



WHOLE FOOD NUTRIENT SOLUTIONS

THE STANDARD PROCESS DIFFERENCE



WE'RE DIFFERENT

— FROM OTHER —

SUPPLEMENT COMPANIES

Changing lives is our passion and has been since the inception of Standard Process in 1929. It's what drove our founder, Dr. Royal Lee, to develop and pioneer the first whole food supplement on the market, the revolutionary Catalyn®.

AT STANDARD PROCESS:

- » We change lives with our whole food philosophy.
- » We grow ingredients on our certified organic farm in Wisconsin.
- » We're serious about quality.
- » We make products to support the health of the whole family.
- » We partner with health care professionals.
- » We've been trusted for generations. Our products have been transforming lives since 1929.

We understand the challenges faced by many patients.

We share the belief that nutrition and a healthy lifestyle are the cornerstones of good health. We celebrate the successes of our patients, health care professional partners, and employees.

We invite you to join us on our mission to transform lives.

A green tractor pulling a red trailer is seen in the background, moving through a vast field of white flowers. The foreground is filled with a dense field of these flowers, which are slightly out of focus. The background shows a line of trees and a clear sky.

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WE CHANGE LIVES

WITH OUR

WHOLE FOOD PHILOSOPHY

As a visionary leader in whole food nutrient solutions, we are dedicated to creating quality supplements based on Dr. Royal Lee's whole food philosophy.

Dr. Lee determined that the health-giving properties of a whole food exceed those of isolated vitamins and minerals. Nutrients as they appear in nature never function as single chemicals but rather as groups of interdependent compounds, such as phytochemicals, coenzymes, and trace minerals. Dr. Lee believed that together they form a "nutrient complex" so intricate that only a living cell can create it.

And through whole, unprocessed foods, the optimal effect of a true nutrient is delivered, becoming the catalyst to support the body's healthy balance. For Dr. Lee, whole foods contributed to the total expression of health beyond the sum of its known parts.

When making our supplements, we start with whole foods. Many of our ingredients, like beets, Brussels sprouts, and kale, are grown on our own certified organic farm in Palmyra, Wisconsin. These whole food ingredients are prepared in a way that safeguards their nutritional value and are then added to complex product formulas that may include whole food extracts, animal tissue extracts and concentrates, botanicals, whole food isolates, and synthetic ingredients as required to meet our high formula standards.





WHO WAS DR. ROYAL LEE?

Dr. Lee's interest in nutrition came about while he was in dental school at Marquette University in Milwaukee. Through his research, he saw firsthand what a lack of proper nutrition could do to dental and physical health.

After he graduated, with this interest in nutrition, Dr. Lee recognized the need for complex supplementation that could bridge nutritional gaps in the diet. Dr. Lee grew concerned about the health of his mother and his friends, which led to the development of his first formula sourced from whole food ingredients, now known as Catalyn. After people witnessed remarkable results, demand for Catalyn grew and the company was born (see infographic on Page 25).

Dr. Lee's intuitive nutritional wisdom was ahead of his time. His research and formulations have served the holistic health care industry for nearly 90 years. To learn more about Dr. Lee's life and legacy, sign up for the Royal Lee email series at www.standardprocess.com/the-story.



WE GROW INGREDIENTS ON **OUR CERTIFIED ORGANIC FARM**

Standard Process is known for being a leader in the production of high-quality supplements. But Standard Process has also emerged as a pioneer and expert in organic farming.

We believe the best way to provide the most nutritional whole food ingredients for use in our products is to grow many of them on our very own 420-acre certified organic farm, located about a mile down the road from our headquarters and manufacturing facility. The Standard Process organic farm's soil has been managed organically since 1995. No synthetic fertilizers, pesticides, or genetically modified crops have been applied since that time.



Plants grown organically contain less potentially harmful chemicals. Organic farming is safer for our farmers; our environment; and our plant, animal, and human neighbors.

We grow more than 60 percent of the raw plant ingredients used in our products on our farm, where we harvest 6.5 million pounds of plant ingredients per year.

For items we can't grow, we have an extensive, rigorous system of supplier auditing and validation. This allows us to provide a product that has been controlled, vetted, tested, and verified from seed to supplement.

We invite you to register for a tour and see for yourself just how vast our farm fields are and how efficient our production lines are. Our customers love visiting the farm.



After visiting the farm last year, I recommend anyone who is either using or providing supplements to visit their organic farm in person. Right in front of my eyes, I watched vegetables picked from the farm put in a trailer and brought directly into processing. We literally watched as the juices flowed from the organic material. Impressive!

Having this experience has built a deeper relationship of trust and respect with my patients. I am very grateful to Standard Process for continuing to set the standard on quality and providing me with the opportunity to see what sets them above all the other supplement companies.

—Bart M. Precourt, DC, of Balance Health Studio, Seagrove Beach, Florida



From the nutrient-rich soil we grow strong, vital plants for use in our supplements. These are some of the plants we grow on our farm.



WE ARE **SERIOUS** ABOUT **QUALITY**



Quality is the backbone of everything we do at Standard Process. We are committed to quality from seed to supplement, from growing and sourcing our product ingredients to our exclusive manufacturing processes and research and development efforts.

When it comes to choosing supplements, quality is far more important than quantity. Some may think that more is better and try products that contain nutrient microdoses, but supplements that contain only synthetic vitamins have just a fraction of the beneficial compounds that are found in foods.

Our manufacturing process, from raw materials to finished product, takes an average of six weeks. Raw materials are handled in a carefully controlled environment and continuously tested for quality. Each step of the process is precision designed to preserve nutrients in our raw materials.



WE ARE **SERIOUS** ABOUT **QUALITY**

QUALITY FROM SEED TO SUPPLEMENT®

We are proud of the Standard Process difference, particularly in regard to our commitment to quality. We control every phase of the manufacturing process, from the seeds we plant to the products we ship.

- **Many ingredients grown on our certified organic farm are harvested the same day**, with extraction of fresh juice often taking place within hours.
- **Our farm-grown ingredients travel only 1 mile** from the farm to our 287,000-square-foot manufacturing plant for processing to ensure product safety and quality.
- **Each week our quality control scientists run as many as 1,100 tests** on raw materials, in-process product batches, and finished product.
- **In 2016, more than 13 million bottles of Standard Process, MediHerb®, and Standard Process Veterinary Formulas™ products were shipped** from Standard Process headquarters to destinations all over the United States.

IT STARTS WITH SOIL

No genetically modified organisms, synthetics, or herbicides are used on our certified organic farm.



WHOLE FOOD INGREDIENTS

More than 60 percent of all raw plant ingredients that go into our products come from our farm.



MANUFACTURED WITH CARE

Our in-house scientists research, develop, process, and test our high-quality products.



WE ARE SERIOUS ABOUT QUALITY



The composting efforts on our organic farm keep more than 2.5 million pounds of production waste out of landfills every year.

ENVIRONMENTAL SUSTAINABILITY

Standard Process has been a proactive leader in environmental responsibility and sustainability. The decision to implement environmentally safe farming, manufacturing, and business practices underscores our interest in the health of the planet. Our commitment to sustainability goes far beyond organic farming practices, extending to energy efficiency and waste reduction at our farm and corporate headquarters. We meet and exceed federal, state, and local environmental rules and regulations. We are also involved in the Wisconsin Department of Natural Resources Green Tier Program. Visit www.standardprocess.com/sustainability to learn more.

Standard Process Sustainability Statement

Standard Process believes in creating a sustainable future for our company, our employees, our community, and our planet. Environmentally safe farming, manufacturing, and business practices underscore our commitment to being an environmentally responsible company.

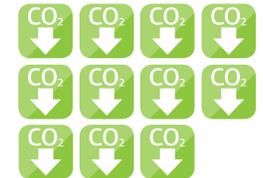
Just as we embrace a systems-thinking, holistic approach to creating healthy products, we also believe in a holistic approach to sustainability. This includes the fundamentals of reducing, reusing, and recycling of waste, water, storage, and shipping materials. We also strive for energy efficiency, resource conservation, and reductions in greenhouse gas emissions. Our commitment to sustainability extends into our workplace to include culture, onsite safety, employee health and wellness, and community involvement.

Standard Process is committed to being a leader in sustainability and will continue to use innovative thinking and technology to raise the bar and the collective corporate conscience about environmental responsibility.

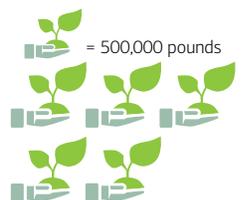


The base of our compost is **100 percent certified organic** vegetative matter from our farm.

 = 200 metric tons



Since 2010, we have implemented changes resulting in **reductions equating to 2,200 metric tons of carbon dioxide per year.**



Composting has kept more than **2.5 million pounds of production waste** per year out of landfills.

WE SUPPORT THE HEALTH OF THE WHOLE FAMILY

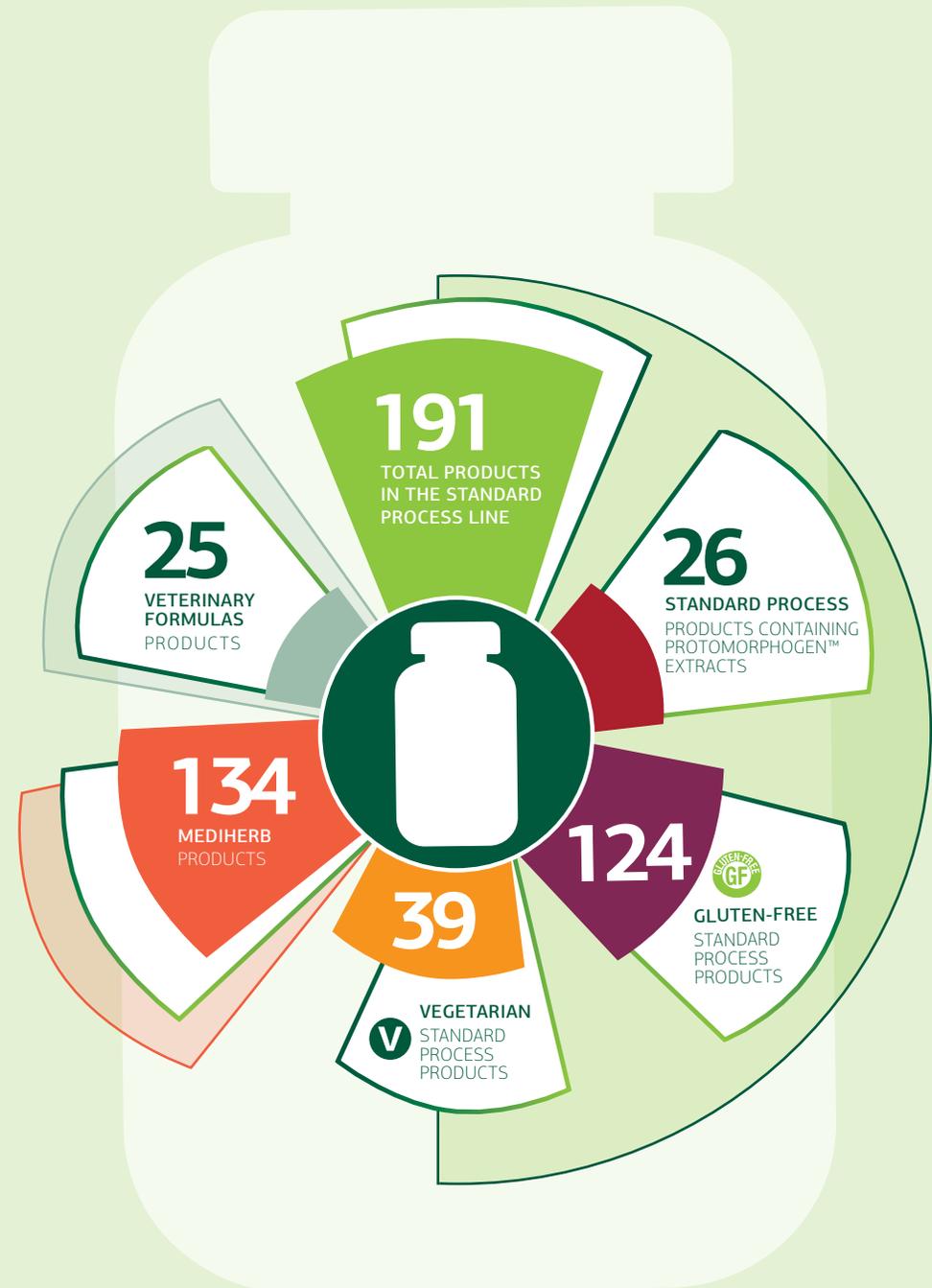
Standard Process offers a comprehensive line of more than 190 nutritional supplements made from whole food and other ingredients. More than two-thirds of Standard Process products are gluten-free, and a number of our products are vegetarian. Many of our formulas feature animal extracts including our proprietary Protomorphogen™ extracts (referred to in product ingredients as “PMG™”) and Cytosol™ extracts.

Standard Process is also the exclusive U.S. distributor for Australia-based herbal supplement brand MediHerb®. MediHerb is an industry leader in botanical medicine research. The result is the creation of premium-quality, highly efficacious herbal formulas.*

Together, Standard Process and MediHerb uphold the belief that herbal products and supplements made with whole food and other ingredients are natural complements for supporting optimal health outcomes.*

Our focus on whole food nutrition supports the entire family, including our animal companions. **The Standard Process Veterinary Formulas line consists of supplements with whole food ingredients for dogs, cats, and horses.**

*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.



● STANDARD PROCESS PRODUCT LINE

● MEDIHERB PRODUCT LINE

● STANDARD PROCESS VETERINARY FORMULAS PRODUCT LINE

WE SELL ONLY THROUGH HEALTH CARE PROFESSIONALS



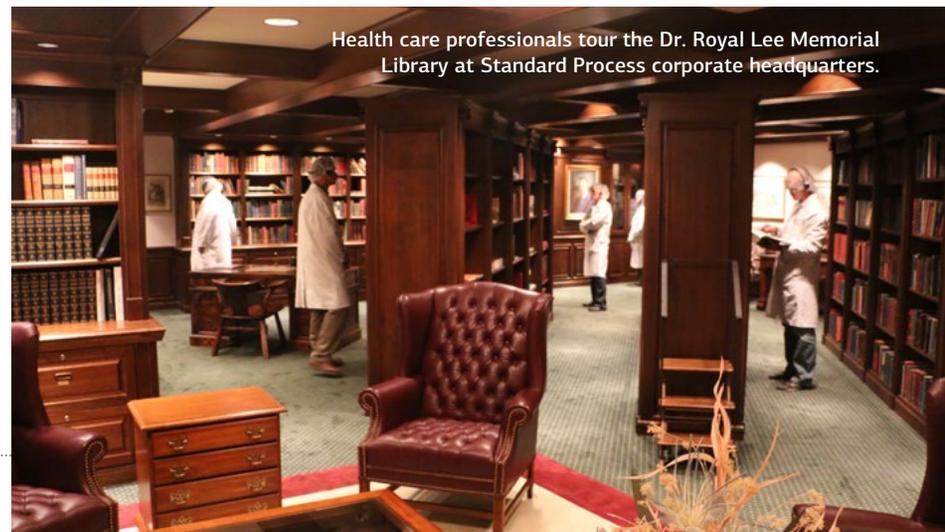
WHY DO WE SELL THROUGH PRACTITIONERS?

We want our products to work well for each patient. We have the utmost confidence that our products are being used in safe and effective ways when recommended by and purchased through a qualified health care professional.

We trust practitioners to be the experts on how to keep their patients healthy. One of the main reasons we don't sell directly to consumers is because we value the professional and clinical relationships our practitioner partners have with their patients. We educate practitioners about our products so they can make expert recommendations and offer patients access to our premium line of products.

This professional expertise delivers a more informed and targeted supplement recommendation. Our health care professional partners can be trusted to provide clarity about how supplements can provide support based on each patient's unique health challenges and needs.*

We encourage our practitioners to develop relationships with patients by initiating conversations about their health, encouraging them to create healthy lifestyle habits, and making nutritional recommendations that include supplementation.



Standard Process founder Dr. Royal Lee was a nutritional pioneer, engineer, and inventor who believed the optimal health benefits of his supplements could be more fully realized through guidance from health care professionals.

We have a long history of these partnerships. Our products have been made available only through health care professionals since our company's inception in 1929. That exclusive, direct relationship remains to this day.

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WE ARE KNOWN, RESPECTED, AND TRUSTED



Charlie DuBois, president of Standard Process

Standard Process has been transforming lives since 1929.

Generations of practitioners and their patients have trusted our products. We're proud of our long history as industry pioneers and our reputation among practitioners and patients alike.

With 88 years of experience formulating, sourcing, and manufacturing nutritional supplements, Standard Process has built relationships with upwards of 60,000 health care professionals across the United States. Our partners include chiropractors, acupuncturists, nutritionists, naturopaths, physicians, nurses, and more.

FAMILY OWNERSHIP

Standard Process is privately held and has been family owned for three generations, long before many other supplement companies entered the market.

Today, Standard Process is owned and run by Dr. Lee's great-nephew, Charles DuBois. Charlie is honored to be the leader of a company that is committed to carrying on Dr. Lee's philosophy so that health care professionals and their patients will continue to receive the best in whole food nutrient solutions. **Together, we are all working to change lives.**

Standard Process Inc.: The Story of Our Company Name

- 1929** | **Vitamin Products Co.** is established to sell Catalyn.
- 1931** | **Therapeutic Foods Co.** is launched to sell the product line exclusively to health care professionals without prescription privileges, such as chiropractors.
- 1946** | **Standard Process Laboratories**, a division of Vitamin Products Co., is founded to sell Protomorphogen™ extract products to health care professionals with prescription privileges.
- 1968** | **Therapeutic Foods Co.** merges with **Standard Process Laboratories**.
- 1970** | **Vitamin Products Co.** merges with **Standard Process Laboratories**. Efficiency of bottling and packaging improves.
- 1988** | The company moves to its new location in Palmyra, Wisconsin. The **Vitamin Products Co.** name is retired. **Standard Process Laboratories** becomes the sole name of the company, creating one solid brand.
- 1992** | **Standard Process Inc.** becomes the official company name.

FOUNDATIONAL PRODUCTS & PROGRAMS THAT TRANSFORM LIVES

TRANSFORMING LIVES STARTS NOW

The following featured products and programs are, for many, an introduction to the Standard Process brand and product lines. These foundational offerings are just a few of the many life-changing products that support the health and well-being of patients and customers. Access the full product listing at standardprocess.com.

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CATALYN®: EVERYDAY FOUNDATIONAL SUPPORT

Catalyn, Dr. Royal Lee's first product, contains vital nutrients from whole food and other sources.*

- » Supplies multiple vitamins and minerals for complete, complex nutritional supplementation
- » Designed to bridge nutritional gaps in the diet
- » Encourages healthy cell functioning
- » Supports overall well-being*

Nearly everyone can benefit from building a strong nutritional foundation. Catalyn, made with a formula that includes 12 whole food ingredients, can do just that.*

Products come and go, but few pioneer a movement.

Learn more about Catalyn and download the Catalyn Changed Everything e-book at www.standardprocess.com/catalyn.



DAILY FUNDAMENTALS PACKS: FOUNDATIONAL MAINTENANCE SUPPORT FOR OPTIMAL HEALTH*

Daily Fundamentals boxes contain a 30-day supply of individual packs, to be taken twice a day (morning and evening). Each pack contains single doses of multiple products. We offer four Daily Fundamentals boxes to meet each patient's needs:

Each pack contains single doses of multiple products to address:

- » Adrenal Health Daily Fundamentals
- » Bone Health Daily Fundamentals
- » General Female Endocrine Daily Fundamentals
- » General Health Daily Fundamentals



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CHANGING HABITS. CHANGING LIVES. STANDARD PROCESS PURIFICATION PROGRAM

This unique 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 ingredients.*

Customize your product kit based on patients' unique needs. Each kit contains:

- » SP Complete®, SP Complete® Dairy Free, SP Complete® Chocolate, or SP Complete® Vanilla
- » SP Cleanse®
- » SP Green Food®
- » Gastro-Fiber® or Whole Food Fiber

All products in purification program kits are gluten-free and vegetarian! Find out more at www.standardprocess.com/purification.



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10 DAYS. 2 WAYS.

Establish healthy new habits with these 10-day programs.



10-Day Blood Sugar Support Program: Encourage Healthy Blood Sugar Management

Following this program for just 10 days will help support a well-functioning blood sugar metabolism and establish new habits to support vitality.*

The program includes a diet plan, patient guide, and supplements.

10-Day Healthy Inflammation Response Program: Active Lifestyle Support

Following this program for just 10 days will help jump-start your body's normal inflammation response process and put you on the fast track to living a healthier, more active life!*

The program includes a diet plan, patient guide, and supplements.



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POPULAR FOUNDATIONAL SYNERGISTIC NUTRITIONAL-HERBAL PAIRINGS

These Standard Process and MediHerb product pairings are a great introduction to the cooperative synergy of nutritional and herbal supplements. These combinations support the health of six body systems and are a simple, effective way to provide helpful foundational support. Learn more about these pairings in the Top Six Synergistic Nutritional-Herbal Product Pairings e-book at www.standardprocess.com/top-six.*



» **Immune system support:***
Congaplex® and
Andrographis
Complex



» **Digestive health support:***
Zyan® and
DiGest Forte



» **Adrenal health support:***
Drenamin® and
Adrenal Complex



» **Blood sugar health support:***
Diaplex® and
Gymnema



» **Musculoskeletal health support:***
Ligaplex® II and
Boswellia Complex



» **Memory and brain health support:***
OPC Synergy® and
Bacopa Complex*

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TRANSFORMING LIVES SINCE 1929

We've been in this business for a long time, and we plan to continue to transform lives with the power of whole food nutrition and quality supplements.

After more than 88 years and many millions of bottles sold, we couldn't have done it without our health care professional partners, loyal customers, and hardworking Standard Process farmers and other employees.

These are the people who make the Standard Process difference a reality—and we thank them for that.





Find a qualified health care professional today.

Visit www.standardprocess.com/hcp-search

to locate a practitioner near you.

Interested in becoming a health care professional partner?

Visit www.standardprocess.com/register

or call 1-800-558-8740 for more information.

We're Committed to Being a Leader

Sustainability and environmental stewardship have always been important at Standard Process. Our decision to use environmentally safe farming, manufacturing, and business practices underscores our interest in the health of the planet. Visit www.standardprocess.com/sustainability to learn more.

In our efforts to be more energy-efficient and create less waste, we have created this e-book. We encourage our health care professional customers and their patients to read it digitally.



standardprocess.com

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