



All dogs and cats descend from a long line of hunters. The key to their survival was a varied diet rich in complex nutrients—including beneficial phytonutrients in the diets of their prey.

But that's not the case today . . .

Most pets eat a diet that is highly processed. Even reputable brands made from top-of-the-line ingredients can lose nutritional value on the road to becoming kibble or canned food.

When you choose a Standard Process whole food supplement, you're providing your pet with essential nutritional complexity.

# Quality

*From Seed to Supplement®*

At our office, we believe that given the proper nutrition, your pet has amazing capabilities of healing itself. We also believe that nutrition should be individualized to meet each pet's needs. For these reasons and many more, we proudly recommend Standard Process Veterinary Formulas.



## WHOLE FOOD SUPPLEMENTS



## THE FOUNDATION FOR YOUR PET'S HEALTH

*think beyond the bowl*



**Standard Process**  
VETERINARY FORMULAS™



800-848-5061 | [standardprocess.com](http://standardprocess.com)  
©2011 Standard Process Inc. All rights reserved.  
L4664 11/11



30% PCW



**Standard Process**  
VETERINARY FORMULAS™



# Whole Foods Support the Whole Body



Standard Process supplements are made from whole food ingredients your pet would instinctively eat. These ingredients deliver the full spectrum of nutrition in its natural form.

## Food Combinations

Research suggests that single vitamins extracted from a food may not be as effective in promoting health as the complete whole food.<sup>1</sup> Each whole food ingredient offers its own nutrients. Together with other whole foods, they create a synergistic effect, as nature intended.

## Glandular Support

Organ tissues and extracts in our whole food supplements provide nutritional support to the pet's corresponding organ, enhancing natural cell and tissue repair.

## Phytonutrients

Phytonutrients found in plants are essential for animals to maintain a healthy body. Phytonutrients may serve as antioxidants, support a healthy immune response, and support optimal cell interaction.



\*Not in Feline Whole Body Support

## Build a Foundation

Canine and Feline Whole Body Support contain many whole food ingredients combined and concentrated at low temperature to preserve their nutritional value. The combination of these foods, not just a single component, provides the vitamins, minerals, and micronutrients your pet needs to build a nutritional foundation and maintain optimal health.

Whole Body Support:

- › An excellent nutritional foundation
- › General support for all body systems
- › Appropriate to give daily
- › Uniquely formulated for both dogs and cats
- › Suitable for use with all other Veterinary Formulas

Standard Process offers a full line of Veterinary Formulas to help meet your pet's specific nutritional requirements. Ask your veterinarian which products are best for your pet.



**Standard Process**  
VETERINARY FORMULAS™

1. D.R. Jacobs Jr. and L.C. Tapsell, "Food, Not Nutrients, Is the Fundamental Unit in Nutrition," *Nutr Rev* 65, no. 10 (2007).