

Labels Can Be Confusing

For many of us, taking a multivitamin is part of our daily routine.

Eating a diet rich in whole foods is the best way to get your vitamins and maintain health. However, busy lifestyles and the standard American diet can leave us lacking many important nutrients. Specially formulated supplements made with whole food ingredients can help bridge this nutritional gap.

When comparing multivitamins, examine the ingredients. Manmade compounds, found in

typical retail multivitamins, provide vitamins and minerals. But Standard Process goes one step further by also delivering whole food ingredients. For example, Catalyn contains 15 ingredients derived from whole foods, including carrot root. It's the combination of these foods, not just a single component, that provides the vitamins, minerals, and micronutrients you need to help maintain optimal health.

As you compare these labels, which ingredients seem more natural? Catalyn has familiar ingredients, some of which you may find in your own kitchen. Look for multivitamins with whole foods as their foundation.

Catalyn®

Contains Whole Vitamin Complexes

Proprietary Blend: 766 mg

Defatted wheat (germ), carrot (root), calcium lactate, nutritional yeast, bovine adrenal, bovine liver, magnesium citrate, bovine spleen, ovine spleen, bovine kidney, dried pea (vine) juice, dried alfalfa (whole plant) juice, mushroom, oat flour, soybean lecithin, and rice (bran).

Other Ingredients: Honey, glycerin, arabic gum, ascorbic acid, calcium stearate, cholecalciferol, pyridoxine hydrochloride, starch, sucrose (beets), vitamin A palmitate, cocarboxylase, and riboflavin.



Typical Retail Multivitamin

Contains Isolated Components of Vitamins and Minerals

Calcium carbonate, magnesium oxide, potassium chloride, cellulose, ascorbic acid, DL-alpha tocopherol acetate, acacia, croscarmellose sodium, zinc oxide, dicalcium phosphate, stearic acid, dextrin, titanium dioxide, niacinamide, silicon dioxide, hypromellose, gelatin, soy extract, magnesium stearate, calcium silicate, D-calcium pantothenate, manganese sulfate, polyethylene glycol, cornstarch, pyridoxine hydrochloride, mannitol, cupric oxide, resin, lecithin, riboflavin, thiamine mononitrate, vitamin A acetate, chromium chloride, folic acid, dextrose, beta carotene, FD&C red No. 40 lake, FD&C blue No. 2 lake, sodium selenate, biotin, phytonadione, cyanocobalamin, and ergocalciferol.

Quality

From Seed to Supplement®

At our office, we believe that given the proper nutrition, your body has the amazing capability of keeping itself healthy. We also believe that nutrition should be individualized to meet each patient's needs. For these reasons and many more, we proudly recommend Standard Process supplements, formulated following the whole food philosophy of the company's founder, Dr. Royal Lee. Standard Process continues his holistic mission by growing many ingredients on its certified organic farm.



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Whole Food Multivitamins

The Foundation of Health





A Multivitamin Is Only as Good as the Sum of Its Parts

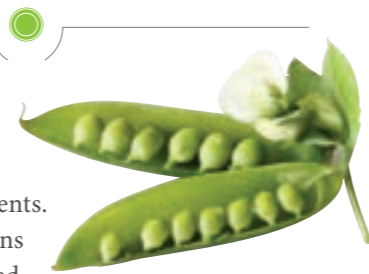
Multivitamins Made With Whole Food Ingredients

Many of today's foods have been stripped of their nutritional value. Our multivitamins can supply you with these nutrients and help strengthen the foundation of your diet.

Standard Process multivitamins contain nutrients from whole food and other ingredients. Our special formulations have specifically selected ingredients to enhance the effectiveness of the product for your body's unique needs.

Synergistic Nutrients

Research now suggests that whole foods consumed in the diet provide nutrients in a whole food complex that is beneficial.¹ Our whole food ingredients begin with the whole food and its synergistic cofactors to provide you with a natural, well-balanced nutritional supplement.



Glandular Support

Animal tissues provide support by stimulating the corresponding tissues in humans, enhancing natural cell and tissue repair.

Phytonutrients (Phytochemicals)

Phytonutrients are the important nutrients found in plants that help maintain a healthy body. Phytonutrients may provide antioxidant activity, support a healthy immune system response, and support cell-to-cell communication. While many phytonutrients have been identified, their possible functions and actions have yet to be discovered. Some of the best known phytonutrients are the carotenoids, like alpha carotene, beta carotene, and lycopene. At Standard Process, our multivitamins are manufactured to include health-promoting phytonutrients.



Multivitamins made from whole food ingredients feed your body important nutrients so it can work more efficiently. Ask your health care professional which multivitamin can help you meet your body's specific nutritional requirements.

¹ D. R. Jacobs, Jr. and L. C. Tapsell, "Food, Not Nutrients, Is the Fundamental Unit in Nutrition," *Nutr Rev* 65, no. 10 (2007).

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 Standard Process Family of Multivitamins

Catalyn®—This multivitamin, made with whole food and other ingredients, was developed in 1929 by Standard Process founder Dr. Royal Lee. He believed that a supplement made with whole foods was much more effective and more easily assimilated by the body. Catalyn provides nutrients from whole foods as well as selected individual components to promote optimal nutrition.

Catalyn® Chewable (natural cherry flavor)—Chewable tablets contain the same nutrients as Catalyn but in an easily chewed and swallowed form that's perfect for children. Chewing aids in the digestion and absorption of nutrients.

Senaplex®—This full-spectrum multivitamin is formulated to meet the unique physiological and metabolic needs of older adults by supporting a healthy nervous system, promoting calcium absorption, and maintaining healthy cells.

Cyrofood® and Cyrofood® Powder—If you need additional bone and fiber support, choose Cyrofood. It combines the ingredients from Catalyn with other nutrients to help balance the diet, maintain and support healthy tissue, and encourage healthy intestinal function. Cyrofood Powder can be mixed with liquids or other foods to add nutrients.

