

Cholaplex®

Combines B-Complex Vitamins With Iodine to Help Support and Maintain a Healthy Circulatory System

Health care professionals continue to emphasize the need for people in every age group to increase the amount of fresh fruits and vegetables in their diet. These types of foods contain vitamins and minerals essential to numerous metabolic processes inside the body. While Americans as a whole are becoming more and more aware of the need to exercise regularly and make better food choices in order to support healthy levels of cholesterol in their blood, many still neglect to get enough of these important nutrients on a daily basis. This is especially true for older Americans, since the B vitamins become more difficult to absorb as we age. Research suggests that reducing some types of fat in the bloodstream can help keep the circulatory system healthy. The riboflavin, niacin, vitamin B₆, and iodine in Cholaplex work together to support efficient metabolism of blood fats, including cholesterol in individuals with healthy levels. Riboflavin 5'-phosphate and organ meats assist in metabolizing fats and serve as the intermediary in transferring electrons during oxidation-reduction reactions. Vitamin B₆ from pyridoxine hydrochloride, organ meats, soybeans, and wheat germ promotes red-blood-cell formation. Iodine from prolamine iodine (iodine bound to zein, which is corn protein) enhances cardiovascular activity by increasing vascular sensitivity to nerve impulses.†

How Cholaplex Keeps You Healthy

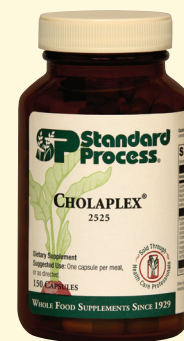
Promotes healthy blood

The B-complex vitamins and minerals found in Cholaplex complement each other, providing optimal metabolic support to maintain healthy blood. Riboflavin is required to form both red blood cells and antibodies and works as a coenzyme to help metabolize carbohydrates, fats, and proteins. Riboflavin also aids in iron and vitamin B₆ absorption. Iron is needed to make hemoglobin to oxygenate the red blood cells. Niacin promotes good circulation and also assists in metabolizing carbohydrates, fats, and proteins. Niacin also helps reduce cholesterol in the blood. Vitamin B₆ joins riboflavin to form red blood cells. Iodine helps metabolize excess fat. Inositol helps remove fat from the bloodstream.†

Keeps your heart healthy

In addition to exercise, one of the best ways to keep the heart healthy is to improve circulation and keep the arteries that lead to the heart in good condition and functioning properly.†

Please copy for your patients.



Introduced in 1959

Content:

150 capsules

Suggested Use: One capsule per meal, or as directed.

Supplement Facts:

Serving Size: 1 capsule

Servings per Container: 150

	Amount per Serving	%DV
Calories	3	
Riboflavin	0.3 mg	20%
Niacin	22 mg	110%
Vitamin B ₆	4 mg	230%
Iodine	130 mcg	90%

Proprietary Blend: 474 mg

Collinsonia (root), choline bitartrate, defatted wheat (germ), bovine liver, calcium lactate, dried buckwheat (leaf) juice, buckwheat (seed), porcine stomach, *Tillandsia usneoides*, purified bovine bile salts, bovine orchid Cytosol™ extract, soy (bean), inositol, soybean lecithin, bovine spleen, ovine spleen, betaine hydrochloride, carrot (root), potassium bicarbonate, manganese glycerophosphate, bovine prostate, para-aminobenzoate, porcine brain, allantoin, bovine adrenal Cytosol™ extract, bovine orchid extract, oat flour, and ascorbic acid.

Other Ingredients: Gelatin, niacinamide, water, pyridoxine hydrochloride, calcium stearate, colors, prolamine iodine (zein), and riboflavin 5'-phosphate.

Sold through health care professionals.



800-558-8740 | standardprocess.com

Cholaplex®

What Makes Cholaplex Unique

Product Attributes

Cholaplex is a distinctive combination of plant and animal tissue extracts such as collinsonia root, buckwheat leaf and seed, bovine bile salts, choline, and a myriad of unique extracts and nutritional compounds

- › This formula helps to support liver function and the action of bile, as well as the metabolism and mobilization of cholesterol for elimination†

Multiple nutrients from a variety of plant and animal sources

- › Extracts from bovine, porcine, and ovine tissues provide nutrients and support to the corresponding tissues in humans
- › Vitamins, minerals, and nutrients from plants and animal tissues work synergistically for maximum effect†

Certified Organic Farming

A healthy ecosystem is created by using organic farming techniques, such as rotating crops, fertilizing the soil with nutrient-rich cover crops and byproducts from our processing, practicing strict weed-control standards, and continually monitoring the health of our plants

- › Assures the soil is laden with minerals and nutrients
- › Ensures plants are nutritionally complete and free from synthetic pesticides

Manufacturing and Quality-Control Processes

Upon harvesting, nutrient-rich plants are immediately washed and promptly processed

- › Preserves nutritional integrity

Low-temperature, high-vacuum drying technique

- › Preserves the enzymatic vitality and nutritional potential of ingredients

Not disassociated into isolated components

- › The nutrients in Cholaplex 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

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.

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 Cholaplex®.

- Anderson L.E. 1998. *Mosby's Medical, Nursing, & Allied Health Dictionary*, 5th ed. St. Louis, MO: Mosby; 142, 871, 923, 1108-1109, 1366, 1427.
- Balch J.F., Balch P.A. 1997. *Prescription for Nutritional Healing*, 2nd ed. Garden City Park, NY: Avery Publishing Group; 14-16, 18, 25, 57, 136-138, 187-191, 306-308.
- Berdanier C.D. 1995. *Advanced Nutrition Micronutrients*. Boca Raton, FL: CRC Press; 88-105.
- Blankenhorn D.H., et al. 1993. Beneficial effects of colestipol-niacin therapy on the common carotid artery. Two- and four-year reduction of intima-media thickness measured by ultrasound. *Circulation* 88(1): 20-28.
- Coffee C.J. 1998. *Metabolism*. 1st ed. Madison, CT: Fence Creek Publishing; 68-69, 85.
- Dakshinamurti K. 1994. *Vitamin receptors: Vitamins as Ligands in Cell Communication*. Cambridge, Great Britain: Cambridge University Press; 138-140, 156-158.
- Guyton A.C., Hall J.E. 1997. *Human Physiology and Mechanisms of Disease*. 6th ed. Philadelphia, PA: W.B. Saunders Company; 588-589.
- Jacob S.W., Francone C.A., Lossow W.J. 1982. *Structure and Function in Man*. 5th ed. Philadelphia, PA: W.B. Saunders Company; 509.
- Kirschmann J.D. 1979. *Nutrition Almanac*. Revised ed. New York, NY: McGraw-Hill Book Company; 25-27, 36-37.
- Machlin L.J. 1984. *Handbook of Vitamins*. New York, NY: Marcel Dekker, Inc; 299-325.
- McDowell L., Parkey B. 1995. Iodine deficiencies result in need for supplementation. *Journal: Feedstuffs*. Carol Stream, IL: Miller Publishing Company; 67(42): 15, 18.
- Pitchford P. 1993. *Healing With Whole Foods*. Revised ed. Berkeley, CA: North Atlantic Books; 120-122, 298-299, 402-403.
- Powers H.J., Thurnham D.I. 1981. Riboflavin deficiency in man: effects on haemoglobin and reduced glutathione in erythrocytes of different ages. *British Journal of Nutrition* 46(2): 257-266.
- Rimm E.B., et al. 1998. Folate and vitamin B₆ from diet and supplements in relation to risk of coronary heart disease among women. *JAMA* 279(5): 359-364.
- Sardesai V.M. 1998. *Introduction to Clinical Nutrition*. New York, NY: Marcel Dekker, Inc; 174-179.
- Shils M.E., Young V.R. 1988. *Modern Nutrition in Health and Disease*. 7th ed. Philadelphia, PA: Lea & Febiger; 362-368, 376-381.
- Tver D.F., Russell P. 1989. *The Nutrition and Health Encyclopedia*. 2nd ed. New York, NY: Van Nostrand Reinhold; 366-368, 445-446, 463-464.
- Van Wynsberghe D., Noback C.R., Carola R. 1995. *Human Anatomy and Physiology*. 3rd ed. New York, NY: McGraw-Hill, Inc; 872.
- Wilson E.O., Fisher K.H., Fuqua M.E. 1965. *Principles of Nutrition*. 2nd ed. New York, NY: John Wiley & Sons, Inc; 266-284, 290-294.

