



Kick-start healthy habits: Learn more about the benefits of detoxification and purification

Sara Le Brun-Blashka, MS • Bassem F. El-Khodor, PhD

Disclaimer

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Sara Le Brun-Blashka, MS

Sara Le Brun-Blashka, MS is a nutritionist with a Master's Degree in Nutrition Education from American University, and a Bachelor of Science Degree in Dietetics and Food Science from Iowa State University. Sara led the education team to the launch of Turmeric Forte, SP Detox Balance™, Hemp Oil Complex™, and many other products at Standard Process.



Bassem F. El-Khodor, PhD

Bassem El-Khodor, PhD is a neuroscientist with more than 20 years of experience in the biopharmaceutical and nutrition sciences. He possesses a broad range of experience in nutrition sciences with extensive industry experience in the nutrition health care business. Dr. El-Khodor has developed and launched a number of effective patient-focused care product solutions, including SP Detox Balance™ at Standard Process.

We're exposed to toxins every day,
which can overburden the body's
natural ability to detoxify.

That's why we're kicking off
2020 with the exciting, nationwide
SP Detox and Purification Challenge.



Purification Program: A time-tested program to nourish the body and support the body's normal toxin-removal processes*

SP Detox Balance Program: A new approach to metabolic detoxification

*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.

Webinar Objectives

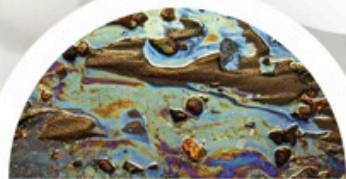
- Understand the effects that toxins have on the body and the need for metabolic detoxification
- Determine which program is right for particular patients
- Learn about the 28-Day SP Detox Balance Program and the 21-Day Purification Program
- Learn more about our exciting, encouraging challenge

Toxins are
everywhere.

80,000
chemicals registered
for use in the U.S.¹

800
million pounds of herbicides
used each year^{2,3}

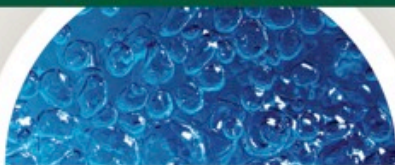
167
industrial chemicals found
in adults with no employment-
related exposure⁴



Air & Water
Pollutants



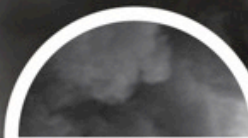
Preservatives
& Additives



Certain
Household Cleaning
Products



Pesticides &
Insecticides



Cigarette
Smoke



Dyes &
Paints



Certain Personal
Care Products



Heavy
Metals

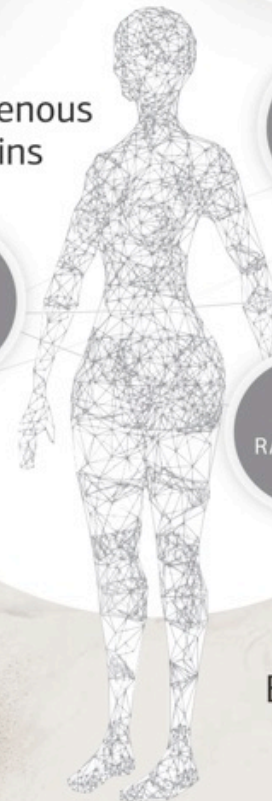
Endogenous
Toxins

CARBON
DIOXIDE

AMMONIA

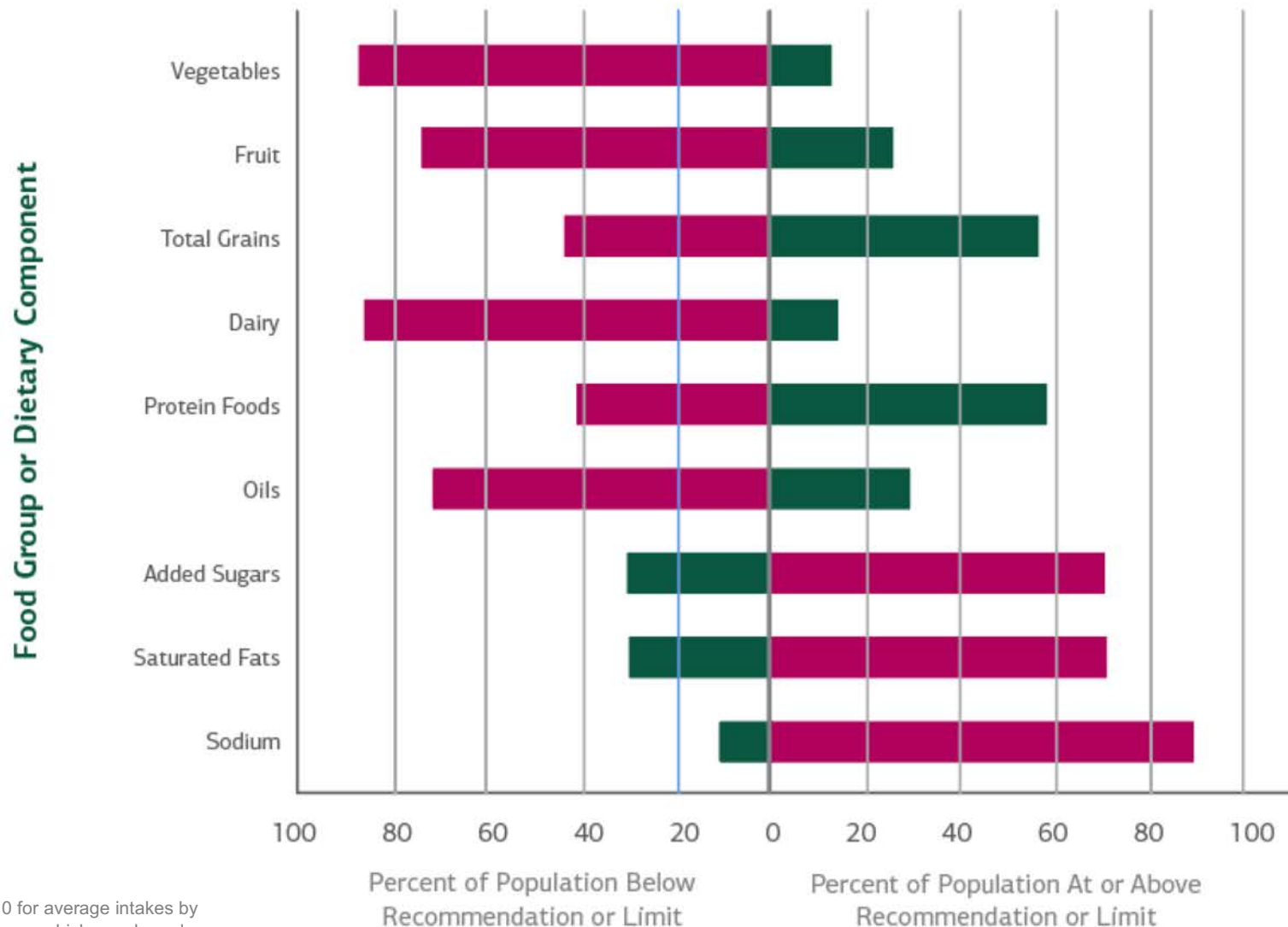
FREE
RADICALS

Exogenous
Toxins



1. "About," National Toxicology Program, US Department of Health and Human Services, accessed March 13, 2018, <https://ntp.niehs.nih.gov/about/index.html>.
2. Arthur Grube, David Donaldson, Timothy Kieley, and La Wu, "Pesticides Industry Sales and Usage 2006 and 2007 Market Estimates," Washington, D.C.: United States Environmental Protection Agency, February 2011, PDF e-book, http://www.epa.gov/sites/production/files/2015-10/documents/market_estimates2007.pdf.
3. Michael N. Antoniou et al., "Concerns Over Use of Glyphosate-Based Herbicides and Risks Associated with Exposures: a Consensus Statement," Environmental Health 15, no. 1 (2016): 1-13, <https://doi.org/10.1186/s12940-016-0117-0>.
4. Joseph W. Thornton, Michael McCally, and Jane Houlihan, "Biomonitoring of Industrial Pollutants: Health and Policy Implications of the Chemical Body Burden," Public Health Reports 117, no. 4 (2002): 315-23.

This is SAD (Standard American Diet)



DATA SOURCES:
What We Eat in America, NHANES 2007-2010 for average intakes by age-sex group. Healthy U.S.-Style Food Patterns, which vary based on age, sex, and activity level, for recommended intakes and limits.

Toxins can contribute to:



**FOOD CRAVINGS
AND WEIGHT GAIN**



**FATIGUE OR
DIFFICULTY SLEEPING**



SKIN ISSUES



LOW LIBIDO



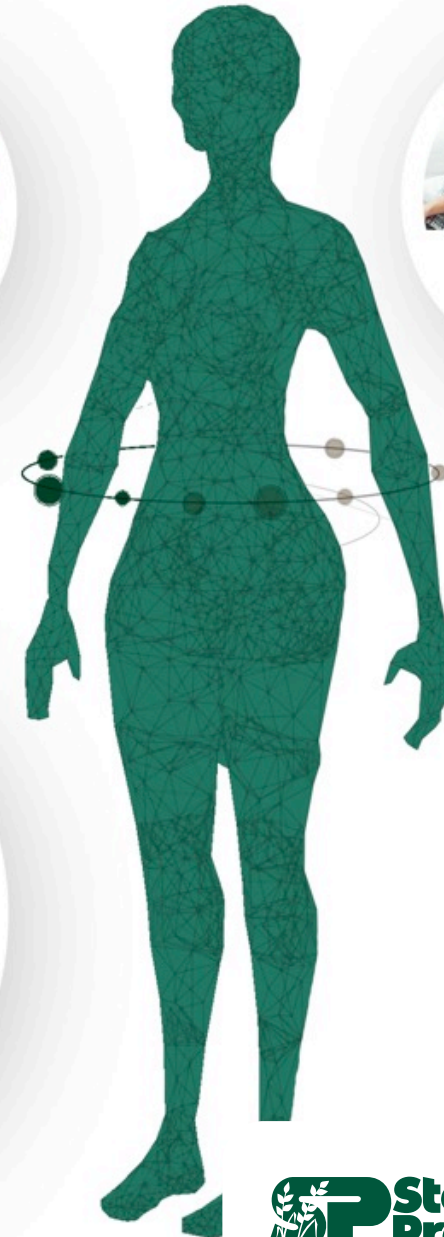
**REDUCED MENTAL
CLARITY**

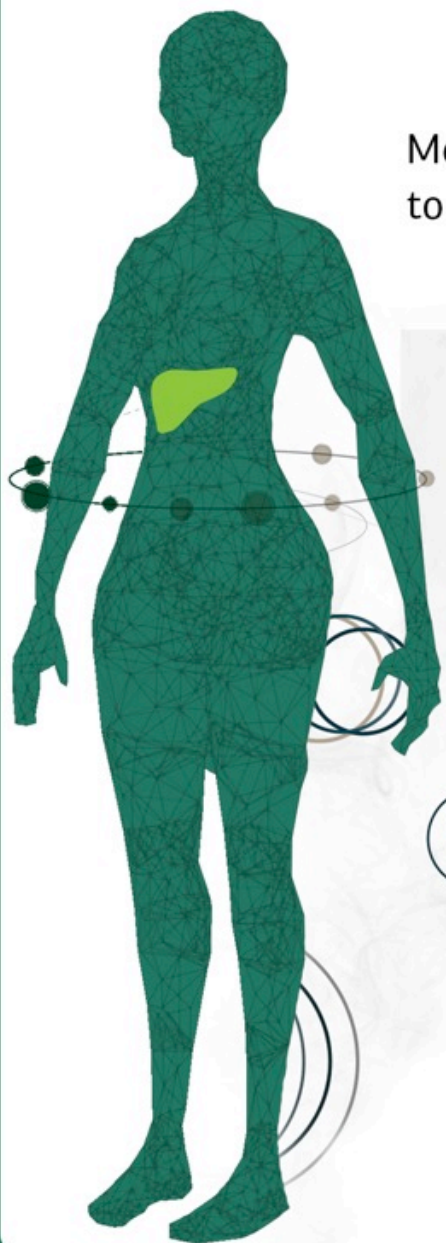


**JOINT
DISCOMFORT**



**INDIGESTION AND
OTHER TEMPORARY
GASTROINTESTINAL
UPSET**





Metabolic detoxification provides your body with the additional nutritional support it may need to metabolize and expel toxins safely during each of the three metabolic detoxification phases.

Phase I: Unlock

PHASE 1
ENZYMES
(MAINLY CYP450)

Stored fat-soluble toxins transform to an “unlocked” state that is more water-soluble and in many cases more toxic than its original form.

Phase II: Neutralize

PHASE 2
ENZYMES
(CONJUGATION
PHASE)

The highly toxic substances produced in phase I convert to non-toxic molecules and become even more water-soluble.

Phase III: Eliminate

PHASE 3
ELIMINATION

Water-soluble toxins leave your cells, and your body eliminates them.

Toxicity Questionnaire

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 detoxification 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. Bloating 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: | |

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: | |

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. Stiffness or limited movement | 0 1 2 3 4 |
| Total: | |

- d. How often are you exposed to dust, overstained furniture, tobacco smoke, mothballs, incense, or varnish in your home or office? 0 1 2 3 4
- e. How often are you exposed to nail polish, perfume, hairspray, or other cosmetics? 0 1 2 3 4
- f. How often are you exposed to diesel fumes, exhaust fumes, or gasoline fumes? 0 1 2 3 4
- g. How often do you consume nonorganic foods? 0 1 2 3 4

Total: _____

17. Circle the corresponding number for questions 17a-17b below.

- | | | | | | | | |
|---|----|---|-------------|---|-----------------|---|----------------|
| 0 | No | 1 | Mild Change | 2 | Moderate Change | 3 | Drastic Change |
|---|----|---|-------------|---|-----------------|---|----------------|

Name: _____

Toxicity Questionnaire

Date: _____
The Toxicity Questionnaire is designed to aid the practitioner in assessing a patient's or client's potential need for a detoxification 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 | 0 1 2 3 4 |
| 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. Bloating 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 | 0 1 2 3 4 |
| 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 | 0 1 2 3 4 |
| 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 | 0 1 2 3 4 |
| a. Fatigue or sluggishness | 0 1 2 3 4 |
| b. Hyperactivity | 0 1 2 3 4 |
| c. Restlessness | 0 1 2 3 4 |
| d. Insomnia | 0 1 2 3 4 |
| e. Startled awake at night | 0 1 2 3 4 |
| Total: | |

- | | |
|---|-----------|
| 5. EYES | 0 1 2 3 4 |
| a. Watery or itchy eyes | 0 1 2 3 4 |
| b. Swollen, reddened, or sticky eyelids | 0 1 2 3 4 |
| c. Dark circles under eyes | 0 1 2 3 4 |
| d. Blurred or tunnel vision | 0 1 2 3 4 |
| Total: | |

- | | |
|--------------|-----------|
| 6. HEAD | 0 1 2 3 4 |
| 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 | 0 1 2 3 4 |
| 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 | 0 1 2 3 4 |
| 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 | 0 1 2 3 4 |
| a. Chronic coughing | 0 1 2 3 4 |
| b. Gagging or frequent need to clear throat | 0 1 2 3 4 |
| c. Swollen or discolored tongue, gums, lips | 0 1 2 3 4 |
| d. Canker sores | 0 1 2 3 4 |
| Total: | |

- | | |
|---------------------|-----------|
| 10. NOSE | 0 1 2 3 4 |
| a. Stuffy nose | 0 1 2 3 4 |
| b. Sinus problems | 0 1 2 3 4 |
| c. Hay fever | 0 1 2 3 4 |
| d. Sneezing attacks | 0 1 2 3 4 |
| e. Excessive mucous | 0 1 2 3 4 |
| Total: | |

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 | 0 1 2 3 4 |
| 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 | 0 1 2 3 4 |
| a. Pain or aches in joints | 0 1 2 3 4 |
| b. Stiffness or limited movement | 0 1 2 3 4 |
| c. Pain or aches in muscles | 0 1 2 3 4 |
| d. Recurrent back aches | 0 1 2 3 4 |
| e. Feeling of weakness or tiredness | 0 1 2 3 4 |
| Total: | |

- | | |
|-----------------------------|-----------|
| 14. WEIGHT | 0 1 2 3 4 |
| 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 |
| f. Underweight | 0 1 2 3 4 |
| Total: | |

- | | |
|---------------------------------|-----------|
| 15. OTHER | 0 1 2 3 4 |
| a. Frequent illness | 0 1 2 3 4 |
| b. Frequent or urgent urination | 0 1 2 3 4 |
| c. Leaky bladder | 0 1 2 3 4 |
| d. Genital itch, discharge | 0 1 2 3 4 |
| Total: | |

Section I Total: _____

Section II Total: _____

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WHOLE FOOD NUTRIENT SOLUTIONS



Prepare the body for metabolic detox

Pre-Detox

Is the patient ready for detox?
Any of these deficiencies should be addressed before detox:

- Vitamin D
- Vitamin B12
- Magnesium
- Methylation capacity (SAM:SAH<2)
- Gastrointestinal conditions affecting nutrients absorption (Elimination Diet)
- Estrogen metabolism (2OHE:16OHE ratio<2)
- Malnutrition
- Liver and kidney concerns

Detox 10 – 28 days

- Ensure a balance phase I and II activities
- Intracellular antioxidants
- Ensure proper support for phase II enzymes (crucial)
- Alkalization
- Energy
- Creatine (arginine+glycine and methionine) (SAH production/methylation capacity)

Post-Detox

Maintenance phase

Purification vs Metabolic Detoxification

Purification	Metabolic Detoxification
Removal of potential toxins in the environment or diet. Minimizes toxin exposure and supports baseline daily detox activities. A way to jump start your metabolism by removing components of SAD (Standard American Diet).	<p>The biological process of removing toxins from your cells, ultimately eliminating them from your body. This is best accomplished by upregulating and supporting metabolic detoxification pathways.</p> <p>This complex process has three phases that convert fat-soluble toxins to water-soluble molecules, and then eliminate them.</p>
Healthy, maintain a healthy body and weight — cleansing and removal of food triggers.	Clinical detoxification support

Purification vs Metabolic Detoxification

Purification Program



- 21-day program
- Purify, nourish and maintain a healthy body and weight*
- Includes a variety of supplements taken daily, including a nutritional shake that offers essential whole food nutrition - available in original, dairy-free, chocolate, or vanilla
- Meal plan provided including a variety of vegetables and fruits for the first 10 days, with select proteins added on day 11



SP Detox Balance™ Program



- 28-day program
- Balanced, safe, and effective nutritional support for all three phases of detoxification*
- Tasty, all-in-one shake (depending on the day, you will drink one, two, or three SP Detox Balance™ shakes)
- Includes basic meal, hydration and exercise plan

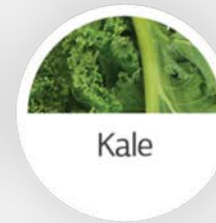


*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.

Purification Product Kit



Purification Product Kit



- ✓ Provide options by preferred protein and fiber choice
- ✓ Purify, nourish, and maintain a healthy body and weight
- ✓ Choice of rice or whey/rice combination protein
- ✓ 10 grams of protein

*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.

SP Purification Tools



Program guide



Includes
Standard Process
Supplements

Resources available online at standardprocess.com/challenge

SP Purification Program: Support Healthy Weight and Lipids

21-day nutritional intervention program



N=28 Adults

Retrospective review of adults
25 to 77 years

- Supported healthy weight
- Significant ($P < .0001$) change in serum total cholesterol, triglycerides, HDL, LDL, and VLDL

SP Cleanse[®], Gastro-Fiber[®], SP Complete[®] (a whey protein–based shake), and SP Green Food[®], nutritional supplements from Standard Process Inc, were provided to these patients during the 21-day program in accordance with dosages described on product labels

Powell, J, & Leonard, J. A nutritional program improved lipid profiles and weight in 28 chiropractic patients: a retrospective case series. Journal of Chiro Med. (2008) 7, 94-100.

Standard Process Purification

Protocol Days 1-7

Supplement	Amount	Frequency
SP Cleanse®	7 capsules	3x/day
SP Complete® OR SP Complete® Dairy Free OR SP Complete® Chocolate OR SP Complete® Vanilla	2 tablespoons per shake	2-3x/day
	4 tablespoons per shake	2x/day
Gastro-Fiber® OR Whole Food Fiber	3 capsules	3x/day
	1 tablespoon per shake	2-3x/day

Standard Process Purification

Protocol Days 8-21

Supplement	Amount	Frequency
SP Green Food®	5 capsules	2x/day
SP Complete® OR SP Complete® Dairy Free OR SP Complete® Chocolate OR SP Complete® Vanilla	2 tablespoons per shake	2-3x/day
	4 tablespoons per shake	2x/day
Gastro-Fiber® OR Whole Food Fiber	3 capsules	3x/day
	1 tablespoon per shake	2-3x/day

Meal Plan

Days 1-10
<ul style="list-style-type: none">• Fresh Vegetable and Fruit: Unlimited• Your vegetable intake should be twice the amount of fruit intake• Legumes or Quinoa: 1-2 servings per day• Oil/Fat: 4-7 teaspoons per day (1 teaspoon)• Whey Pro Complete (Beginning on Day 1)• Ask your health care professional about adding 2 scoops to each SP Complete shake for additional protein
Days 11-21
<ul style="list-style-type: none">• Fresh Vegetable and Fruit: Unlimited• Your vegetable intake should be twice the amount of fruit intake• Legumes or Quinoa: 1-2 servings per day• Oil/Fat: 4-7 teaspoons per day (1 teaspoon)• Lean Meat and Fish: 2-4 per day, with 1-2 servings being fish (3-5 ounce)• Whey Pro Complete (Beginning on Day 1)• Ask your health care professional about adding 2 scoops to each SP Complete shake for additional protein

SP Detox Balance™



SP Detox Balance™

A Good Source of Plant-based Mg



Pea Protein



Flax Meal



Sweet Potato



Oats



Pumpkin Seed Protein



Buckwheat



Carrot



Spanish Black Radish



Apple Pectin

- ✓ Provides amino acids required for conjugation enzymes and whole body support through detoxification with a unique protein and amino acid blend*
- ✓ Good source of dietary fiber to support elimination*
- ✓ Whole food-based shake to support the body's natural metabolic detoxification process*
- ✓ 17 grams of vegan protein

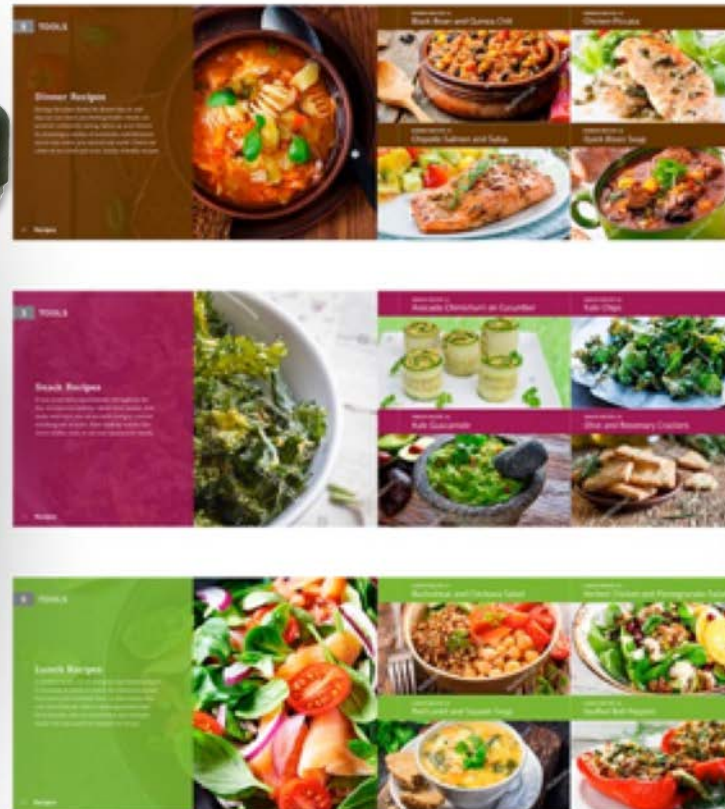
*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.

SP Detox Balance™ Program tools



Program guide

Shaker bottle



Recipes

A 'Toxicity Questionnaire' form from the SP Detox Balance Program. The form is divided into several sections, including 'Section I: Symptoms', 'Section II: Risk of Exposure', and 'Section III: Total'. It contains various checkboxes and text boxes for recording information about symptoms, exposure, and overall health.

Toxicity questionnaire

Resources available online at standardprocess.com/challenge

28-DAY COMPREHENSIVE PROGRAM

Number of Shakes[^]
Per Day



3 Canisters · Program Guide · Shaker

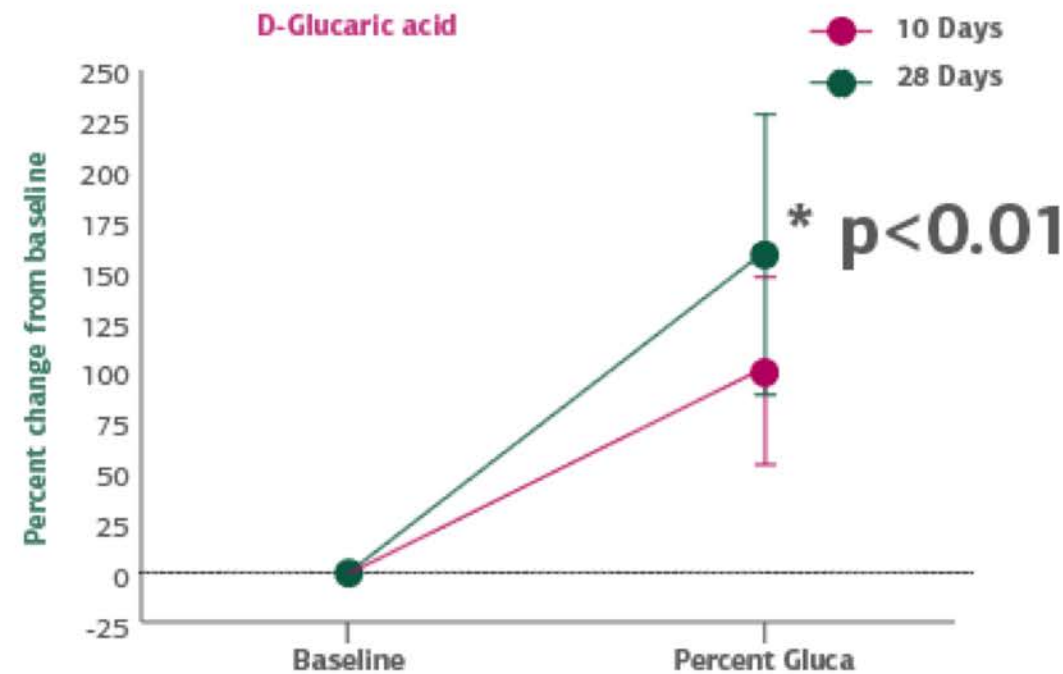
	DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	DAY 6	DAY 7
WK1	1	1	1	2	2	2	2
WK2	3	3	3	3	3	3	3
WK3	3	3	3	3	3	3	3
WK4	2	2	2	1	1	1	1

[^]For each shake, mix two heaping scoops of SP Detox Balance™ powder with 10 to 12 ounces of liquid.

SP Detox Balance™: Preliminary clinical data showing the effect of SP Detox Balance on D-Glucaric and mercapturic acid level

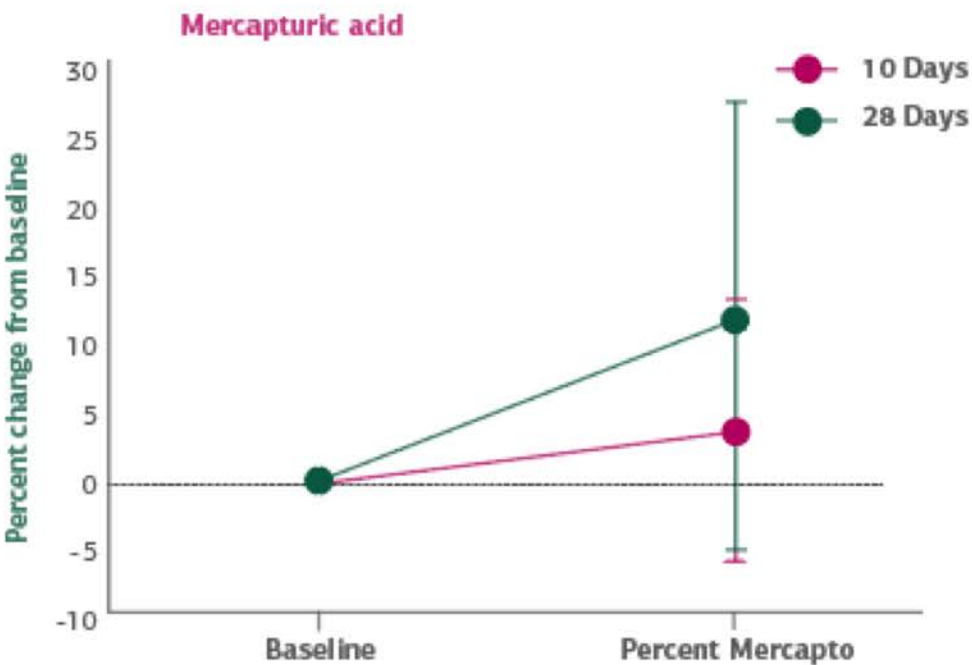
28 days program conducted at
Scripps Research Institute, CA

N=12 Adults
BMI=35.3 kg/m2



10 days program conducted at
Standard Process Inc., Palmyra, WI

N=12 Adults
Otherwise healthy subjects



Data on File at Standard Process

SP Detox and Purification Challenge

Why you should participate

- Change lives with compelling, transformational stories
- Attract new patients — turn them into lifelong patients
- Gain national awareness for your practice through social media

Nationwide SP Detox and Purification Challenge

- Includes 28-Day SP Detox Balance Program and 21-Day Purification Programs
- Challenge begins January 6th
 - 2 Facebook groups to share progress, recipes, and encouragement
 - Daily inspirational emails customized to the selected program
- Promotional materials available
 - Posters
 - Digital assets
 - Patient Brochure
 - Counter Display
 - Patient Presentation



Are you experiencing...

Fatigue?
Difficulty sleeping?

Indigestion?
Weight gain?

Reduced mental clarity?
Low libido?

Skin issues?
Joint discomfort?

TOXINS MAY BE TO BLAME

Start 2020 with a healthy lifestyle
JOIN THE SP DETOX AND PURIFICATION CHALLENGE

Participants can enter to win prizes, with the grand prize being a trip for two to Wisconsin for a 2-day wellness retreat and tour of the Standard Process certified organic farm.

Join us for an educational session to learn more.

Date
Time

View details at: standardprocess.com/challenge

90 years **Standard Process**
WHOLE FOOD NUTRIENT SOLUTIONS

Poster

Are you experiencing...

Fatigue?
Difficulty sleeping?
Indigestion?
Food cravings and weight gain?

Reduced mental clarity?
Low libido?
Skin issues?
Joint discomfort?

TOXINS MAY BE TO BLAME!

Toxins are everywhere.
 Ask us how a detoxification or purification program can help you reboot your health and kick-start healthy habits.

Join the Nationwide SP Detox and Purification Challenge
 Kick-start healthy habits this January

Prizes include a two-day wellness retreat and spa

90 years **Standard Process**
WHOLE FOOD NUTRIENT SOLUTIONS

MEDI HERB

Counter display & brochures

SP Detox and Purification Challenge

Join the nationwide community: standardprocess.com/challenge

Three Lucky Patient Participants will also Win Prizes!

- **Grand Prize:** Two-day Wisconsin wellness retreat for two — includes tour of the Standard Process certified organic farm
- **Second Place Prize:** Royal Lee Organics™ (by Standard Process) Flour Mill & assorted whole grains
- **Third Place Prize:** Vitamix® 5200 Standard Blender

New SP Detox Balance™ Formula

- A no added flavor formula coming soon!
- Expected product release is 12/1, now taking pre-orders



standardprocess.com/challenge

Thank you

