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For Immediate Release

Post-Purification Program Now Available from Standard Process

PALMYRA, Wisconsin (January 11, 2010)—Many people who have completed Standard Process’s Purification Program asked for ways to continue their journey toward better health and weight management after the 21-day purification program. In response, Standard Process developed and now offers its new Post-Purification Program and Product Kits.

“This program is designed to transition patients from the limited choices allowed on the Standard Process Purification Program to the myriad food choices they’ll make in everyday life. Post-Purification is designed as a guidepost to help people on their daily quest to maintaining a healthy body, mind, and spirit,” said Dr. David Barnes, director of Research and Development at Standard Process. “We’re pleased to present this excellent resource to meet the demand for a continuation of our popular purification program.”

The Standard Process Post-Purification Program focuses on adopting new ways to think about food and health. It emphasizes supplements and whole foods that provide nutrients to the body. Through the Standard Process Post-Purification Program, the health care professional and patient can decide together when the time is right to begin introducing new foods, while still supporting healthy food choices. The program also provides direction on continuing a daily supplement program, improving label reading skills, and incorporating exercise into daily routines.

Each Post-Purification Product Kit provides a 30-day supplement supply of the following Standard Process products: Catalyn[®], SP Complete[™], Trace Minerals-B₁₂[™], Tuna Omega-3 Oil,

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and a choice of Gastro-Fiber[®] or Whole Food Fiber. Kits also include a 45-page Post-Purification Guide with a Food Experience Journal, more than 20 nutritious recipes, a convenient tear-off grocery shopping list, and a recyclable bag ideal for carrying groceries.

Visit www.standardprocess.com to learn more about Standard Process' Post-Purification Program and Product Kits.

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About Standard Process Inc.[®]

For over 80 years, Standard Process has provided health care professionals with high-quality, nutritional whole food supplements. Standard Process offers more than 300 products through three product lines: Standard Process whole food supplements, Standard Process Veterinary Formulas[™], and MediHerb[®] herbal supplements. The products are available only through health care professionals.

Standard Process is involved in every step of production. The company grows crops on company-owned, organically certified farmland, utilizes state-of-the-art manufacturing processes, and employs the highest quality control standards. Standard Process strictly adheres to the Food and Drug Administration's good manufacturing practice requirements. Through these measures, Standard Process can ensure that its products are of the utmost quality and potency.

For additional information about Standard Process, visit www.standardprocess.com.