



Since the nineteenth century,

echinacea has been widely used for good health. Traditionally, North American Plains Indians used it for a variety of health purposes, and it was prominently used in the early twentieth century by Eclectic physicians. Today, millions of people use echinacea as a primary supplement for healthy living during seasonal changes and for its general immune-boosting effects.

Photos taken at the Standard Process Farm are © Bob Rashid



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 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.



For more information, call 1-800-848-5061 or visit our website at www.standardprocess.com
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The Benefits of Echinacea-C™



Why Standard Process Echinacea-C™ Is Best

Many companies manufacture an echinacea product that contains single “run-of-the-mill” ingredients.

Echinacea-C from Standard Process is unique in the nutrition industry because:

- It is formulated with vital nutrients from a wide variety of food sources
- It contains acerola powder and rose hip powder, as well as buckwheat juice and seed, which contains calcium, copper, iron, manganese, phosphorus, potassium, many of the B-complex vitamins, and the vitamin P complex
- The vitamin P complex, consisting of the bioflavonoid quercetin, helps promote proper absorption and use of the vitamin C complex and helps maintain capillary and connective tissue health*

How Echinacea-C Keeps You Healthy

Echinacea primarily supports the immune system, the non-specific cellular immune system, by helping various types of white blood cells during phagocytosis. In addition, echinacea:

- Keeps mucous membranes healthy
- Stimulates the lymphatic system and helps maintain a healthy digestive system
- Stimulates circulation, liver function, endocrine function, and respiration*

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. We combine whole, enzymatically-active foods, including herbs, whole plants, and organ extracts, with essential vitamins and minerals for optimal health.

Nutritional scientists are now discovering what we at Standard Process have taught and practiced for 75 years: Substances and micronutrients, both known and unknown, found only in whole foods are more essential to health than isolated vitamins and minerals.

Farming and Manufacturing Practices

We grow the majority of our raw materials on company-owned, certified organic farmland.

- Fertile soil located in Wisconsin’s Kettle Moraine basin
- Verification of the appropriate mineral and nutrient levels in the soil before planting begins
- Use of organic seed only
- Consistently monitor the health of our crops
- Crop rotation every year to prevent disease and ensure soil vitality
- Practice eco-sensitive manufacturing by returning plant and other raw material by-products to the land after processing

We process to preserve enzymatic vitality and nutritional potential of ingredients.

- Exclusive low-temperature, high-vacuum drying techniques
- A special separating process to extract a concentrated raw material laden with both fat-and water-soluble nutrients
- Immediate processing of plants upon harvest
- No artificial flavoring
- Only natural binding ingredients

We maintain product quality and integrity through exemplary quality control standards.

- Degreed microbiologists and chemists on-site
- Weekly bacteriological tests on as many as 400 samples of raw materials, work in process, and finished products
- Vitamin and mineral analysis to ensure label claims are accurate and that maximum nutrition is delivered
- Physical tests on tablets, capsules, and powders to ensure product consistency

