

Why is Standard Process SP Cleanse® Unique

SP Cleanse is a vegetarian product formulated specifically to provide support to the body's detoxifying organs and their respective functions. It combines 20 different whole food and botanical ingredients to provide robust systemic support from natural sources. The cayenne pepper in SP Cleanse offers nutrients and works to enhance the efficiency of the other herbal and nutritional ingredients found in the product.*

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. The different herbs and whole foods used in SP Cleanse provide a natural and consistent way for you to help your body rid itself of natural toxins.*

Top 4 Benefits of SP Cleanse®

Many different plants contain nutrients that support the body's natural efforts to remove toxins and other waste materials. SP Cleanse combines 20 whole foods and botanicals that possess detoxifying properties.

The variety of nutrients found in SP Cleanse can help the body cleanse itself naturally from the inside out, by:

- Promoting healthy liver detoxification functions
- Maintaining healthy gastrointestinal elimination
- Encouraging healthy kidney function
- Supporting lymphatic system function and blood purification processes*

Purification Programs

To enhance the body's ability to efficiently remove both metabolic and environmental toxins, Standard Process has developed SP Cleanse, a systemic cleansing product. It was designed specifically to be utilized in the Standard Process purification programs; programs which provide purification and weight management.

- **Garden Variety** – the optimal intensity program consisting of eating vegetables and fruits. Vegetables contain many vital nutrients, and their enzymes work as natural cleansing agents. Incorporating more vegetables in your diet can help keep your body functioning properly.
- **Wholesome Medley** – the modified intensity program that includes whole foods which contain vitamins, minerals, antioxidants, and other phytochemicals to support all the major organ systems. The variety of whole foods in this program promote a long-term commitment for the health of your body.

Each program is approximately 21 days, depending on individual needs. Your health care professional can help you select the program that is right for you.

In addition to SP Cleanse, each program incorporates the following Standard Process products:

- **SP Complete™** – whole food supplement shakes to help maintain a well-balanced diet.
- **Gastro-Fiber®** – to maintain optimal digestive function and provide additional fiber to the diet during the program.
- **SP Green Food™** – to support normal growth and development, immune system response, antioxidant protection, and detoxification activities.



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 more than 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.



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SP Cleanse®

Purification for the Entire Body



Purification for the Entire Body

While the world we live in today has improved in many ways, we face a persistent and serious challenge—maintaining good health in a toxic environment. From the air we breathe, to the food we eat, and the water we drink, our environment is polluted with toxic gases, excessive waste, and harmful chemicals. These numerous pollutants can enter our bodies through our lungs, digestive tract, or even through the skin. And that is only the outside story.

On the inside, our bodies naturally produce toxic substances as by products of normal metabolism. These waste materials are generated every day and need to be regularly eliminated if we are to remain healthy. Our bodies have built-in waste-removal systems that we rely on to eliminate the bulk of these irritants before they get a chance to build up and cause problems. The liver, gastrointestinal tract, kidneys, skin, and lymphatic system are actively engaged in ridding the body of harmful toxins—regardless of their origin.

How SP Cleanse® Keeps You Healthy

Encourages healthy kidney function

Juniper berries contain essential oils that help the body excrete uric acid and other waste materials while helping to maintain proper fluid balance. Phytonutrients in collinsonia stimulate the formation and excretion of urine—one of many ways the body eliminates wastes and toxins.*

Supports blood purification processes and lymphatic system function

Red clover, burdock root, and Oregon grape root powders contain vitamin complexes and minerals, plus other phytonutrients that help purify the blood. The eliminative properties of red clover also support the lymphatic system in filtering toxins from the body.*

Encourages healthy gastrointestinal elimination

Compounds found in fenugreek seed powder encourage regular intestinal elimination that improves the removal of toxins in a number of ways. Fenugreek seed supports the regular evacuation of wastes and toxins from the intestines, which in turn supports the delicate balance of microflora in the gastrointestinal tract. The intestinal environment influences the levels of nutrients and other substances in the body. Apple pectin modifies intestinal bacterial enzyme activity in favor of the reduction of toxic breakdown products in the gut. Barley grass contributes nutrients and contains digestive enzymes that help break down toxic substances found in some foods. Cayenne pepper improves intestinal transit time.*

Promotes healthy liver detoxification functions

In the liver, insoluble toxins are converted to soluble toxins that the body can easily eliminate. Nutrients from kale, barley grass, broccoli, Oregon grape root, and milk thistle support a healthy liver.*

The important physiological functions of SP Cleanse come from its wide variety of whole food and botanical components

Capsaicin, capsanthin, and dihydrocapsaicin

These are compounds found in cayenne pepper which help stimulate the nervous system. Capsaicin stimulates the perfusion of gastric mucosa, potentially facilitating digestion and gastric health. Cayenne also improves intestinal transit time. In addition, cayenne pepper may work to enhance the efficacy of herbal and nutritional ingredients.*

Betaine

Betaine, found in beets, facilitates methylation reactions in Phase II enzymatic detoxification in the liver.*

Glucosinolates and mustard oils

- Glucosinolates found in significant quantities in foods like broccoli and Spanish black radish encourage a healthy liver detoxification system.
- Mustard oils found in Spanish black radish contribute to this food's choleric and intestinal stimulatory effects.*

Choline and inositol

- Choline is a precursor of several biologically important molecules, including lecithin (a cellular membrane constituent), betaine (a methyl donor and putative antioxidant), and acetylcholine (a neurotransmitter). Choline is also a lipotropic agent involved in lipid mobilization and the removal of excess fat from the liver.
- Inositol inhibits lipogenesis, protecting against fatty liver.*

Vitamin complexes A, B, C, and E

- Vitamin A is an antioxidant that strengthens immunity and promotes gastrointestinal health.
- Vitamin B helps maintain nervous system health and supports muscle tone in the gastrointestinal tract.
- Vitamin C is a strong antioxidant that supports the immune system and helps maintain healthy tissue.
- Vitamin E helps support tissue and works synergistically with vitamin C to provide optimal antioxidant protection.*

Manganese, selenium, and zinc

These minerals help support a healthy immune system and are important to the body's ability to withstand toxic stressors.*

