



# Standard Process® Whole Body Support™

Many of life's processes and diseases can be affected by diet, specifically vitamins and minerals. Supporting every body with the best available whole food source nutrients are the building blocks to better health. Using Standard Process products gives you security in knowing that your cats or dogs are receiving these building blocks.

Whole food nutrients contain not only the specific vitamin but also the minerals, enzymes, coenzymes, amino acids, fatty acids, antioxidants, and other potentially unknown factors that permit the body to readily assimilate and utilize the vitamin. Synthetic vitamins are chemically derived forms that contain only a replica component lacking both the natural isomer rotation and the entire vitamin complex. An example of this is ascorbic acid commonly called vitamin C. Ascorbic acid is actually only the antioxidant layer composing a mere 8% of whole vitamin C complex.

Chronic ingestion of high levels of synthetic vitamins can cause a body deprivation effect inducing a deficiency in the very vitamins being consumed! Vitamins are important in all areas of body function from nerve transmission and DNA synthesis to collagen formation, immune function and resistance to disease, eye and skin health, intestinal function, bone development, protein and amino acid synthesis, enzyme reactions, cell membrane integrity and free radical scavenging.

***“A balanced intake  
of the right food factors  
is the essential  
ingredient.”***

***- Dr. Royal Lee***

**Canine and Feline Whole Body Support™** derives some of its vitamins and chelated minerals from buckwheat, alfalfa juice, rice bran, pea vine extracts, and beets. Zinc is added for the immune system, skin health and cell replication. Cellular substrates extracted from beef and pork tissue can benefit specific organs. L-glutamine is included for enterocyte function and immune system support. Herbs such as Milk Thistle are included to help protect the liver and stimulate production of new liver cells while valuable herbal and whole food antioxidants protect cells.

## Cases for Standard Process® Canine or Feline Whole Body Support™

- General body support for dogs and cats eating processed kibble diet
- Give throughout all phases of life's stresses
- Great for any chronic degenerative condition
- Diabetic patients
- Geriatric pets

### References:

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## What is Cytosol™ Extracts?

Dr. Royal Lee, the founder of Standard Process®, took great pains to analyze every aspect of plant and animal tissue before determining what was needed. As an engineer he designed many pieces of equipment that specifically enabled him to extract essential nutritional components from plants, animal organs, and the cytoplasm of glandular cells. Cytoplasm contains cellular organelles plus nutrients, such as enzymes, hormone precursors, and synergistic cofactors that are the biochemical building blocks essential to cellular metabolism in their respective tissue. Extracts of such can assist the day-to-day function of a system that is operating at sub-optimal level by supplying all these nutritional factors which the body can immediately use to its benefit.

*What people are saying about using Standard Process®  
products for their pets...*

*“Whole Body gave my Radar back to me. He is active  
again and even less grey around the muzzle!”*

*-B. Grantham*

## What does PMG™ Mean?

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The letters “PMG” as seen on many product labels stands for protomorphogen™. In 1947, Dr. Royal Lee, the founder of Standard Process®, after years of research published his theories “Protomorphology: the Principles of Cell Auto-regulation.” “Proto” coming from prototype and “morphogen” for morphology. It is this which sets these products far apart from any other nutritional supplements.

A protomorphogen is a chromosome end product made in the nucleus of the cell. It is that cellular chromosome component that is responsible for morphogenic determination of cell characteristics. It is the smallest unit of the gene system that guides the cell into its hereditary form as it grows, develops, or repairs itself. While PMGs are generally thermostable up to 700°C, oxidation can destroy some of the growth influencing potential of PMG. Without sufficient PMG in its chromatic the cell degenerates, de-differentiates, becomes senile and dies.

So how is PMG regulated? These tissue specific nucleoproteins are antigenic in nature and stimulate the response of natural tissue antibodies (NTA). The NTAs control the level of extracellular protomorphogen in blood and lymph. Normally the body maintains a balance between PMG and NTA. When the NTAs exceed the peripheral circulating PMG level, the situation exists where the natural tissue antibodies could actually attack the diseased organ or tissue itself! Hence the need for PMGs. We can see many patients exhibiting this in auto-immune disease.

Introducing external tissue specific protomorphogen via the alimentary route can redirect the abundant natural tissue antibodies away from the organ. While PMG used in Standard Process® products is derived primarily from bovine and ovine species, a dog allergic to beef, for example, will not have the same allergic response to PMG because it is not protein derived from muscle.