Berry StandardBar®

9500

Please Copy for Your Patients

Berry StandardBars Package 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.†

Introduced in:

1999

Content:

Eighteen 1.75 oz (50 g) Bars

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.†

Supplement Facts:

Serving Size: 1 bar
Servings per Container: 18

		%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	14 g	28%*
Calcium	100 mg	10%
Magnesium	28 mg	6%

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

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Standard Process

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† These statements have not been evaluated by the Food & Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

Berry StandardBar®

What Makes Berry StandardBars Unique

Unique Product Attributes

This is a vegetarian product (lacto-ovo)

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

Unique Processing

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 constantly 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

Dr. 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 synthetic nutrients. Following this philosophy, even a small amount of a whole food concentrate will offer enhanced nutritional support, compared to a synthetic or fractionated vitamin. Therefore, one should examine the source of nutrients rather than looking at the quantities of individual nutrients on product labels.

Ingredients: *Brown rice syrup, whey (dairy) 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.*

Sold to health care professionals.

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®.***

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