Support healthy blood sugar with nutritional and herbal supplements.

Do your patients often crave sweets or carbs? Do they complain about feeling tired, having low energy, or not sleeping well? It may be time to consider their blood sugar. Blood sugar control may help patients stay healthy and prevent health problems in the future. You can help patients support healthy blood sugar with nutritional and herbal supplements.

“Nutritional supplements support healthy blood sugar by helping your body process sugars more efficiently,” said Dr. Bruce Bond, DC, DACBN.

How Does Blood Sugar Affect Health?
Blood sugar, or glucose, acts as a form of fuel for cells in the body. We obtain this fuel from the food we eat. We need glucose for energy, but not too much.

The pancreas regulates blood sugar levels by producing insulin, which signals cells of the body to take up glucose. Healthy pancreas function helps keep insulin going into the blood so that energy is maintained.

When glucose levels in the blood become too high, over time it may lead to serious health issues including diabetes, atherosclerosis (hardening of blood vessels), circulation problems and more. Well-functioning blood sugar metabolism is the basis for good energy, quality sleep, an even mood, and a healthful appetite.

November Monthly Health Focus: Blood Sugar Support
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Stay up-to-date on the latest nutritional research with wholisticmatters.com, a leading resource for health care professionals interested in discovering more about wholistic health achieved through wholistic nutrition.

This new online site is an engaging, interactive educational forum that brings together health care professionals who are interested in capturing advanced clinical nutrition information.

WholisticMatters.com has been designed for you to:

- Learn more about what really matters in wholistic patient care and wholistic nutrition
- Engage with leading clinicians to discuss clinical protocols and guidelines
- Create your own reading list to share with others or save for later. See what your peers are reading and recommending.
- Connect via peer-to-peer conversations to share insights about patient-focused care
- Participate in complimentary continuing education events from some of the nation’s leading experts

Join the conversation today!

wholisticmatters.com

*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.*
Support Immune System Function and Internal Defenses with MediHerb®

"For some time now, one of the key objectives of my herbal practice has been to fight to protect against special immune system challenges presented by our environment and our interactions with each other. We have developed three new, clinically relevant products for you and your patients."

Professor Kerry Bone
MediHerb Co-Founder

Artemisinin Complex
Artemisinin Complex combines sweet wormwood with sarsaparilla. These herbs work together to support normal flushing of natural toxins from the body and encourage healthy functioning of the organs of elimination.*

- Cleanses the blood and supports normal flushing of naturally occurring toxins from the body
- Encourages healthy function of organs of elimination
- Encourages healthy bowel function
- Supports healthy digestion*

Myrrh Forte
An important component of new Myrrh Forte is the alcohol-soluble resin of myrrh. Myrrh resin contains many substances, including commiphoric acids, that help support healthy digestion and respiratory health. This unique form of myrrh allows for the same pulsed dosing used in clinical trials.*

- Supports healthy bowel function
- Supports healthy digestion
- Supports a healthy intestinal environment
- Supports gastrointestinal health
- Supports sinus and respiratory health*

Viranon
Viranon contains thuja (arbor vitae), St. John’s wort, and licorice to encourage the body’s normal healthy defense system by supporting healthy immune system function, regulation, and response.*

- Helps maintain and support healthy immune system function, regulation, and response
- Helps promote the body’s normal resistance function
- Encourages the body’s normal healthy defense system by supporting healthy immune system function*

Order these products today!

Continued from Page 1 - Blood Sugar Support

A Healthy Diet
The typical American diet often involves a lot of sugar and carbohydrates. Simple carbs like white bread or pasta are digested quickly and may cause a quick rise in blood sugar and increased insulin production from the pancreas. This reaction may lead to sugar cravings that may make it hard to maintain a healthy diet and weight.

Eating the right foods is an important part of healthy blood sugar. High-fiber foods like whole oats and apples are digested more slowly, resulting in a more gradual rise in blood sugar.

For blood sugar support, Dr. Bond recommends a diet that includes lean meat and other sources of protein, good fats, healthy oils, vegetables, low carbs, and limited amounts of fruit. He also recommends nutritional supplements that may help the body process sugar more efficiently.

Quality Supplements to Support Health Blood Sugar

**Diaplex** encourages healthy blood sugar levels already within the normal range, when combined with a healthy diet. It supports healthy function of the pancreas and healthy bowel function. Diaplex contains chromium, as essential nutrient involved in carbohydrate metabolism.

The ingredients found in Gymnema from MediHerb work together to help reduce sweet cravings and help suppress or inhibit sweet taste sensation. Gymnema contains 100 mg per tablet of gymnemic acids to ensure optimal strength and quality.*

Dr. Bond recommends this combination of supplements to his patients. “Together, they have the synergy to support overall digestion of three main food groups: carbs, fats, and proteins.”

Complementary Literature
Focus on Blood Sugar Support brochure | L1521
Focus on Blood Sugar Support display insert | L1522
Focus on Blood Sugar Support appointment cards | online download

Free Counter Display With Purchase of Artemisinin Complex, Myrrh Forte, or Viranon

Purchase one bottle of Artemisinin Complex (M1117), Myrrh Forte (M1600), or Viranon (M1456) through November 30 and receive a free counter display along with one pack each of the new Artemisinin Complex/Myrrh Forte and Viranon brochures.*

Use promo code XIMMDS when ordering. Conditions apply.*

Encourage your patients to ask you how to support their special immune system challenges by featuring the counter display along with both of these new patient brochures in your clinic.

*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.
Practice Tip: Utilizing Videos
By Sean Cary, DC

There’s no doubt about it: We have a vital message to get out to people about the life-changing work we do, and one of the best ways to reach the largest possible audience is using video on social media. But, like many of us, you may be a little apprehensive about getting started in this form of marketing. Fear of one thing or another, from technical requirements to public exposure, may be holding you back. You think you’re too old to be savvy with modern technology. You don’t have time to devote to making a video or learning the technical aspects of uploading a video on the web. You don’t know what “upload” means. Or, maybe you just don’t want to look foolish making a poor quality video in front of the world to see. Whatever the reason, I believe that finding video production fascinating and is part of a generation that built my confidence, but I still resisted creating my first video, so I knew he has a vast interest in technology and is part of a generation that finds video production fascinating and elementary. He walked me through it, and I was surprised at how simple it was. It required me to connect the camera to the computer, import the footage with a few keystrokes, drag and drop the content, and export it to its destination. Voila, we’re in business.

In conclusion, despite my initial resistance to using video to promote my practice, I have found that my message of health and nutrition, delivered via videos on social media, reach far more people than I could ever reach through direct patient interactions. At the very least, the videos launch conversations with wellness, and plant a seed about what my practice has to offer. Best of all, the videos route new patients to my office and online appointment cards. Complementary Literature
Focus on Purification Support brochure | L1323
Focus on Purification Support display insert | L1324
Focus on Purification Support appointment cards | online download

On-Demand Patient Webinars
Teach your patients to become successful Purification Warriors! This series of on-demand webinars provide an overview of the purification program in the introductory webinar and then coach them as they purify in four additional sessions presented by Dr. Besuden. Great for in-clinic group sessions or individual patient viewing, the videos are available at www.standardprocess.com/Standard-Process/Purification-Program/Video

Day: December Monthly Health Focus: Purification

Help your patients purify, nourish their bodies, and learn to maintain a healthier lifestyle with the Standard Process 21-day purification program. The program guides patients to discover better habits with whole foods, nutritious shakes, exercise, and supplements made with whole food and other ingredients.*

“In my practice, I feel every patient could benefit from purification at least twice per year,” says Kimberly Besuden, D.C. “And once patients learn the healthy habits that the program teaches, they often adapt many of them into their lifestyle even after the program concludes.”

Quality Supplements for Purification

Naturally occurring toxins that build up in the body can adversely impact your health and well-being. The Standard Process 21-day purification program supports the body’s natural removal of toxins with nutritional supplements and healthy lifestyle changes.*

Choose from eight kits based on the preferred protein and fiber sources. Select from one of each of the following:

- SP Complete®
- SP Complete® Dairy Free
- SP Complete® Chocolate
- SP Complete® Vanilla
- Gastro-Fiber® or Whole Food Fiber

Each kit also includes:

- SP Cleanse®
- SP Green Food®
- Patient program guide
- Recyclable bag

All kits are gluten-free and vegetarian.

Unquestionably, the best part about making videos is the cost. They are essentially free. by noticing trends or various questions repeatedly asked by different patients is paramount. For example, here in Pennsylvania seasonal allergies take a toll on patients during the months of April and May. A quick video posted on our Facebook page at this time of year explaining how chiropractic and specific nutrition like Allergyplex and Congaplex will improve immune function, brings value and awareness to the products and services we offer that many people may not have considered before. Another invaluable resource with video is the testimonial patient. It is said that you should "strike when the fire is hot," meaning record the testimonial video when your patients are still excited about their newfound health and are feeling grateful to you for helping them. Most people who watch these videos have never met you and do not know much about you, so it is natural that they will place more stock in what they see. The testimonial versus the experience vs. news is that they will place more stock in knowing what they will be like to hear a patient’s positive experiences than in listening to you tell them about your clinical successes.

The final point I would like to mention is the part of video-making that intimidated me the most, editing the footage and publishing it online. I read a couple of short books on the subject geared for the “tech-challenged” and that build my confidence, but I still resisted creating my first video, so I called one of my patients who was 16 at the time. I knew he had a vast interest in technology and is part of a generation that finds video production fascinating and elementary. He walked me through it, and I was surprised at how simple it was. It required me to connect the camera to the computer, import the footage with a few keystrokes, drag and drop the content, and export it to its destination. Voila, we’re in business. He is now my go-to IT guy who handles my website and office computer glitches when they arise.

In conclusion, despite my initial resistance to using video to promote my practice, I have found that my message of health and nutrition, delivered via videos on social media, reach far more people than I could ever reach through direct patient interactions. At the very least, the videos launch conversations with wellness, and plant a seed about what my practice has to offer. Best of all, the videos route new patients to my office and online appointment cards. Complementary Literature
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www.standardprocess.com/focus

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Event Calendar

Seminars that are hosted by Standard Process sales representatives and distributors and national conventions that Standard Process will be attending in upcoming months are listed below. Sign in at standardprocess.com for a complete listing of events.

SEMINARS

Hawaii
University of Western States
Summer in December Hawaii
Continuing Education Program

Speakers: Bruce Bond, DC, DACBNN, William Moreau, DC, DACBSP, CSCS, FICC, and Beverly Haiger, DC, DACBR

Date: December 16-17

Location: Kihei

Phone: 505-847-2550

CE hours: 20

Idaho
High-Tech Clinical Nutrition

Speaker: David Hegsted, DOM, AP

Date: November 10-11

Location: Boise

Registration: Standard Process Northwest

Phone: 877-605-7769

CE hours: 12

Massachusetts
Dr. Freddie Ulan’s Nutrition Response Testing

Speaker: Con Stern, DC

Date: November 7-8

Location: Needham

Registration: Amy Cook

Phone: 617-477-4529

CE hours: 12

Virgin Islands
An Integrative Approach to Hormone Imbalances: Addressing the Adrenally Fatigued Patient

Speaker: Bob Scott, ND

Date: December 2

Location: Saint Croix

Registration: Amy Cook

Phone: 617-477-4529

CE hours: 8

Product Updates

Plant Protein on the Go – Coming Soon!

Veg-E Complete Pro™ Chocolate and Vanilla will soon be available in single-serve packets. Just add to water, shake, and go!

Organic peas, pumpkin seeds, and sesame seeds are combined to create a complete protein— with all nine essential amino acids at the recommended levels—for those who prefer a vegan alternative. One shake provides 15 grams of protein per serving.∗

These new packets will be available in boxes of 10. Sell them as a box or individually, or share them as samples with your patients.

8818, Veg-E Complete Pro Chocolate packets, 10/box, $38.50 SLP

8818, Veg-E Complete Pro Vanilla packets, 10/box, $38.50 SLP

MediHerb Rehmannia Complex: Back in Stock!

We are pleased to announce that MediHerb Rehmannia Complex (M1385) is now back in stock and available for sale!

This product was temporarily unavailable due to a shortage of good quality raw material supply. MediHerb sources their herbs from around the world and selects materials with precision. Every raw material is tested to ensure quality and purity meets strict release criteria before the material is considered suitable for use. MediHerb has secured raw material that meets their stringent quality standards and looks forward to providing a continued supply of Rehmannia Complex going forward.

Rehmannia Complex is a unique combination of Rehmannia root, Bupleurum root, Honeysuckle root and Feverfew leaf and stem which work together to traditionally help:
• Support liver health
• Support effective removal of naturally occurring toxins
• Relieve temporary mild joint pain associated with exercise
• Relieve occasional mild headaches associated with stress∗

Caution: Contraindicated in individuals with a known hypersensitivity to Feverfew, parthenolide or other members of the daisy family. Not to be used during pregnancy and lactation unless otherwise directed by a qualified health care professional.

Suggested Use: 1 tablet 2-4 times daily, or as directed.

Order yours today!