

## Nutritional Information

### Cocoa Cherry StandardBar

Net Carbs - 5

Ingredients: Protein blend (whey protein concentrate, calcium caseinate, whole egg powder), maltitol syrup, almond butter, glycerin, brown rice syrup, whey crisps (whey protein and rice flour), natural chocolate flavoring, cherries, grape seed oil, cocoa powder, soybean lecithin, vanilla extract, and natural cherry flavor.

### Cocoa Crisp StandardBar

Net Carbs - 5

Ingredients: Protein blend (whey protein concentrate, egg white, and rice protein), maltitol syrup, almond butter, glycerin, brown rice syrup, cocoa powder, whey crisps (whey protein and rice flour), natural flavors, almonds, grape seed oil, and soybean lecithin oil.

### Peanut Butter StandardBar

Net Carbs - 5.5

Ingredients: Protein blend (whey protein concentrate, egg white, and rice protein), maltitol syrup, peanut butter, glycerin, brown rice syrup, whey crisps (whey protein and rice flour), natural flavors, peanuts, grape seed oil, peanut flour, soybean lecithin oil, and wheat germ oil.



## Why our High-Protein StandardBars® are Unique

Our high-protein StandardBars offer high-quality protein and other nutrients derived from vegetarian whole food sources. Besides protein, these bars provide additional nutritional benefits:

- Egg and almond/natural peanut butter contribute iron and protein
- Whey offers complete protein and calcium
- Soybean lecithin contains an important lipid required by all living cells
- Grape seed oil contains vitamin E and is lower in saturated fats than many other oils

Additionally, the Cocoa Cherry StandardBar contains cherries, which provide vitamin A and fiber plus the antioxidant quercetin. The nuts and nut butters in the Cocoa Crisp and Peanut Butter StandardBars provide a source of iron and numerous vitamins and minerals.\*

People of any age can use these health bars as a supplement for energy. The balanced ingredients in our high-protein StandardBars can be incorporated into any healthy diet and regular exercise regimen to help maintain healthy weight.\*

## The Whole Food Difference

All Standard Process products are based on one simple belief—good health comes from good nutrition, and the best nutrients come from whole foods. Each supplement formula is built on this holistic paradigm. Our high-protein StandardBars provide a consistent way for you to help manage your weight and promote your overall well-being.\*



## The History & Principles Of Standard Process

Founded in 1929 by Dr. Royal Lee, Standard Process has been a leader in the field of natural whole food supplements for over 75 years. Dr. Royal Lee believed that, “The quality of a whole food supplement is dependent on the quality of the manufacturing process.” This remains the foundation of the Standard Process doctrine today. Owned and operated by relatives of Dr. Lee, Standard Process manufactures its supplements from start to finish at its facility located in the heartland of America: Palmyra, Wisconsin. Beginning at the company’s 1,000 acres of farmland and continuing through the final stages of our unique processing, Standard Process provides the highest quality food supplements available.



800-848-5061  
www.standardprocess.com  
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High-Protein,  
Carbohydrate-Controlled  
StandardBars®

Desirable Flavors  
of Health



## Our Diet and Lifestyle Choices

### The Importance of a Balanced Diet

Americans consume large portions of the wrong kinds of foods, such as refined foods and snacks loaded with sugar, instead of balanced meals that include fresh meats, fruits, vegetables, and grains. Add these poor diet choices to our sedentary lifestyle and you can easily see why health concerns due to being overweight or obese have reached epidemic proportions.

What can we do to try and maintain a healthy weight? We need to pay attention to our diet and get more exercise on a regular basis. We need to cut down on certain types of foods, such as refined foods and foods that contain high amounts of simple carbohydrates and sugars. If we learn to swap more of the simple carbohydrates for the complex variety and do so as part of a healthy diet, we can help maintain a healthy weight and promote healthy blood sugar levels. Our high-protein StandardBars can help us achieve this goal.\*

### Top 7 Benefits of High-Protein StandardBars®

- Help maintain healthy weight in conjunction with a balanced diet and regular exercise
- 17 grams of protein, providing energy without excess sugar or refined flour
- Contain net carbohydrate counts of 5.5 grams or less
- Carbohydrates are of the beneficial complex form, as opposed to simple sugars, to encourage healthy blood-sugar metabolism
- Help satisfy sugar cravings
- Offer a convenient and balanced supplement snack derived from whole food sources, without artificial preservatives, colors, or flavors
- Satisfy vegetarian diet requirements (note: contain whey and eggs)\*

## Understanding Carbohydrates, Fats, and Proteins

### Carbohydrates

Carbohydrates provide energy for the body. Almost all carbohydrates come from plants, with the exception of milk sugar (lactose). There are two kinds of carbohydrates, *simple* and *complex*. Simple carbohydrates are sugars—fructose, sucrose, lactose, etc. Complex carbohydrates are made up of complex chains of sugars and other molecules in a fiber matrix.

Vegetables and whole grains are complex carbohydrates. When we eat more calories than we expend, the carbohydrate sources of calories are stored as fat. While we need carbohydrates as cellular fuel for all of the body's organs and tissues, it is more beneficial to choose foods that are higher in complex carbohydrates than in simple carbohydrates. Complex carbohydrates take longer for the body to digest and absorb and encourage healthy blood-sugar metabolism. In this way, carbohydrates are “time-released” and less likely to be stored as excess calories or fat.\*

**Counting Carbohydrates** - When trying to determine the amount of carbohydrates in a food we're eating, it is important to think about the low-impact complex carbohydrates differently than the high-impact simple carbohydrates. For example, the Food and Drug Administration (FDA) states that glycerin must be counted under total carbohydrates on a food label, since it is neither a fat nor a protein. But because glycerin is absorbed differently than other sugars, it can be considered a low-impact complex carbohydrate. This and other low-impact carbohydrates, such as maltitol and soluble fiber, have a negligible impact on blood-sugar levels. The net carbohydrates that should be counted toward daily carbohydrate intake are the total carbohydrates minus the low-impact carbohydrates. For example, using this equation, the Cocoa Cherry StandardBar has a net carbohydrate count of 5 grams. The remaining 15 grams are low-impact complex carbohydrates that come from glycerin, maltitol, and fiber.

NET CARB COUNT	
5	Total Carbs: 20 Low-Impact Carbs: 15 NET CARB COUNT: 5
This cocoa cherry bar has a net carbohydrate count of 5 g (sugar/starch). Only these 5 g should be counted toward your daily carbohydrate intake.	
The remaining 15 g of low-impact carbohydrates come from glycerin, maltitol, and fiber—all which have a negligible impact on blood sugar levels.	

### Proteins

Proteins are needed for growth and development and also provide energy for the body. Proteins are required to make hormones, antibodies, enzymes, and tissues. Proteins also help maintain the delicate acid-alkaline balance in the body. When we eat proteins, our digestive tract breaks them down into smaller units called *amino acids*. There are two types of proteins, defined by the type of amino acids they supply. *Complete* proteins are those that contain all nine of the essential amino acids. They are found in meat, cheese, eggs, and milk. They can also be obtained from combinations of soy, nut butters, or any numbers of whole grains, beans, nuts, and seeds. *Incomplete* proteins contain some but not all of the essential amino acids. Grains, legumes, and leafy green vegetables contain incomplete proteins. The body cannot manufacture essential amino acids, so it is important to get these amino acids from a variety of food sources, especially if the diet contains very little animal protein.

**The Protein Blend** - Our high-protein StandardBars contain a complete protein blend from ingredients such as whey protein and eggs.

- The protein blend contains both essential and non-essential amino acids for proper body functioning.
- Whey protein contains calcium, which is important for maintaining strong bones and teeth. Protein from whey helps the body's natural tissue repair and rebuilding process—important benefits for athletes or for anyone who engages in strenuous activity.
- Eggs are considered one of the highest quality sources of protein.\*

### Fats

Our bodies require some fat to function properly. Just like carbohydrates and proteins, fat provides energy and supports growth. Naturally occurring fats are divided into three categories, defined by the types of fatty acids they contain: *saturated*, *polyunsaturated*, and *monounsaturated* fatty acids. Despite public perception, not all saturated fatty acids are bad. They are required by the liver to make cholesterol that assists in the movement and absorption of all fatty acids. Polyunsaturated fatty acids help support healthy cholesterol levels in the blood (in individuals with normal cholesterol levels), while monounsaturated fatty acids help decrease low-density lipoproteins (LDL), or “bad” cholesterol, without altering the levels of good HDL cholesterol.

Our high-protein StandardBars contain almond butter and/or grape seed oil that contribute polyunsaturated fatty acids. Grape seed oil is lower in saturated fat than many other oils, contains no cholesterol, and is a source of vitamin E and monounsaturated fatty acids, which help support cardiovascular health.\*

