EAST MEETS WEST

Complementing Chinese Medicine with Whole Food Nutrition
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Your acupuncturist peers are discovering that when they combine whole food nutrition with acupuncture and herbs they get better, faster results. With your patients facing greater environmental and life stressors than ever before, providing nutritional support has never been more critical. Since 1929, Standard Process has delivered whole food nutritional supplements and the science to back their efficacy. Reinforcing Chinese herbal medicine’s approach to synergistic healing, our formulas include a balanced blend of whole food nutrients from plant, mineral, and animal origin as well as herbs and other ingredients.

“'I will be devoted to the task of saving the sacred spark of life in every creature that still carries it. I will strive to maintain a clear mind and be willing to hold myself to the highest standards.'

—Sun Simiao, Chinese Physician of the Tang Dynasty (618-907)
Catalyn®
the tonifying agent

Introduced more than 80 years ago, Catalyn is a tried-and-true blend of nutritional whole food ingredients—wheat germ, carrot root, peavine, alfalfa, mushroom, oat flour, and rice bran—with vitamins A, C, D, B₁, B₂, and B₆ along with the minerals calcium and magnesium to help balance and replenish the body’s qi and Blood. The B vitamins support the Spleen’s ability to transform food into qi by assisting in carbohydrate, fat, and protein metabolism.*

* 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.

Behold the pea, which we lovingly grow and harvest on our 420-acre certified organic farm in Palmyra, Wis. At its peak during the flowering stage, we juice, concentrate, and blend peavine into Catalyn®, a tonifying agent that includes real living nutrients of vegetable, mineral, and animal origin.

"When I recommend Catalyn as part of my acupuncture therapy, there is a visible difference in my patients’ qi levels.”
— MARLENE MERRITT, DOM, LAc

No 1 of 10

THE TONIFYING AGENT

Catalyn®

Introduced in 1929
- Tonifies qi
- Nourishes Blood
- Broad-support multivitamin*

TCM Diagnostics
- Tongue: All†
- Pulse: All†

† Catalyn offers broadly nutritive foundational support for all of your patients.

The Qi of Pea
Wei Better with Alfalfa

Considered by some to be the Father of All Foods, alfalfa grows bountiful at our 420-acre certified organic farm in Palmyra, Wis. When this nutritional titan is ready for harvest, it is juiced and concentrated for use in Congaplex®, a defending agent that offers the synergistic power of vegetable, mineral, and animal nutritive therapy.

“In combating seasonal stressors, I have found following up acupuncture with Congaplex rapidly clears heat, and effectively restores my patient’s wei qi.”

— Michael Gaeta, DAC, MS, CDN

Congaplex®
The Defending Shield

Congaplex provides the vitamins A and vitamin C, the minerals calcium and magnesium, animal tissue extracts, and ribonucleic acid to tonify the body’s natural defense system. Together these nutrients cool excess heat and dispel wind-heat, support healthy energy metabolism, provide antioxidant activity protection, and support the production and action of immune cells.*

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In combating seasonal stressors, I have found following up acupuncture with Congaplex rapidly clears heat, and effectively restores my patient’s wei qi.”

— Michael Gaeta, DAC, MS, CDN

Congaplex Chewable tablets also available

TCM Diagnostics

• Tongue: Red; dry, yellow coat
• Pulse: Excess, possibly floating

Related Acupoints

• LI4
• LU7
• TW5
• ST36
With flowers fragrant, buckwheat stands out as a proud powerhouse of complex, health-protective phytonutrients. Chinese herbalists have long known this rutin-rich plant as Qiao Mai; since 1935, Standard Process has included this carefully grown plant in Drenamin®, a reviving agent that delivers complete nutrition sourced from whole foods, animal tissues, and other ingredients.

“When faced with a difficult case, I combine moxa therapy with Drenamin to support my patients exhausted from high-stress lifestyles.”
— SIAMAK F. SHIRAZI, LAC, DOM

Drenamin contains 642 mg per serving of whole food ingredients, including defatted wheat germ, nutritional yeast, oat flour, buckwheat, alfalfa, mushroom, and carrot root, that provide naturally occurring vitamins, minerals, amino acids, and other phytochemicals as micronutrients that help to restore the body’s original qi. Together these nutrients help tonify Kidney yang, increase resilience under stress, regulate mood, and support adrenal function.*

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Multizyme®
THE BRILLIANT DIGESTIVE

Multizyme provides fatty acids, amylase, lipase, cellulase, and proteolytic enzymes to strengthen the middle jiao and relieve Food Stagnation. In traditional Chinese medicine, we often translate the Earth-yin organ as, “Spleen;” however, some practitioners prefer a more modern translation, “Spleen-Pancreas.” The body’s pancreas is responsible for secreting many digestive enzymes to support digestion in the upper intestine. Multizyme supports this process by supplying a multifunctional blend of enzymes, including amylase, lipase and protease from pancreatin, as well as plant-based proteolytic enzymes from pineapple and papaya.*

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Introduced in 1963
- Strengthens the middle jiao
- Relieves food stagnation
- Resolves dampness
- Tonifies Spleen qi

TCM Diagnostics
- Tongue: Pale, swollen, scalloped with teeth marks on the sides
- Pulse: Slippery

Related Acupoints
- SP6
- SP9
- ST36
- CV12

Do not be misled by this Chinese medicinal’s name, “The Flowerless Fruit” (Wu Hua Guo); fig is a natural geode of the plant kingdom, flowering internally to produce hundreds of hidden seeds. Revered for its flavor and nutritional value, it has spread from Asia throughout the world, gathering devotees since ancient times. This storied fruit is blended into Multizyme®, our unique digestive product featuring enzymes from plant and animal whole food ingredient sources.

“Multizyme augments my Chinese dietary and herbal therapy — without the ability to properly break down food, it won’t matter what my patients are eating!”

— Marlene Merritt, DOM, Lac

Fig: Fuel for the Middle Burner

Multizyme augments my Chinese dietary and herbal therapy — without the ability to properly break down food, it won’t matter what my patients are eating!”

— Marlene Merritt, DOM, Lac
Spanish Black Radish provides whole food phytochemicals to clear Liver heat and spread Liver qi. When Liver qi stagnation creates heat, Wood can overact on Earth, resulting in gastrointestinal distress. This is where Spanish black radish, with its strong bitter nature, can be exceptionally helpful in encouraging healthy digestion through supporting the body’s normal elimination of toxins. The Spanish black radish drains Heat through the urine while the pungent taste helps to regulate the qi.*

A rare gem, the Spanish black radish is a survivalist—growing underground on our 420-acre certified organic farm in Palmyra, Wis. Known to the Chinese as Hei Luo Bo, this unusual radish packs quite a punch with its pungent, bitter flavor. Upon harvest, it is carefully processed to become Spanish Black Radish, our heat-clearing agent delivering phytonutrients sourced from intact, complete nutritional compounds.

“I often recommend Spanish Black Radish to facilitate ‘detox,’ a term foreign to Chinese medicine but commonplace in my practice.” — Will Mitchell, Lac, Dom, Acn

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Navigate the Channels with Tuna

Aptly known as the golden spearfish in Chinese culture, tuna is admired for its speed, streamlined body, and omega-3 fatty acid content. In appreciation of this cold-water champion, we carefully source tuna oil only from suppliers that preserve the oil’s natural profile. Straight from the fish, our Tuna Omega-3 Oil is a cooling and nourishing source of essential fatty acids.

“For best results, I use a bleeding technique in the clinic to treat patients for qi and Blood stagnation, then send them home with Tuna Omega-3 Oil.”

— SIAKAK F. SHIRAZI, LAc, DOM

Tuna Omega-3 Oil

The Heat Vent

Tuna Omega-3 Oil provides a natural profile of DHA and EPA for clearing heat, supplementing the body’s yin, and opening the channels. Tuna provides a natural ratio of DHA to EPA. DHA is a key nutrient for mother and child during pregnancy and lactation. As an oil, this supplement directly supports the yin, while the cooling nature addresses heat.*

Introduced in 2005
• Clears heat
• Nourishes yin
• Opens the channels*

TCM Diagnostics
• Tongue: Red tip with possible cracks, little or no coat
• Pulse: Thready or possibly surging and wiry

Related Acupoints
• LR8
• LI11
• GV20

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“Tuna Omega-3 Oil” is intended for informational purposes only and is not intended to be a substitute for professional medical advice, diagnosis, or treatment. Always seek the advice of your physician or other qualified health provider with any questions you may have regarding a medical condition. Never disregard professional medical advice or delay in seeking it because of information presented here.”
**The Shen of Kelp**

Having learned to gently ebb and flow with the current, kelp thrives in the cool embrace of earth’s *yin*. Chinese herbalists have long revered this living source of minerals as ocean treasure. When it has grown to maturity, it is blended into Trace Minerals-B₁₂™, a nurturing tonic featuring nutrients of vegetable, mineral, and animal origin.

“Trace Minerals-B₁₂ is like an energized Long Gu/Mu Li—a double plus for patients unwilling to spend hours decocting their herbs.”

— Michael Gaeta, DAC, MS, CDN

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**Trace Minerals-B₁₂™**

**THE NOURISHING TONIC**

Trace Minerals-B₁₂ provides iodine, iron, zinc, manganese, and copper in a formula high in vitamin B₁₂ and synergistic whole food ingredients, including animal tissues, to create a tonic that nourishes *yin* and calms the *shen.*

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Introduced in 1951

- Nourishes *yin*
- Anchors *shen*
- Strengthens the Sinews
- Broadly nutritive

**TCM Diagnostics**

- Tongue: All
- Pulse: All

₁ Trace Minerals-B₁₂ offers broadly nutritive foundational support for all of your patients.
Wheat Germ Oil provides the complete vitamin E complex and phytosterols to tonify qi and Blood, as well as replenish Kidney jing. As wheat germ is the grass’ embryo, it is no surprise that Wheat Germ Oil is used to supplement the Kidney. Evidence shows that vitamin E supports the protection and repair of cell membranes from damage by the highly reactive oxygen compounds known as free radicals.*

Nestled in the belly of the wheat berry grows an embryo full of promise—the wheat germ. One of the most concentrated food sources of vitamin E, wheat germ provides all eight forms of this powerful antioxidant. Standard Process harnesses this nutrient and provides it as a carefully pressed extract in Wheat Germ Oil, our whole food jing tonic.

“When I want to double the effects of a formula like Zuo Gui Wan, I couple it with Wheat Germ Oil.”

— SIAMAK F. SHIRAZI, LAc, DOM

* 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.
HAIL THE GENERAL’S GREENS

On the Standard Process 420-acre certified organic farm in Palmyra, Wis., the Brussels sprouts plants are practically bursting at the seams! This exuberant member of the cabbage family has much to celebrate, abounding in phytochemicals. Once firm and green, our plants are harvested and blended into Cruciferous Complete™, a Liver-clearing agent delivering the power of a superfood.

“Given today’s environmental exposures, I consider Cruciferous Complete a crucial part of doing all I can for my patients.”
— WILL MITCHELL, LAC, DOM, ACN

CRUCIFEROUS COMPLETE™
THE GENERAL’S AIDE

Cruciferous Complete combines whole food phytonutrients with vitamin K and potassium to clear Liver heat, disperse Liver qi, and drain damp. In traditional Chinese medicine the “Liver” is an umbrella term for various physiological functions in the body affecting everything from the physical organ to the blood, emotions, and eyes. In supporting the physical organ, our research shows that compounds in kale and Brussels sprouts promote the liver’s natural phase one and phase two detoxification processes in cell culture.*

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— WILL MITCHELL, LAC, DOM, ACN

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Knock on Wood for Beets

In gorgeous crimson and hunter green, beet’s two-tone leaves say everything about this plant’s action to a Chinese medicine practitioner. Patiently we wait for these beauties to grow replete with phytomolecules on the Standard Process 420-acre certified organic farm in Palmyra, Wis., before harvesting and concentrating them into Betafood®, a dispersing agent that harnesses only the full power of a whole food ingredient.

“When I pair Betafood with an acupuncture treatment like Four Gates, my patients find greater digestive ease than with acupuncture alone.”

— Michael Gaeta, DAC, MS, CDN

Betafood provides concentrated beet root and leaf to nourish the Liver and resolve stagnation in the Liver and Gallbladder. Slice into a beet, and you’ll see that its rings distinctly suggest those found in tree trunks, visually speaking to this vegetable’s support of the Wood element. Betafood provides methyl donors to help to resolve stasis in both the Liver and Gallbladder during normal hepatic fat metabolism.*

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About Standard Process

We are devoted to improving the quality of life by providing safe, effective, high-quality dietary supplements exclusively through health care professionals.

Long before the industry had a word for it, we were raising our own organic vegetables. Proud to be a leader in the advancement of organic agriculture for nutritional supplementation, our 420-acre organic farm in Palmyra, Wis., was certified in 2001 upon creation of the National Organic Program (NOP) by the U.S. Department of Agriculture. Now we produce 6.5 million pounds of organic vegetables each year to help address the nutritional needs of the patients you see in your practice every day. In choosing organic, our commitment remains to provide the most complete, quality nutrition while sustaining the environment and local pollinator population.

We believe research and development is essential for both the advancement of knowledge and for your patients’ confidence.

Therefore we use the latest instrumentation and laboratory techniques, publish in peer-reviewed journals, and conduct human trials in an effort to learn how our supplements support health.* Each year we award scholarships to the next generation of health care professionals, encouraging them to study whole food nutrition while pursuing a degree.

Standard Process Demonstrates Its Commitment to the Whole:

- **Person** by fostering the physical, emotional, intellectual, and spiritual health of customers and employees.
- **Product** by emphasizing the importance of concentrated whole foods and herbs in our product line.
- **Process** by ensuring the highest quality in every state of development, from farming through shipping.
- **Planet** by utilizing environmentally safe farming, manufacturing, and business practices.
- **Posterity** by preserving and strengthening the company for all future generations.

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