

Conducting a Purification Workshop

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Getting Patients to Attend a Workshop

- Doctor: to make this program a true success, you must experience the purification program yourself.
- Those staff members that will be assisting cleanse patients should experience the program 1st hand.
- Promote several weeks ahead of time
- Get yourself and the staff excited
- Find testimonials from previous patients or personal success of Doctor and or staff.
- When signing up in the office, give the patients reading materials about program (SP Purification Booklet or the “Why Do I Feel So Lousy “ book.)
- Always follow up and confirm the attendance of those that signed up for the workshop.



What is the best way to get the patients committed to a 21-day program of purification?

- Following the presentation, it is important that the patients sign up and encourage them to purchase the product immediately following the program at a discount “tonight only.”
- Ask the patients to wait to begin the program until they are fully informed of the exact individual procedure of the program.
- Get them scheduled as soon as possible

How to insure commitment and follow through.

- Assign a staff member to meet with the patients as their health coach.
- The Health Coach should meet with your patients weekly for encouragement
- Tell the patients to call with **any** questions, even if they are in a grocery store...
- Schedule weekly visits ahead of time
- Give encouraging literature, recipes.
- Consider registering them with:
www.purificationpractice.com for daily emails through the 21-days. Includes encouragement tips and recipes. (minimal cost of \$5.00)

Weekly check-ups

- Weight
- Body Mass Index
- Body Fat Percentage
- Encouragement
- Review of diet journal at the back of the purification booklet.



Services to consider while conducting the program

- Weekly visits for accountability(hand holding)
- Lipid blood profiles beginning and end of program
- Exercise instruction



Standard Process

Purification Program Manual

- Explains purification
- Defines Toxicity
- Defines the 21-day program
- Lists food to eat and those to avoid
- Provides recipes



Label Reading

- Educate the patients on label reading.
- Explain to them that they need to refrain from consuming partially hydrogenated oils, artificial sweeteners and fortified foods.
- Educate them on the toxins in shampoos, soaps and lotions.
- This can be an ongoing commitment to learning what they put into the body effects the make-up and chemistry.
- They will have a better understanding of what is effecting their body's to be imbalanced

Nutrition Facts	Amount/serving	%DV*	Amount/serving	%DV*
Serv. Size 1 cup (249g)	Total Fat 12g	18%	Sodium 940mg	39%
Servings About 2	Sat. Fat 6g	30%	Total Carb. 24g	8%
Calories 250	Polyunsat. Fat 1.5g		Dietary Fiber 1g	4%
Fat Cal. 110	Monounsat. Fat 2.5g		Sugars 1g	
*Percent Daily Values (DV) are based on a diet of 2,000 calories a day.	Cholest. 60mg	20%	Protein 10g	20%
	Vitamin A 0% • Vitamin C 0% • Calcium 6% • Iron 8%			

INGREDIENTS: WATER, CHICKEN STOCK, ENRICHED PASTA (SEMOLINA WHEAT FLOUR, EGG WHITE SOLIDS, NIACIN, IRON, THIAMINE MONONITRATE, VITAMIN B1), BREAD FLOUR (WHEAT BRY AND FOLIC ACID), CREAM (DERIVED FROM MILK), CHICKEN, CONTAINS LESS THAN 2% OF CHEESE (CORNFLAKES, PARMESAN AND ROMANO PASTE, PASTEURIZED SWISS MILK CULTURES, SALT, TRAYMESH WATER, SALT, LACTIC ACID, STYRENE AND DISODIUM PHOSPHATE), BUTTER (PASTEURIZED SWEET CREAM (DERIVED FROM MILK) AND SALT), MODIFIED CORN STARCH, SALT, WHEAT EGG SOLIDS, SUGAR, BATTER, RICE STARCH, GARLIC, SPICE, XANTHAN GUM, CHEESE FLAVOR (PARTIALLY HYDROGENATED SOYBEAN OIL, FLAVORINGS AND SODIUM FLAVINATE), MUSTARD FLOUR, ISOLATED SOY PROTEIN AND SODIUM PHOSPHATE

Drug Facts

Active ingredient	Purpose
Dimethicone 1.5%	Skin protectant

Use temporarily protects chapped or cracked skin.

Warnings
For external use only.

When using this product • do not get into eyes

Do not use on • deep or puncture wounds
• animal bites • serious burns

Stop use and ask a doctor if • condition worsens
• symptoms last more than seven days or clear up and occur again within a few days.

Keep out of reach of children. If swallowed, get medical help or contact a Poison Control Center right away.

Directions • apply as needed

Other information
• protect from freezing • avoid excessive heat

Inactive ingredients Water, propylene glycol, glyceryl stearate, isopropyl palmitate, simmondsia chinensis (jojoba) seed oil, cetearyl alcohol, zeo mays (corn) starch, sodium stearoyl lactylate, tocopheryl acetate, butyrospermum parkii (shea butter), sodium PCA, decylene glycol, retinyl palmitate, carbopol, citrus aurantium bergamia (bergamot) fruit oil, citrus medica vulgaris peel oil, triethanolamine, phenoxyethanol, methylparaben, butylparaben, propylparaben, isobutylparaben, ethylparaben

Questions or comments?
1-800-555-1234



Before



After



Before Cleanse

LabCorp
Laboratory Corporation of America

LabCorp Dublin
6370 Wilcox Road
Dublin, OH 43016-1296

Patient ID		Control Number	Account Number	Account Phone Number	Route
Patient Last Name		Powell Chiropractic Clinic			
Patient First Name	Patient Middle Name		4867 Munson		
Patient SSN	Patient Phone	Canton OH 44718			
Age (Y/M/D)	Date of Birth	Sex	Fasting		
		F	Yes		
Date and Time Collected		Date Entered	Date and Time Reported	Physician Name	
02/09/07 10:49		02/09/07	02/10/07 08:36ET	POWELL, J	
NPI		Physician ID			
UPIN: T46322					

Tests Ordered
Lipid Panel With LDL/HDL Ratio; Drawing Fee; Canton, OH

TESTS	RESULT	FLAG	UNITS	REFERENCE INTERVAL	LAB
Lipid Panel With LDL/HDL Ratio					
Cholesterol, Total	192		mg/dL	100 - 199	01
Triglycerides	135		mg/dL	0 - 149	01
HDL Cholesterol	44		mg/dL	40 - 59	01
VLDL Cholesterol Calc	27		mg/dL	5 - 40	
LDL Cholesterol Calc	121	High	mg/dL	0 - 99	01

Comment

If initial LDL-cholesterol result is >100 mg/dL, assess for risk factors.

LDL/HDL Ratio

2.8

ratio units 0.0 - 3.2
LDL/HDL

	Men	Women
1/2 Avg. Risk	1.0	1.5
Avg. Risk	3.6	3.2
2X Avg. Risk	6.3	5.0
3X Avg. Risk	8.0	6.1

After Cleanse

LabCorp
Laboratory Corporation of America

LabCorp Dublin
6370 Wilcox Road
Dublin, OH 43016-1296

Patient ID		Control Number	Accession Number	Order	
Patient Last Name			Account Address		
T Patient First Name DONNA			Powell Chiropractic Clinic		
Patient Middle Name		4867 Munson			
Patient SS#	Patient Phone	Canton OH 44718			
Age (Y/M/D)	Date of Birth	Sex F	Fasting No		
Patient Address			Additional Information		
			UPIN: T46322		
Date and Time Collected 03/10/07 08:01	Date Entered 03/10/07	Date and Time Reported 03/11/07 08:36ET	Physician Name POWELL, J	NPI	Physician ID

Tests Ordered
Lipid Panel With LDL/HDL Ratio; Drawing Fee; Handwritten Order; Canton, OH

TESTS	RESULT	FLAG	UNITS	REFERENCE INTERVAL	LAB
Lipid Panel With LDL/HDL Ratio					
Cholesterol, Total	133		mg/dL	100 - 199	01
Triglycerides	83		mg/dL	0 - 149	01
HDL Cholesterol	36	Low	mg/dL	40 - 59	01
VLDL Cholesterol Calc	17		mg/dL	5 - 40	
LDL Cholesterol Calc	80		mg/dL	0 - 99	
LDL/HDL Ratio	2.2		ratio units	0.0 - 3.2	
				LDL/HDL	
				Men	Women
			1/2 Avg.Risk	1.0	1.5
			Avg.Risk	3.6	3.2
			2X Avg.Risk	6.3	5.0
			3X Avg.Risk	8.0	6.1

Donna T

Age 43

- Patient appears to have improved thyroid function
- Patient appears to have improved circulatory function.
- No heartburn (No need for intervention for heartburn after only one month of cleansing)
- Lost 39 lbs
- Patient generally felt better
- No nausea
- Patient lost 4 inches in waist in two weeks
- BMI-32
- Patient has maintained the weight loss
- Unusually successful patient

A person in a light blue suit stands on a beach, arms raised in a gesture of triumph or achievement. The background features a sandy beach, ocean waves, and a sky with scattered clouds. The overall scene conveys a sense of accomplishment and well-being.

Powell Chiropractic Clinic, Inc.

**Welcome to our workshop on the
Standard Process
Purification Program Workshop**

What Does Health Mean To You?

The usual answer to this question is
“feeling good.”

To most people, as long as we do
not have symptoms, we perceive
ourselves as being healthy.

Health Is. . . .

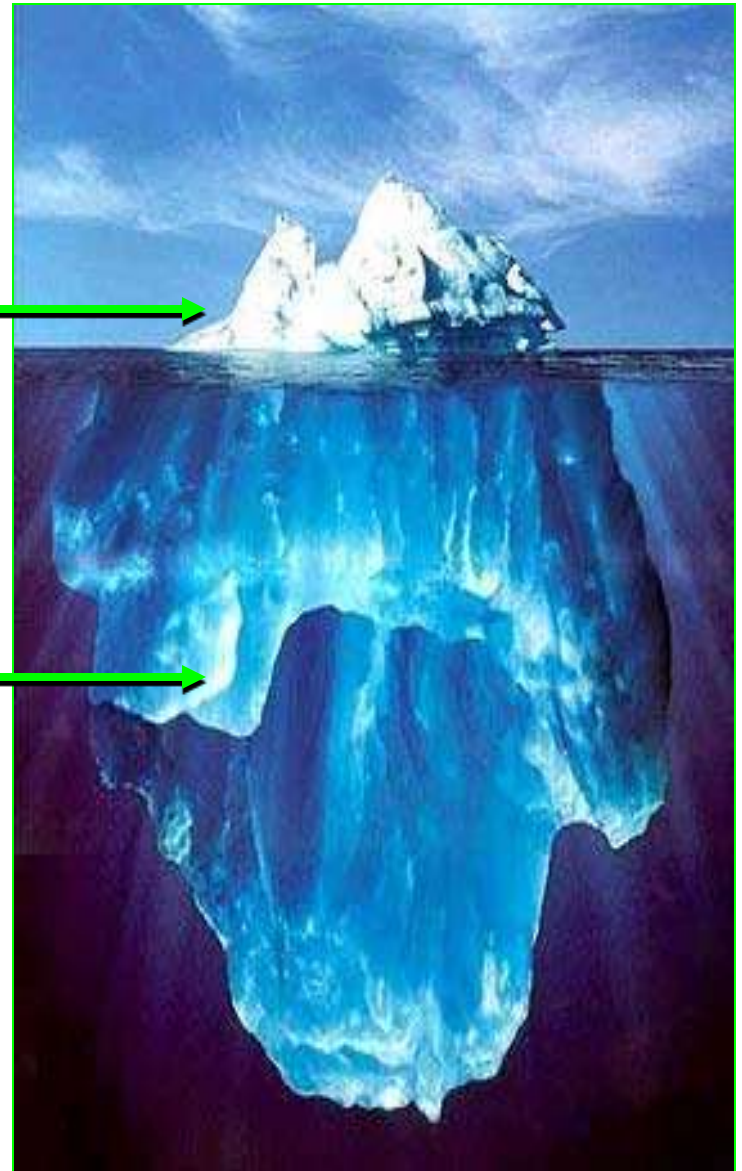
“... A state of complete physical, mental, or social well being and not merely the absence of disease or infirmity .”

World Health Organization

Is The Symptom The Cause Or Effect?

Symptom

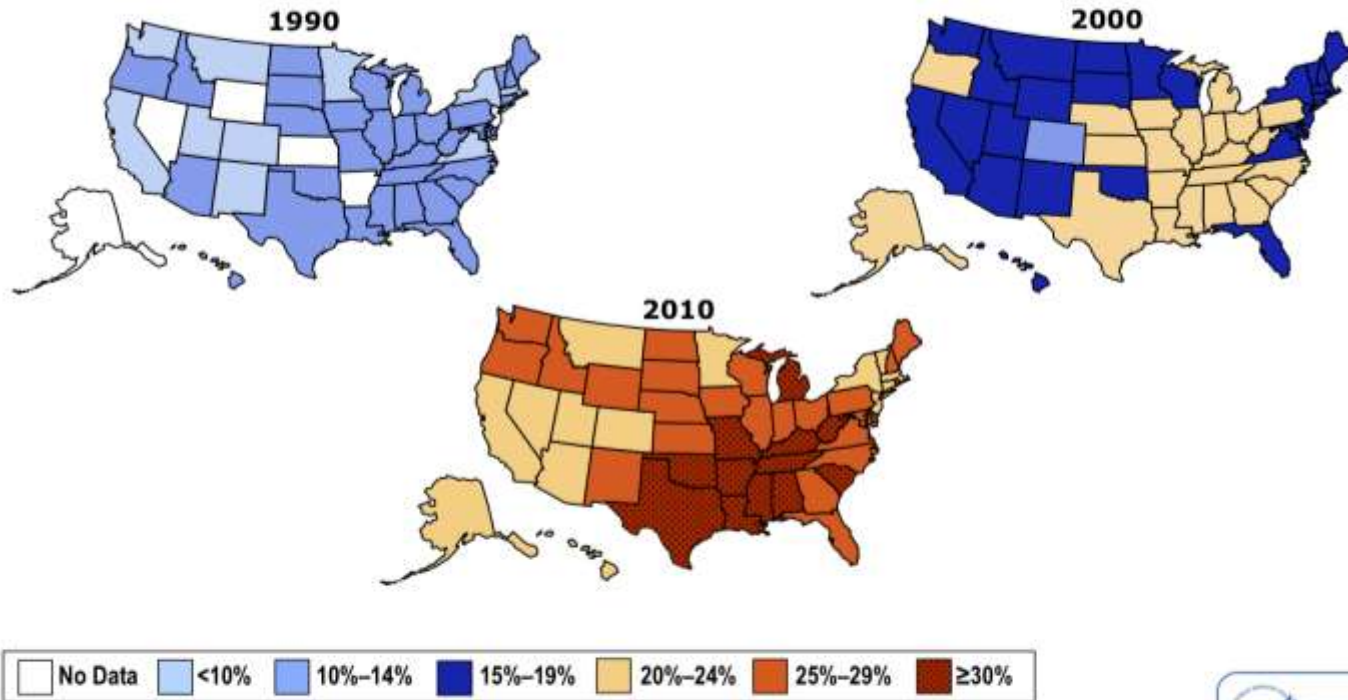
?



Overweight is currently a heavy issue in America

BRFSS, 1990, 2000, 2010

(*BMI ≥ 30 , or about 30 lbs. overweight for 5'4" person)



Source: Behavioral Risk Factor Surveillance System, CDC.





Purify Your Body.
Transform Your Life.

Tired?
Weight Loss
Challenges?
Poor Digestion?

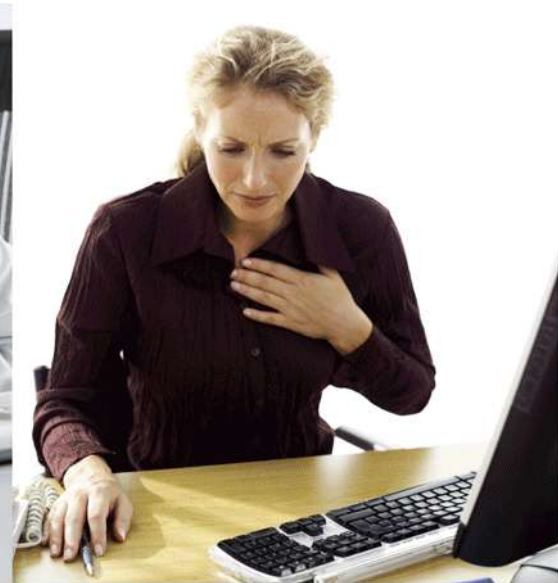
Why Purification?



Help you remove natural toxins from your body

Help maintain a healthy weight

Toxins Affect Our Health



- ◆ Fatigue or difficulty sleeping
- ◆ Digestion and other gastrointestinal problems
- ◆ Food cravings and weight gain
- ◆ Reduced mental clarity
- ◆ Low libido

We Live in a Toxic Environment



- ◆ Air and water pollutants
- ◆ Caffeine
- ◆ Cigarette smoke
- ◆ Cosmetics
- ◆ Heavy metals
- ◆ Household cleaning products
- ◆ Pesticides and herbicides
- ◆ Pharmaceuticals
- ◆ Preservatives
- ◆ And many more...



How do toxins enter the body?

Lungs

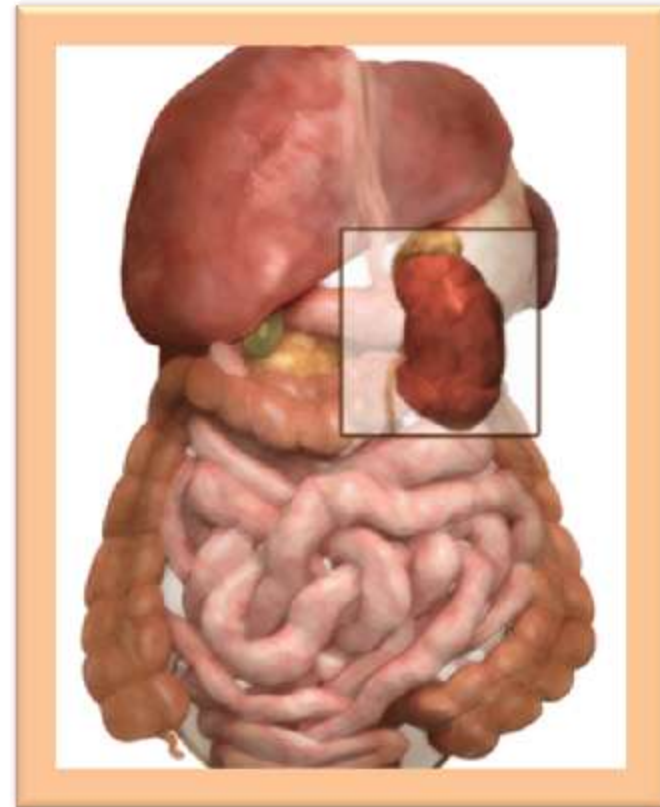
- ◆ Exhaust
- ◆ Toxic fumes
- ◆ Second-hand smoke

Digestive Track

- ◆ Food additives
- ◆ Soft drinks

Skin Penetration

- ◆ Perfumes
- ◆ Lotions
- ◆ Hair sprays

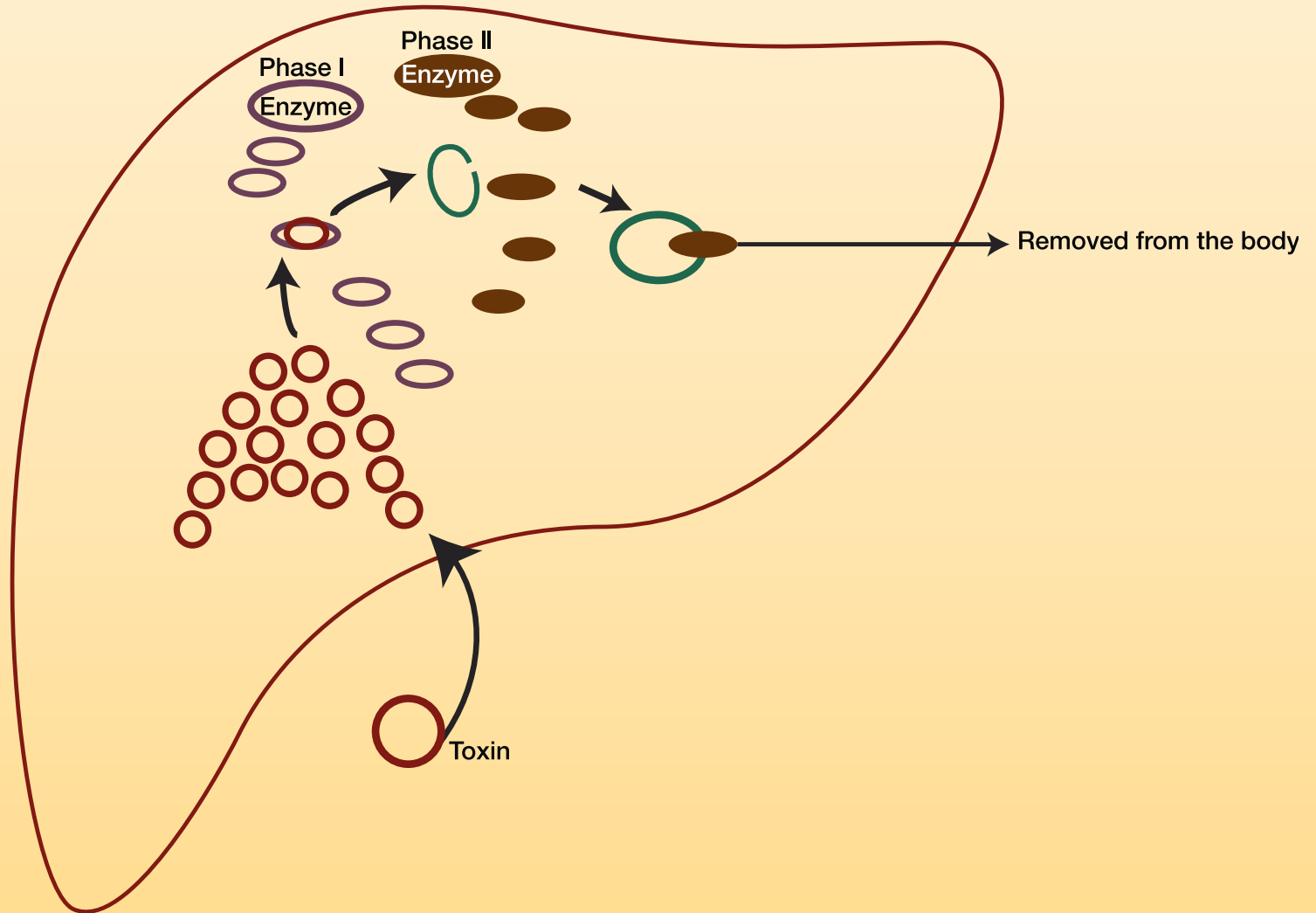


How are toxins removed from the body?

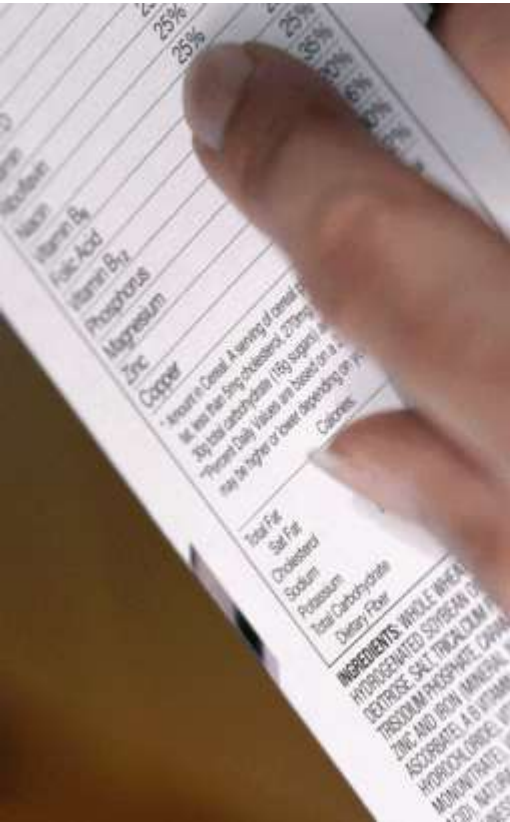


- ◆ Liver
- ◆ Kidneys
- ◆ Small Intestine
- ◆ Large Intestine

Liver—Primary Organ of Detoxification



Diet Contributes to Our Toxic Load and Excess Weight



MSG
often listed natural flavors



High Fructose Corn Syrup



Trans fats



Sugar

Toxicity Questionnaire

The Toxicity Questionnaire helps you evaluate your toxicity levels and determine if you need to detoxify.



Section II: Risk of Exposure
Rate each of the following statements based upon your environmental profile for the past 120 days.

Circle the corresponding number for questions 11a - 11d below.

11.					
	Circle the corresponding number for questions 11a - 11d below.				
		0	1	2	3
		4	5	6	7

11a. How often are living elements used in your home?
(Construction, renovation, carpet and floor systems, furniture, drapery, floor wax, window cleaning, etc.)

11b. How often are pesticides used in your home?

11c. How often do you have your home treated for animals?
(Insecticides, flea and tick treatments, fumigation, etc.)

11d. How often are you exposed to dust, cigarette & fireplace, tobacco smoke, mold/mildew, incense, or scents in your home or office?

11e. How often are you exposed to nail polish, perfume, hair spray, and other cosmetics?

11f. How often are you exposed to diesel fumes, exhaust fumes, or gasoline fumes?

Total: _____

12. Circle the corresponding number for questions 12a - 12b below.

	Circle the corresponding number for questions 12a - 12b below.			
		0	1	2
		3	4	5

12a. Have you noticed any negative change in your health since you moved into your home or apartment?

12b. Have you noticed any negative change in your health since you started your new job?

Total: _____

13. Answer yes or no and circle the corresponding number for questions 13a - 13d below.

	Answer yes or no and circle the corresponding number for questions 13a - 13d below.			
		No	Yes	
		0	1	2
		3	4	5

13a. Do you have a water purification system in your home?

13b. Do you have any indoor pets?

13c. Do you have an air purification system in your home?

13d. Are you a dentist, painter, farm worker, or construction worker?

Total: _____

Section II Total: _____

GRAND TOTAL (Section I + Section II) _____

Add up the numbers to arrive at a total for each section, and then add the totals for each section to arrive at the grand total. If any individual section total is 6 or more, or the grand total is 40 or more, you may benefit from a Clinical Purification™ program.

Adapted with permission from the author of *Clinical Purification™: A Complete Treatment and Reference Manual*, Dr. Gina L. Nick. Health care professionals may obtain complete copies of this book at a professional discount from Standard Process Order Department at 1-800-558-8740. Patients may purchase the book through retail outlets.

What Can Be Achieved in 21 days?



- ◆ Eliminate toxins
- ◆ Maintain a healthier weight
- ◆ Live a healthier lifestyle
- ◆ Have more energy
- ◆ Improve digestion*

Research Points to Success



- *Standard Process Purification Program*
- *The results from 28 chiropractic patients strengthened the theory that a calorie-restricted whole food diet, along with nutritional supplements, can support healthy serum lipids and weight when administered under the guidance of a trained health care professional.*

“A nutritional program improved lipid profiles and weight in 28 chiropractic patients: a retrospective case series.” James P. Powell, Joseph S. Leonard. (September, 2008)
Journal of Chiropractic Medicine

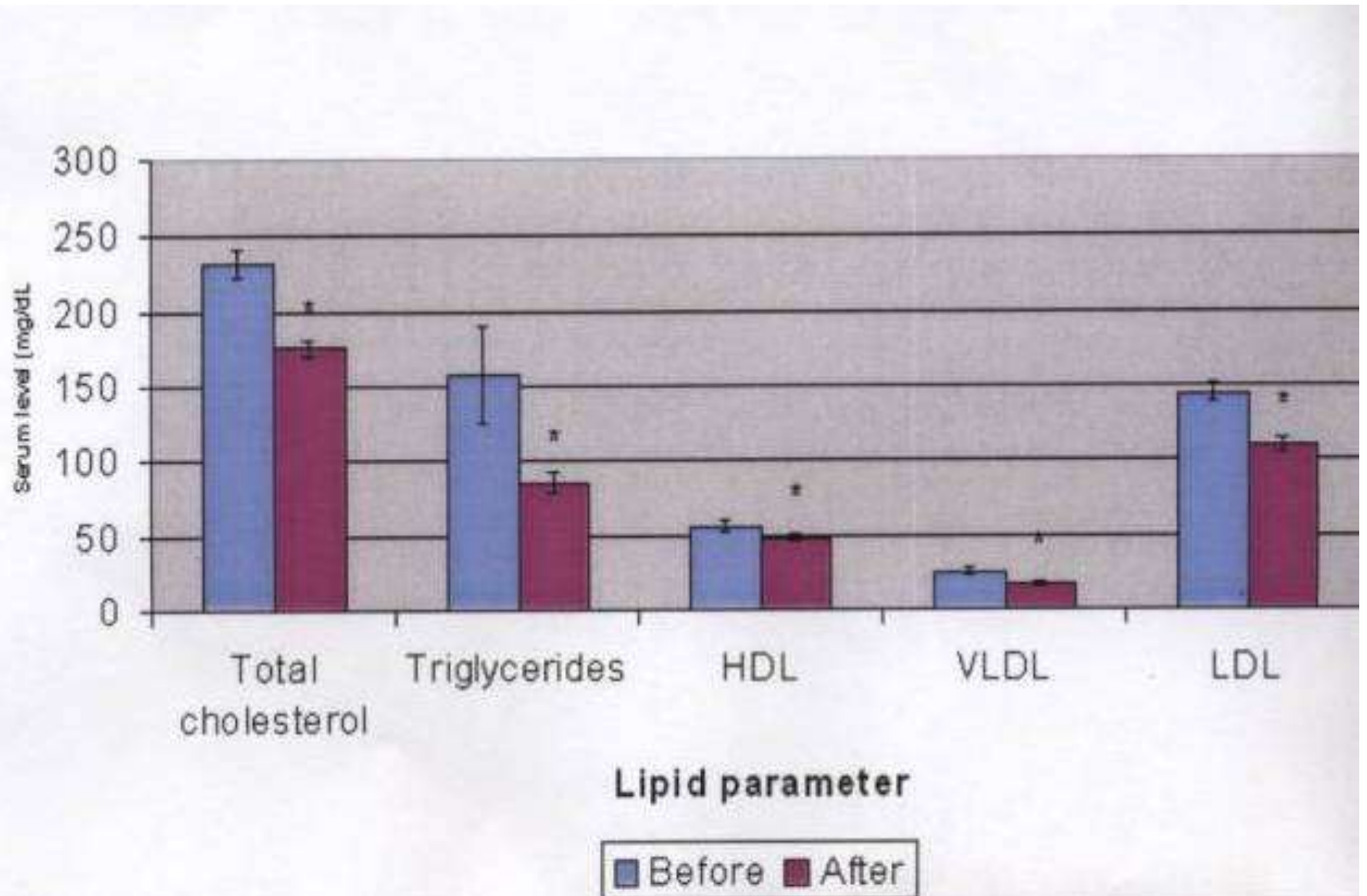
“Our Research”



- 28 Patients picked randomly
- Significant reductions in total, LDL, HDL cholesterol, as well as triglycerides.



Summary of 28 Patients who participated in 21 Day Purification Program



Purification Products

- SP Cleanse[®]—purification

SP Complete[®] or SP Complete[®] Dairy Free—nutritious supplement mix for shakes

Gastro-Fiber[®] or Whole Food Fiber—fiber support

SP Green Food[®]—phytonutrients*



SP Cleanse



- ◆ Combines 20 unique whole food and botanical ingredients
- ◆ Supports healthy kidney, liver, and gallbladder function
- ◆ Encourages healthy digestive function
- ◆ Supports the normal elimination of toxins
- ◆ Promotes healthy elimination*



Key Ingredients in SP Cleanse

- Juniper berry—Historically used as a natural diuretic
- Red clover flower—Historically used to promote cleansing of the blood
- Apple pectin—Excellent source of natural fiber
- Burdock root—Promotes healthy kidney function
- Barley grass—Feeds the body with micronutrient vitamins (B and C), minerals (iron, magnesium, phosphorus, calcium, potassium), and supportive phytonutrients like beta carotene)
- Spanish black radish root—Supports detoxification enzyme activity in the liver
- Oregon grape root—Supports normal bowel transit, normal immune system action, and skin health
- Fenugreek seed—Cholesterol metabolism*

SP Complete[®] or SP Complete[®] Dairy Free



- ◆ Essential whole food nutrition in a convenient powder
- ◆ Provides amino acids, essential fatty acids, and other vitamins
- ◆ Supports intestinal, muscular, and immune health
- ◆ Provides antioxidants
- ◆ Supports healthy liver function
- ◆ Supports the normal elimination of toxins
- ◆ Supports the maintenance of a healthy weight when combined with a healthy lifestyle*

Key Ingredients in SP Complete



Whey protein (SP Complete) or rice protein (SP Complete Dairy Free)—
Provide the building blocks of protein called amino acids; help support
healthy muscle tissue maintenance

Barley grass—Supplies antioxidants to assist in removing toxins from the body

Rice, buckwheat, and flax—Provide fiber to support healthy elimination

Alfalfa—Promotes digestive health*

Key Ingredients in SP Complete



•Calcium and magnesium—Assist in keeping bones and teeth strong

Grape seed and red wine extracts—Provide OPCs for cardiovascular support and protection from free radicals

Buckwheat—Supports healthy blood vessel walls

Choline and inositol—Support healthy nerve and brain function*

SP Green Food



- ◆ Contains five organically grown whole foods
- ◆ Promotes healthy liver function
- ◆ Provides antioxidants
- ◆ Supports overall cellular health
- ◆ Provides phytonutrients
- ◆ Supports cholesterol metabolism, already within a normal range
- ◆ Supports the normal elimination of toxins*



Key Ingredients in SP Green Food



Brussels sprouts and kale

- ◆ Support normal growth and division of cells
- ◆ Improve cholesterol metabolism
- ◆ Provide antioxidant protection
- ◆ Help remove toxins from the liver

Buckwheat

- ◆ Protein extract has been shown to help increase muscle mass and reduce body fat
- ◆ Contains powerful antioxidants to help detoxify the liver*

Key Ingredients in SP Green Food



Barley grass

- ◆ Provides antioxidant support
- ◆ Supplies minerals

Alfalfa

- ◆ Used historically for bladder and kidney support
- ◆ Today used for indigestion and ridding toxins from the body*

Gastro-Fiber or Whole Food Fiber

- ◆ Soften the stool and encourage regular elimination
- ◆ Promote a healthy gut
- ◆ Maintain healthy lipid and blood glucose levels already in normal ranges*



Supportive Products



- Whey Pro Complete—Supplies protein to increase energy and support muscle tissue growth
- Tuna Omega-3 Oil—Provides omega-3 fatty acids
- Gymnema 4g—Maintains healthy blood sugar levels already within a normal range when combined with a healthy diet
- ProSynbiotic—Supports gut flora and overall intestinal health
- Linum B₆—contains flaxseed oil to help maintain healthy skin, nerve tissue, and blood fat levels*

The Journey Begins...

Days 1-10

- ◆ Unlimited raw, organic (if possible) fruits and vegetables, particularly green, leafy vegetables
- ◆ Eat twice as many vegetables as fruit—very important
- ◆ Lentils or wild/brown rice
- ◆ Spring water
- ◆ High-quality oils
- ◆ Exercise at least four days (30-45 minutes) per week

Days 11-21

- ◆ Same as above, plus protein (fish and lean meat)



What to Avoid

When in doubt, avoid anything not listed in the program guide. This is vitally important to your success.



- ◆ Margarine, spreads, corn oil, vegetable oil, safflower oil, sunflower oil, and ALL hydrogenated oils and trans fats
- ◆ Caffeine and alcohol
- ◆ Coffee, tobacco, or other stimulants
- ◆ Soft drinks
- ◆ Nuts, beans, dairy, and grains
- ◆ Processed or refined foods
- ◆ Dried/canned vegetables and fruit
- ◆ Cured, smoked, or luncheon meat

Supplements

Days 1-7

- ◆ Drink at least 2-3 SP Complete or SP Complete Dairy Free shakes/day
- ◆ 7 SP Cleanse capsules 3 times per day (One bottle lasts 7days.)
- ◆ 3 Gastro-Fiber capsules 3 times per day or 1 Tbs. Whole Food Fiber per SP Complete shake

Days 8-21

- ◆ Add 5 SP Green Food capsules 2 times per day in place of the SP Cleanse

Note: Supplements can be added to the SP Complete shakes if swallowing capsules is not preferred.





Purify Your Body.

Transform Your Life.

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*These statements have not been evaluated by the Food & Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.

- Following the presentation we give everyone in attendance a small cup of the SP supplement shake made with mixed fruit.
- Encourage comments from previous purification “graduates.”



www.standardprocess.com

Login and Select “My Account”

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2160

Home Page > Marketing Your Clinic

Marketing Your Clinic

Print



Conduct a Purification Seminar in Your Clinic

Download instructions:


- Double click on the file you wish to download.
- Select "Save" or "Save File" when you are prompted.
- Save the file to your desktop or other desired location.
- Open the file that you just saved.

Presentation slides

Ad/flier template

Fill-in-the-blank news release with instructions

Sample email announcement



Pure Essential Sustainable

Calamari Omega-3 Liquid is a high DHA product with a clean citrus taste. It provides targeted system support and the foundation for wellness.

► Learn More

Ask for questions before you present your closing remarks.



Thank everyone for taking the time to attend
and hope they know more about toxicity than
before the program.

Offer a discount 20% from the normal fee for those that make the commitment tonight.

Why? This is a way to begin the encouragement they need to lose weight and become a healthier person.



Post Purification

- SP provides an excellent booklet on the subject for follow through.
- We will make an effort to have each patient become a proponent of the WFN, not only for Purification, but for general health maintenance.



Post-Purification Program