

Labels Can Be Confusing

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.



Retail Multivitamin

Contains Isolated Components of Vitamins and Minerals

Ingredients: 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, Corn Starch, Pyridoxine Hydrochloride, Mannitol, Cupric Oxide, Resin, Lecithin, Riboflavin, Thiamine Mononitrate, Vitamin A Acetate, Chromium Chloride, Folic Acid, Dextrose, Beta Carotene, FD&C Red #40 Lake, FD&C Blue #2 Lake, Sodium Selenate, Biotin, Phytonadione, Cyanocobalamin, Ergocalciferol.

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

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

We feel good about it. But are we really getting all the nutrients that are missing in our diet?

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 whole food supplements can bridge this nutritional gap.

When comparing multivitamins, examine the source of ingredients. Manmade compounds, found in typical retail multivitamins, provide vitamins and minerals, but Standard Process goes one step further—by delivering whole food ingredients. For example, Catalyn contains 15 whole food ingredients, including carrot root which supplies over 200 known phytonutrients. It's the combination of these foods, not just a single component, which provides the vitamins, minerals, and micronutrients you need to help maintain optimal health. Multivitamins comprised solely of single vitamins and minerals do not have the full spectrum of components that whole food multivitamins offer.

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 whole food supplements.



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30% PCW

Whole Food Multivitamins

The Foundation of Health



A Multivitamin is Only as Good as the Sum of its Parts



The Wealth of Nutrients Found in Whole Food Multivitamins

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

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

Synergistic nutrients—Research now suggests that single vitamins, taken out of the food complex, may not be as effective in promoting health as eating the whole food.^{1,2} Each whole food ingredient offers its nutrients, plus synergistic cofactors, to provide you with the strongest, natural, and most well-balanced nutritional supplement.*

Glandular support—Animal tissues provide nutrients and support to stimulate the corresponding tissues in humans, enhancing natural cell and tissue repair.*



Phytonutrients (Phytochemicals)—

Phytonutrients are the important nutrients found in plants that are necessary to maintain a healthy body. They may serve as antioxidants; support a healthy immune response; and support cell-to-cell communication. There are many phytonutrients that have been identified, while their possible functions/actions have yet to be discovered. Some of the best known phytochemicals are the carotenoids, like alpha- and beta-carotene and lycopene. At Standard Process, our multivitamins are packed with health-promoting phytonutrients, which ensure maximum efficacy.*

The Standard Process Family of Multivitamins

Catalyn®—This multivitamin was developed in 1929 by Dr. Royal Lee, founder of Standard Process. He believed that by using whole foods, a supplement was much more effective and more easily assimilated by the body than its isolated counterparts. Catalyn provides nutrients from whole foods, as well as selected individual components to promote optimal nutrition.*

Catalyn® Chewable (natural cherry flavor)—Contains the same nutrients as Catalyn, but in an easy-to-chew and swallow form—perfect for children. Chewing aids in the digestion and absorption of nutrients.*

Senaplex®—A full-spectrum multivitamin 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® & Cyrofood® Powder—If you need additional bone and fiber support, choose Cyrofood. It combines the ingredients in 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 added to foods to add nutrients.*

Whole food multivitamins feed your body important nutrients so it can work more efficiently. Ask your health care professional which Standard Process whole food multivitamin can help you meet your body's specific nutritional requirements.

*These statements have not been evaluated by the Food & Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.

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

² R. H. Lui, "Health Benefits of Fruits and Vegetables Are from Additive and Synergistic Combinations of Phytochemicals," *Am J Clin Nutr* 78, no. 3 Suppl (2003).

