A HERO’S JOURNEY

The Heroic Journey
and Transformation of the
Standard Process® Practitioner
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Introduction

Since the beginning of time, cultures around the world have celebrated their heroes. What is remarkable is that these myths, legends, and dramas have a very similar narrative structure. Known as “The Hero’s Journey,” the story describes, in multiple stages, the adventure that the “hero” undertakes.

We’ve looked carefully at each of the 12 stages of the hero’s journey, and what we discovered is that the vast majority of health care practitioners who believe in the power of whole food nutrition and offer Standard Process are on their own hero’s journey.

For us, you are the hero, and we are hopefully one of your mentors. In this book we’ve written about your hero’s journey, complete with all 12 of the archetypal stages. It is our way of showing our deep respect and gratitude for all that you do for your patients and communities.

Charles C. DuBois
President
Standard Process Inc.
When you started your practice, you thought about what could be. The difference you could make in people’s lives. The reason you became a practitioner in the first place. You knew it wouldn’t be easy. You just didn’t know it would be so hard. You didn’t realize the challenges you’d face, the obstacles that would be thrown in your path.

Every day, 50 million Americans eat fast food. Less than 20 percent of them meet the Department of Agriculture guidelines for a healthy diet.

Furthermore, Americans spend 14 percent of their food budget on sweets and 17 percent on refined grains but only 4 percent on fruit and just 0.5 percent—that’s half a percent—on green leafy vegetables.

And when they do eat whole foods, what are they getting for that 4.5 percent of their food budget? Not much.

Over the past half century, many vegetables and fruits have experienced reliable declines in protein, calcium, phosphorus, iron, riboflavin (vitamin B₂) and vitamin C. These declines were due to changes in cultivation that resulted in a trade-off between yield and nutrient content.

And let’s not even get started about the water.

Nutrition is one thing. What about the way we care for the 117 million Americans who have at least one chronic disease?

About 48 percent of Americans take a prescription medication, and 1 in 10 takes five or more prescription drugs. Nine percent are on antidepressants, and 20 percent of women between ages 50 and 64 are taking these drugs.

By 2021, 20 percent of the U.S. gross domestic product will be health care spending. That’s $4.8 trillion.

The United States spends 2½ times more on physicians, specialists, and dentists than other developed countries, such as Australia, Canada, England, France, Germany, Ireland, New Zealand, Japan, and Belgium. But that money seems to be going down the drain when the U.S. ranks a lowly 26th in life expectancy.

Who can afford health care anyway? Not the more than half of all Americans who delay or forgo medical care altogether.

It doesn’t have to be this way. You know this.
So you ask yourself, “Am I doing enough?” And in response, you hear the call. To do more. But how?

Family doctors were always valued because they were a part of the community. They knew their patients and their patients’ families, and they delivered real, personal care. When you entered these doctors’ offices, they didn’t know just your symptoms; they knew your history—your family’s history—and the life of your town or city.

But all that’s changed.

More and more Americans are just numbers in a risk assessment algorithm. A computer asks questions, a nurse reviews the answers, and a doctor gives a patient 5-10 minutes. It’s all in the name of cost cutting and efficiencies. The irony is that it’s all getting more expensive.
Within your scope of practice, if you choose, you can be the practitioner who truly knows patients and their families and delivers real, personal care. But do you have the courage, confidence, and certainty to stand up and fill this important role in your community? Do you need a leg up?
PART 4

MEETING THE MENTOR
“Just as the chemist cannot create life, neither can he create a complex vitamin, the life element in food and nutrition. This is a mystery the chemist has not solved and probably never will.”

— Dr. Royal Lee

There was a man who felt just like you do. His research led him to conclude that the diets we were eating were hurting us more than helping us.

He recognized that the industrial farm and food system was not providing optimum nutrition for our bodies. And in dental school he discovered poor nutrition was a cause of tooth decay. All that and still this health crisis was personal. He worried about the health of his mother.

So he did something about it. He created a nutrient supplement made from carrot root, pea vine, alfalfa, mushroom, wheat germ, and other ingredients—and he gave it to his mother and used it himself.

It worked.

He found the results to be so remarkable that he couldn’t keep this supplement and its potential to himself. He reached out to pharmaceutical companies, who were in a great position to make and promote this product. But they said it didn’t fit their business model. So he decided to make it on his own. That was in 1927. The supplement was Catalyn®, and the entrepreneur was Dr. Royal Lee, founder of Standard Process.
Committing to the holistic path of healing doesn’t put you against the world. Rather, this commitment joins you with a community of health care providers. You are part of a growing movement, and that creates validity and strength. How you approach this is critical because what you are fighting for is huge.
TESTS, ALLIES AND ENEMIES

PART 6
By the end of the 19th century, a man named Antoine Béchamp had explored the theory that disease is the result of damaged or malnourished cellular tissue, the body’s internal environment, that produces systemic imbalances and ultimately determines our health.

Austrian philosopher and spiritual scientist Rudolf Steiner gave a series of lectures on biodynamic farming in 1924, a direct answer to healing degraded soil conditions and deteriorating health of crops and livestock caused by the use of chemical fertilizers. In the 1930s, Albert Howard began comparing traditional farming with industrial and concluded, “The health of the soil, plant, animal, and man is one and indivisible.”

While studying the multigenerational impact of diets on cats, Francis Pottenger Jr. discovered that when each successive generation ate a deficient diet, the detrimental hereditary effects got worse and worse.

Weston Price, an American dentist, observed diseases endemic to Western culture that simply didn’t exist elsewhere. His conclusion? Western methods of preparing and storing foods stripped away the vitamins and minerals necessary to prevent these diseases.

This international community of holistic scientists, as well as others, was making discoveries similar to those by Dr. Royal Lee about the relationship between good nutrition and health. Their findings validated his, and his breakthroughs confirmed theirs.
APPROACH THE INMOST CAVE
Dr. Lee’s genius was that he could observe specific behaviors within complex mechanical systems as well as organic systems and apply a systems-thinking approach to his solutions or inventions. He could address the specific problems while bringing balance to the whole system.

One of his key beliefs was that there is a difference between synthetically made nutrients and those that come from whole food.

He believed “a vitamin cannot be separated from the natural vitamin complex without destroying its biological value.” He believed the physiological effectiveness of a nutrient depends on the organic complex in which that nutrient is found in nature, combined with known and unknown factors such as trace minerals, enzymes, coenzymes, and phytonutrients. He believed that each and every one of these elements and their natural relationships with one another must be intact for a nutrient to have a positive effect on the body. “Just as the chemist cannot create life, neither can he create a complex vitamin, the life element in foods and nutrition,” Dr. Lee wrote.

Dr. Lee’s philosophy was bigger than nutrients. He recognized that the process of manufacturing refined foods destroys the delicate balance he believed to be important to their nutritive values. He believed in the incredible health value that comes from the rich nutrient complexes found in unadulterated, unsullied, unmodified, pure, whole foods. This was a path to greater health for everyone.

For him, the answer was a balanced approach to industrialized agriculture and food consumption. The enemy, according to Lee, was industrialized food.

“The problem of the degenerative diseases has been building up for the past 100 years, since man first learned to use machinery to abuse foods,” Dr. Lee said. He believed that this factory approach that includes monocropping and the spraying of chemical fertilizers and pesticides was designed with a single purpose in mind—to produce more food, regardless of its quality.

Needless to say, much of his work was attacked and dismissed by powerful mainstream organizations.

To get the word out, Dr. Lee actively promoted his discoveries. He established the Lee Foundation for Nutritional Research. He published the Vitamin News and the Manual of Clinical Trophology. And he hit the road, spreading his gospel and educating practitioners about his nutritional beliefs.

Dr. Lee developed groundbreaking supplements made from whole food and other ingredients. He pioneered a proprietary method of deriving Protomorphogen™ extracts from animal glands and organs through a complex, multistep process to retain what he termed “cell determinants.” He defined cell determinants as the smallest functional unit of the chromosome, saying that cell determinants are the components that direct, maintain, and regulate cell functions (such as those related to protein, genetic material, and compounds like minerals).
So what was the mainstream reaction to his work? The Food and Drug Administration described the Lee Foundation for Nutritional Research as “probably the largest publisher of unreliable and false nutritional information in the world.”

But this did not stop Dr. Lee’s dedicated work, nor did it in any way inhibit the distribution of his supplements.

Throughout his life, Dr. Lee was fearless and never alone. The National Health Federation, which provided consumer education about supplements, honored him for his outstanding contribution to health in America. And most importantly, he left behind a legacy of inventions, nutritional breakthroughs, and a family-run company that continues to carry on his mission to this day.
REWARD
As a holistic practitioner, you think differently. You understand that anything you apply will have a cascading trophic reaction throughout the whole system. And when applied correctly, a beneficial external force can enable the body’s innate intelligence to support and maintain itself in balance.

Everything Standard Process does is based on this principle. And the way we enable the practitioner to accomplish this is with whole food nutrient solutions. The body knows what it needs to produce beneficial trophic cascades throughout its self-regulating systems. Standard Process products support this kind of trophic effect.

As guardians of the life element, we entrust you, the practitioner, with our whole food nutrient solutions: to better help you deliver to patients what nature intended, to enable your nutritional recommendations to cause positive trophic effects on patients’ health and well-being, and to truly transform their lives.

So what can you do in a world where patients want a practitioner who will listen and evaluate their situation? You can help them support and maintain their health. And their hope.

Thanks to the visionary work of Dr. Lee and the leadership of Standard Process, you have access to the products and support that will help you.

It will not be easy, and it won’t happen overnight. But you will begin to make a lasting impact, not only on your patients but also on future generations.

And what framework can you use to have this unending impact? The intrinsically holistic perspectives of systems science.

Systems science views the world as comprising complex, interconnected, self-regulating systems. When a self-regulating system is in balance, it runs at optimal health. But when external forces such as our environment, stress, or nutrition challenge the body persistently over time, the self-regulation may go out of balance.
There will be naysayers, contrarians, people who will tell you your focus is meaningless. And as you prepare to meet them head-on, remember that you are not alone.

More than 60,000 health care practitioners, including chiropractors, acupuncturists, nutritionists, nurses, doctors, dentists, and naturopaths, have already experienced the way whole food nutrient solutions can trigger a positive trophic effect on patients and support their health.*

Our network of educators and practitioners is available for you. Whenever you need support, advice, and information, just reach out. We will help.

You are not alone.
Over time, and as you gain more certainty because of your patient results, you will become better equipped to deal with their health challenges.

Through hard work and dedication, through your desire to gain more knowledge, and through your involvement with new protocols, you will transform your practice.

You will meet other like-minded professionals. You will share your findings with them and they with you. Your patients will spread the word about how you changed their lives, and more will come from farther and farther away to visit because of your knowledge and confidence.
And one day, you will meet someone who reminds you of who you were years ago. He or she will hear the same call that you did and ask, “I want to do more, but how?” And you will tell your story—that you were just like them.

As you share your story of how you managed to meet the challenges head-on, you will shift from hero to mentor. And you will ensure that the discoveries, the legacy, and the health-bearing gifts of the leaders and visionaries in holistic nutrition are furthered. You become a part of the cycle that empowers more practitioners to transform more lives for generations to come.
OUR MISSION

Standard Process is the visionary leader in WHOLE FOOD NUTRIENT SOLUTIONS.
We apply systems thinking to holistic nutrition that empowers practitioners to transform lives.