Standard Process®

21-Day Purification Program

Clearer. Brighter. Lighter.

Tired?

Weight loss challenges?

Poor digestion?

Purify your body. Transform your life.

Clearer. Brighter. Lighter.

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Purify to reset your habits and re-engage with a healthy lifestyle.

Reset Habits (diet/hydration)

- Fried Carbs? Trans fats?
- Coffee, Sugar-sweetened drinks?

Re-engage with a healthy lifestyle

- Smoking? Stop!
- Cosmetics that bring beauty... and chemical passengers?

Purify to support your body's natural detoxification processes.

Our environment, though cleaner than in the past, still contains pervasive

- Volatile chemicals like MTBE
- Fire retardants
- BPA
- Perfluorinated chemicals

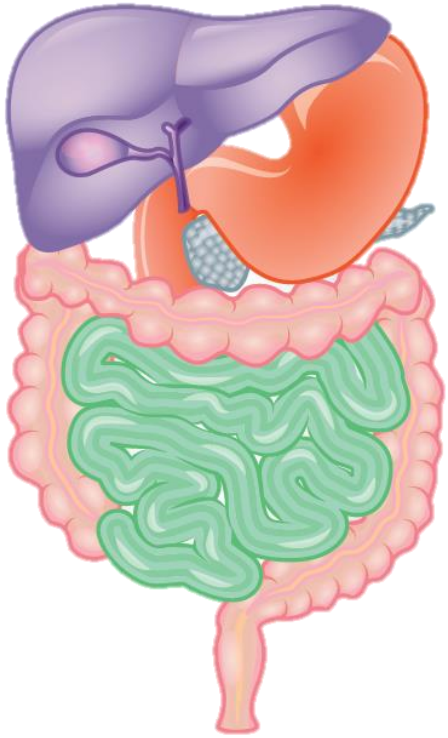
Stress, Poor Diet, Lack of Exercise can lead to feeling:

- Fatigue or difficulty sleeping
- Digestion and gastrointestinal problems
- Food cravings and weight gain
- Reduced mental clarity
- Low libido

How do internal organs assist in purification?

Liver

- Filters toxins
- Aids the body in metabolizing fat, protein, and carbohydrates
- Helps transform many toxins into harmless agents



Kidneys

- Filter out waste and excess fluid from the blood
- Regulate and release the right balance of sodium, phosphorus, and potassium for the body to function properly

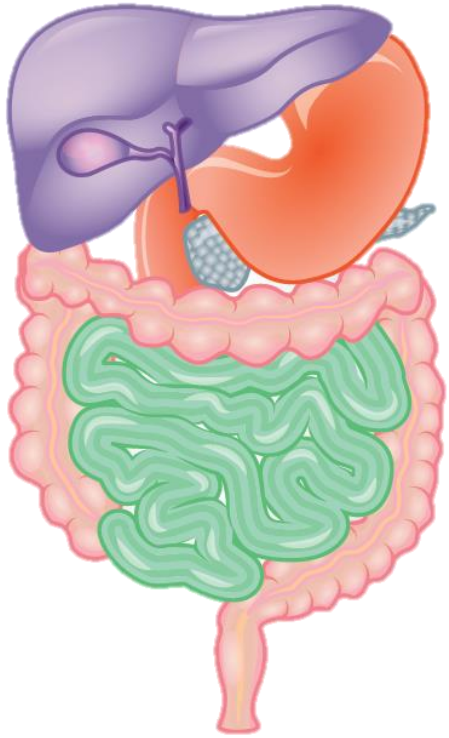
How do internal organs assist in purification?

Small Intestine

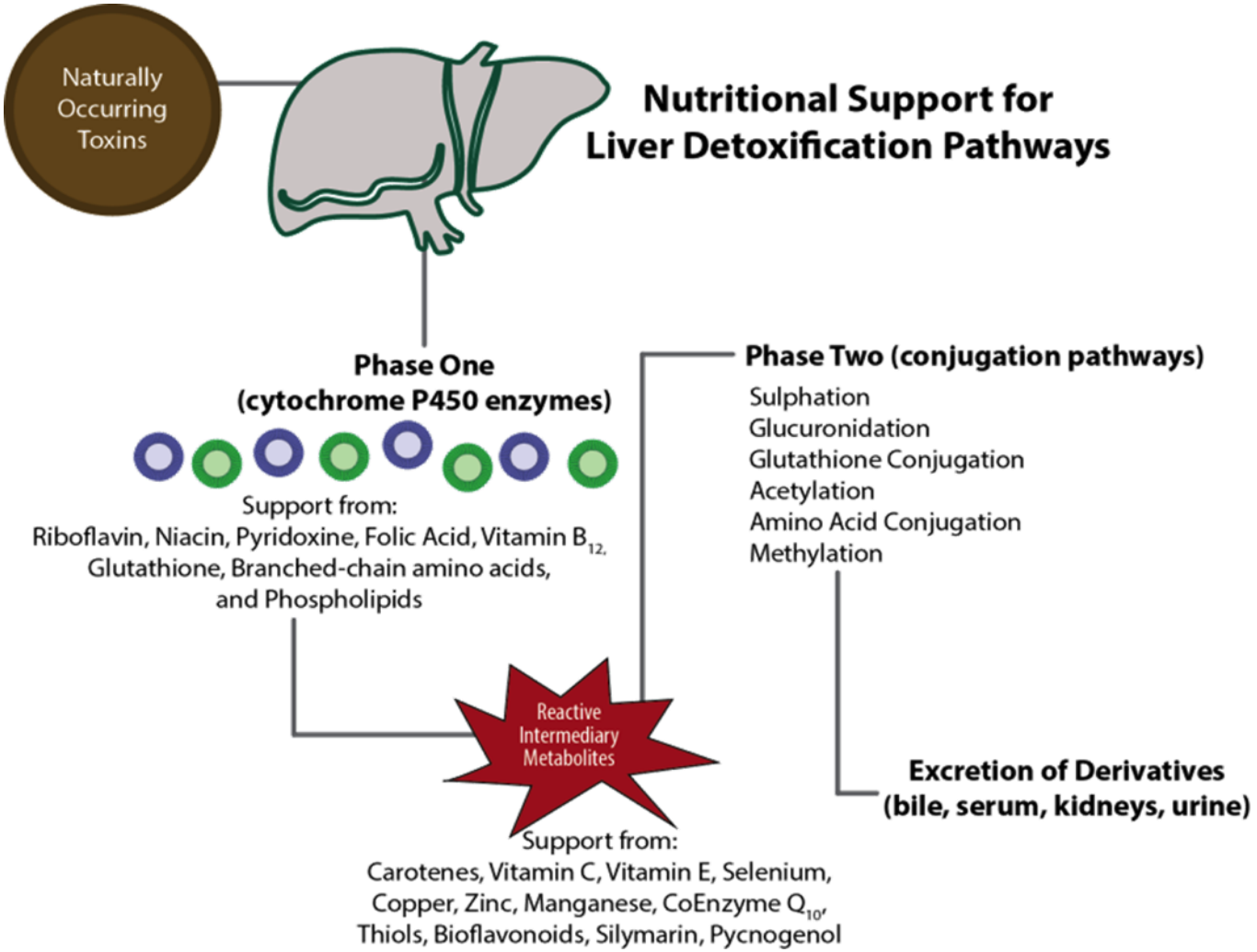
- Digests food so that nutrients can be absorbed into the blood and transported to the liver
- Provides a barrier that blocks toxins from the rest of the body

Large Intestine

- Absorbs water and electrolytes, forming waste that is excreted from the body
- Produces antibodies for GI health
- Contains bacterium that create fatty acids and some vitamins for additional nutritional support



Liver: Primary Organ of Detoxification



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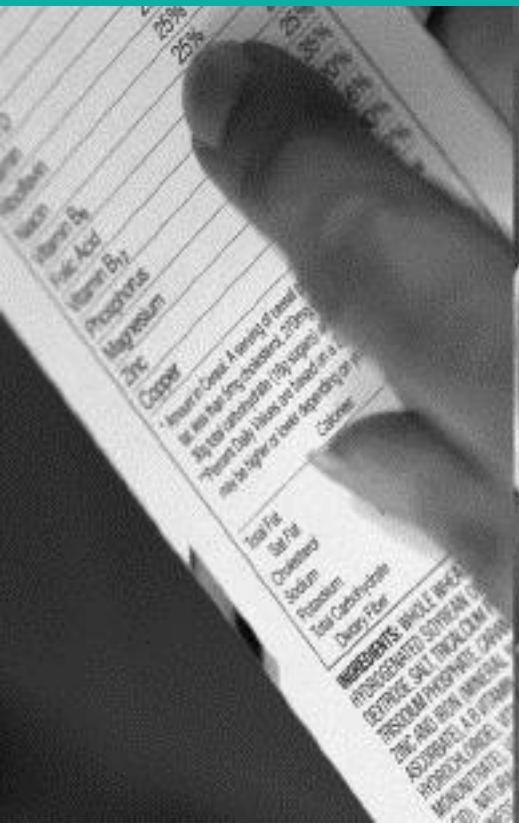
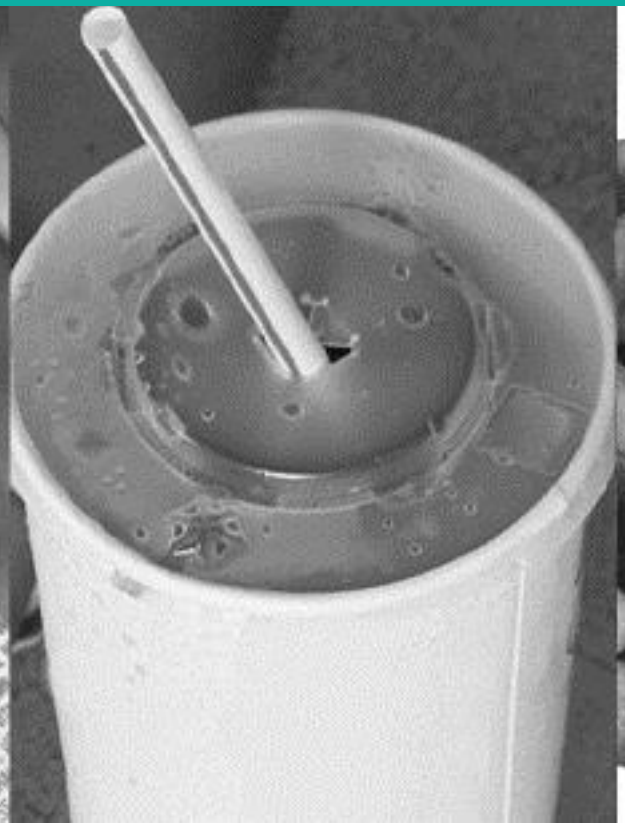
Our Dietary Choices are Major Contributors to our Overall Health and Weight.



Additives



Sugar-Sweetened Drinks

Unhealthy Fats

Empty Calories

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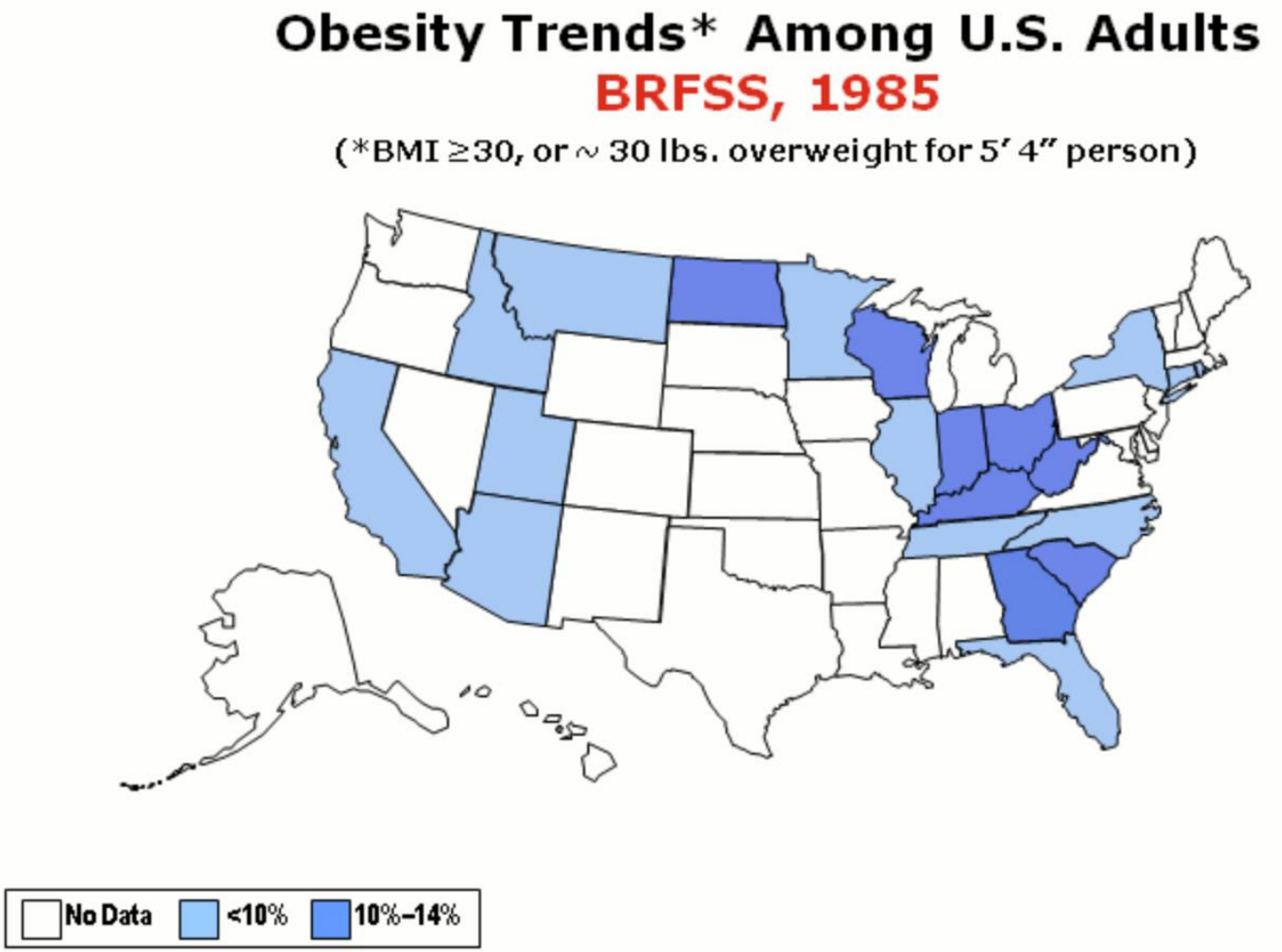
Vegetarian to Paleo to Gluten-Free or SAD: As a whole, we need to cut the calories!

- Vegetables: 87% have intakes below the goal
- Fruit: 75% have intakes below the goal
- Total Grains: 44% have intakes below the goal
- Dairy: 86% have intakes below the goal
- Protein Foods: 42% have intakes below the goal
- Oils: 72% have intakes below the goal
- Added sugars: 70% have intakes above the limit
- Saturated fats: 71% have intakes above the limit
- Sodium: 89% have intakes above the limit

http://health.gov/dietaryguidelines/2015/guidelines/chapter-2/current-eating-patterns-in-the-united-states/#figure-2-1-desc

Overweight Trends* Among U.S. Adults BRFSS†, 1985-2010



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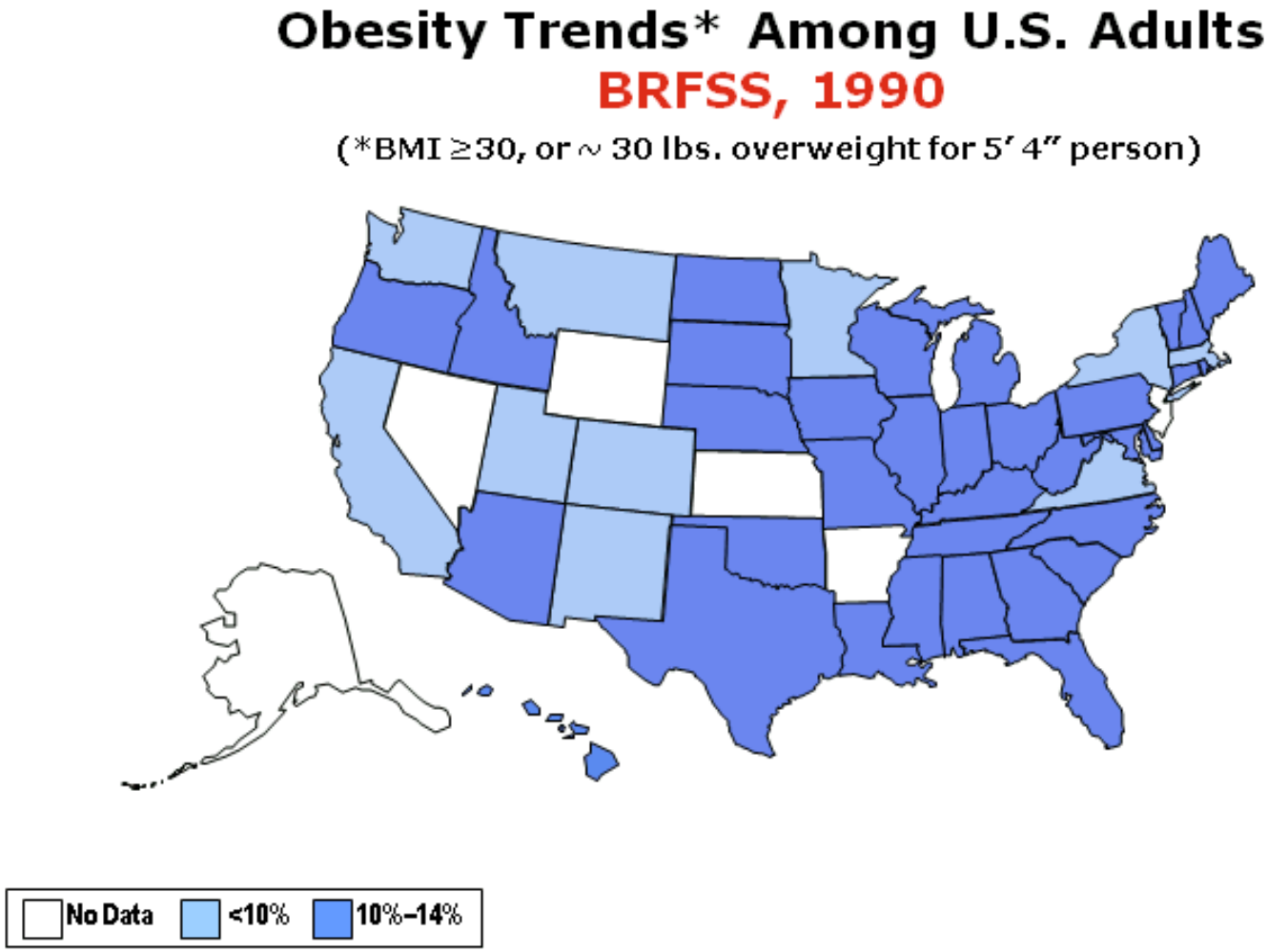

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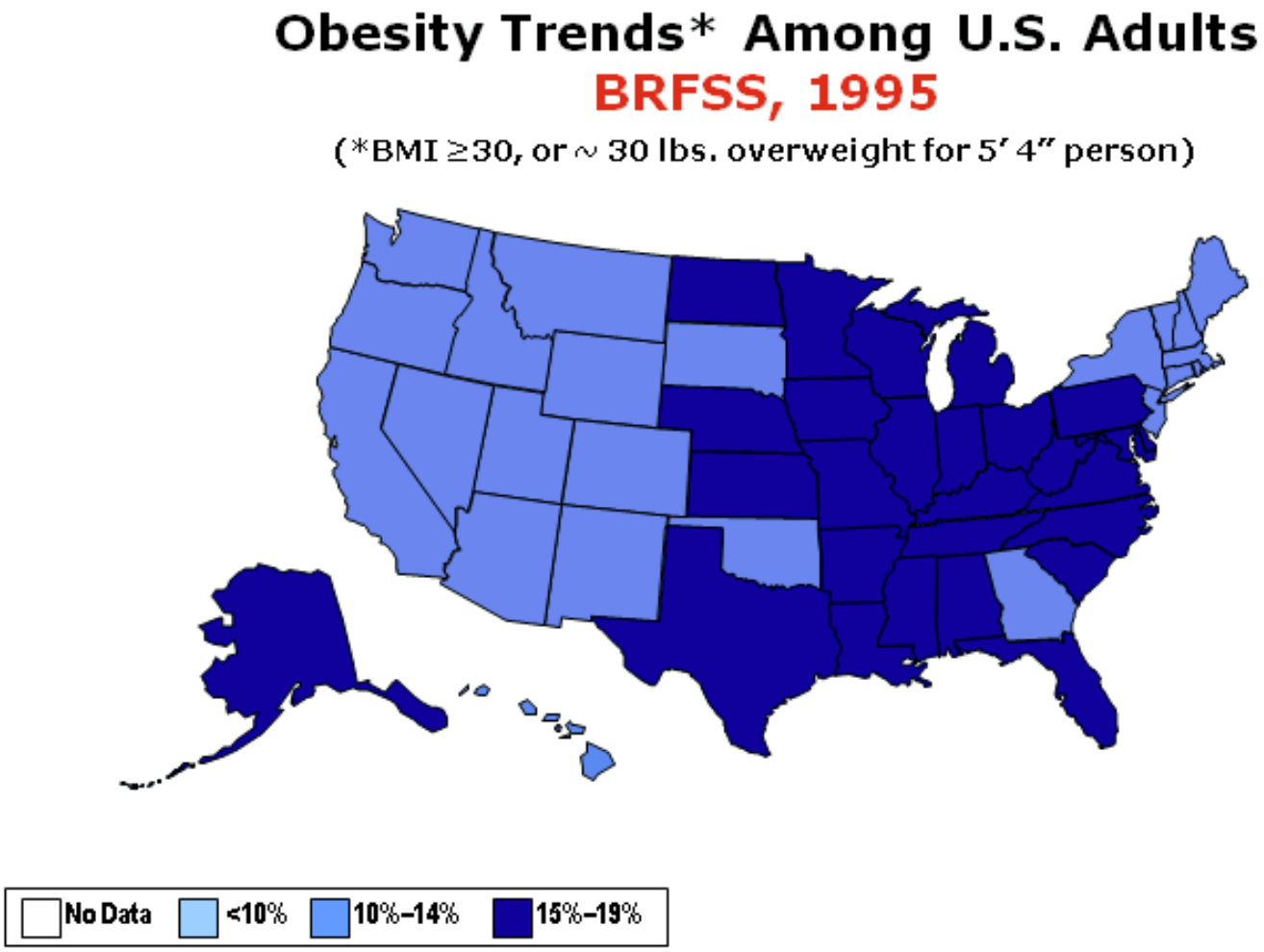

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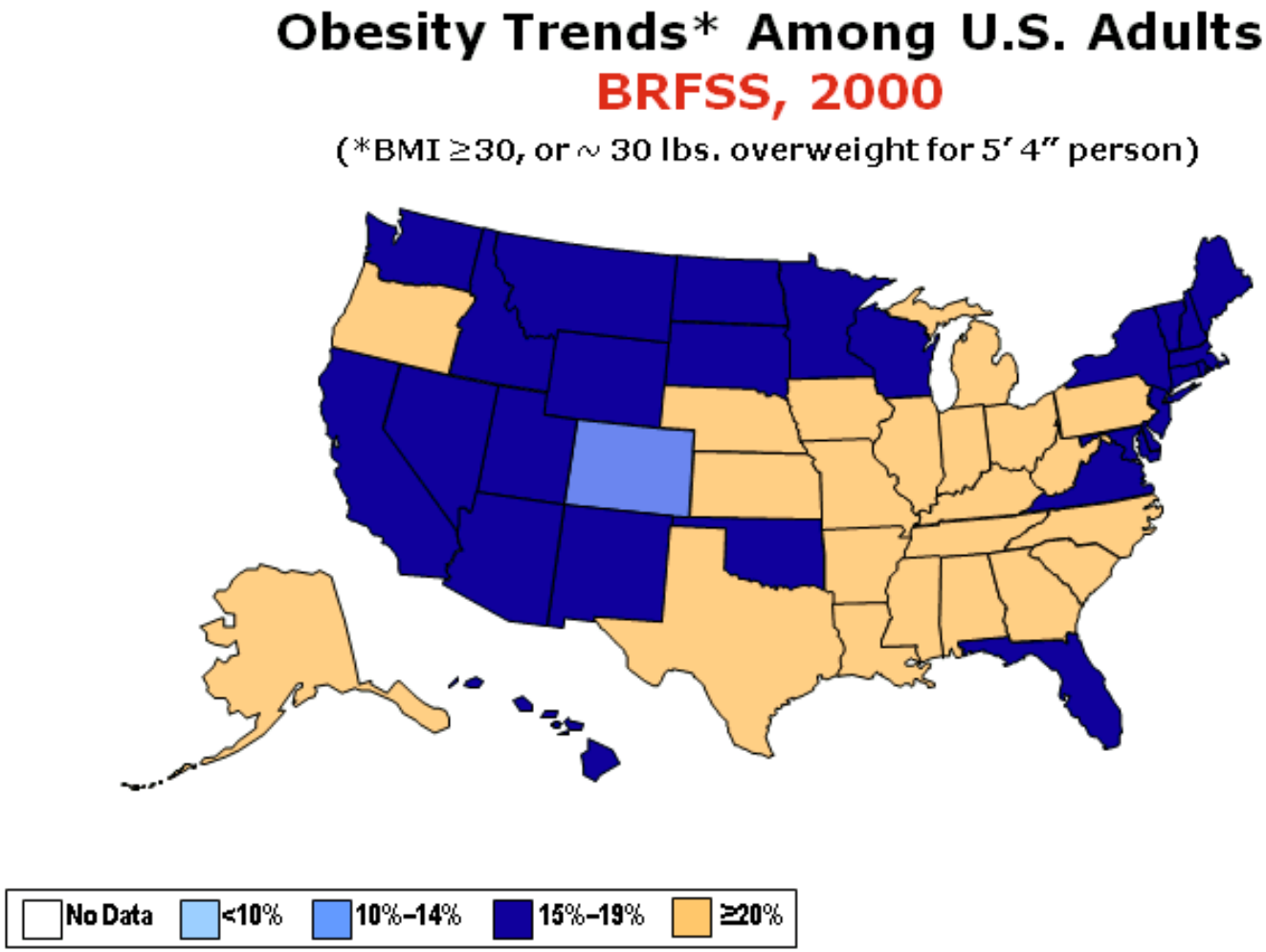

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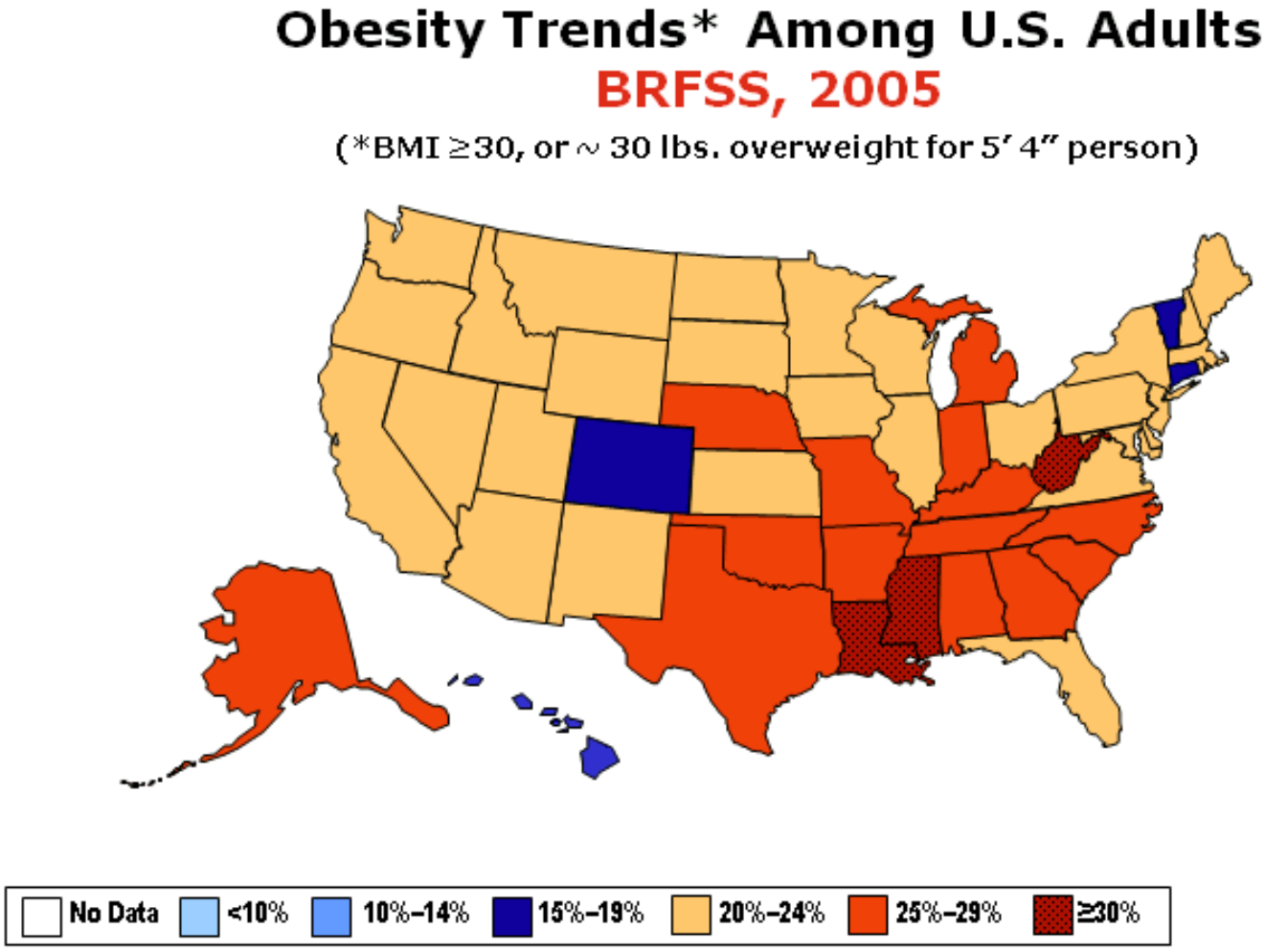

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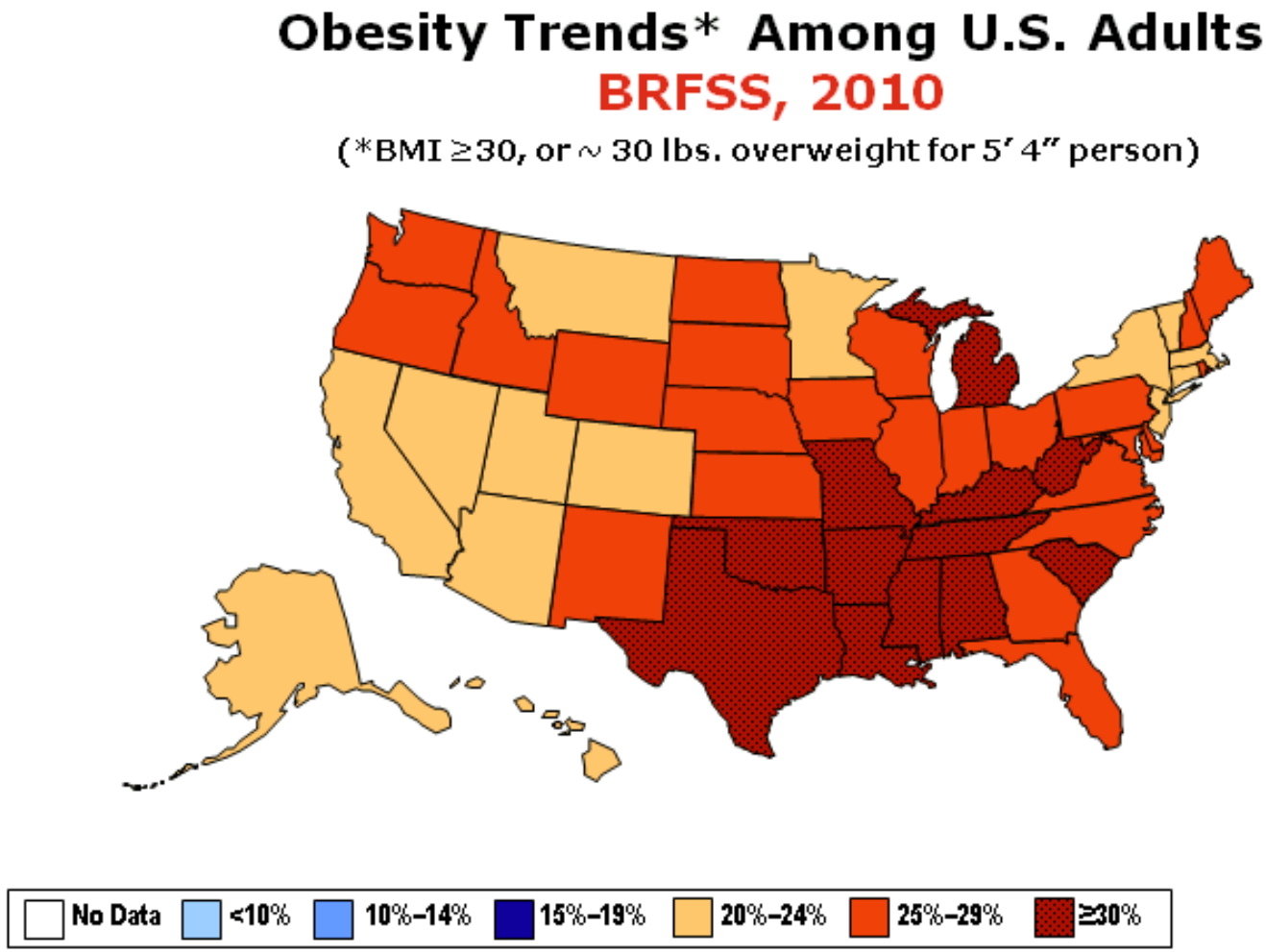
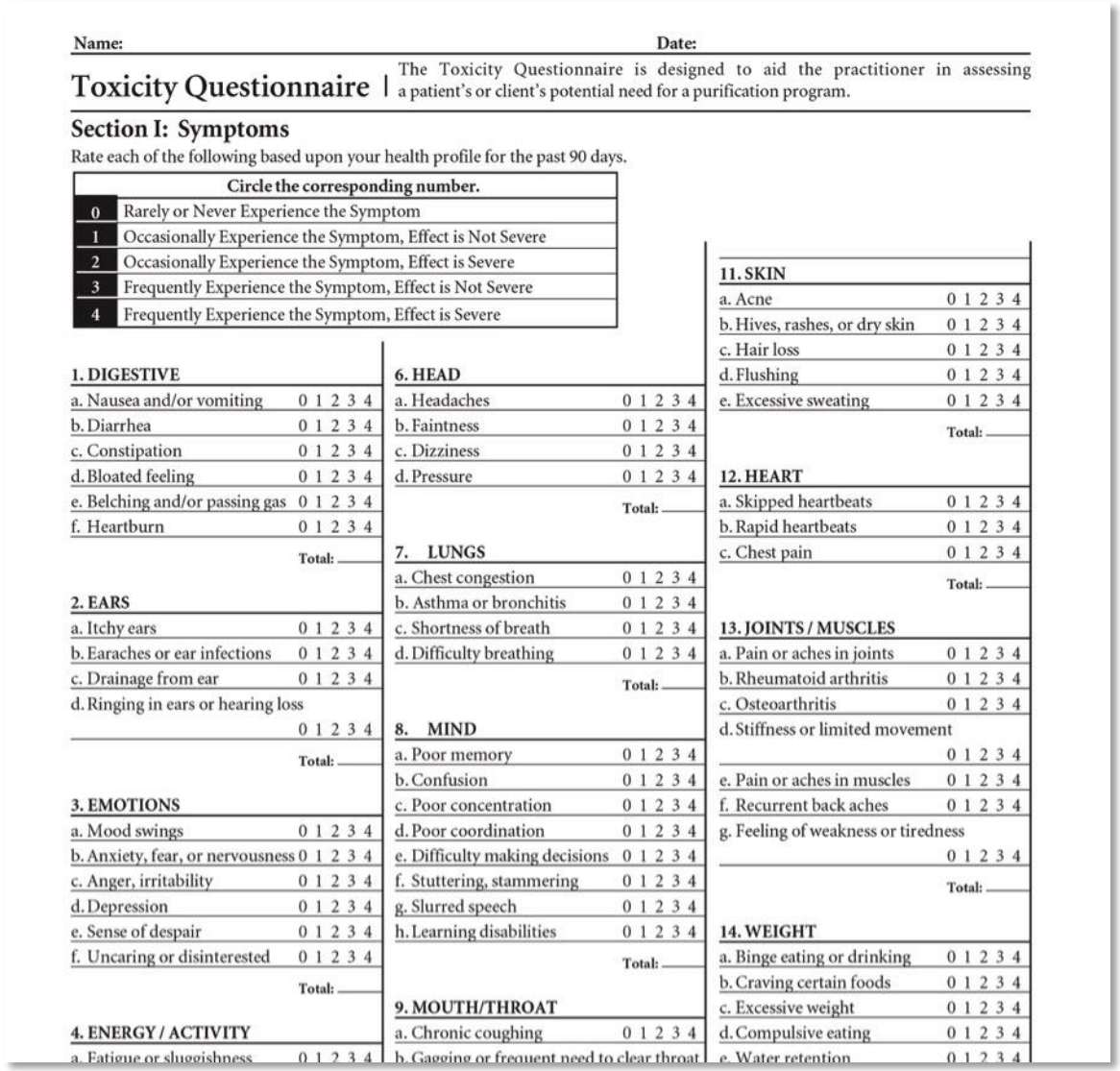


The toxicity questionnaire helps you evaluate your exposure to everyday chemicals.



Name: Date:

Toxicity Questionnaire

The Toxicity Questionnaire is designed to aid the practitioner in assessing a patient's or client's potential need for a purification program.

Section I: Symptoms

Rate each of the following based upon your health profile for the past 90 days.

Circle the corresponding number.	
0	Rarely or Never Experience the Symptom
1	Occasionally Experience the Symptom, Effect is Not Severe
2	Occasionally Experience the Symptom, Effect is Severe
3	Frequently Experience the Symptom, Effect is Not Severe
4	Frequently Experience the Symptom, Effect is Severe

1. DIGESTIVE

a. Nausea and/or vomiting 0 1 2 3 4
b. Diarrhea 0 1 2 3 4
c. Constipation 0 1 2 3 4
d. Bloated feeling 0 1 2 3 4
e. Belching and/or passing gas 0 1 2 3 4
f. Heartburn 0 1 2 3 4

Total: ____

2. EARS

a. Itchy ears 0 1 2 3 4
b. Earaches or ear infections 0 1 2 3 4
c. Drainage from ear 0 1 2 3 4
d. Ringing in ears or hearing loss 0 1 2 3 4

Total: ____

3. EMOTIONS

a. Mood swings 0 1 2 3 4
b. Anxiety, fear, or nervousness 0 1 2 3 4
c. Anger, irritability 0 1 2 3 4
d. Depression 0 1 2 3 4
e. Sense of despair 0 1 2 3 4
f. Uncaring or disinterested 0 1 2 3 4

Total: ____

4. ENERGY / ACTIVITY

a. Fatigue or sluggishness 0 1 2 3 4

6. HEAD

a. Headaches 0 1 2 3 4
b. Faintness 0 1 2 3 4
c. Dizziness 0 1 2 3 4
d. Pressure 0 1 2 3 4

Total: ____

7. LUNGS

a. Chest congestion 0 1 2 3 4
b. Asthma or bronchitis 0 1 2 3 4
c. Shortness of breath 0 1 2 3 4
d. Difficulty breathing 0 1 2 3 4

Total: ____

8. MIND

a. Poor memory 0 1 2 3 4
b. Confusion 0 1 2 3 4
c. Poor concentration 0 1 2 3 4
d. Poor coordination 0 1 2 3 4
e. Difficulty making decisions 0 1 2 3 4
f. Stuttering, stammering 0 1 2 3 4
g. Slurred speech 0 1 2 3 4
h. Learning disabilities 0 1 2 3 4

Total: ____

9. MOUTH/THROAT

a. Chronic coughing 0 1 2 3 4
b. Gagging or frequent need to clear throat

11. SKIN

a. Acne 0 1 2 3 4
b. Hives, rashes, or dry skin 0 1 2 3 4
c. Hair loss 0 1 2 3 4
d. Flushing 0 1 2 3 4
e. Excessive sweating 0 1 2 3 4

Total: ____

12. HEART

a. Skipped heartbeats 0 1 2 3 4
b. Rapid heartbeats 0 1 2 3 4
c. Chest pain 0 1 2 3 4

Total: ____

13. JOINTS / MUSCLES

a. Pain or aches in joints 0 1 2 3 4
b. Rheumatoid arthritis 0 1 2 3 4
c. Osteoarthritis 0 1 2 3 4
d. Stiffness or limited movement 0 1 2 3 4
e. Pain or aches in muscles 0 1 2 3 4
f. Recurrent back aches 0 1 2 3 4
g. Feeling of weakness or tiredness 0 1 2 3 4

Total: ____

14. WEIGHT

a. Binge eating or drinking 0 1 2 3 4
b. Craving certain foods 0 1 2 3 4
c. Excessive weight 0 1 2 3 4
d. Compulsive eating 0 1 2 3 4
e. Water retention 0 1 2 3 4

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In 21 days you can do a lot for your body.

- Support the body's natural detoxification pathways
- Maintain a consistent healthy weight
- Begin a healthier lifestyle
- Have more energy
- Improve digestion

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Research Points to Success

Standard Process® Purification Program

The results from 28 chiropractic patients strengthened the theory that a calorie-restricted whole food diet along with nutritional supplements can support healthy serum lipids and weight when administered under the guidance of a trained health care professional.

"A nutritional program improved lipid profiles and weight in 28 chiropractic patients: a retrospective case series." James P. Powell, Joseph S. Leonard. (September, 2008) Journal of Chiropractic Medicine.

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Purification Products

SP Cleanse®—support of the body's normal toxin removal processes

SP Complete® or SP Complete® Dairy Free—nutritious supplement shakes

Gastro-Fiber® or Whole Food Fiber—fiber support

SP Green Food®—phytonutrients

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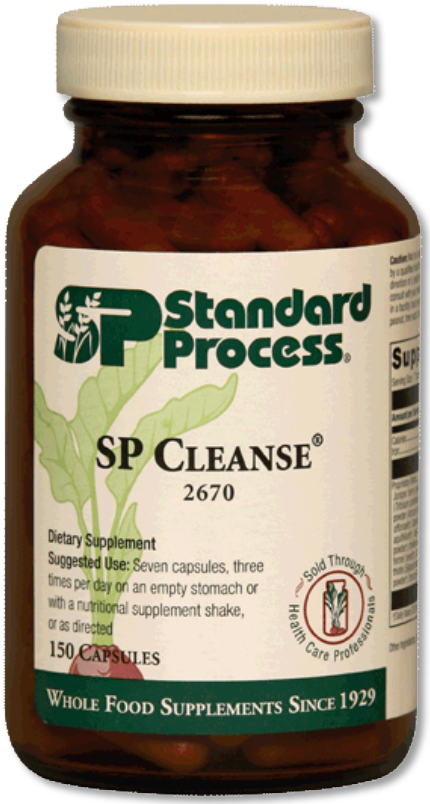
SP Cleanse®

- Combines 20 unique whole food and botanical ingredients
- Supports healthy kidney, liver, and gallbladder function
- Encourages healthy digestive function
- Supports the body's natural toxin-elimination functions
- Promotes healthy elimination



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Key Ingredients in SP Cleanse®

Juniper berry—historically used as a natural diuretic

Red clover flower—historically used to promote cleansing of the blood

Apple pectin—natural fiber

Burdock root—promotes healthy kidney function

Barley grass— complex sources of naturally occurring vitamins, minerals and supportive phytonutrients like beta carotene

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Key Ingredients in SP Cleanse®

Spanish black radish root—provides phytochemicals the support the body's phase one and two detoxification mechanisms

Oregon grape root—supports normal bowel transit, normal immune system action, and skin health

Fenugreek seed— cholesterol metabolism

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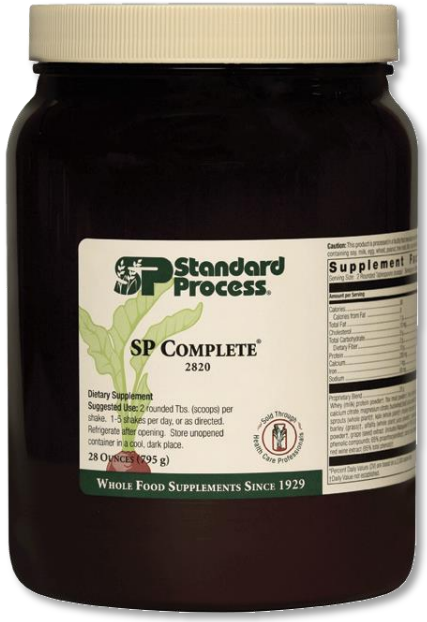
SP Complete® or SP Complete® Dairy Free

- Essential whole food nutrition in a convenient powder
- Provides amino acids
- Supports intestinal, muscular, and immune health
- Provides antioxidant activity
- Supports healthy liver function
- Supports the body's normal toxin-elimination function
- Supports the maintenance of a healthy weight when combined with a healthy lifestyle



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Key Ingredients in SP Complete®

Protein: Whey (SP Complete) or **rice (SP Complete Dairy Free)—** provides amino acids, the building blocks of protein, and help support healthy muscle tissue maintenance

Barley grass—complex whole food ingredient

Buckwheat and flax—provide fiber to support healthy elimination

Alfalfa—complex whole food ingredient included to promote digestive health

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Key Ingredients in SP Complete®

Calcium and magnesium—assist in keeping bones and teeth strong

Grape seed and red wine extracts—provide oligomeric proanthocyanidins (OPCs) for cardiovascular support and antioxidant activity

Buckwheat—supports circulation

Choline and inositol—support healthy nerve and brain function

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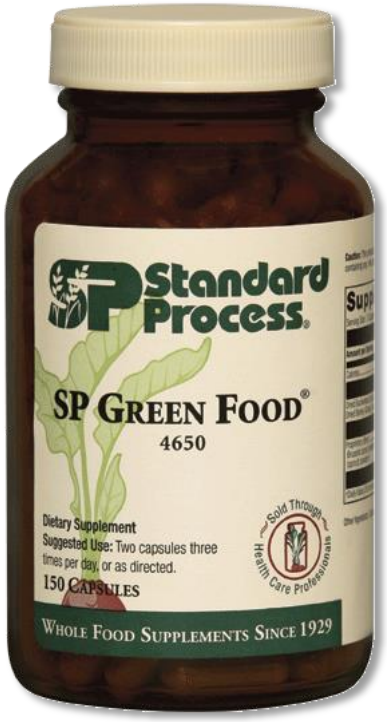
SP Green Food®

- Contains five whole food ingredients
- Promotes healthy liver function
- Provides antioxidant activity
- Supports overall cellular health
- Provides phytonutrients
- Supports cholesterol metabolism already within a normal range
- Supports the body's normal toxin-elimination function



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Key Ingredients in SP Green Food®

Brussels Sprouts and Kale – support of cholesterol metabolism when already within a normal range and antioxidant activity

Buckwheat – supports muscle health and satiety as well as provides antioxidant activity

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Key Ingredients in SP Green Food®

Barley Grass- complex whole food ingredient that provides antioxidant activity along with a host of nutritive factors

Alfalfa – historically used to support the bladder and kidney and used today to support the body's normal toxin elimination processes

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Gastro-Fiber® *or* Whole Food Fiber

- Support healthy elimination
- Promote a healthy gut
- Gastro-Fiber can help maintain healthy lipid and blood glucose levels already in normal ranges

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Supportive Products

Whey Pro Complete —
supplies protein for
muscles and colostrum and inulin for
GI-based immune system function support

Tuna Omega-3 Oil (perles) — provides
omega-3 fatty acids
(serving size 2 perles)

or **Calamari Omega-3 Liquid**
(serving size 1 teaspoon)

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Supportive Products

Gymnema (MediHerb®) — maintains healthy blood sugar levels already within a normal range when combined with a healthy diet

ProSynbiotic — supports gut flora and overall intestinal health

Linum B_6 — contains flaxseed oil to help maintain healthy skin, nerve tissue, and cognitive function

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The Journey Begins

Days 1-10

- Unlimited organic (if possible) fruits and vegetables, particularly green, leafy vegetables
  - Twice as many vegetables as fruit—very important
- Legumes (green beans, lentils, peas), quinoa, raw seeds

Days 11-21

- Same as above plus protein (fish and lean meat)

- Water (cleanest you can get!)
- High-quality oils
- Exercise (30-45 minutes) at least four days per week

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When in doubt, avoid anything not listed in the program guide. This is vitally important to your success.

- Margarine, spreads, corn oil, vegetable oil, safflower oil, sunflower oil, and ALL hydrogenated oils and trans fats
- Caffeine and alcohol
- Coffee, tobacco, or other stimulants
- Sugar-sweetened beverages
- Nuts, beans, dairy, and grains
- Processed or refined foods
- Dried/canned vegetables and fruit
- Cured, smoked, or luncheon meat

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Supplements

Days 1-7

- 2-3 SP Complete® or SP Complete Dairy Free® shakes/day
- 7 SP Cleanse® capsules 3 times per day (One bottle lasts a week.)
- 3 Gastro-Fiber® capsules 3 times per day or 1 tablespoon Whole Food Fiber per SP Complete shake

Days 8-21

- Add 5 SP Green Food® capsules 2 times per day in place of the SP Cleanse.

Note: Supplements can be added to the SP Complete shakes if swallowing capsules is not preferred.

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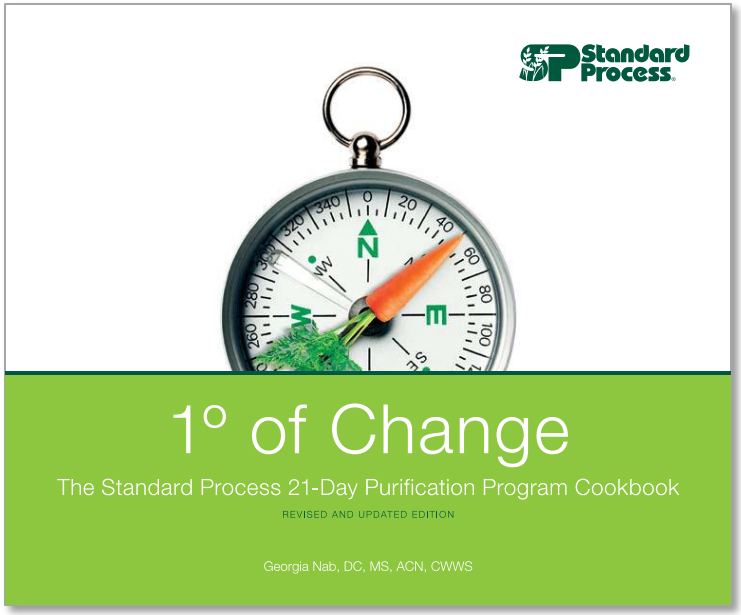

Get more helpful tips and recipes. Order or download the book:

"One Degree of Change: The Standard Process 21-Day Purification Program Cookbook"

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