

StandardBar® –Cocoa Crisp

Offers High-Quality Protein and Carbohydrate-Controlled Ingredients for Health-Conscious People

According to the National Institutes of Health (NIH), nearly two-thirds of adults and an alarming number of children in the United States are overweight. The epidemic increase in weight in the United States stems from a combination of poor diet, lack of exercise, and huge portions. While there are a number of reasonable weight-reduction diets available, many people who manage to lose weight fail to keep it off. Many gain back all of the weight they lost and then some. Diets can help take off unwanted pounds quickly, but only lifestyle changes can keep weight in an acceptable range over the long term. If the successful dieter returns to the habits that put on the weight in the first place, the pounds will return. A healthy diet means consuming less “empty” calories, foods that contain lots of sugar or refined flours, but few nutrients. This means eating smart. A healthy diet includes foods from all the food groups that offer quality nutrients while providing needed energy. The words balance and natural should be used to describe any healthy diet. The human body is a complex and intricate machine that requires good nutrition to function in full health. The four basic macronutrients, or building blocks, of a healthy diet are water, carbohydrates, proteins, and fats. Many other micronutrients are also essential for maintaining good health, including vitamins, minerals, and trace minerals. The healthiest forms of these nutrients come from nature in the form of whole foods. Eating natural foods in the proper balance provides the body with the fuel it requires to operate at peak efficiency. The balanced ingredients in our Cocoa Crisp StandardBar can be incorporated into any healthy diet and regular exercise program to help maintain healthy weight and promote overall well-being.†

How Cocoa Crisp StandardBars Keep You Healthy

Promote weight management, strengthen immunity, and maintain a healthy heart

Protein helps the body repair and rebuild, and it prevents muscle deterioration. Egg white and whey and rice protein contain a particularly nutritious composition of essential amino acids and antioxidants that promote whole body and muscle protein synthesis. They also help maintain healthy blood pressure and enhance immune system function. Nutrients from almonds and grape seed oil, flavonoids from cocoa, and stanols from soybean lecithin exert strong antioxidant activity, encourage healthy cholesterol levels in individuals with normal cholesterol levels, and help protect the heart from oxidative stress.†

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 2004



Content:

Eighteen 1.75 oz. (50 g) bars

Supplement Facts:

Serving Size: 1 bar

Servings per Container: 18

	Amount per Serving	%DV
Calories	200	
Calories from Fat	50	
Total Fat	6 g	9%*
Saturated Fat	0.8 g	4%*
Cholesterol	18 mg	6%
Total Carbohydrate	20 g	7%*
Dietary Fiber	1.5 g	6%*
Sugars	2 g	
Protein	15 g	30%*
Calcium	100 mg	10%
Iron	1 mg	6%
Sodium	200 mg	8%

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

Ingredients: Protein blend (whey [milk] protein concentrate, egg white, and rice protein), maltitol syrup, almond butter, glycerin, brown rice syrup, cocoa powder, whey crisps (whey [milk] protein and rice flour), natural flavors, almonds, grape (seed) oil, and soybean lecithin oil.

Special Information: This cocoa crisp bar has a net carbohydrate count of 5 g (sugar/starch). Only these 5 g should be counted toward your daily carbohydrate intake. The remaining 15 g of low-impact carbohydrates come from glycerin, maltitol, and fiber, all of which have a negligible impact on blood sugar levels.

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[®] – Cocoa Crisp

What Makes Cocoa Crisp StandardBars Unique

Product Attributes

Ingredients are derived from whole food sources

- › Egg and almond butter contribute iron and protein
- › Whey offers complete protein and calcium
- › Grape-seed oil contains vitamin E and is lower in saturated fats than many other oils

Provides a healthy balance of carbohydrates, proteins, and fats

- › Comprised of 15 grams of protein, providing energy without excess sugar or refined flour
- › Contains a net carbohydrate count of 5 grams
- › Provides carbohydrates which are of the beneficial complex form, as opposed to simple sugars, to encourage healthy blood sugar metabolism
- › Carries a low glycemic index
- › Low in saturated fat and cholesterol
- › Offers a convenient and balanced supplement snack without artificial preservatives, colors, or flavors

Manufacturing and Quality-Control Processes

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 the Cocoa Crisp StandardBar[®].

- Adom K.K., Liu R.H. 2002. Antioxidant activity of grains. *Journal of Agriculture and Food Chemistry* 50(21): 6182-6187.
- Astrup A., et al. 2004. Atkins and other low-carbohydrate diets: hoax or an effective tool for weight loss? *Lancet* 364(9437): 897-899.
- Balch J.F., Balch P.A. 1997. *Prescription for Nutritional Healing*, 2nd ed. Garden City Park, NY: Avery Publishing Group; 3, 18-19, 45.
- Dastani H.B., et al. 2004. Combating the Obesity Epidemic: Community Pharmacists' Counseling on Obesity Management (November). *Annals of Pharmacotherapy* [Epub ahead of print.]
- Davalos A., et al. 2004. Antioxidant activity of peptides derived from egg white proteins by enzymatic hydrolysis. *Journal of Food Proteins* 67(9): 1939-1944.
- Davis P.A., Iwahashi C.K. 2000. Whole almonds and almond fractions reduce aberrant crypt foci in a rat model of colon carcinogenesis. *Cancer Letters* 165(1): 27-33.
- Ellis L., Haman D. 2004. Population increases in obesity appear to be partly due to genetics. *Journal of Biosocial Science* 36(5): 547-559.
- Ellis P.R., et al. 2004. Role of cell walls in the bioaccessibility of lipids in almond seeds. *American Journal of Clinical Nutrition* 80(3): 604-613.
- Etzell M.R. 2004. Manufacture and use of dairy protein fractions. *Journal of Nutrition* 134(4): 996S-1002S.
- FitzGerald R.J., Meisel H. 2000. Milk protein-derived peptide inhibitors of angiotensin-I-converting enzyme. *British Journal of Nutrition* 84(Suppl 1): S33-S37.
- Gannon M.C., Nuttall F.Q. 2004. Effect of a high-protein, low-carbohydrate diet on blood glucose control in people with type 2 diabetes. *Diabetes* 53(9): 2375-2382.
- Ha E., Zemel M.B. 2003. Functional properties of whey, whey components, and essential amino acids: mechanisms underlying health benefits for active people (review). *Journal of Nutrition and Biochemistry* 14(5): 251-258.
- Hallfrisch J., et al. 2000. Mechanisms of the effects of grains on insulin and glucose responses. *Journal of the American College of Nutrition* 19(3 Suppl): 320S-325S.
- Hammerstone J.F., et al. 2000. Procyandin content and variation in some commonly consumed foods. *Journal of Nutrition* 130(8S Suppl): 2086S-2092S.
- <http://www.niddk.nih.gov/health/nutrit/pubs/statobes.htm>
- <http://www.niddk.nih.gov/health/nutrit/pubs/wltoos/wltoos.htm>
- Hu M., et al. 2004. Antioxidant activity of a proanthocyanidin-rich extract from grape seed in whey protein isolate stabilized algae oil-in-water emulsions. *Journal of Agriculture and Food Chemistry* 52(16): 5272-5276.
- Maguire L.S., et al. 2004. Fatty acid profile, tocopherol, squalene and phytosterol content of walnuts, almonds, peanuts, hazelnuts, and the macadamia nut. *International Journal of Food Science Nutrition* 55(3): 171-178.
- Marshall K. 2004. Therapeutic applications of whey protein. *Alternative Medicine Review* 9(2): 136-156.
- Myashita Y., et al. 2004. Beneficial effect of low carbohydrate and low calorie diets on visceral fat reduction in type 2 diabetic patients with obesity. *Diabetes Research and Clinical Practice* 65(3): 235-241.
- Murphy K.J., et al. 2003. Dietary flavonols and procyandin oligomers from cocoa (*Theobroma cacao*) inhibit platelet function. *American Journal of Clinical Nutrition* 77(6): 1466-1473.
- Nicolosi R.J., et al. 2001. Dietary effects on cardiovascular disease risk factors: beyond saturated fatty acids and cholesterol. *Journal of the American College of Nutrition* 20(5 Suppl): 421S-427S, 440S-442S.
- Oh C.H., Oh S.H. 2004. Effects of germinated brown rice extracts with enhanced levels of GABA on cancer cell proliferation and apoptosis. *Journal of Medicine and Food* 7(1): 19-23.
- Patchford P. 1993. *Healing With Whole Foods*. Revised ed. North Atlantic Books: Berkeley, CA: 179, 298, 432, 470.
- Roberts S.B. 2000. High-glycemic index foods, hunger, and obesity: is there a connection? *Nutrition Review* 58(6): 163-169.
- Seshadri P., et al. 2004. A randomized study comparing the effects of a low-carbohydrate diet and a conventional diet on lipoprotein subfractions and C-reactive protein levels in patients with severe obesity. *American Journal of Medicine* 117(6): 398-405.
- Spilburg C.A., et al. 2003. Fat-free foods supplemented with soy stanol-licithin powder reduce cholesterol absorption and LDL cholesterol. *Journal of the American Dietetic Association* 103(5): 577-581.
- 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.
- Spiller G.A., et al. 2003. Effects of plant-based diets high in raw or roasted almonds, or roasted almond butter on serum lipoproteins in humans. *Journal of the American College of Nutrition* 22(3): 195-200.
- Stampfer M.J., et al. 2000. Primary prevention of coronary heart disease in women through diet and lifestyle. *New England Journal of Medicine* 343(1): 16-22.
- Steinberg F.M., et al. 2003. Cocoa and chocolate flavonoids: implications for cardiovascular health. *Journal of the American Dietetic Association* 103(2): 215-223.
- Tome D. 2004. Protein, amino acids and the control of food intake. *British Journal of Nutrition* 92(Suppl): S27-S30.
- United States. National Institutes of Health (NIH). *Weight Loss for Life. Statistics Related to Overweight and Obesity*. 2004.
- Vinson J.A., et al. Beneficial effects of a novel H636 grape seed proanthocyanidin extract and a niacin-bound chromium in a hamster atherosclerosis model. *Molecular Cell Biochemistry* 240(1-2): 99-103.
- Walzem R.L., et al. 2002. Whey components: millennia of evolution create functionalities for mammalian nutrition: what we know and what we may be overlooking. *Critical Review in Food Science Nutrition* 42(4): 353-375.
- Wiswedel I., et al. 2004. Flavanol-rich cocoa drink lowers plasma F(2)-isoprostane concentrations in humans. *Free Radical Biological Medicine* 37(3): 411-421.

