

# The Standard Process® 21-Day Purification Program



Whole Food Supplements Since 1929  
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# 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.

Combining a generous menu of whole foods with nutritional supplements, the purification program support 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
- Chemicals
- Additives and preservatives
- Heavy metals
- Pollution

But what patients might not realize is that our bodies also produce natural toxins, such as ammonia, carbon dioxide, hormone-metabolism byproducts, 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, expel, or metabolize these toxins. When overloaded, the body becomes inefficient. Toxins can build up, creating a toxic burden that can have wide-reaching effects.

Toxin buildup in the body can lead to inefficiencies and altered metabolism. When the body isn't operating optimally, this can contribute to:

- A stuffy feeling in the head
- Indigestion and other temporary gastrointestinal upset
- Reduced mental clarity
- Fatigue or difficulty sleeping
- Food cravings and weight gain
- Low libido
- Skin that's not looking its best



# Give Your Patients More Than a Cleanse Diet

## Show Them a New Way of Life

The Standard Process Purification Program is not strictly a cleanse diet but rather a structured program that includes:

- Eating whole foods
- Nutritious supplement shakes
- Adequate water intake
- Supplements
- Light exercise

The menu includes fresh vegetables and fruits for the first 10 days with select proteins added on day 11. The program comes with a helpful guide to keep your patients on track and give them a way to note how they feel as they transition to a healthier lifestyle. Packed with information, the guide will help explain detoxification and how the body transitions during a cleanse. The guide also contains a lengthy list of preferred foods and suggestions for a successful purification experience.

When 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 anecdotally report:

- Improved weight management
- Clearer skin
- Better management of challenges related to natural toxin load in the body
- Increased energy and vitality
- Shinier hair
- Better digestion
- Better sleep
- Less bloating
- Clearer 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 welcome different ways to take fiber, we offer choices.

Each kit contains supplements made with whole food and other food ingredients:

- SP Cleanse®: supports the body's normal toxin-removal processes and healthy kidney, liver, and gallbladder function
- SP Complete®: (with whey protein powder) SP Complete® Dairy Free (with rice protein powder): for nutritious supplement shakes Both offer essential nutrients to support the proper functioning of many biological systems.
- SP Green Food®: provides vital phytonutrients and promotes healthy liver function and the body's natural toxin-elimination function
- Gastro-Fiber® (capsules): a mix of psyllium husk, collinsonia root, fenugreek powder, apple pectin, and fennel seed fiber  
or
- Whole Food Fiber (powder): a mix of rice bran, carrot, apple pectin, carrot, oat, and beet