21-Day Purification Program

New Look, New Tools

*Presented by Georgia Nab, DC, ACN*
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Georgia Nab, DC, ACN

A 1994 graduate of Cleveland Chiropractic College-Kansas City, Dr. Nab owned a chiropractic clinic in Wichita, Kan., before joining Standard Process’ health and wellness team, which includes two other on-staff chiropractors. Together, Dr. Nab and the other chiropractors provide chiropractic care, nutrition counseling, and nutrition education training to more than 300 employees at the company’s corporate headquarters.

Dr. Nab is currently attending the University of Western States to earn her master’s degree in nutrition and functional medicine. She also works with Affiliated Monitors, Inc.™, an independent monitoring company for professionals, and is a member of the American Chiropractic Association, the Wisconsin Chiropractic Association, and the Chiropractic Society of Wisconsin. Dr. Nab is certified in applied kinesiology and nutrition. She is passionate about good nutrition and healthy living and lives with her family in Dousman, Wis.
21-Day Purification

- Updated logo
- New lifestyle/recipe book
- Updated food list
- Updated purification guide
- New patient marketing/educational pieces
- No longer carry purification folder
Standard Process Purification Research

• Three studies: retrospective (Powell and Leonard), prospective (Callahan), controlled nonblind (Logan)

• 75 people total
  • 38 men, 37 women
  • 21 to 62 years old
  • Normal to body mass index (BMI) of more than 30
Standard Process Purification
Research: Consistent Findings

• Statistically significant decrease found in each study: total cholesterol (TC), low-density lipoprotein cholesterol, triglycerides, weight

• Decrease in high-density lipoprotein (HDL) cholesterol among at least some subjects in each study
  • A low-fat diet decreases all lipoproteins.
  • Powell and Leonard explain that the ratio of TC to HDL is still favorable, so the overall intervention is positive.
Standard Process Purification
Research: Unique Findings

Additionally:

• Powell and Leonard—statistically significant decrease in very low-density lipoprotein cholesterol
• Callahan—increase in self-reported energy
• Logan—decrease in blood pressure
• Callahan and Logan—decrease in BMI (not measured in Powell and Leonard)
Findings for Standard Process annual employee purification in 2012 and 2013 also indicated:

- Decrease in weight
- Decrease in waist, chest, hip circumference
- Increase in self-reported energy level
- And even better, reports of lasting food changes: more fruits/vegetables, less of a taste for sweets
References for Previous Slides


Updated Logo

1º of Change
A Guide to the 21-Day Purification Program

Georgia Nab, DC, ACN
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Remove the bad fats and replace with good fats.

Did you know your brain is about 60 percent fat? Fats are essential for proper brain function; building healthy cell membranes; proper blood clotting; absorbing essential vitamins like A, D, E, and K; and protecting vital organs. Fat is necessary for healthy skin and plays a central role in promoting healthy eyesight and brain development—especially in babies and children.

The low-fat food myth tells us that low-fat, processed foods are healthier, when in fact the normal fat in foods has been replaced with sugar (oftentimes with high-fructose corn syrup) to add flavor to the food. This is detrimental to your health! More sugar or carbohydrates can lead to more calories and weight gain. When you see nonfat or low-fat processed foods, think higher sugar and the potential for weight gain.

Eating healthy fat does not make you fat. What matters is not so much the amount of fat you eat but the type of fat. Avoid any type of processed fat and trans fats. Instead learn our acronym below and begin focusing your use of healthy oils in your daily diet.

Healthy fats like fish oils offer the omega-3s docosahexaenoic acid (DHA) and eicosapentaenoic acid (EPA). The best sources are fatty cold-water fish such as salmon, sardines, and tuna. The American Heart Association recommends eating two servings of fish per week. Additional sources of healthy fats include flaxseed, flax oil, hemp oil.

Grape seed oil is another option for healthy fats. Look for raw, unrefined oils from a reputable source. Supportive but not conclusive research shows that consumption of EPA and DHA omega-3 fatty acids may reduce the risk of coronary heart disease.

When cooking with fats it’s important to not overheat the fat, as this can turn a good fat into a rancid fat. Also important is the difference between mechanically pressed or chemically extracted oil. Chemical extraction uses toxic solvents during the extraction process, which is a risk for residues that you wouldn’t want to eat. Harsh treatments must be used to remove the solvents, causing further damage. This process is used with most commercial oils. Look for oils that list the degree of heat the oil can withstand.

Here are some guidelines for cooking with fats:

<table>
<thead>
<tr>
<th>Very high-heat oils</th>
<th>Medium-heat oils</th>
<th>Raw to low heat</th>
</tr>
</thead>
<tbody>
<tr>
<td>= 400 degrees and higher</td>
<td>= 350 to 400 degrees, quick fry in pan</td>
<td>= under 350 degrees, most unrefined oils</td>
</tr>
<tr>
<td>Naturally refined only</td>
<td>Naturally refined only</td>
<td></td>
</tr>
<tr>
<td>Avocado Oil</td>
<td>Almond Oil</td>
<td>Hemp Oil</td>
</tr>
<tr>
<td>Coconut Oil</td>
<td>Butter or Ghee</td>
<td>Fish Oil</td>
</tr>
<tr>
<td>Grapeseed Oil</td>
<td>Olive Oil</td>
<td>Flaxseed Oil</td>
</tr>
<tr>
<td>(Expeller Pressed)</td>
<td>(Extra Virgin)</td>
<td>Olive Oil</td>
</tr>
<tr>
<td>Peanut Oil</td>
<td>Peanut Oil</td>
<td>Olive Oil</td>
</tr>
<tr>
<td>(High Oleic)</td>
<td>(Expeller Pressed)</td>
<td>(Extra Virgin)</td>
</tr>
<tr>
<td>Sesame Oil</td>
<td>Walnut Oil</td>
<td>Sesame Oil</td>
</tr>
<tr>
<td></td>
<td>(Naturally Refined Only)</td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Any Nut Oil</td>
</tr>
</tbody>
</table>

“BACON” is a simple acronym to use to remember which fats are best for you:

B = Butter/ghee (clarified butter)
A = Avocado and avocado oil
C = Coconut oil/cream/milk (unrefined, full fat, unsweetened, guar gum acceptable)
O = Olive oil (extra virgin) and olives (packed in water or plain vinegar, preservative-free)
N = Nut oils (unrefined, expeller pressed)
We’re starting to realize that the ratio of fatty acids could be as important as a single type of fatty acid. Grass-fed meat and free-range poultry have healthy fats in healthier ratios. The ratio of omega-6 to omega-3 in grass-fed cows is between 2-to-1 to 4-to-1. In grain-fed cows, that ratio jumps to around 18-to-1. Similar effects occur in exclusively grain-fed chickens and their eggs. It’s best to stick with grass-fed animals when choosing meats.

Keep in mind that current agricultural practices use many compounds that it’s best to avoid. Grain-fed animals accumulate commercial pesticides, herbicides, antibiotics, and hormones that are far higher than what you receive in hormone-free animals or in organic vegetables. Consuming animals from these sources puts us at risk for exposure and places a burden on the metabolism. It’s best to minimize or eliminate meat from places like this.

Grass-fed and free-range meats offer many fatty acids that are missing in the standard American diet (SAD), like: arachidonic acid, conjugated linoleic acid (CLA), and the proper ratio of omega-6 and omega-3 fatty acids.

Ideal Protein Choices

- Raw foods: Including nonroasted nuts and minimally processed cheese.
- Meat from grass-fed, free-range, and cage-free sources without added hormones. Avoid farm-raised and Atlantic fish when possible. Choose cold-water fish like salmon, sardines, mahi-mahi, mackerel, etc.
- Organic eggs from free-range chickens
- Grass-fed beef
- Grass-fed, free-range, organic poultry
- Grass-fed lamb
- Wild game birds (pheasant, duck, goose, grouse)
- Venison
- Wild game (elk, bear, beaver, etc.)
- Whey protein
Legumes and Lentils

Legumes are a class of versatile and nutritious vegetable. They’re low in fat, high in fiber (soluble and insoluble), and high in protein with many vitamins and minerals. A few types of legumes include: adzuki beans, Anasazi beans, black beans, black-eyed peas, chickpeas, edamame, fava beans, lentils, lima beans, peas (green and yellow), red kidney beans, and soybean.

With few exceptions, such as black-eyed peas and lentils, dried beans and legumes require soaking in room-temperature water to rehydrate them and to help neutralize the anti-nutrient phytic acid in them. These anti-nutrients can interfere with the body’s ability to absorb nutrients from the legumes. Soaking legumes activates enzymes within the seeds that will break these anti-nutrients down, decrease cooking time, and reduce potential flatulence.

Gas-reducing soak: Place rinsed beans in a large stockpot and cover so water is at least 2 inches over the beans. Bring to a rapid boil. Turn off heat, cover, and set aside overnight (around 8 hours). The next day, 75 to 90 percent of the indigestible sugars associated with flatulence will have dissolved into the soaking water. Rinse thoroughly with cool water, and the beans are ready to be cooked.

There are four main types of lentils. Lentils don’t require soaking, but they can be soaked to reduce cooking time by about half. Before cooking, be sure to rinse lentils thoroughly in cold water. Pick out any debris or shriveled lentils, and drain. Boil lentils in 3 times more water than lentils. Don’t add anything acidic such as vinegar, tomatoes, lemon, or salt when cooking, as this will toughen the lentils and slow the cooking process.

Green and brown lentils: Great for warm salads, casseroles, or stuffing, these lentils hold their shape well after cooking. General cooking time is 35 to 45 minutes.

Puy (grey and green) lentils: Thought to be superior in texture and taste, these lentils are great with fish or game meat. General cooking time is 20 to 25 minutes.

Red split lentils: These form a rich purée when cooked and are great for soups. Red split lentils are often mixed with spices to make the Indian dish dahl. General cooking time is 15 to 20 minutes.

Yellow lentils: Similar to red split lentils, yellow lentils also form a rich purée that is perfect in soups. General cooking time is 15 to 20 minutes.
Understanding Simple Versus Complex Carbohydrates

The topic of carbohydrates is not an easy one to explain. At the core of any description of their impact or role in the body is the number of sugar molecules in the chain. Simple carbohydrates have relatively few sugars linked in sequence. The more links in the sugars chain and the more types of sugars and branches in the chain, the more complex the carbohydrate.

Simple carbohydrates are easily and generally rapidly converted to blood sugar (glucose). Your body will burn these as energy quickly, which can lead to drops in mood, energy, and focus. Any excess that is not used right away is stored as fat. Good examples of foods containing simple carbohydrates include processed foods like pasta, white rice, and sugary drinks. Whole foods will contain a mixture of both simple and complex carbohydrates.

Complex carbohydrates tend to be more slowly digested because of their length, branching, and other sugar types. In fact, some of these can’t be digested by our digestive enzymes and represent fiber. Good examples of foods containing complex carbohydrates are sweet potatoes, carrots, and apples, along with a wide assortment of other fruits and vegetables. A healthy range of complex carbohydrates is less than 75 grams a day.
Understanding Insoluble Versus Soluble Fiber

Fiber is a very important part of our diet as it supports a healthy digestive system and healthy bowel movements. You should have one to three bowel movements a day. Less than one bowel movement a day may be a sign of constipation. It’s vital to your health to make sure you’re having daily bowel movements to remove toxins from the body. The average recommended intake of total fiber is around 30 grams a day, and most of this should come from vegetables. There are two types of fiber: insoluble fiber and soluble fiber.

Insoluble fiber moves all the solid waste material out of the gut and adds bulk to the diet. These fibers do not dissolve in water, so they pass through the gut relatively intact. They also speed up the passage of food and waste through your gut. Good examples of food sources of insoluble fiber include zucchini, celery, broccoli, cabbage, dark leafy vegetables, and root-vegetable skins.

Soluble fiber helps support normal insulin levels already in a normal range, supports satiety (the feeling of being full after eating), and absorbs toxins from the gut. These fibers attract water and form a gel, which slows down digestion. Good examples include apples, oranges, pears, strawberries, nuts, flaxseeds, blueberries, and carrots. Soluble fiber from foods such as these, as part of a diet low in saturated fat and cholesterol, may reduce the risk of heart disease.

Understanding Flours

An important note about switching from wheat or gluten flours to gluten-free flours is that there are three different weights of flours. Knowing this will make substitution a little easier. Estimate about 1 ¼ cup of gluten-free flour to 1 cup of all-purpose wheat flour. Guar gum is typically added for an ideal texture, but you can also use additional binding agents like chia meal, flax meal, banana, or applesauce instead of the guar gum. It’s best to substitute by staying within the same weight of flour.

Heavy Flours

Almond: There is almond flour and almond meal, the only difference being that almond meal is coarser. Almond flour is easily made at home. Simply use a high-powered blender or food processor to grind whole almonds into fine flour. Almond flour is high in protein and healthy fats and is a great substitute for wheat flour. Since almond flour has high oil content, use it immediately and store any extra in the refrigerator or freezer.

Chestnut: This flour functions just like any nut or seed flour and has a nice nutty flavor. Chestnut flour is similar to almond flour in cooking use and nutritious benefits.

Coconut: This is a great flour to work with, is loaded with fiber, and is very low in carbohydrates. For some, the coconut is a strong flavor and can overpower the recipe. Coconut flour does absorb liquids, so be aware you may need more eggs when using it.

Garbanzo bean: High in fiber and protein, this flour is an ideal flour to use for pizza crust or tortillas and is good for foods that can handle the bean flavor.
Medium Flours
Medium flours include amaranth, brown rice, buckwheat, millet, oat, quinoa, sorghum, and teff.

Amaranth: This nutritious flour tends to lend a bitter taste to food, so using amaranth will depend on your personal taste. Amaranth is best in foods that have a strong flavor, like chocolate, so the bitterness is hidden.

Brown rice: A great basic flour and easy to use, brown rice flour is high in carbohydrates but is also high in vitamins and minerals, if you’re using the whole-grain brown rice flour.

Buckwheat: High in nutrition, buckwheat flour is easy to use, especially with pancakes.

Millet: This flour is also high in nutrition and has a mild nutty flavor.

Oat (essential to use gluten-free): The taste of oat flour is very similar to wheat flour. It’s easy to make your own oat flour by buying gluten-free oats and grinding them in a high-powered blender or food processor. Oat flour is higher in carbohydrates than nut flours but is also high in nutrients when using the whole, unprocessed oat.

Quinoa: This very nutritious seed (not a grain) can leave a bitter taste from the tannins, but toasting the flour will break the tannins down and get rid of the bitter taste. Toast the flour by simply filling a cookie sheet and toasting in the oven at 300° F for about 30 minutes, stirring occasionally. When the flour begins to have a golden color and smells toasted, it’s done. Quinoa has a near-perfect balance of protein, carbohydrates, and dietary fiber as well as many vitamins and minerals.

Sorghum: This flour is very similar to millet, with a mild, slightly sweet flavor.

Teff: Providing a nice nutty flavor, teff flour is also high in nutrition.

Light Flours
Arrowroot: With no detectable taste, arrowroot flour can be used interchangeably with potato starch, cornstarch, and tapioca in most instances. If you’re using arrowroot as a thickener in a sauce, don’t keep it on the heat too long as this will break down the starch and cause the sauce to become thin again.

Potato: This flour also has no detectable taste and can be used interchangeably with other starches.

Sweet rice: When a recipe calls for all-purpose flour in breading or a thickener in sauces, sweet rice flour can be used.

Unique Flours and Gums
Guar gum: This complex carbohydrate helps to thicken and bind gluten-free baked goods. With no gluten, the guar gum improves the texture and can help minimize crumbling of baked goods. Guar gum is generally better tolerated by the digestive system than xanthum gum.

Xanthan gum: Derived from corn, this complex carbohydrate is a thickener and binder like guar gum. For some people xanthan gum may cause upset stomach and digestive issues.
Nondairy Milks are a delicious option for all of us whether it’s for cooking, baking, or drinking straight up. They’re frequently offered in a variety of flavors, but the best option is plain, unsweetened when substituting for dairy milk. Recipes for making your own are included in the pre-/post-purification recipe section of this book. Your best options include:

**Almond milk:** It’s made from almonds and water and is a great substitute for dairy milk. Almond milk can be purchased in most grocery stores (but watch out for added sugar) and is also very easy to make fresh at home. The recipe is in the pre-/post-purification section.

**Rice milk:** This milk is made from brown rice, water, sea salt, and a little oil. Rice milk is a very light, sweet beverage and is also easy to make fresh at home. Store-bought is often sweetened, so be sure to purchase the unsweetened version.

**Hemp milk:** This great source of omega-3 fatty acids, protein, and essential vitamins and minerals is made from hemp seeds, water, and a bit of brown rice syrup. Hemp milk is a thick, rich milk with a neutral taste and is a great substitute for dairy milk.

**Coconut milk:** With several varieties, this milk made from coconuts and water can be found in a can. It’s thick and great for curry dishes. It also comes in powder form so you can add water to make just the amount needed. Coconut milk can also be found in a thinner consistency that is often used as a beverage. However you prefer, coconut milk is very nutritious, affordable, and versatile.
Some Final Notes

Chemical leaveners lighten dough, causing it to rise. Baking soda or baking powder is commonly used as leaveners. Be sure to purchase aluminum-free products.

Baking powder is made from a blend of alkali, such as sodium bicarbonate, and acid, such as calcium acid phosphate or cream of tartar. Some form of starch is included to absorb any moisture and to prevent a reaction prior to adding a liquid. Typically baking powder is gluten-free, but sometimes the starch that is added contains gluten. Here is a simple homemade substitute equal to 1 teaspoon of baking powder:

- ¼ teaspoon baking soda
- ½ teaspoon cream of tartar
- ¼ teaspoon cornstarch or arrowroot powder

Baking soda consists of bicarbonate of soda, which is alkaline in nature. Baking soda is a naturally gluten-free product and also works as a great household cleaner.

Citrus zest: Zest is the name for the colored outer layer of citrus peel. The oils in zest are intense in flavor and full of nutrients. Use a zester, a microplane-style grater, or the small holes of a box grater to grate zest. Avoid grating the white layer (pith), as this is very bitter.

Liquid aminos: Look for liquid amino products made from non-GMO soybeans and purified water. Liquid aminos are a healthy replacement for tamari and soy sauce, which contain liquid amino acids but have strong flavors and a high salt content. Choose a brand that is gluten-free and contains essential and nonessential amino acids in naturally occurring amounts. Make sure it is not fermented or heated.

Thai curry paste is a blend of Thai chilies, garlic, lemon grass, and other seasonings and is a quick and easy way to add flavor to foods. Yellow curry tends to be mild in flavor, red curry tends to have medium-hot spice, and green curry paste is typically the hottest. Be sure to read the label to assure that no dairy or sugar has been added.

Dijon mustard: This adds depth of flavor to many dishes and is typically gluten- and sugar-free. Dijon mustard is often found in salad dressings because it facilitates the emulsification of oil and vinegar.
Vinegars

There are so many ways to utilize vinegars, whether in cooking or for cleaning around the house. Below is a detailed list of many variations of vinegar that you’ll find at the grocery store. You can also go to http://www.versatilevinegar.org/todaysvinegar.html for detailed information on many different types of vinegars.

Apple cider vinegar: Look for unpasteurized or organic apple cider vinegar containing mother of vinegar that has a cobweb-like appearance, making the vinegar look slightly congealed.

Balsamic vinegar: There are three types of balsamic vinegar, the best being balsamic vinegar of Modena. Fermentation can last from six months to 25 years depending on the type of balsamic vinegar.

Red wine vinegar: This is made by the fermentation of red wine in wooden barrels and produces acetic acid, giving red wine vinegar its distinctive flavor.

White wine vinegar: Similar to red wine vinegar, white wine vinegar is made from a blend of white wines that are fermented, aged, and filtered to produce a vinegar with a slightly lower acidity than red wine vinegar.
Shopping
Alert: Avoid the center food aisles! Purification and pre-/post-purification pantry lists have been included in this book to make it easy for you to know what to keep in stock to be successful in reaching your health goals. Stick to these lists, stay on the outside of the aisles, and when you do have to go into the center to get nuts, quinoa, beans, seeds, etc., get in and get out quickly! These middle aisles can be attractive and lure you into buying sugary processed foods with added chemicals.

Some people feel that eating this way costs more. I would say yes, in the short term, it could cost more to eat healthy. But long term it will be cost-effective and health-effective for you. Also realize that once you start eating this way, cravings begin to disappear, you begin to feel satisfied quicker when eating, and overall you will eat less. When you give your body nutritious whole food, it can work more effectively and is more easily satisfied. Watch for local farmers markets to purchase some foods as this can save on costs.

Plan to be hungry! If you plan to be hungry, you can avoid binging and poor choices. Be aware of the times when you typically feel cravings come on (like the middle of the afternoon or in the evening), and have healthy food and snacks nearby to grab. It’s also important to plan your meals for the week. The 21-day menu and pantry lists are geared to support you in making a menu and planning your week.

As you shop, read every label. Seemingly innocent foods can actually contain sugar or high-fructose corn syrup. Make it your goal to avoid purchasing foods that have added sugar—especially high-fructose corn syrup. Once I almost purchased a sea salt and pepper mixture. That is, until I read the label. The second ingredient was sugar! Since I expected sea salt and ground pepper to be the only ingredients, I was surprised. Needless to say, I put it back. I encourage you to read your labels, including herbs. You may need to go through your cupboards and discard a few things in there as well.

Ingredients to Avoid When Shopping
- High-fructose corn syrup
- Trans fats (These are often labeled as shortening, partially hydrogenated, or hydrogenated.)
- Artificial flavors (There are more than 100 possible chemical additives to watch out for).
- Monosodium glutamate (MSG)
- Artificial colors/food colorings
- Artificial sweeteners
  - Aspartame
  - Sucralose
  - Neotame
  - Acesulfame potassium (AceK)
  - Saccharin
- Preservatives
  - Tert-butylhydroquinone (TBHQ)
  - Polysorbates
  - Butylated hydroxytoluene (BHT), butylated hydroxyanisole (BHA)
  - Sodium benzoate, benzoic acid
  - Nitrates and nitrites
  - Propyl gallate
  - Potassium bromate
- Phosphoric acid
- Hydrolyzed vegetable protein
Why do I need purification?

Purification, also known as detoxification, can help you remove natural toxins from your body and help maintain a healthy weight. We are exposed to external toxins continually, including pollutants, pesticides, and chemicals. Internally our bodies produce waste by-products as a result of normal metabolic function. Although your body is designed to rid itself of these toxins naturally, it can become overburdened. Purification offers your body additional support to expel natural toxins and minimize your weight, which is important to maintaining your health and vitality.

Toxins can contribute to a wide range of conditions:

- Stuffy head
- Fatigue or difficulty sleeping
- Digestion and other gastrointestinal problems
- Food cravings and weight gain
- Reduced mental clarity
- Low libido
- Skin not looking its best
- Joint and tendon issues
**What Is Your Chemical and Environmental Exposure?**

**Lifestyle Evaluation: Chemical and Environmental Exposure Questionnaire**

Fill out this questionnaire to see how you score.

Rate each of the following from 0 to 3. If it does not apply, put a 0.

*1 = few times a month  2 = weekly  3 = daily or almost daily*

<table>
<thead>
<tr>
<th>A. Home/Work Environment</th>
<th>19. How often do you color, perm, or straighten your hair?</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. How often do you eat out in a restaurant?</td>
<td>20. How often do you burn candles in your home or office?</td>
</tr>
<tr>
<td>3. How often do you cook with vegetable oils?</td>
<td>22. How often do you use wood cleaners or polishes?</td>
</tr>
<tr>
<td>4. How often do you prepare/eat boxed meals?</td>
<td>23. How often do you use mothballs in your home?</td>
</tr>
<tr>
<td>5. How often do you eat frozen meals?</td>
<td>24. How often do you use ammonia for cleaning?</td>
</tr>
<tr>
<td>6. How often do you use margarine or other types of</td>
<td>25. How often do you use bleach (chlorine) in your laundry</td>
</tr>
<tr>
<td>processed spreads?</td>
<td>or for cleaning?</td>
</tr>
<tr>
<td>7. How often do you use artificial sweeteners?</td>
<td>26. How often do you use scented laundry detergent,</td>
</tr>
<tr>
<td>8. How often do you drink flavored drinks with food</td>
<td>softeners, or dryer sheets?</td>
</tr>
<tr>
<td>colorings?</td>
<td>27. How often do you use powdered, liquid, or foam</td>
</tr>
<tr>
<td>9. How often do you drink carbonated drinks?</td>
<td>scrubbing solutions or cleansers in your household?</td>
</tr>
<tr>
<td>10. How often do you drink diet drinks?</td>
<td>28. How often do you use wood to heat your home?</td>
</tr>
<tr>
<td>11. How often do you eat candy with food colorings?</td>
<td>29. How often are you exposed to smog?</td>
</tr>
<tr>
<td>13. How often do you eat microwaved popcorn?</td>
<td>attached to the home you live in?</td>
</tr>
<tr>
<td>14. How often do you use plastic containers to store your</td>
<td><strong>Section A Total</strong></td>
</tr>
<tr>
<td>food?</td>
<td></td>
</tr>
<tr>
<td>15. How often do you use perfume or cologne?</td>
<td></td>
</tr>
<tr>
<td>16. How often do you use antibacterial soaps?</td>
<td></td>
</tr>
<tr>
<td>17. How often do you take any prescription medications?</td>
<td></td>
</tr>
<tr>
<td>18. How often do you wear cosmetics?</td>
<td></td>
</tr>
</tbody>
</table>
B. What has your exposure been to any of the following?

Rate each of the following from 0 to 3. If it does not apply, put a 0.
1 = few times a month
2 = weekly
3 = daily or almost daily

_____ 1. Fertilizers
_____ 2. Pesticides
_____ 3. Rodenticides
_____ 4. Herbicides
_____ 5. Fungicides
_____ 6. Paints and paint thinners
_____ 7. Wood preservatives or stains
_____ 8. Alloys (i.e., jewelry making)
_____ 9. Dyes (i.e., textiles)
10. Other:

Section B Total

C. Have you ever worked in any of the following areas?

(Yes = 3, No = 0)

1. Chemical processing
2. Electroplating
3. Soldering
4. Welding
5. Metal cutting
6. Leather tanning
7. Fireworks
8. Metal smelting
9. Photographic darkroom
10. Hair salon
11. Nail salon
12. Other:

Section C Total

D. General Miscellaneous Exposures

1. Have you ever worked in a mine? (Yes = 3, No = 0)
2. Have you ever had silver amalgam fillings in your teeth? (Yes = 3, No = 0)
3. Do you have any tattoos with colored ink? (Yes = 3, No = 0)
   If yes, please circle which: red, yellow, green, white, blue, black
4. Do you receive flu shots or other vaccinations? (Yes = 3, No = 0)
5. Do you have any other type of metal in your mouth? (Yes = 3, No = 0)
6. Do you currently smoke cigarettes? (Yes = 3, No = 0)
   If not, have you smoked cigarettes in the past? (Yes = 2, No = 0)
7. Do you currently use any other type of tobacco products? (Yes = 3, No = 0)
   If no, have you used any other type of tobacco product in the past? (Yes = 2, No = 0)
8. Are you exposed to secondhand smoke? (Yes = 3, No = 0)
9. Does your home, work, school, or car have a damp or mildew smell? (Yes = 3, No = 0)
10. Have you ever had water damage in your home, work, or school? (Yes = 3, No = 0)
11. Does spending time in your basement cause or worsen your symptoms? (Yes = 3, No = 0)
12. Does spending time in a different location change your symptoms? If so, are they better or worse? (Yes = 3, No = 0)
13. Do you develop symptoms when you smell perfume, cologne, or strong odors? (Yes = 3, No = 0)

Section D Total

E. Water

1. Where does your primary water source come from? (please circle)
   Municipal, Well, Home filtering system, Bottled, Other:

2. What is your approximate daily water intake in ounces? (1 cup water = 8 ounces)

   _____ Total A
   _____ Total B
   _____ Total C
   _____ Total D
   _____ Grand total

Score between 0 and 15
Good job. Recommend 21-day Standard Process® Purification Program once a year and continued vigilance to avoid chemical exposure.

Score between 16 and 30
Room for improvement. Recommend 21-day Standard Process Purification Program once a year, possible lifestyle changes, and increasing awareness to avoid chemical exposure.

Score above 30
Need to rethink habits. Recommend 21-day Standard Process Purification Program twice a year, possible lifestyle changes, and a serious plan to avoid chemical exposure.
Home Environment

The goal of the Lifestyle Evaluation is to identify potential toxins you might be coming in contact with, sometimes without being aware. It has been said that the most toxic place we come in contact with is our home! Our homes should be a sanctuary—a safe environment where we can thrive, grow, and heal. Below is a general description of each area and what you should be aware of to decrease potential exposures. If you have any questions, please speak to your health care professional. You can also go the to the U.S. Consumer Product Safety Commission website at www.cpsc.gov for specific information.

**Home Environment**

Due to processing, packaged foods have become devitalized (a loss in vitamins, minerals, and enzymes). The closer a food is to its original form, the better. Some common additives and preservatives that have a negative effect on the body include monosodium glutamate (MSG), sodium nitrate, sodium benzoate, sodium sulfate, artificial sweeteners (sucralose, saccharin, or sorbitol), high-fructose corn syrup, trans fats, butylated hydroxyanisole (BHA) and butylated hydroxytoluene (BHT), sulfur dioxide, and potassium bromate. Artificial food colorings are another issue, and some have been banned due to their potential negative health effects. It is best to avoid any product that has any artificial food coloring added to it.

Plastic containers should be avoided. Use glass instead, especially if you are heating your food or putting hot food into a container for storage. Plastics contain phthalates and bisphenol A (BPA) that when heated can seep into your food. If you are heating your food in a glass container, instead of putting plastic over your food, use a paper towel.

Candles and scented room fresheners are another area of concern. If you burn the wick of a candle and see a black center, this is a lead-centered wick. The U.S. Consumer Product Safety Commission banned the use of lead wicks in 2003, but they can still be found in candles, specifically candles from other countries. The commission has found that lead-core wicks release around five times the amount of lead considered hazardous for children. Make sure your candle label states the wick is lead-free, and use high-quality candles. Also be aware that paraffin candles release soot in the air, and aromatherapy candles may contain synthetic oils that release toxic particles. The best candles to look for include those that are made of soy, vegetable-based waxes, or 100 percent beeswax and have cotton wicks. For aromatherapy, look for candles that use only natural essential oils.

Many cleaning agents contain various harsh and toxic chemicals. Effective all-natural cleaners include vinegar, lemons, hydrogen peroxide, baking soda, and coarse salt. Olive oil can be used to clean wood and lends a nice glow to the wood.

Unless a scented product is labeled as having essential oils, it most likely contains synthetic oils and is something you do not want to be inhaling on a daily basis.

Fertilizers, pesticides, and the like contain harsh chemicals and are marked as being very toxic. Breathing in the fumes from these products when using them can expose you to toxins. It is best to check the Environmental Protection Agency (EPA) website for safety and recommendations on the use of any of these products.

Work exposures can come in many forms. For example, you might have heard of mad hatter’s disease or Danbury shakes. This was seen up until the 20th century in hat makers whose felting work involved exposure to mercury vapors. Due to exposure to the fumes from mercury, hat makers were known to develop mental, neurological, and other health issues. Be aware of your exposures, and wear protective masks if you are in a questionable environment.

General exposures include any metals used in dentistry, metals used in tattoos, smoking, and the potential for molds in the home due to water exposure. Speak with your health care provider if you have any concerns in this area.
Chapter 2  Purification Pantry List

Broths  Ready-Made, Organic
- Beef
- Chicken
- Vegetable

Dairy-Free Milk
- Coconut milk, unsweetened
- Hemp milk, unsweetened

Flours
- Coconut

Fruits  Organic When Possible
- Apples*
- Apricots*
- Avocados
- Bananas
- Blackberries
- Black currants*
- Blueberries
- Boysenberries
- Cherimoya* (custard apple)
- Cherry*
- Clementine
- Coconut
- Cranberries, any variety
- Dates*
- Elderberries
- Figs
- Gooseberries
- Grapefruit
- Grapes, any variety*
- Guava*
- Huckleberries
- Jackfruit
- Jujube
- Kwifruit
- Kumquats
- Lemons
- Limes
- Loquat*
- Lychee*
- Mango*
- Melon, any variety*
- Mulberries*
- Nectarines*
- Olives
- Oranges
- Papayas*
- Passion fruit
- Peaches, any variety*
- Pear, any variety*
- Persimmons*
- Pineapple
- Plums*
- Pomegranate*
- Raspberries
- Red currants*
- Rhubarb
- Sapodillas
- Sharon fruit
- Strawberries
- Tangerines
- Tomato
- Watermelon*

Legumes
- Green beans
- Lentils
- Peas

Miscellaneous
- Baking powder
- Baking soda
- Curry paste
- Mustard, Dijon
- Seaweeds such as arame, nori, or kelp
- Vanilla extract

Oils and Fats
- Avocado
- Butter, organic, unsalted
- Coconut oil, organic, unrefined, raw
- Flaxseed oil
- Ghee, clarified butter
- Grape seed oil
- Olive oil, extra virgin
- Pumpkin seed butter
- Sesame seed oil
- Tahini (ground sesame seed)

*Fresh fruit can be a healthy and nutritious food with vitamins, minerals, phytochemicals, and fiber. Typically the recommendation to eat fresh fruit as your appetite dictates holds true for many people. But if you are above your ideal weight, eliminating higher-sugar fruits may be necessary. It is best to try to use vegetables instead of high-sugar fruits. Also, be aware that for some people, fructose consumption may be a problem. Fruits that have a high fructose-to-glucose ratio should ideally be avoided. For these individuals, fruits with the ** by them should be avoided or minimized.
Day 1: Beets

Beets are an important dietary source of betaine, which supports healthy blood vessels and healthy liver function. Beets also contain the important nutrients folate and potassium. They can be baked, boiled, steamed, or shredded raw and loaded on fresh salads. Beet leaves are also very high in nutrients and great for fresh salads, added to shakes, or juiced. The leaves are higher in nutrients than the root and contain nutrients like calcium, iron, vitamin A, and vitamin C. Diets low in saturated fat and cholesterol that include 2g per day of phytosterols like beets, eaten with meals or snacks, may reduce the risk of heart disease.

Shake Option
- 1 beet with leaves, chopped
- 2 carrots, chopped
- 1 apple, chopped

Lunch

Warm Beet Salad
- 2 beets, scrubbed clean, chopped
- 10 ounces mixed salad greens, rinsed
- 1 avocado, peeled, pitted, diced
- 1 carrot, shredded
- 1 small cucumber, chopped
- 1 tablespoon Dijon mustard
- 2 tablespoons balsamic vinegar
- ¼ cup olive oil
- Sea salt and pepper to taste

Boil beets until just soft. Drain and set aside. Meanwhile, in a medium salad bowl, mix greens, carrot and cucumber together. In a small bowl, combine mustard, vinegar, sea salt, and pepper, and whisk together. Slowly pour in olive oil while whisking until dressing is smooth. Place beets over greens and drizzle with vinaigrette. Toss to coat and top with fresh avocado. Serves 2-4.

Dinner

Roasted Root Vegetables
- 1 bunch (1 pound) beets, red or golden, trimmed, scrubbed, and chopped
- 1 butternut squash, peeled and seeded, chopped
- 1 large yam, peeled, chopped
- 1 large parsnip, peeled, chopped
- 1 large carrot, peeled, chopped
- ½ red onion, chopped
- 6 cloves garlic, chopped or whole
- 3 tablespoons fresh thyme leaves
- 3 tablespoons extra-virgin olive oil
- Sea salt and pepper to taste

Preheat oven to 425 F. Placed all chopped vegetables into a large bowl with garlic, thyme leaves, and olive oil. Toss to coat evenly. Spread vegetables out evenly on a cookie sheet in a single layer. Sprinkle with sea salt and pepper. Place vegetables in the oven and bake for about 45 minutes, stirring once halfway through baking, until vegetables are tender and starting to turn golden. Serves 2-4.
Chapter 4:

Ultimate Purification Shake Recipes

How to Make the Ultimate Standard Process Shake
In a blender, combine:
- 1 cup water, unsweetened coconut milk, and/or unsweetened hemp milk (almond or rice milk only if not on purification)
- 3-4 cubes of ice, more for a thicker shake
Option: Freeze coconut/hemp milk for ice

Fat
- 1 tablespoon flaxseed oil and/or 1 teaspoon Calamari Omega-3 Liquid

Protein
- 2 scoops SP Complete® (any variety)
- 2 scoops Whey Pro Complete
- Handful of any variety of nuts (unless on purification)

For added nutrition
- 1 tablespoon Cyrofood® powder
- 1 tablespoon Whole Food Fiber
- 1 tablespoon Calcifood® powder

Combine with any of the following recipes for a delicious and nutritious shake or smoothie.
Chapter 5: Purification Recipes

Appetizers

Kale Chips
- 1 bunch kale, washed
- 1 tablespoon olive oil
- 1 teaspoon sea salt

Preheat an oven to 350 F. With your fingers, carefully remove the leaves from the thick stems and tear into bite-size pieces. Drizzle kale with olive oil and massage oil into the kale. Spread out evenly on cookie sheet and sprinkle with sea salt. Place in oven for 10 minutes or until crispy. Serves 2.

Kale Kiwi Gazpacho
- 5 cups kale, stemmed and chopped
- 2 kiwis, peeled and quartered
- 1 bell pepper, any color, cored, seeded, and chopped
- 1 small jalapeño (optional)
- 2 garlic cloves, chopped
- 2 tablespoons olive oil
- 2 tablespoons sherry vinegar
- Sea salt to taste

Place all ingredients in a food processor and process until smooth. Cover and chill for 1 hour before serving. Serves 4.

Homemade Tahini
- 2 cups raw sesame seeds
- ¼ to ½ cup olive oil

Preheat oven to 350 F. Spread sesame seeds in a large, shallow baking sheet, spreading as thin a layer as possible. Place in oven and gently roast seeds for 7 to 10 minutes, shaking the sheet a few times to stir the seeds. Do not let them brown. Seeds will become fragrant. Remove from oven and allow to cool for a few minutes. Place seeds in a food processor and begin to blend. Slowly add olive oil to seeds while blending until a smooth consistency, similar to peanut butter, is achieved. Keep leftover tahini in an airtight container in refrigerator for up to several months.
Chapter 6: Pre- and Post-Purification
Pantry List

Flours
- Almond
- Arrowroot
- Brown rice
- Coconut
- Quinoa

Nondairy Milks
- Almond milk, unsweetened
- Coconut milk, unsweetened
- Hemp milk, unsweetened
- Rice milk, unsweetened

Fluids
- Coffee, organic (avoid decaffeinated)
- Teas, any variety
- Water, regular or carbonated

Sugars and Sweeteners
- Bananas
- Dates
- Honey (minimally processed)
- Whole-leaf stevia

Nuts and Seeds
- Almond
- Beech
- Black walnut
- Brazil nut
- Butternut
- Cashew
- Chestnuts
- Chia seeds
- Country walnut
- English walnuts
- Filbert
- Flaxseed
- Hazelnut
- Hemp seeds
- Macadamia
- Oak acorns
- Pecan
- Pine nut
- Pistachio nut
- Poppy seeds
- Pumpkin seeds
- Sesame seed
- Walnut

Oils and Fats
- Any nut oil
- Avocado
- Butter, organic, unsalted
- Coconut oil, organic, unrefined, raw
- Flaxseed oil
- Ghee
- Grape seed oil
- Olive oil, extra virgin
- Pumpkin seed butter
- Sesame seed oil
- Tahini

Pseudo-Grains, Gluten-Free
- Amaranth
- Buckwheat
- Millet
- Quinoa

Grains, Gluten-Free
- Rice: basmati, brown long-grain, jasmine
- Wild rice

Spices
- Basil
- Bay leaves
- Cardamom
- Cayenne
- Chili powder
- Chives
- Cilantro (fresh coriander)
- Cinnamon
- Cloves
- Cumin
- Dill
- Garlic
- Garam masala
- Ginger
- Lemon grass
- Mint
- Mustard
- Nutmeg
- Oregano
- Paprika
- Parsley
- Pepper, black
- Rosemary
- Sage
- Sea salt (like Himalayan)
- Tarragon
- Thyme
- Turmeric

Vinegars
- Apple cider vinegar
- Balsamic vinegar
- Red wine vinegar
- Rice vinegar
- White wine vinegar

Broths, Ready-Made, Organic
- Beef
- Chicken
- Vegetable
### Chapter 7: Pre- and Post-Purification Recipes

**Red-Velvet Cake Shake**
- ½ cup roasted beets
- ¼ cup medjool dates
- 2 heaping scoops SP Complete
- 3 tablespoons cacao powder
- 1 cup unsweetened almond milk
- 2 cups coconut ice

Blend all ingredients together except ice until smooth. Add the ice and blend until frosty. Serves 2, 16 ounces.

**Strawberry-Basil Shake**
- 2 cups frozen strawberries
- 1½ cups cherry tomatoes
- ¼ cup dried goji berries
- 2 medjool dates, pitted
- ½ avocado, mashed
- 2 tablespoons freshly squeezed lime juice
- 1 tablespoon (packed) minced fresh basil
- 1 cup coconut water

Blend all ingredients together until smooth. Serves 2, 16 ounces.

**Banana-Nutmeg Shake**
- 2 frozen bananas
- 1 cup frozen Brussels sprouts
- 3 tablespoons almond butter
- 1½ cups apple juice
- 1½ cups unsweetened almond milk
- 1 tablespoon maca powder
- ½ teaspoon nutmeg powder
- ½ teaspoon cinnamon powder

Blend all ingredients until smooth. Serves 2, 16 ounces.

**Pumpkin Pie Shake**
- 1 cup canned pumpkin purée
- 3 to 4 medjool dates, pitted
- 1 tablespoon almond butter
- 2 heaping scoops SP Complete
- 2 tablespoons hemp or chia seeds
- 2 tablespoons flaxseeds
- 1 teaspoon pumpkin pie spice powder
- 1½ cups unsweetened almond milk
- 3 cups ice

Blend all ingredients except ice until creamy. Add the ice and blend until frosty. Serves 2, 16 ounces.

**Chocolate-Hazelnut Shake**
- ¼ cup hazelnuts
- 1 ripe pear, chopped
- 2 large medjool dates, pitted
- 2 heaping scoops SP Complete
- 2 tablespoons cacao nibs
- 2 tablespoons cacao powder
- 1½ teaspoons vanilla extract
- ½ teaspoon almond extract (optional)
- 1½ cups coconut water
- 2 cups ice

Blend all ingredients except the ice until smooth. Add the ice and blend until frosty. Serves 2, 16 ounces.
21-Day Purification Guide

- Revised approved food list
- Updated graphics (fresh new look)
Patient Marketing

Patient Acrylic Display Insert

Patient Brochure
Education

The Standard Process®
21-Day Purification Program

Standard Process Purification Protocol Days 1-7

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<td>Quinoa Fiber</td>
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<td>Whole Food Fiber</td>
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Standard Process Purification Protocol Days 8-21

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<td>Whole Food Fiber</td>
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Additional Purification and Post-Purification Supplementation

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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.

Health Care Professional Handout (front and back)
Education

A 21-Day Body Cleanse to Create Healthy Habits

The Standard Process Purification Program supports the body’s natural toxin-metabolism processes and brings healthy lifestyle habits into focus. This unique 21-day program is designed to purify, nourish, and help maintain a healthy body weight.

Containing a generous menu of whole foods with nutritional supplements, the purification program supports the body’s ability to remove naturally occurring toxins and helps patients define a new normal way of life with healthy choices.

Toxic Overload
Toxins are in the foods we eat, water we drink, products we put on our skin, and air we breathe. Your patients are probably aware of most environmental and food ingredients that are problematic:
- Pesticides
- Heavy metals
- Chemicals
- Pollutants
- Additives and preservatives
- Hormones
- Antibiotics

But what patients might not realize is that our bodies also produce natural toxins, such as ammonia, carbon dioxide, hormonemetabolites by-products, oxidized lipids, and protein/nucleic acid compounds. These natural toxins linger in the body if they can’t be excreted. The liver, lymphatic system, kidneys, lungs, intestines, blood, and skin filter, reject, or metabolize these toxins. When overworked, the body becomes inefficient. Toxins can build up, creating a toxic burden that can have wide-reaching effects.

Toxin build-up in the body can lead to inefficiencies and altered metabolic processes. When the body isn’t operating optimally, this can contribute to:
- A fuzzy head
- Fatigue or difficulty sleeping
- Indigestion and other temporary gastrointestinal upset
- Food cravings and weight gain
- Skin that’s not looking its best
- Reduced mental clarity
- Low libido

Give Your Patients More Than a Cleanse Diet

Show them a new way of life.

The Standard Process Purification Program is not just a cleanse diet but rather a structured program that includes:
- Nourishing whole foods
- Nutritional supplement shakes
- Adequate water intake
- Light exercise
- Better management of challenges related to natural toxins laden in the body

Your patients complete the 21-day purification program, they will have developed a new way of eating based on enjoyable, healthy food. Post-cleanse, patients generally report:
- Improved weight management
- Increased energy and vitality
- Better digestion
- Less bloating
- Cleaner skin
- Shiner hair
- Better sleep
- Cleaner thinking

Tailor the Purification Kit to the Patient

Select from four purification kits based on the preferred protein and fiber choice. Because patients differ in their response to certain fibers and we offer different ways to take fiber, we offer choices.

Each kit contains supplements made with whole food and other food ingredients:
- SF Cleanse®: supports body’s normal toxic-metabolism processes and healthy kidney, liver, and gallbladder function
- SF Complete® (with whey protein powder): SF Complete® Daily Free (with rice protein powder): for nutritional supplement shakes
- SF Green Foot®: provides a full complement of nutrients and promotes healthy liver function and the body’s natural toxin-elimination function
- SF68 Fiber (capsules): a mix of psyllium husk, chamomile root, fenugreek powder, apple pectin, and termite seed fiber
- Whole Food Fiber (powder): a mix of rice bran, carrot, apple pectin, oat, and beet

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More Practice Tools

https://www.standardprocess.com/Practice-Tools/Marketing-Your-Clinic/Purification

Conduct a purification seminar in your clinic!

Supporting Materials
- Step-by-Step Guide for Conducting a Successful Purification Workshop
- Patient Purification Workshop Presentation
- Purification Waiting Room Video
- Ad/flier template PDF or Word Document
- Fill in the Blank News Release
- Sample Email Announcement

Purification Literature and Tools
- Purification Program Patient Guide (L2605)
- One Degree of Change: A Guide to the 21-Day Purification Program Book (B0980)
- Easy Healthy Recipes for Purification
- Purification Program Anthropometry Form
- Toxicity questionnaire (L7125)
- Purification Handout (L4952)
- Purification Acrylic Display Insert (L8902)
- Patient Brochure (L3700)
- Purification Research Reprint (L8575)
Thank You for Attending

For more information about Standard Process® and MediHerb® products, please contact your local Standard Process representative.