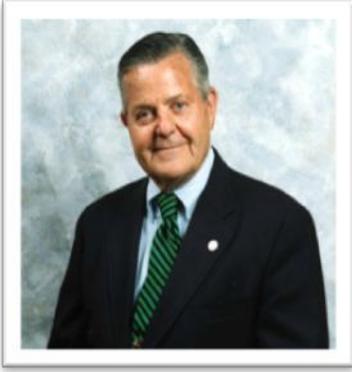


# George Goodheart, DC— Father of Applied Kinesiology, Friend to All



Dr. Goodheart was a revolutionary. Early in his career, he discovered the relationship between muscle function and health. Through this discovery he developed a unique testing method, eventually referred to as Applied Kinesiology (AK). Progressive chiropractors quickly recognized the groundbreaking nature of Goodheart's work, and established the International College of Applied Kinesiology (ICAK).

Throughout his career, he lectured and taught at many of the chiropractic colleges in the United States, as well as colleges in Canada, Japan, Australia, and Europe. He and his wife, JoAnn, traveled around the world speaking to those who were committed to holistic healing. Dr. Goodheart was a prolific writer, completing over 30 research manuals on AK and other chiropractic topics. One of his personal achievements was being the first chiropractor to serve the U.S. Olympic Team at the 1980 games in Lake Placid. In 2001, he was featured in TIME magazine in an article entitled, *Alternative Medicine Innovators, A New Breed of Healers*.

Dr. Goodheart helped people from all walks of life, from the poor clergyman to the famous ballet dancer, Mikhail Baryshnikov. He had the intuitive ability to "listen to the body" and problem-solve patients' concerns, always with his kind, thoughtful demeanor. He would encourage doctors to "see with eyes that see, and hear with ears that hear" and observe and listen closely to the patient before making a diagnosis.

Dr. Goodheart's holistic approach to health and wellness was a natural fit with the philosophy of Standard Process. He played an integral role in raising awareness about our company and our products. He lectured along side our founder, Dr. Royal Lee, on the importance of whole food nutrition. This cemented their relationship and they became more than colleagues—they became close friends. Throughout the years, Dr. Goodheart continued to be a champion for Standard Process, working diligently to educate other health care professionals on the benefits of whole food supplements and how to use them effectively. In 2003, he was awarded the Dr. Royal Lee Lifetime Achievement Award for his long-term commitment to the chiropractic profession and his passion for helping others lead healthier lives.

"You accepted the challenge to soar above the world and to overcome barriers to success that would have caused others to falter and fail. You bring to the world wondrous discoveries that relieve human suffering. Truly, you are an inspiration to us all."

Inscription on Dr. Goodheart's 2003 Lifetime Achievement Award

In 2004, Standard Process partnered with ICAK and Logan Chiropractic College to honor Dr. Goodheart's passion for chiropractic and AK. The George Goodheart Scholarship in Applied Kinesiology is given to those students who share his same commitment to the profession. It will be our honor to continue supporting this scholarship for years to come.

Dr. Goodheart passed away peacefully at his home on March 5, 2008 at the age of 89. He will be remembered for his devotion to the chiropractic community, eternal optimism, and his gentle healing hands. Standard Process president Charlie DuBois recollects his memories of Dr. Goodheart: "Dr. Goodheart was a great man, devoting his life to helping others. He was always a consummate gentleman. He touched my life in a special way and I am honored that I was able to spend time with him these past few years. He will be missed dearly."

Thank you, Dr. Goodheart, for being a part of the Standard Process family and sharing your life, your talents, and your profound knowledge with us and the chiropractic community.