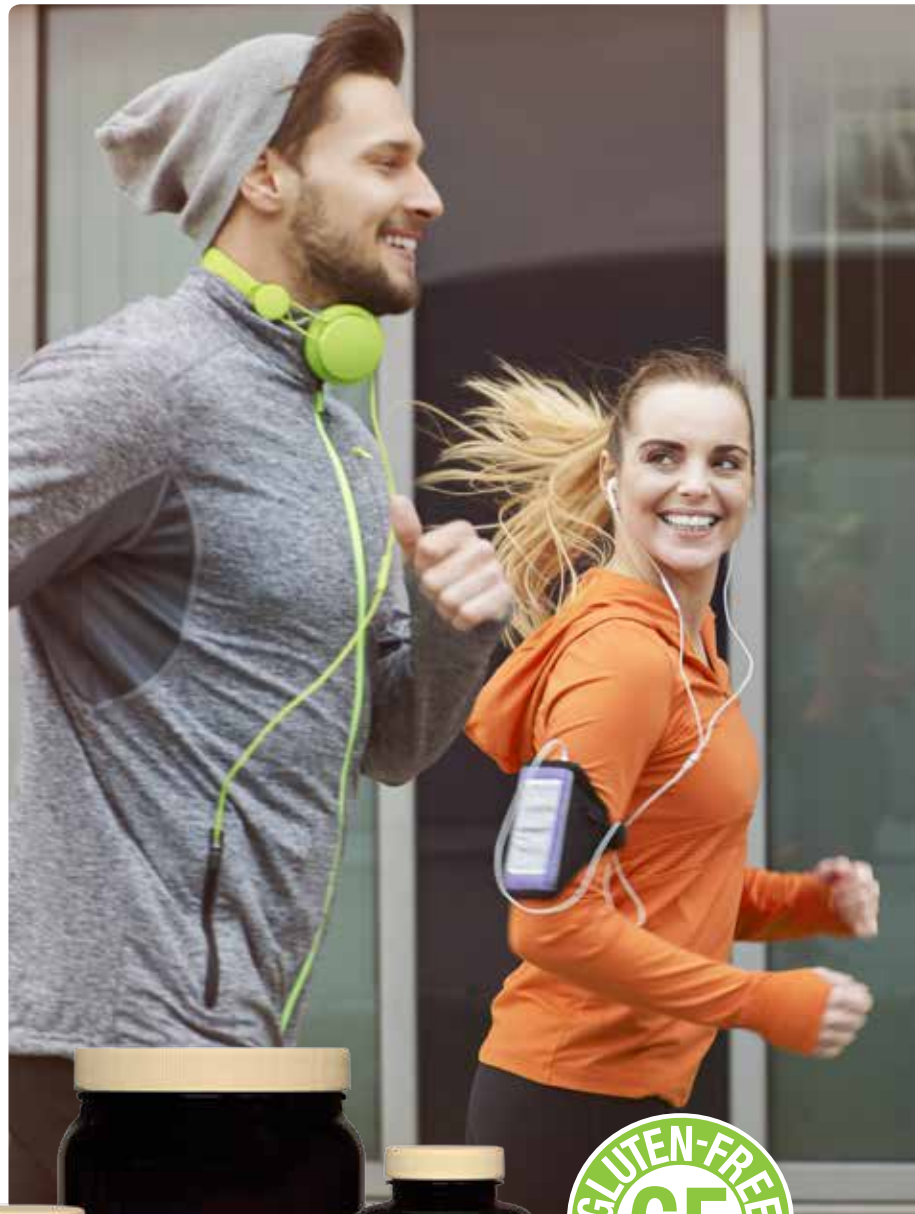


# Change habits. Change lives.

*The Standard Process Purification Program*



Alfalfa grown on the Standard Process organic farm



# Are your patients hungry for good health?

*Getting your patients on the path to better health can feel like an uphill battle of herculean proportions.*



**The average American diet is loaded with added and hidden sugars**, unhealthy trans fats, nutritionally void processed foods, and immense portion sizes. It's no surprise that cleanse diets are prevalent.



**Environmental toxins are an increasing concern**—but what about the toxins patients ingest? In the U.S. we allow over 10,000 chemical additives in our food supply. The average person consumes 14 pounds of additive and 150 pounds of sugar per year.



**The good news is, you can help.** Encourage your patients to choose nontoxic product alternatives and to increase the body's ability to work more efficiently by performing a whole body detoxification at least once a year.

*When your patients complete the 21-day purification program, they will have developed a new way of eating based on enjoyable healthy food.*

# How does the 21-day purification program work?

Your patients may not be consuming the correct amount of nutrients, and that can affect the normal functioning of the body's detoxification pathways. The purification program provides a nutrient-dense menu, giving the body a break from the processed, sugary, fat-laden foods often found in the average American diet.

This allows organs like the colon, kidneys, and liver to function more optimally. Purification can support healthy phase one and phase two liver detoxification processes, which cleanse the body of naturally occurring toxins.\*

## Why is toxin release so important?

Naturally occurring toxins that build up in the body can adversely impact one's health and well-being.

The Standard Process Purification Program supports the body's natural toxin-metabolism processes. Patients who have finished the purification program report:\*



Increased energy



Better digestion



Decreased caffeine and food cravings



Improved weight management



Clearer skin



Clearer thinking



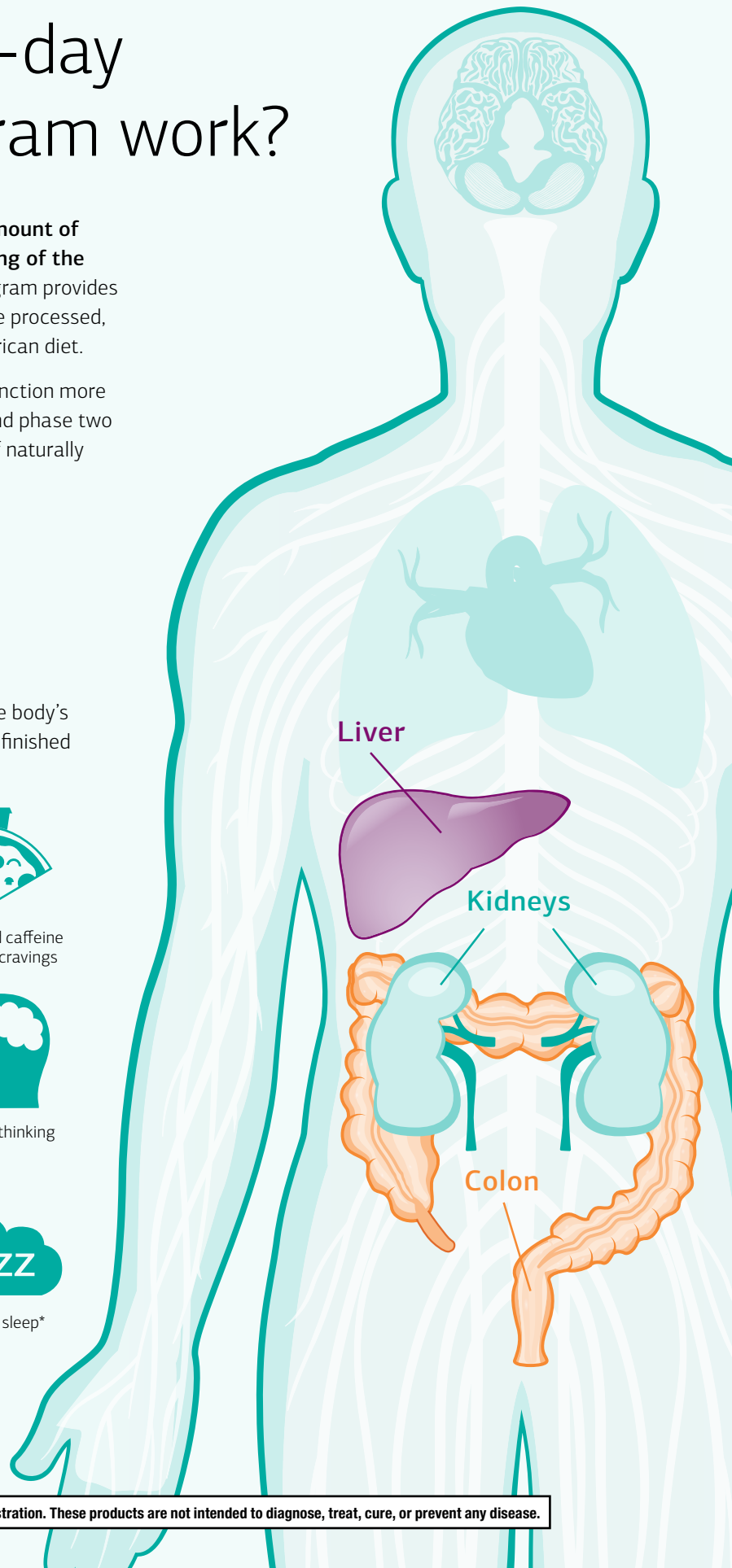
Better management of toxin load in the body



Shinier hair



Better sleep\*



\*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.

# Help Your Patients Get Started

**The 21-day Standard Process Purification Program isn't just a cleanse diet.** It's a structured program that brings healthy lifestyle habits into focus. Unlike other programs, the purification program addresses multiple body systems. This whole body 21-day program is designed to purify, nourish, and help patients maintain a healthy body weight by eating whole foods, exercising, drinking nutritious shakes, and taking supplements made with whole food and other ingredients.\*

**The menu includes** a varied abundance of fresh vegetables and fruits for the first 10 days, with select proteins added on day 11. The supplements support the body's ability to remove naturally occurring toxins. This promotes a state that allows for toxin release.\*

**The program comes with a helpful guide** to keep your patients on track, encouraging them to take daily notes about what they ate and how they feel as they transition to a healthier lifestyle. Packed with information, the guide will help explain detoxification and how the body transitions during a cleanse. The guide also contains a lengthy list of preferred foods and suggestions for a successful purification experience.



## Tools for You and Your Patients

Sign in to access our complimentary practice tools at [www.standardprocess.com/purification](http://www.standardprocess.com/purification).

For you:



Videos/promotional tools



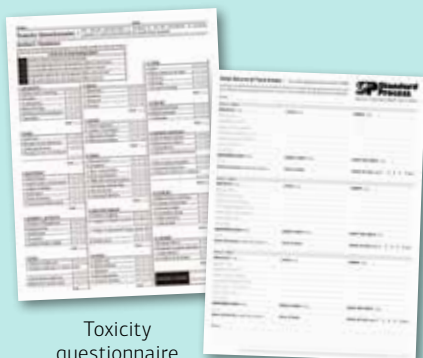
21-day patient purification workshop presentation



Research report

Step-by-step guide to conducting a successful purification workshop

For your patients:



Toxicity questionnaire

Daily record of food intake form



BlenderBottle®



Salad-to-go bowl



Purification app



Purification recipe book "One Degree of Change" and more

## Standard Process Purification Protocol (Days 1-7)

SP Cleanse®	Supports the body's normal toxin-removal processes and healthy kidney, liver, and gallbladder function*
SP Complete® or SP Complete® Dairy Free or SP Complete® Chocolate or SP Complete® Vanilla	For nutritious supplement shakes offering essential nutrients to support the proper functioning of many biological systems*
Gastro-Fiber® or	A proprietary blend of psyllium husk powder, collinsonia root powder, apple pectin, fennel seed, and fenugreek seed powder
Whole Food Fiber	A proprietary blend of oat fiber, beet root and fiber, rice bran, carrot root and fiber, sweet potato, and apple pectin

## Standard Process Purification Protocol (Days 8-21)

SP Green Food®	Promotes healthy liver function and the body's natural toxin-elimination function*
SP Complete® or SP Complete® Dairy Free or SP Complete® Chocolate or SP Complete® Vanilla	For nutritious supplement shakes offering essential nutrients to support the proper functioning of many biological systems*
Gastro-Fiber® or	A proprietary blend of psyllium husk powder, collinsonia root powder, apple pectin, fennel seed, and fenugreek seed powder
Whole Food Fiber	A proprietary blend of oat fiber, beet root and fiber, rice bran, carrot root and fiber, sweet potato, and apple pectin

### Gluten-Free Purification Kit Options

Select from eight purification kits based on the preferred protein and fiber choice.

**12010** Purification Product Kit with SP Complete® and Gastro-Fiber®

**12020** Purification Product Kit with SP Complete® and Whole Food Fiber

**12035** Purification Product Kit with SP Complete® Dairy Free and Gastro-Fiber®

**12040** Purification Product Kit with SP Complete® Dairy Free and Whole Food Fiber

**12065** Purification Product Kit with SP Complete® Chocolate and Gastro-Fiber® **NEW FLAVOR!**

**12070** Purification Product Kit with SP Complete® Chocolate and Whole Food Fiber **NEW FLAVOR!**

**12055** Purification Product Kit with SP Complete® Vanilla and Gastro-Fiber® **NEW FLAVOR!**

**12060** Purification Product Kit with SP Complete® Vanilla and Whole Food Fiber **NEW FLAVOR!**



### Now available for purification:

#### SP Complete Chocolate and SP Complete Vanilla

- Offer the same essential whole food nutrition as SP Complete
- Convenient: Just add water, shake, and go!
- Natural flavors made without the use of monosodium glutamate (MSG)
- Two shakes per day recommended with the purification program

**All of our purification kits are gluten-free and vegetarian.**



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# Quality

*From Seed to Supplement®*



*“Whole food nutrition begins with sun, water, and fertile soil.”*  
—Dr. Royal Lee

## **Our Commitment to Quality**

Since 1929, Standard Process has followed the whole food philosophy of our founder, Dr. Royal Lee. Many of our supplements contain unique combinations of whole food and other ingredients. Many of our raw materials are harvested from our certified organic farm. Our quality control measures assure product excellence in every stage, from farming through shipping.

## **Our Respect for the Earth**

Our organic farming practices ensure that the quality of our farmland is maintained for generations to come. We use environmentally safe farming, manufacturing, and business practices.

## **Our Promise to You**

Our goal is to create supplements that provide nutrition as close to nature as possible. We're proud that our products help health care professionals transform lives.

## **Distributed Through Health Care Professionals**

The informed guidance of a health care professional is vital to the optimal use of nutritional and herbal supplements.



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10% PCW

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