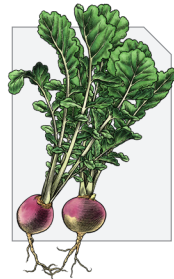
**OATS**



**KALE**



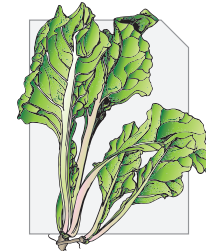
**SPANISH  
BLACK RADISH**



**TURNIP  
GREENS**



**HEMP**



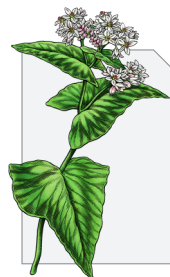
**SWISS  
CHARD**



**BARLEY  
GRASS**



**PEA VINE**



**BUCKWHEAT**



**KIDNEY  
BEANS**



**BEETS**





## Leading and Living Sustainably

Living a healthy lifestyle starts with healthy foods, and healthy foods start with a healthy environment. That's why sustainability and environmental stewardship have always been integral to what we do at Standard Process – it's in our DNA.

From our farming methods to our efforts to conserve energy, water and create less waste in every area of our business, we view corporate sustainability as an ongoing commitment – and the right thing to do. We are always looking for new ways to ensure we are operating as efficiently and environmentally responsible as possible – for the health of the planet and generations to come.



CO<sub>2</sub>

### **CARBON EMISSIONS**

Our carbon emissions have been reduced by nearly 20,000 metric tons since 2010



### **COMPOSTING PRACTICES**

2 million pounds of compost kept out of landfills



### **WATER CONSERVATION**

Reduced wastewater discharge by 30 million gallons since 2014



# Quality Driven from Soil to Supplement

Because we grow the great majority of our ingredients for our supplements on our own certified organic farm, we have control over the quality of our products in a way that few others in the industry do. Our vertical integration allows us to ensure high quality because we manage the process from start to finish.

To safeguard the vital nutrients in our ingredients, we apply stringent standards to how we farm, source, manufacture, test and formulate all of our products. Our state-of-the-art manufacturing equipment and finely honed processes help ensure the overall quality, safety, consistency, potency, and purity of all our products – protecting nutrients at every step.

Insights from Dr. Royal Lee:

*“The key to the highest quality is the manufacturing process.”*



Soil Management & Farming



Processing



Quality Control



Manufacturing



Distribution





### Nutrition Innovation Center



Our 10,000 square-foot clinical research facility is designed for the advancement of nutrition science specific to the whole food health advantage.

## Redefining the Landscape Through Innovation

Founded by a visionary and inventor, our roots have always been in innovation. We are driven by our mission to change lives, always looking for new and better ways to do that. Today, we continue to elevate that commitment by investing in areas such as our Nutrition Innovation Center, advanced technologies on our farm, state-of-the-art manufacturing facilities, and valuable relationships with partners who help us advance within the nutritional science field.





# We Support the Health of the Whole Family

We believe there is a direct relationship between the earth, what you consume, and your overall well-being. Our products are founded on that principle. It's important to us that both people and their pets and horses live healthier lives, and that starts with getting the nutrients they lack back into their bodies. We offer four brands that provide a holistic approach to whole family health and all of them are made with the same high-quality ingredients we ensure through our stringent growing, sourcing, testing, manufacturing, and quality control processes. From our supplements to our whole grains and our veterinary formulas, we keep our ingredients as close to nature as possible, so you know exactly what goes in them.

## Our Holistic Approach

to delivering complex nutrients to your body



**HEALTHY  
SOIL**



**HEALTHY  
PLANTS**



**HEALTHY  
LIVES**



**Nutritional Supplements**



**Herbal Supplements**



**Veterinary Formulas**



**Organic Whole Grains**




## Valued Practitioner Partnerships

We've always valued our relationships with our practitioners - they are like our extended family. They inspire us to collaborate, innovate, and continue to pioneer the nutritional supplementation of the future. With their insights, we work in partnership to ensure the best outcomes for their patients.







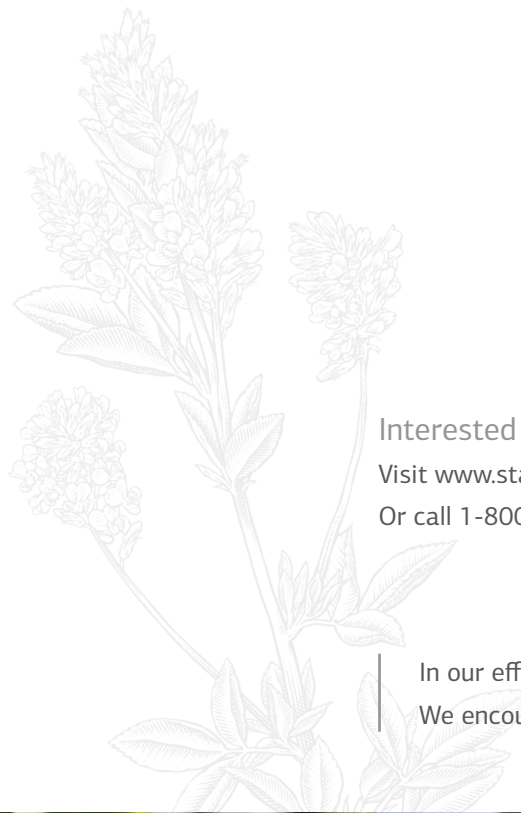
## Together, We Change Lives for the Better

**Here, family is at the heart of everything we do –** and family includes everyone – employees, health care practitioners, patients and their families, pets and horses too. Since our founding in 1929, Standard Process has proudly remained a family-owned and operated company. Our multi-generational business, now led by President & CEO, Charlie DuBois, carries on Dr. Lee's legacy and will continue with the next generation of DuBois children.

“At Standard Process, we make products that change people’s lives. The impact that we can have on so many people around the country is what makes our work here so special.”

**- Charlie DuBois, President & CEO**





Interested in becoming a health care professional partner?

Visit [www.standardprocess.com/register](http://www.standardprocess.com/register)

Or call 1-800-555-8740 for more information.

In our efforts to be more energy-efficient and create less waste, we have created this eBook.

We encourage our health care professional customers and their patients to read it digitally.



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**TOGETHER WE  
CHANGE LIVES.**

Standard Process, Your Health  
Care Practitioner, and You

 **Standard  
Process**  
WHOLE FOOD NUTRIENT SOLUTIONS