



General Wellness

Helping You *Simplify* the Product Selection Process



When the Diet Falls Short, General Wellness Supplements Can Step Up

Busier lives may mean more meals on the go, and less-than-ideal nutrition. Fortunately, helping your patients improve their nutrition doesn't have to be difficult.

When you recommend Standard Process® and MediHerb® supplements, you are giving your patients a shortcut to

overcoming a number of nutritional shortfalls. They're easy, effective ways to get a variety of the essential vitamins and minerals that the body needs.

When we work together, we can change lives.

DID YOU KNOW?

- **The U.S. population's average intake of fruits and vegetables** fall far below the recommended amounts¹
- **Only 9.3% of U.S. adults** meet the daily vegetable intake recommendation²

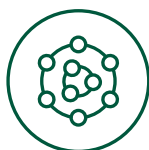


A High Risk of Nutrient Deficiency

In the United States, average fruit and vegetable intake falls far below the recommended amounts. Approximately 88 percent of U.S. adults fall short of consuming the recommended amount of daily fruit, while nearly 91 percent do not meet the recommendation for daily vegetable intake.^{1,2}

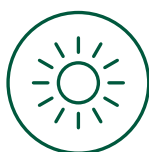
In addition to not consuming enough healthy fruits and vegetables, Americans are also not eating an adequate variety of fruits and vegetables.³ Consuming a diversity of fruits and vegetables can provide a wide array of beneficial nutrients and phytonutrients, and has been associated with higher intakes of micronutrients and nutrient adequacy.^{1,4,5}

Conversely, not consuming enough fruits and vegetables can lead to a lack of:



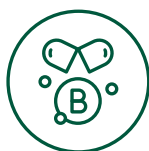
ANTIOXIDANTS

Vitamin A supports antioxidant activity to protect against free radicals and promote healthy cell functions.⁶⁻⁸ Vitamin A is also involved in immune function and the normal formation and maintenance of vital organs such as the heart and lungs.⁶⁻⁸



VITAMIN D

Individuals with inadequate sun exposure are at risk of vitamin D deficiency.⁹ Vitamin D is a fat soluble vitamin that supports bone health and development, cellular function, neuromuscular function, and immune function.^{8,10}



B VITAMINS

B vitamins are vital cofactors for hundreds of biological functions in the body. They include:

- **Thiamin (vitamin B₁)** acts as a co-enzyme associated with the metabolism of carbohydrates and amino acids.¹¹
- **Riboflavin (vitamin B₂)** is converted to its coenzyme forms in most tissues which are involved in many enzymatic reactions in the body including energy production, cellular functions, growth, and development.⁶
- **Vitamin B₆** in coenzyme forms are involved in more than 100 enzymatic reactions in the body including the synthesis of heme in the red blood cells and neurotransmitters, and the metabolism of carbohydrates and lipids.^{6,8}



PHYTONUTRIENTS

Phytonutrients are natural, plant-derived compounds that are reported to be beneficial to human health.

Learn More About These Featured Supplements



More Than Just a Multivitamin

Catalyn, Dr. Royal Lee's first product, supplies multiple vitamins. It contains antioxidants and vital nutrients from whole food and other sources.* *Also available in a chewable option.*

- Supplies multiple vitamins for complex nutritional supplementation
- Designed to help bridge nutritional gaps in the diet
- Encourages healthy cell function*
- Supports overall well-being*

Bone & Immune Health*

Cataplex D is a vitamin D supplement providing 40 mcg (1,600 IU) of vitamin D that supports the immune system, bone health, and mineral absorption.*

- Supports healthy immune system response function*
- Encourages healthy calcium absorption from the intestinal tract into the blood*
- Supports and maintains healthy bone density*
- Excellent source of vitamin D and antioxidant vitamin A



Scan to learn more about Catalyn®



Scan to learn more about Cataplex® D





VITAMINS & MINERALS

General Health Pack
13020 60 Packs



OMEGA-3

Tuna Omega-3 Oil
8070 120 Softgels

General Health Pack

General Health Packs provide convenient foundational maintenance support to help patients maintain optimal health.* Each pack contains:

- **Catalyn®** (3 Tablets) — Contains antioxidants and vital nutrients from whole food and other sources
- **Trace Minerals-B₁₂™** (1 Tablet) — Trace mineral supplement
- **Tuna Omega-3 Oil** (2 Softgels)— Supports general health and helps bridge omega-3 dietary gap*



*Scan to learn more
about General Health Packs*

Bridges Omega-3 Dietary Gap*

Tuna Omega-3 Oil helps bridge the gap in dietary omega-3 intake and supports the body's natural inflammatory response function.* *Also available in a chewable option.*

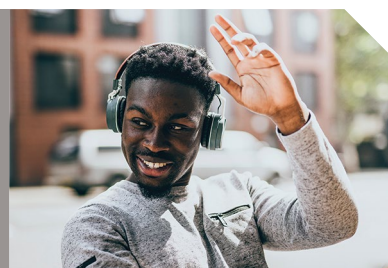
- Contains omega-3s, which are essential for normal skin function
- Contains the omega-3 fatty acid, DHA, which is important for normal brain structure
- Contains DHA, which is important for proper fetal eye and brain development



*Scan to learn more
about Tuna Omega-3 Oil*



Learn more and order at
standardprocess.com/wellness



Choose the Right Products For Your Patients

ANTIOXIDANT

OPC Synergy®
6090 40 Capsules



Provides a synergistic blend that exhibits antioxidant activity and supports cell functioning*

DETOX

Chlorophyll Complex™
2275 60 Softgels | 2325 240 Softgels



A chlorophyll supplement in a softgel that helps support the body's detoxification mechanisms*

SP Green Food®
4650 150 Capsules



Promotes healthy liver function* and provides phytonutrients from organic whole food-based sources

GI HEALTH

ProSynbiotic
7085 90 Capsules



A probiotic for everyday microbial support with a synergistic blend of 4 probiotic microbes and a prebiotic fiber to support overall intestinal health*

HEALTHY AGING

MediHerb® HerbaVital
M1770 60 Tablets







Provides multi-action support for healthy aging*





Vegan products are devoid of animal-based tissue, animal-based gelatin, or fish oils. They are also devoid of animal-based ingredients such as dairy, eggs, honey, beeswax, and lanolin. **Vegetarian** products are considered lacto-ovo vegetarian, which means they are devoid of animal-based tissue, animal-based gelatin, or fish oil. They may contain animal-based ingredients such as dairy, eggs, honey, beeswax, or lanolin. **Gluten-Free** products have been tested to verify they meet the regulations associated with the United States Food and Drug Administration's gluten-free labeling. **Non-Dairy** products have been formulated to not contain milk or milk-derived ingredients. Products labeled as **USDA Organic** means they have been certified as Organic by a USDA-accredited certifying agent.

*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.







IMMUNE

MediHerb® Echinacea Premium M1240 40 Tablets M1245 120 Tablets		Combines the roots of <i>Echinacea angustifolia</i> and <i>Echinacea purpurea</i> to enhance healthy immune system function*
Epimune Complex 4050 90 Capsules		A vegan immune system support supplement designed to help the immune system stand up to challenges and help support respiratory health*
SP® Power Mix 7500 14 oz	 	Contains a blend of phytonutrient-rich, superfood-based ingredients — several of which are grown on the Standard Process certified organic farm

MUSCULOSKELETAL

Bone Health Pack 13010 60 Packs		A convenient daily packet of supplements for adults combined to provide convenient maintenance support to keep bones strong & healthy* Each pack includes: Calcifood® (3 Wafers), Cataplex® D (1 Tablet), Cruciferous Complete™ (1 Capsule), and Ostrophin PMG® (2 Tablets)
Calcium Lactate 1875 90 Tablets 1895 180 Tablets 1905 360 Tablets	 	A dairy-free, vegan tablet that helps maintain healthy bone density*
Veg-E Complete Pro™ 8180 Chocolate - 26 oz 8185 Vanilla - 22 oz	 	An organic, multisource blend of plant-based protein powder and an excellent source of protein & iron*

VITAMINS & MINERALS

B Vitality with CoQ10 2174 90 Capsules	 	A cellular health supplement containing coenzyme Q10 (CoQ10) to help protect cells from free radicals*
E-Z Mg™ 3940 180 Tablets	 	A plant-based, organic magnesium (Mg) supplement developed to support patients with inadequate dietary magnesium intake*
Magnesium Lactate 5425 90 Capsules	 	Contains magnesium to support cellular functions*

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®.



standardprocess.com



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