

# StandardBar® –Berry

## Essential Vitamins, Minerals, and Other Important Nutrients in a Tasty but Healthy Snack

Who can we believe? Researchers, nutritionists, doctors, and other opinion leaders debate endlessly about the effects of eating too much or too little protein, too high or too low of a fat content, and what types and frequencies of exercise make a healthy difference in our lives. But in the midst of all of this dietary confusion, there are a few things that most experts agree upon: that most of us make too many unhealthy choices when it comes to snacks and meal planning. The recurrent theme that echoes throughout this debate is that of balance and nature when choosing what belongs in a healthy diet. Eating natural foods in proper balance equips the body with the fuel it requires to operate at peak efficiency. The 40-30-30 theory of dietary balance requires that we eat 40 percent of our daily caloric intake in carbohydrates, 30 percent in proteins, and 30 percent in fats in order to maintain balance.†

### How Berry StandardBars Keep You Healthy

#### *Supports cellular health*

The blueberries, cranberries, cherries, and extra-virgin olive oil found in Berry StandardBars contain phytonutrients that are high in antioxidant activity.†

#### *Promotes urinary and gastrointestinal tract health*

Different phytonutrients from blueberries and cranberries help cleanse the urinary tract. Apple pectin, from apple fiber, helps maintain healthy intestinal flora.†

#### *Maintains cardiovascular health*

The flavonoids from cranberries help keep the arteries clear and healthy. Apples promote healthy lipid metabolism. Oats help keep the heart and blood vessels healthy. Calcium helps maintain a healthy heart. Black currant seed oil contains linoleic and gamma linolenic acids to help keep vascular walls healthy.†

#### *Supports skeletal and immune system strength*

Whey protein and calcium lactate provide a highly bioavailable source of calcium to build and maintain strong bones. Calcium, magnesium, and potassium work together to promote healthy muscle contraction. Black currant seed oil boosts the immune system.†

*Please copy for your patients.*

**GF** This product contains less than 10 parts per million of gluten per serving size or less than 20 parts per million per the suggested use listed on each product label. **V** Vegetarian (Lacto-ovo)  
†These statements have not been evaluated by the Food & Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.



Introduced in 1999



#### Content:

Eighteen 1.75 oz. (50 g) bars

#### Supplement Facts:

Serving Size: 1 bar

Servings per Container: 18

|                     | Amount<br>per Serving | %DV  |
|---------------------|-----------------------|------|
| Calories            | 195                   |      |
| Calories from Fat   | 60                    |      |
| Total Fat           | 7 g                   | 11%* |
| Saturated Fat       | 0 g                   | 0%*  |
| Polyunsaturated Fat | 1 g                   |      |
| Monounsaturated Fat | 3.5 g                 |      |
| Cholesterol         | 0 mg                  | 0%   |
| Total Carbohydrate  | 23 g                  | 7%*  |
| Dietary Fiber       | 2 g                   | 8%*  |
| Sugars              | 16 g                  |      |
| Protein             | 10 g                  | 20%* |
| Calcium             | 100 mg                | 10%  |
| Magnesium           | 28 mg                 | 6%   |
| Sodium              | 190 mg                | 8%   |

\*Percent Daily Values (DV) are based on a 2,000-calorie diet.

**Ingredients:** Brown rice syrup, whey (milk) protein, almond butter, pure wildflower honey, cherries, soybean lecithin, cranberries, apple juice concentrate, blueberries, glycerin, sesame seeds, cranberry puree, extra-virgin olive oil, black currant (seed) oil, blueberry puree, calcium lactate, oat fiber, apple fiber, and magnesium citrate.

**Special Information:** Free of cholesterol and saturated fat.

**Sold through health care professionals.**

#### Whole Food Philosophy

Our founder, Dr. Royal Lee, challenged common scientific beliefs by choosing a holistic approach of providing nutrients through whole foods. His goal was to provide nutrients as they are found in nature—in a whole food state where he believed their natural potency and efficacy would be realized. Dr. Lee believed that when nutrients remain intact and are not split from their natural associated synergists—known and unknown—bioactivity is markedly enhanced over isolated nutrients. Following this philosophy, even a small amount of a whole food concentrate will offer enhanced nutritional support, compared to an isolated or fractionated vitamin. Therefore, one should examine the source of nutrients rather than looking at the quantities of individual nutrients on product labels.



800-558-8740 | standardprocess.com

# StandardBar® – Berry

## What Makes Berry StandardBars Unique

### Product Attributes

#### Ingredients are derived from whole food sources

- › A nutritious blend of three natural fruits: blueberries, cranberries, and cherries
- › Ingredients provide a nutritious snack alternative that supplies the body with many health-giving benefits
- › Whole food sources enhance the natural assimilation of nutrients and strength of synergistic cofactors, for example, the sesame seeds enhance tocopherol bioactivity
- › Combines healthy ingredients that support multiple organ systems
- › Offers a convenient snack without artificial preservatives, colors, or flavors

#### Provides a healthy balance of carbohydrates, proteins, and fats

- › A 40-30-30 type health bar
- › Free of cholesterol and saturated fat
- › Enlists the properties of fruits and other nutrients well recognized for their protective and cleansing characteristics

### Manufacturing and Quality-Control Processes

#### Not disassociated into isolated components

- › The nutrients in Berry StandardBar are processed to remain intact, complete nutritional compounds

#### Degreed microbiologists and chemists in our on-site laboratories continually conduct bacterial and analytical tests on raw materials, product batches, and finished products

- › Ensures consistent quality and safety

#### Vitamin and mineral analyses validate product content and specifications

- › Assures high-quality essential nutrients are delivered

Studies on nutrients generally use large doses and these studies, some of which are cited below, are the basis for much of the information we provide you in this publication about whole food ingredients. See the supplement facts for Berry StandardBar®.

- Aprikian O., et al. 2002. Lyophilized apple counteracts the development of hypercholesterolemia, oxidative stress, and renal dysfunction in obese Zucker rats. *Journal of Nutrition* 132(7): 1969-1976.
- Balch J.F., Balch P.A. 1997. *Prescription for Nutritional Healing*. 2nd ed. Garden City Park, NY: Avery Publishing Group: 12-19, 23-27.
- Bertomeo M.C., et al. 1990. Selective effects of dietary fats on vascular 13-HODE synthesis and platelet/vessel wall interactions. *Thrombosis Research* 59(5): 819-830.
- Bickford P.C., et al. 2000. Antioxidant-rich diets improve cerebral physiology and motor learning in aged rats. *Brain Research* 866(1-2): 211-217.
- Conney R.V., et al. 2001. Effects of dietary sesame seeds on plasma tocopherol levels. *Nutrition and Cancer* 39(1): 66-71.
- Davy B.M., et al. 2002. High-fiber oat cereal compared with wheat cereal consumption favorably alters LDL-cholesterol subclass and particle numbers in middle-aged and older men. *American Journal of Clinical Nutrition* 76(2): 351-358.
- DeFerna J.L., Leeds A.R. 1996. Resting blood pressure and cardiovascular reactivity to mental arithmetic in mild hypertensive males supplemented with black currant seed oil. *Journal of Human Hypertension*. Aug;10(8): 531-537.
- Gong H., et al. 1998. Preventive and therapeutic effects of calcium lactate on osteoporosis in aged ovariectomized rats. *Wei Sheng Yan Jiu* 27(6): 402-404.
- Hakkinen S.H., et al. 1999. Content of the flavonols quercetin, myricetin, and kaempferol in 25 edible berries. *Journal of Agriculture and Food Chemistry* 47(6): 2274-2279.
- Ikeeda S., et al. 2001. Dietary sesame seeds elevate alpha- and gamma-tocotrienol concentrations in skin and adipose tissue of rats fed the tocotrienol-rich fraction extracted from palm oil. *Journal of Nutrition* 131(11): 2892-2897.
- Jenkins A.L., et al. 2002. Depression of the glycemic index by high levels of beta-glucan fiber in two functional foods tested in type 2 diabetes. *European Journal of Clinical Nutrition* 56(7): 622-628.
- Kalt W., et al. 2001. Interspecific variation in anthocyanins, phenolics, and antioxidant capacity among genotypes of highbush and lowbush blueberries (*Vaccinium section cyanococcus* spp.). *Journal of Agriculture and Food Chemistry* 49(10): 4761-4767.
- Keenan J.M., et al. 2002. Oat ingestion reduces systolic and diastolic blood pressure in patients with mild or borderline hypertension: a pilot trial. *Journal of Family Practice* 51(4): 369.
- Kris-Etherton P.M., et al. 2002. High-soluble-fiber foods in conjunction with a telephone-based, personalized behavior change support service result in favorable changes in lipids and lifestyles after 7 weeks. *Journal of the American Diabetes Association* 102(4): 503-510.
- Markus C.R., et al. 2002. Whey protein rich in alpha-lactalbumin increases the ratio of plasma tryptophan to the sum of the other large neutral amino acids and improves cognitive performance in stress-vulnerable subjects. *American Journal of Clinical Nutrition* 75(6): 1051-1056.
- Micke P., et al. 2002. Effects of long-term supplementation with whey proteins on plasma glutathione levels of HIV-infected patients. *European Journal of Nutrition* 41(1): 12-18.
- Natarajan S., et al. 2001. Healing of an MRSA-colonized, hydroxyurea-induced leg ulcer with honey. *Journal of Dermatology Treatment* 12(1): 33-36.
- Pan Z., et al. 2000. Effects of oral calcium supplementation on blood pressure in population. *Zhonghua Yu Fang Yi Xue Za Zhi* 34(2): 109-112.
- Pins J.J., et al. 2002. Do whole-grain oat cereals reduce the need for antihypertensive medications and improve blood pressure control? *Journal of Family Practice* 51(4): 353-359.
- Pitchford P. 1993. *Healing With Whole Foods*. Revised ed. Berkeley, CA: North Atlantic Books: 144-145, 151, 178-179, 288, 317, 319, 429, 470, 492, 576-578.
- Prior R.L., et al. 2001. Identification of procyanidins and anthocyanins in blueberries and cranberries (*Vaccinium* spp) using high-performance liquid chromatography/mass spectrometry. *Journal of Agriculture and Food Chemistry* 49(3): 1270-1276.
- Reed J. 2002. Cranberry flavonoids, atherosclerosis and cardiovascular health. *Critical Review of Food Science Nutrition* 43(3 Suppl): 301-316.
- Reid G. 2002. The role of cranberry and probiotics in intestinal and urogenital tract health. *Critical Review of Food Science Nutrition* 42(3 Suppl): 293-300.
- Reid G., et al. 2001. Cranberry juice consumption may reduce biofilms on uropathelial cells: pilot study in spinal cord injured patients. *Spinal Cord* 39(1): 26-30.
- Roffle C., et al. 2002. Randomised, cross-over, placebo controlled trial of magnesium citrate in the treatment of chronic persistent leg cramps. *Medical Science Monitor* 8(5): CR326-CR330.
- Saltzman E., et al. 2001. An oat-containing hypocaloric diet reduces systolic blood pressure and improves lipid profile beyond effects of weight loss in men and women. *Journal of Nutrition* 131(5): 1465-1470.
- Seeram N.P., et al. 2001. Cyclooxygenase inhibitory and antioxidant cyaniding glycosides in cherries and berries. *Phytomedicine* 8(5): 362-369.
- Sellapan S., et al. 2002. Phenolic compounds and antioxidant capacity of Georgia-grown blueberries and blackberries. *Journal of Agriculture and Food Chemistry* 50(8): 2432-2438.
- Sirato-Yasumoto S., et al. 2001. Effect of sesame seeds rich in sesamin and sesamol on fatty acid oxidation in rat liver. *Journal of Agriculture and Food Chemistry* 49(5): 2647-2651.
- Spiller G.A., et al. 1998. Nuts and plasma lipids: an almond-based diet lowers LDL-C while preserving HDL-C. *Journal of the American College of Nutrition* 17(3): 285-290.
- Takeuchi H., et al. 2001. Hypoglycemic effect of a hot-water extract from defatted sesame (*Sesamum indicum* L.) seed on the blood glucose level in genetically diabetic KK-Ay mice. *Bioscience, Biotechnology, and Biochemistry* 65(10): 2318-2321.
- Tazawa K., et al. 1999. Dietary fiber inhibits the incidence of hepatic metastasis with the anti-oxidant activity and portal scavenging functions. *Human Cell* 12(4): 189-196.
- Truswell A.S. 2002. Cereal grains and coronary heart disease. *European Journal of Clinical Nutrition* 56(1): 1-14.
- Vesil F., Galic C. 2002. Biological properties of olive oil phytochemicals. *Critical Review of Food Science and Nutrition* 42(3): 209-221.
- Wu D., et al. 1999. Effect of dietary supplementation with black currant seed oil on the immune response of healthy elderly subjects. *American Journal of Clinical Nutrition* 70(4): 536-543.
- Youdim K.A., et al. 2000. Polyphenolics enhance red blood cell resistance to oxidative stress: *in vitro* and *in vivo*. *Biochem Biophys Acta* 1523(1): 117-122.

