

Rationale For *Archetype*TM Diets

Since the advent of food processing, much debate has ensued as to which food is best. There are extruded, pelleted, baked, canned, semi-moist, life-stage designed, high protein, low protein, “natural,” fortified, anti-allergenic, and disease treatment formulas. There is also an ever-changing, endless array of special ingredients which are put in and an equally endless list of special ingredients which supposedly must be left out. Each manufacturer argues that theirs is the best and can offer proof—such as analyses meeting regulatory requirements, successful AAFCO feeding trials, and digestibility studies. But, as you will see, these “proofs” constitute a fallacious life support system keeping very bad ideas alive.

ARCHETYPETM DIETS

W Y S O N G

WYSONG ARCHETYPAL CANINE/FELINE DIETS

ARCHETYPETM

Wysong ArchetypeTM Diets (are' - kah - type – meaning the original model, the way things are meant to be) seek to emulate the food animals eat in the wild – the diet they are genetically programmed to eat. The various formulas contain a variety of natural ingredients including non-heat degraded meat, organs, bones, collagen, proteoglycans (chondroitin, glucosamine), pre- and probiotics, and are enhanced with phytonutrient and antioxidant rich fruits, vegetables, and greens.

ARCHETYPE DIETS

ArchetypeTM – dehydrated raw beef and chicken meat diet in chunk form.

Archetype BurgersTM – dehydrated raw beef and chicken meat diet, with beneficial fruits and vegetables, in patty form.

Archetype BuffetTM – dehydrated raw beef and chicken combined with fruits, vegetables and vegetarian nuggets that form a stew-like mixture when combined with water.

* See page 9 for full list of ingredients.



For the pet owner truly desiring optimal health, it is all quite confusing. How can food A be better than food B, and B better than A? Unfortunately, the public, looking for any easy, quick solution, too willingly overlooks irrationality and swallows clever marketing razzle-dazzle hook, line and sinker. Myth, lore, faith, convention, clever advertising and pet food ingredient phobias and phobias determine choices. But choices are not neutral. There are consequences, as you will see.

Modern, fabricated, food-fraction-based, additive-laden pet foods sold as supposedly “100% complete” and fed exclusively have caused serious illness and even death. (For documentation, see Dr. Wysong’s book, [The Truth About Pet Foods](#).) Such disastrous results are usually not immediately apparent. Subtle nutritional compromise can cast long shadows. Many of the degenerative diseases striking animals in their later years – after much of a lifetime has passed with no apparent problems – are directly nutritionally related.

What is there about modern processed foods that could underlie such harm? What feature is held in common?

The answer is so glaringly apparent it is missed. It is an enigmatic quirk of human nature that we so often overlook the obvious. Here’s the universal problem with modern pet (and human) foods: Fire.

Fire may create flavor, may sterilize, may make digestible that which is not, but it is the consummate enemy of nutrition.

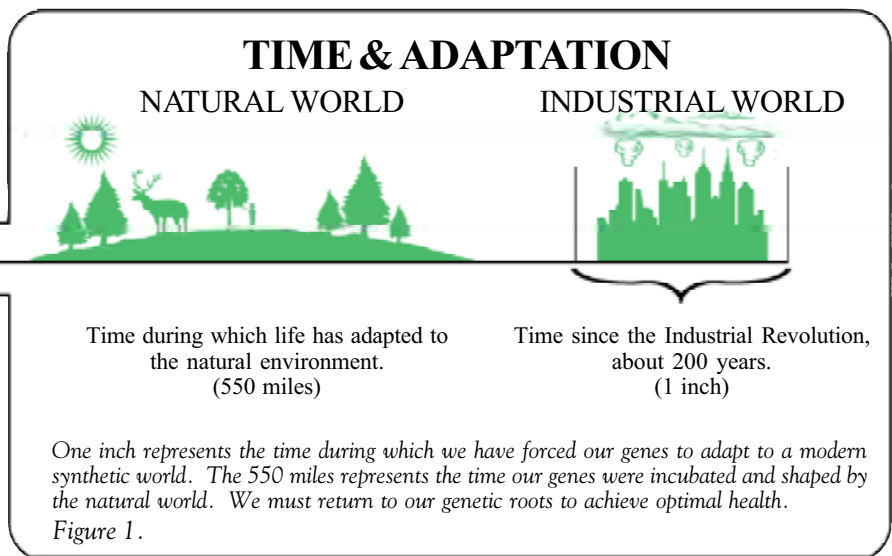
Is that not obvious? Food is made up of infinitely complex biological elements, not stone and ore needing a blast furnace to yield its contained bounty. Light a fire to anything biological and it is destroyed, not improved.

All conventionally processed foods are subject to fire. Any heat above 118° F destroys the living complexity of food. Pet foods that are baked, extruded, retorted, fried, and dried experience temperatures far in excess of this, often repeatedly so – ingredients are precooked, mixed product is cooked, final product is cooked/dried – before reaching your pet's dinner plate.

If producers want to make money selling pet foods all over the country – which they understandably do – they think they need fire to do it. Fire turns perishable food into nonperishable cardboard-like food artifacts, destroys germs present in contaminated and rotten ingredients, and permits fabrication and shaping into every manner of cute marketable food trinket. Nutrition and health are not the true objectives.

Food, by rightful definition, is naturally fresh, not torched. Cooking is a uniquely human endeavor imposed on our pets. Nowhere else in nature do we see creatures cooking foods. (Millions of species and trillions of organisms throughout the eons since life has been on this planet have it all wrong, and we've got it right? Sure thing.)

Do we really think we can reinvent nature without her noticing and calling account? The Faustian bargain must be paid. Commercial deception and the desire of consumers for ease and to shift responsibility to “experts” have a price: loss of vitality and resultant disease. Pets and humans pay that price with the panoply of modern degenerative diseases including cancer, heart and vascular disease, adult-onset diabetes, obesity, dental disease, autoimmunities, arthritis, skin and hair disorders, loss of sight, digestive dysfunction, susceptibility to infection, reproductive and sexual disorders, and



early loss of youthful health, energy and vigor.

What humans do to their food and environment is discordant with nature and our genetic roots. We have been seriously tinkering for about the past 200 years – the time since the Industrial Revolution. If we compare this time to that in which life is believed to have been on the planet, obeying nature, it becomes clear why we get into trouble. Make one inch equal to the 200 years, and the rest of the timeline would be 276 miles long. Are we suited and adapted to the 276 miles, or the one inch? The answer is obvious, but mostly ignored in modern man’s zeal for progress and ease. Again, the obvious is too easily overlooked.

Armed with understanding, however, it becomes possible to sort out all the claims of various pet food advocates. The best pet food is clearly that food which animals are genetically adapted to, the food of the 276 miles. For cats and dogs, that would be primarily prey – whole prey, uncooked, including their vegetation-and probiotic-filled viscera. Modern, cooked, carbohydrate-based pet foods are a far cry from that! Do we think our pets’ bodies don’t notice?

But this creates a dilemma. It is not feasible in modern society to provide live prey for pets. However, in the alternative, we can purchase foods with the essential character of this natural diet. That is the purpose for the creation of Wysong Archetype™ Diets.

However, before I discuss how they qualify, I want to provide further scientific evidence as to why *not* cooking is a fundamental key to health.

Pottenger’s Cats – Evidence Ignored for Over 60 Years –

In 1932, prompted by the high mortality rate he observed among his laboratory cats, Dr. Francis Pottenger began a ten-year study on the effects of heat-processed foods.

Although fed a diet of human-grade cod liver oil, *cooked* milk, and *cooked* meats and organs – a diet considered to be rich in all the important nutrients by the experts of the day – he noticed that the cats showed signs of deficiency. He discovered that simply replacing the cooked meats with those that were raw noticeably improved the health of the cats.

The effect was so dramatic that Dr. Pottenger undertook what is perhaps

Cats Fed Raw Meat, Raw Milk & Cod Liver Oil	Cats Fed Cooked Meat, Cooked Milk & Cod Liver Oil
Generally healthy, with good tissue tone, firm membranes, and excellent fur.	Common heart problems, vision abnormalities, infections, arthritis, inflammation, paralysis, meningitis, hypothyroid, abnormal respiratory tissue, inferior fur quality.
Striking uniformity in size.	Generations with varying sizes.
Maintenance of normal skeletal features from generation to generation.	Generations with progressively more abnormal skeletal patterns.
Consistent facial development and normal dentition.	Malformation of the face, jaws and teeth.
Consistent calcium and phosphorus levels in bones.	Steady decline in calcium content; bones become 'spongy' by the third generation.
No evidence of food or environmental allergies by the third generation.	Generations with progressively more severe skin lesions and allergies, with nearly 100% having allergies by the third generation.
Resistant to infections, fleas and other parasites.	Affected by numerous vermin and parasites.
Intestinal tract measured an average of 48 inches long.	Intestinal tract measurements of 72-80 inches, with decreased tissue tone and elasticity.
Friendly, predictable, energetic.	Females irritable and violent, males docile and sexually passive.
Reproduced several homogeneous generations; few miscarriages.	Experienced difficulty in becoming pregnant, frequent spontaneous abortions (25% first generation, 70% second generation), many mothers and kittens died during delivery.
Over three years, 63 kittens born with an average weight of 119 grams.	Over three years, 47 kittens born with an average weight of 100 grams.
Over three years, 4 kittens born dead.	Over three years, 16 kittens born dead.
Average weight of 1008 grams at 14.5 months of age. <i>(this is an average weight for 20 kittens with ages ranging from 1 day to 14.5 months)</i>	Average weight of 636 grams at 14.5 months of age.
No kittens suffered from hypothyroidism.	Many kittens had significant thyroid deficiency.
Kittens developed six normally-spaced incisors.	Kittens usually developed three to four irregularly-spaced, uneven and crowded incisors.
Most common causes of death were old age and injuries suffered in fighting.	Common causes of death included pneumonia, emphysema, diarrhea, failure to nurse, and infections of the kidneys, lungs and bones.
Figure 2.	After being on this diet for 12-18 months, females were never again able to give birth to normal kittens.
	If fed this diet for more than two years, a mother cat will usually die during delivery.
	There were never more than three generations, with no cats surviving beyond the sixth month and none able to produce viable offspring.

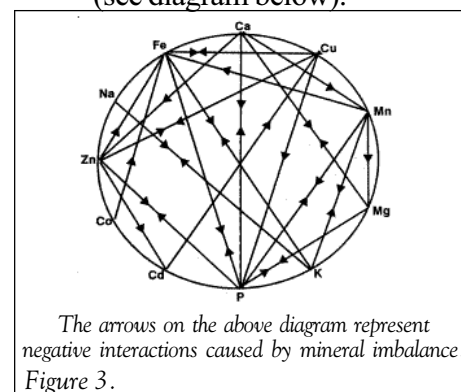
one of the most important (yet ignored) controlled studies in nutrition performed to date. The chart above provides a summary of the findings of the Pottenger Cat Study, in which over 900 cats were included for several generations.

Scientifically-Proven Deleterious Effects of Heat Processing –

- Cooking can destroy up to 83% of the natural value of food.
- Vitamin loss, up to:
 - 30% of carotenes
 - 40% of vitamin A
 - 40% of vitamin B₆
 - 40% of vitamin D
 - 50% of pantothenic acid
 - 55% of vitamin E
 - 60% of biotin
 - 75% of niacin
 - 75% of riboflavin
 - 80% of thiamin
 - 95% of inositol
 - 100% of vitamin C
 - 100% of folic acid

- Protein structures are distorted, made less available or toxic.
- Amino acid loss, up to:
 - 5% of phenylalanine
 - 10% of isoleucine
 - 10% of leucine
 - 10% of methionine
 - 10% of valine
 - 15% of tryptophan
 - 15% of arginine
 - 15% of carnitine
 - 20% of threonine
 - 40% of lysine
 - 60% of taurine
- Probiotic microorganisms are killed.
- Enzymes are destroyed.
- Antibodies are lost.
- Hormones are altered.
- Fats become rancid or toxic.
- Essential fatty acid loss, up to 10%.
- Carbohydrates are less metabolically available.
- Cholesterol is oxidized.
- Carcinogens and mutagens are generated.

- Sodium-to-potassium ratio is increased.
- Minerals lose their organic context, are made less available and out of balance with one another (see diagram below).



Benefits of Natural Uncooked Food –

- Vitamins are more bioavailable and retain their natural stereoisomeric configuration.
- Minerals are more readily assimilated.
- Sodium-to-potassium ratio is normalized.
- Potent antioxidants are present.

THE DANGEROUS MIDDLE

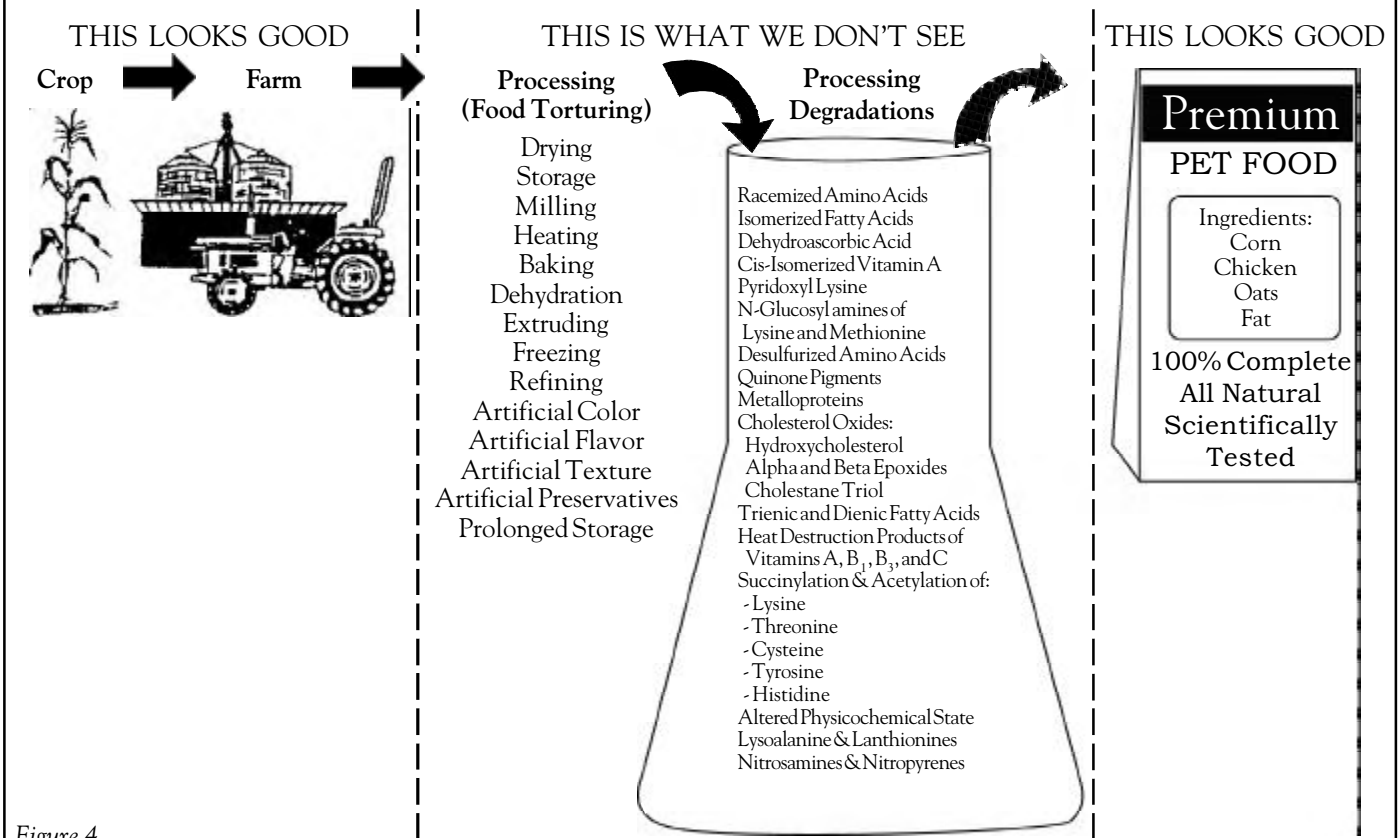


Figure 4.

When we examine packaged food labels and their ingredients, we think of farm products. What we are not told about is the tremendous destruction of nutritional value, much of it caused by heat, that occurs between the farm and the grocer.

- Amino acids are maintained in their most bioavailable form.
- Beneficial probiotic organisms are spared.
- Digestive enzymes in uncooked food help spare the body's digestive reserve.
- Preservation of immunological properties.
- Retention of natural 3-dimensional protein structures.
- Fiber remains intact.
- Natural balance of health-promoting fats and oils.
- Balanced biochemistry.
- Retention of nutrient structure, surface area, colloidal properties and stoichiometric ratios.
- Normal pituitary size.
- Reduced cardiovascular disease.
- Decreased blood cholesterol levels.
- Regulated metabolic response.
- Decreased risk of many forms of cancer.
- Normalized blood sugar levels.
- Decreased risk of arteriosclerosis.
- Relief from rheumatoid arthritis.
- Decreased risk of cataracts.
- Prevention of osteoporosis.
- Bolstered immune system.
- Fewer allergies.
- A reduced amount of dental caries and periodontitis.
- Lessened risk of adult-onset diabetes.
- Decreased risk of gallstones.
- Optimal skeletal development.
- Normal dentition and dentofacial patterns.
- Decreased incidence of hypo- and hyper-thyroidism.
- Balanced hormonal levels.
- Enhanced digestion.
- Prevention of obesity.
- Enhanced bowel function.
- Lowered risk of stroke.
- Reduced diet-induced production of white blood cells.
- Decelerated aging process.
- Normalized sleep cycles.
- Improved mood.
- Decreased risk of miscarriage.
- Reduced infant mortality.
- Increased alertness and vitality.
- Decreased stool odor.
- Augmented resistance to infections, fleas and other parasites.
- Generations maintain uniform size.
- Natural physical distinction between the sexes.
- Overall health improved.
- Normalized pancreatic size. [Pancreatic hypertrophy (enlargement) is a sign of disease.]

Clinical Evidence That an Uncooked Natural Diet is Better –

- Increased average brain mass.
- Inherent food digestive enzymes are spared.

A NEW APPROACH –

Archetype is specifically designed to achieve optimal health using the rationale set forth above, and the overwhelming scientific evidence that nature is the fundamental principle that must be honored.

These diets combine unadulterated nature, plus convenience of use. These two features have historically been irreconcilable and – except for unique processing methods – would still be so.

Archetype Features that Match the Ideal Diet –

- Non-heated meats; heat destroys nutrients and creates toxins.
- Rich in enzymes and probiotic cultures, like all real foods in nature. They have intact the synergistic complexity of life itself.
- Complete with fresh meat, organs, bones, plant nutrients, collagen, proteoglycans (chondroitin, glucosamine), vitamins and chelated minerals.
- Rich in proteins including amino acids such as taurine, arginine and L-carnitine. Amino acids are commonly degraded or lost in heat-processed food.
- Contain health – and immune-enhancing fatty acids, including omega-3’s.

Pancreas Weight of Wild Mice Compared to Laboratory White Mice		
<i>Species</i>	<i>Pancreas Weight as a Percentage of Body Weight</i>	<i>Number of Specimens</i>
8 wild species on raw foods	0.32	141
laboratory mice on processed foods	0.84	11

Figure 6. *This experiment was designed to determine the pancreatic weight differences between various species of mice.

- Contain little or no grains and thus do not contribute to the modern carbohydrate glut diseases such as obesity, cardiovascular disease, acidosis, arthritis, and Type II diabetes.
- Designed to be free of non-nutritional additives used by manufacturers to create color, texture, taste, stool consistency or shelf-life.
- Designed to achieve optimal nutrition that is beyond minimal regulatory standards for so-called “100% complete” diets.

Packaging and Preservation –

The meat in Archetype Diets is specially cold-processed to remove all moisture. This extreme dessication of the meat prevents the proliferation of bacteria and mold.

Archetype Diets also contain a special blend of natural fruit extracts that have high antioxidant, free radical fighting properties and inhibit specific food-borne meat pathogens, such as *Escherichia coli*, *Listeria monocytogenes*, and *Salmonella typhimurium*.

Wysong Oxherphol™ natural antioxidant is used to effectively stabi-

lize nutritious essential fatty acids including omega-3, -6 and -9 forms, preventing rancidity and oxidation.

Packaging is also designed to exclude light and oxygen, which degrade important food components.

What the Ingredients are –

Human-Grade Meats – Clean, fresh, human-grade meats and organs that closely simulate the diet of the wild carnivores that preceded today’s companion animals.

Fresh Ground Bone and Marrow – Unlike bone meal, which has been cooked at least twice and is a mediocre source of nutrients, fresh ground bone is an excellent source of highly digestible protein, fat and minerals including calcium and its phosphate complex, hydroxyapatite. It is utilized to balance the diets so that the ratios of minerals are identical to those of the bones consumed by canines and felines in the wild.

Calcium – In addition to fresh ground bone, these diets include a variety of minor organic sources of calcium to help balance the phosphorous in the meat-based ingredients. Milk, coral, and seaweed calcium are highly bioavailable sources that provide balanced levels of essential trace elements. Further, studies have shown that these mineral sources can promote optimal body pH, increase assimilation of vitamins and minerals, combat

Pancreatic Enlargement from Processed Foods		
	<i>Type of Mammal</i>	<i>Pancreas Weight as a % of Body Weight</i>
RAW FOOD	Sheep	0.0490
	Cattle	0.0680
	Horse	0.0603
	Camel	0.0556
PROCESSED FOOD	Man	0.1400

Figure 5.

Fruit antioxidant score*













Prunes	5770	
Raisins	2830	
Blueberries	2400	
Blackberries	2036	
Strawberries	1540	
Raspberries	1220	
Plums	949	
Oranges	750	
Pink Grapefruit	483	
Cantaloupe	252	
Apples	218	
Pears	134	

Figure 7.

The special fruit extract in Archetype is a potent antioxidant and antimicrobial.

*Oxygen Radical Absorbance Capacity is a test tube analysis that measures the total antioxidant power of foods per 100 grams.

degenerative conditions such as arthritis, protect the body from free radical damage, and help control digestive problems.

Fats – These diets include fresh fats derived from their corresponding meat source. Further, Archetype contains special cold water fish oil, which are both high in omega-3 fatty acids, as well as a range of minor fatty acids. Essential fatty acids play critical roles in cell and organelle membrane structure and a wide array of physiological processes through eicosanoid modulation (see Lipid Nutrition: Understanding Fats and Oils in Health and Disease, page 12). When consumed in their natural state, these important fatty acids help regulate energy metabolism, promote the health of the immune system, regulate cholesterol and triglyceride levels, and even beautify the skin and coat.

Cartilage – Beneficial cartilage is naturally rich in glucosamines and chondroitin sulfate. These compounds have been the subject of over 300 scientific investigations and over 20 double blind studies. They have been shown to have a positive effect on wound healing, heart disease, cancer, and joint problems. (For a more detailed discussion please review our

Contifin™-Glucosamine Complex™-Arthegic™ monograph.)

Vitamins & Minerals – Vitamins and minerals are in their most bioavailable forms and in their natural ratios. In nature, the form and relative proportions of nutrients are just as important as their quantities. Vitamin sources include potent antioxidants, and are derived from natural, whole food sources when possible. A unique, organically chelated trace mineral complex derived from ancient composted sea vegetation and fresh sea kelp provides abundant trace minerals. These vitamin and mineral sources assure safe and efficient bioavailability. (See Wysong's "Rationale for Vitamins & Minerals" technical monograph for more information on the many benefits of vitamin and mineral supplementation.)

Fruits and Vegetables – Studies have shown that fruits and vegetables are an extraordinary source of beneficial antioxidants. Antioxidants include vitamins A, C, and E, but these nutrients are also joined by a variety of natural enzymes, minerals, amino acids, flavonoids, carotenoids, curcuminoids, and other unknown nutrient complexes.

Unjointed Grasses – Unjointed wheat and barley grass, two of nature's most nutrition-packed foods, are a part of the natural diet of carnivores. The first part of prey often consumed is the vegetation (grass)-filled viscera of the herbivore. The grasses used in these diets are harvested just before their jointing phase, at their peak nutritional content, providing extraordinary levels of perfectly balanced natural-form vitamins, minerals, proteins, amino acids, enzymes, chlorophyll and innumerable other micronutrients.

Probiotics & Enzymes – Rich in enzyme-producing probiotics naturally found within the viscera of prey animals. Beneficial probiotics, including *Lactobacillus*, *Aspergillus*, *Enterococcus*, and *Bacillus* are added to favorably alter the intestinal microflora balance, inhibit the growth of harmful bacteria, promote healthy digestion, boost immune function and increase resistance to infection. In addition, probiotics synthesize numerous digestive enzymes, vitamins and amino acids. (For more detailed information on this subject, see "Probiotics and Enzymes" technical monograph.)

Oligosaccharides – Artichoke and the yeast *Saccharomyces cerevisiae* provide fructooligosaccharides (FOS) and mannanoligosaccharides (MOS). These oligosaccharides – short chain carbohydrates found in various plants – promote the growth and establishment of friendly probiotic organisms in the digestive tract which inhibit pathogens. Further, oligosaccharides

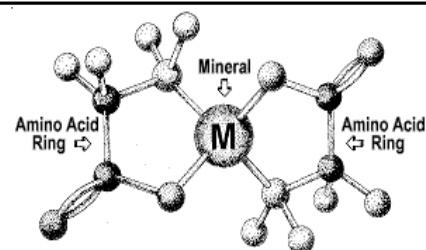


Figure 8.

The structure of a mineral chelate (or proteinate) as found in nature – and in Archetype™.

A Nutrient Comparison Between Unjointed Grasses and Various Raw Foods (per 100 grams)

	Unjointed Grasses	Cabbage	Celery	Kale	Lettuce	Onion	Spinach	Tomato	Apple	Banana	Orange	Milk	Salmon
Protein (%)	45.2	1.6	0.8	1.8	1.0	1.1	3.0	1.3	0.4	1.3	0.8	2.9	19.8
Lipid (%)	3.2	0.2	0.3	0.5	0.2	0.3	0.4	0.3	0.5	0.4	3.3	3.3	6.0
Carbohydrate (%)	23.2	2.4	3.8	5.7	2.4	7.4	3.9	6.9	10.4	21.4	9.3	4.5	-
Carotene (IU)	52000	100	0	10000	200	20	8000	400	45	200	120	20	17
Vitamin B ₁ (mg)	1.3	0.1	1.0	0.2	0.1	0.0	0.1	0.1	0.0	0.0	0.1	0.0	0.0
Vitamin B ₂ (mg)	2.8	0.1	1.0	0.3	0.1	0.0	0.3	0.0	0.0	0.1	0.0	0.2	0.1
Vitamin B ₆ (mg)	-	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.1	0.3	0.1	0.0	0.0
Vitamin C (mg)	329	50	10	126	5	10	100	20	55	10	50	2	-
Vitamin E (mg)	-	-	0.5	-	0.5	0.3	-	0.4	-	0.4	-	-	-
Biotin (mcg)	48.0	-	0.1	-	0.7	0.9	0.1	1.2	-	-	-	2.0	10.0
Folic Acid (mcg)	640	57	7	13	20	10	80	5	3	10	33	0	5
Pantothenic Acid (mg)	2.5	0.1	0.4	0.0	0.1	0.1	0.3	0.1	0.1	0.2	0.3	0.4	0.5
Nicotinic Acid (mg)	10.6	0.5	0.4	0.5	0.2	0.2	1.0	0.8	0.1	0.5	1.0	0.1	6.6
Potassium (mg)	8880	240	278	227	208	137	490	288	115	348	178	160	320
Calcium (mg)	1108	45	37	225	21	40	98	3	3	5	14	100	170
Magnesium (mg)	224.7	16.8	9.6	18.5	9.7	7.6	59.2	11.0	4.3	41.9	10.7	14.0	29.8
Iron (mg)	15.8	0.4	1.4	0.9	0.5	0.5	3.3	0.2	0.2	0.4	0.2	0.1	1.2
Copper (mg)	1.4	0.0	0.1	0.2	0.2	0.1	0.3	0.1	-	0.2	0.1	0.0	0.1
Phosphorus (mg)	594	2.2	45	67	23	26	52	18	7	23	12	90	320
Manganese (mg)	5.6	0.2	0.1	0.4	0.2	0.1	0.9	0.1	-	0.2	-	-	-
Zinc (mg)	7.3	0.2	0.2	0.2	0.2	0.2	0.5	0.1	-	0.2	0.1	0.4	0.9
Chlorophyll (mg)	1490	-	-	-	-	-	-	-	-	-	-	-	-
Choline (mg)	260	-	-	-	-	-	-	-	-	-	-	-	20

Figure 9. *Dried grasses are more concentrated than raw foods due to moisture content; however, they are still a superior source of nutrition over various raw foods.

stimulate the immune system, and promote healthy growth and development.

How to Use Archetype –

Use these unique animal diets as a singular food for a meal, as well as for a supplement or treat. Gradually introduce them to avoid digestive upset.

Variety is the spice of health. Use them in combination with, or as an alternative to meals of the various Wysong canned and dry diets, Wysong supplements, and fresh foods.

Archetype Diets may be further enhanced by following the Optimal Health Program, which would include supplementation with E.F.A.TM (omega-3 rich essential fatty acids), Pet InoculantTM (concentrated probiotics), and either C-BioticTM (for canines) or F-BioticTM (for felines).

Always keep fresh, pure water available (life-enhanced with Wysong WellSpringTM water rejuvenator) and offer plenty of fresh air, sunshine, ex-

ercise, and big doses of your tender loving care.

Directions –

The following are suggested amounts for the various Archetype Diets and should be decreased in proportion to the amount of supplementation with fresh whole foods or other Wysong Diets. Additionally, factors such as stress, amount of activity and breed of pet may make it necessary to adjust the amount of feeding.

Archetype and Archetype Burgers may be fed dry or soaked with water (see recommended rehydration amounts). Let soak for 10-15 minutes, or until rehydrated.

Rehydrate Archetype Buffet on a 1:1 basis (i.e. 1 cup of dry Buffet with 1 cup of water). Mix dry Buffet with warm (not hot) water, and let stand for approximately 15-20 minutes or until a stew-like mixture is formed. You may use more or less water, or feed dry,

depending upon your pet's preferences. Using the recommended proportions, ½ cup (1.8 oz.) of Archetype Buffet rehydrates to approximately one 5.5 oz. can of food or 11 cans per bag.

Archetype Diets should be kept sealed in a cool, dry place and used immediately once rehydrated. If Archetype Diets are fed singularly on any given day, the feeding charts on page 8 apply.

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

ARCHETYPE DIET FEEDING AMOUNTS

If Archetype™ is fed singularly on any given day, the following amounts apply:

Pet's Weight	Approximate Feeding Amount*	Amount of Water
5 lb.	1/4 cup daily	1/5 cup
10 lb.	1/3 cup daily	1/4 cup
20 lb.	3/4 cup daily	1/2 cup
40 lb.	1 1/2 cups daily	3/4 cup
60 lb.	2 1/2 cups daily	1 1/3 cups
80 lb.	3 1/2 cups daily	1 1/2 cups
100 lb.	4 cups daily	2 1/4 cups

Figure 10.

*Before rehydrating

ARCHETYPE BUFFET FEEDING AMOUNTS

If Archetype Buffet™ is fed singularly on any given day, the following amounts apply:

Pet's Weight	Approximate Feeding Amount*	Amount of Water
5 lb.	1/4 cup daily	1/4 cup
10 lb.	1/2 cup daily	1/2 cup
20 lb.	1 1/4 cups daily	1 1/4 cups
40 lb.	2 cups daily	2 cups
60 lb.	3 1/4 cups daily	3 1/4 cups
80 lb.	4 1/4 cups daily	4 1/4 cups
100 lb.	5 1/4 cups daily	5 1/4 cups

Figure 11.

*Before rehydrating on a 1:1 ratio with water.

ARCHETYPE BURGERS FEEDING AMOUNTS

If Archetype Burgers™ are fed singularly on any given day, the following amounts apply:

Pet's Weight	Approximate Feeding Amount
5 lb.	1/4 patty daily
10 lb.	1/2 patty daily
25 lb.	1 patty daily
50 lb.	3 patties daily
75 lb.	4 patties daily
100 lb.	5 1/4 patties daily

Figure 12.

Wysong Archetypal Canine/Feline Diets

ARCHETYPE™ DIETS

Archetype™(Original)

Ingredients: Beef, Chicken, Beef Liver, Chicken Liver, Ground Bone, Condensed Whey Product, Fish Oil (Preserved With Mixed Tocopherols), Organic Mung Bean Sprouts, Organic Quinoa Sprouts, Organic Millet Sprouts, Organic Blueberries, Organic Apples, Plums, Barley Grass, Wheat Grass, Dried Kelp, Dried Seaweed Meal, Artichoke, Dried Enterococcus faecium Fermentation Product, Dried Bacillus subtilis Fermentation Product, Dried Lactobacillus plantarum Fermentation Product, Dried Lactobacillus acidophilus Fermentation Product, Dried Lactobacillus lactis Fermentation Product, Dried Yeast Culture, Dried Aspergillus oryzae Fermentation Product, Dried Aspergillus niger Fermentation Product, Rosemary Extract, Sage Extract, Choline Chloride, Ascorbic Acid, Zinc Proteinate, Iron Proteinate, Calcium Pantothenate, Thiamine Mononitrate, Copper Proteinate, Pyridoxine Hydrochloride, Riboflavin Supplement, Vitamin A Acetate, Folic Acid, Biotin, Vitamin B₁₂ Supplement, Vitamin D₃ Supplement.



Archetype Burgers™

Ingredients: Beef and Chicken; Beef and Chicken Liver; Ground Bone, Carrots, Celery, Beets, Parsley, Lettuce, Watercress, Spinach, Broccoli Sprouts, Flax Seed, Barley Grass Powder, Wheat Grass Powder, Chlorella, Apple, Blueberry, Cranberry, Plums, Artichoke, Lecithin, Dried Seaweed, Grape Seed Extract, Milk Calcium, Coral Calcium, Dried Enterococcus faecium Fermentation Product, Dried Bacillus subtilis Fermentation Product, Dried Lactobacillus plantarum Fermentation Product, Dried Lactobacillus acidophilus Fermentation Product, Dried Lactobacillus casei Fermentation Product, Dried Lactobacillus lactis Fermentation Product, Dried Yeast Culture, Dried Aspergillus oryzae Fermentation Product, Dried Aspergillus niger Fermentation Product, Sage Extract, Rosemary Extract, Choline Chloride, Ascorbic Acid, Zinc Proteinate, Iron Proteinate, Vitamin E Supplement, Niacin Supplement, Manganese Proteinate, Calcium Pantothenate, Thiamine Mononitrate, Copper Proteinate, Pyridoxine Hydrochloride, Riboflavin Supplement, Vitamin A Acetate, Folic Acid, Biotin, Vitamin B₁₂ Supplement, Vitamin D₃ Supplement.



Archetype Buffet™

Ingredients: Beef and Chicken; Beef and Chicken Liver; Ground Bone, Flax Seed, Ground Brown Rice, Ground Oat Groats, Ground Wheat, Ground Corn, Cane Molasses, Tomatoes, Sun-Cured Alfalfa, Apple, Blueberry, Sweet Potato, Celery, Beets, Parsley, Lettuce, Watercress, Spinach, Carrots, Green Beans, Potato, Chlorella, Barley Grass Powder, Wheat Grass Powder, Organic Mung Bean Sprouts, Organic Quinoa Sprouts, Organic Millet Sprouts, Artichoke, Dried Seaweed, Milk Calcium, Coral Calcium, Dicalcium Phosphate, Fish Oil, Coconut Oil, Yeast Culture, Sesame Seeds, Taurine, DL-Methionine, Sea Salt, Garlic, Black Pepper, Artichoke, Dried Enterococcus faecium Fermentation Product, Bacillus subtilis Fermentation Product, Dried Lactobacillus Plantarum Fermentation Product, Dried Lactobacillus acidophilus Fermentation Product, Dried Lactobacillus casei Fermentation Product, Dried Lactobacillus lactis Fermentation Product, Dried Yeast Culture, Dried Aspergillus oryzae Fermentation Product, Dried Aspergillus niger Fermentation Product, Sage Extract, Rosemary Extract, Choline Chloride, Ascorbic Acid, Zinc Proteinate, Iron Proteinate, Vitamin E Supplement, Niacin Supplement, Manganese Proteinate, Calcium Pantothenate, Thiamine Mononitrate, Copper Proteinate, Pyridoxine Hydrochloride, Riboflavin Supplement, Vitamin A Acetate, Folic Acid, Biotin, Vitamin B₁₂ Supplement, Vitamin D₃ Supplement.



ARCHETYPE™ SCIENTIFIC REFERENCES

Acuff RV. Vitamin E: Bioavailability and function of natural and synthetic forms. *Am J Nat Med.* 5(9):10-13. 1998.

Archer MC, et al. Vitamins. In *Nutritional and Safety Aspects of Food Processing*. NY. 1979.

Asp NG, et al. Influence of extrusion cooking on the nutritional value. *Nordforsk-SIK-SNF Seminar: Extrusion Cooking of Food*. Gothenburg. 1981.

Beetner G, et al. Degradation of thiamine and riboflavin during extrusion processing. *J Food Science.* 39:207-8. 1974.

Ben-Amotz A, et al. Bioavailability of a natural isomer mixture compared

with synthetic all-trans beta-carotene in human serum. *Am J Clin Nutr.* 63:729-34. 1996.

Benita R, et al. Probiotic fermentation: Effect on antinutrients and digestibility of starch and protein of indigenously developed food mixture. *Nutr Health.* 11(3):139-47. 1997.

Bhirud PR, et al. Optimizing assay and extraction of lipoxygenase in wheat germ. *J Food Science.* 58(5):1090-4. 1993.

Bourge V, et al. The use of probiotics in the diet of dogs. *J Nutr.* 128:2730S. 1998.

ARCHETYPE™ SCIENTIFIC REFERENCES

- Bjorck I, et al. The effects of extrusion cooking on nutritional value – A literature review. *J Food Engineering*. 2:281-308. 1983.
- Bland J. Your Health Under Siege: Using Nutrition to Fight Back. The Stephen Greene Press. Lexington, MA. 1981.
- Booyens J, et al. The Eskimo diet prophylactic effects ascribed to the balanced presence of unsaturated fatty acids and to the absence of unnatural *trans*- and *cis*-isomers of unsaturated fatty acids. *Medical Hypothesis*. 21:287-408. 1986.
- Desrosier. Elements of Food Technology. AVI Publishing Co. Westport, CT.
- Douglass WC. The Milk of Human Kindness is Not Pasteurized. Copple House Books Inc. Lakemont, GA. 1985.
- Durance TD. Residual avidin activity in cooked egg white assayed with improved sensitivity. *J Food Science*. 56(3):707. 1991.
- Eaton SB, et al. Paleolithic nutrition: A consideration of its nature and current implications. *NEJM*. 312:283-9. 1985.
- Ford RS. Stale Food versus Fresh Food. 1977.
- Fry TC. "Should We Eat Living Foods or Dead Foods?" Living and Raw Foods. 1998.
- Fung, et al. Findings of dried plum antimicrobial and antioxidant studies. Presented at American Meat Institute 2001 International Meat, Poultry and Seafood Convention and Exposition. Chicago. October 17, 2001.
- Gershoff SN, et al. The whole plant versus the sum of its nutrients. *Tufts University Diet & Nutrition Letter*. 12(3):5-6. 1994.
- Goldin BR. Health benefits of probiotics. *Br J Nutr*. 80(4):S203-7. 1998.
- Haddy FJ. Dietary sodium and potassium in the genesis, therapy, and prevention of hypertension. *J Amer College Nutr*. 6(3):261-70. 1987.
- Hagiwara Y. Green Barley Essence. Keats Publishing, Inc. CT. 1985.
- Helser MA, et al. Influence of fruit and vegetable juices on the endogenous formation of N-nitrosoproline and N-nitrosothiazolidine-4-carboxylic acid in humans on controlled diets. *Carcinogenesis*. 13(12):2277-80. 1992.
- Herbert V. The antioxidant supplement myth. *Am J Clin Nutr*. 60:157-9. 1994.
- Hidaka H, et al. Effects of fructooligosaccharides on intestinal flora and human health. *Bifidobacteria Microflora*. 5(1):37-50. 1986.
- Hoppner K, et al. Pantothenic acid and biotin retention in cooked legumes. *J Food Science*. 58(5):1084-5. 1993.
- Howell E. Food Enzymes for Health and Longevity. Omangod Press. CT. 1980.
- Howell E. Enzyme Nutrition. Avery Publishing Group. NJ. 1985.
- Jarvi AE, et al. The influence of food structure on postprandial metabolism in patients with non-insulin-dependent diabetes mellitus. *Am J Clin Nutr*. 61:837-42. 1995.
- Jeffers JG, et al. Diagnostic testing of dogs for food hypersensitivity. *JAVMA*. 198(2):245-9. 1991.
- Karmas E, et al. Nutritional Evaluation of Food Processing, Third Edition. Van Nostrand Reinhold Company. NY. 1988.
- Kinsman DM, et al. Muscle Foods. Chapman and Hill. NY. 1994.
- Kervinen R, et al. Extrusion cooking induced changes in functional properties of wheat flour. *Nordiskt cerealistforbunds 21: a kongress, Espoo*. 1981.
- Kouchakoff P. First International Congress of Microbiology. Paris, France. 1930.
- Kratzer F, et al. Chelates in Nutrition. CRC Press. Boca Raton. 1986.
- Kritchevsky D. Experimental atherosclerosis in rabbits fed cholesterol-free diets. *J Atheroscler Res*. 4:103-5. 1964.
- Kritchevsky D, et al. Experimental atherosclerosis in rabbits fed cholesterol-free diets: Influence of chow components. *J Atheroscler Res*. 8:357-69. 1968.
- Kunze E, et al. Lifestyle and occupational risk factors for bladder cancer in Germany. *Cancer*. 69(7):1776-90. 1992.
- Lee SH, et al. Destruction of ascorbic acid as a function of water activity. *J Food Science*. 40(1):370-3. 1975.
- Luna JA, et al. Prediction of vitamin C retention of potato strips blanched with water. *J Food Science*. 52(3):634-8. 1987.
- Majamaa H, et al. Probiotics: A novel approach in the management of food allergy. *J Allergy Clin Immunol*. 99(2):179-85. 1997.
- Milczarek M. Free radicals, rancidity and antioxidants: Implications in foods. *Complementary Medicine*. 3(3):33-5. 1988.
- Miskovsky A, et al. Effects of processing on curd yield and nutrient composition of rapid hydration hydrothermal cooking and traditionally processed soymilk and soybean curd. *J Food Science*. 52(6):1542-4. 1987.
- Morgan AJ, et al. Dietary oligosaccharides – New insights. *Agro-Food Industry Hi-Tech*. Nov/Dec:35-8. 1992.
- Moshtaghi Nia SA, et al. Influence of moist heat on ruminal and intestinal disappearance of amino acids from canola meal. *J Dairy Sci*. 78(7):1552-60. 1995.
- Murray RP. Natural versus synthetic, life versus death, truth versus the lie. *Biomedical Nitty-Gritty*. 3(1):1-7. 1982.
- Murray RP. Natural versus synthetic, Part II. *Biomedical Nitty-Gritty*. 3(2):1-6. 1982
- National Research Council. Diet, Nutrition, and Cancer. National Academy of Science.
- Price WA. Nutrition and Physical Degeneration. Price-Pottenger Nutrition Foundation. La Mesa, CA. 1970.
- Pottenger FM. Deficient calcification produced by diet. *Transactions of American Therapeutic Society*. 1939.
- Pottenger FM. The influence of heat labile factors on nutrition in oral development of cats. *Journal of Southern California State Dental Association*. 1939.
- Pottenger FM. The effects of disturbed nutrition on dento-facial structures. *Southern California State Dental Journal*. 1952.
- Pottenger FM. Pottenger's Cats: A study in nutrition. Price-Pottenger Nutrition Foundation. La Mesa, CA. 1995.
- Raloff J. Sorting out cancer IQs in browned meat. *Science News*. 145(2):22. 1994.
- Raloff J. How cooked meat may inflame the heart. *Science News*. 145(11):165. 1994.
- Raloff J. Fleshing out risks associated with how we treat meat. *Science News*. 145(17):264-9. 1994.
- Sci Am. 268:82-89. 1993.
- Shaw J. Causes and control of dental caries. *NEJM*. 317(16):996. 1987.
- Tanticharoenkiato, et al. Selenium content of chicken meat as affected by cooking. *J Food Science*. 53(5):1294-9. 1988.
- US Department of Agriculture. Fruit antioxidant scores.
- Van Bameveld RJ, et al. The effect of heat on amino acids for growing pigs. *Br J Nutr*. 72(2):221-41. 1994.
- Voss MC. No Guts, No Glory! *Afghan Hound Review*. 1997.
- Williams CH, et al. Influence of dietary neosugar on selected bacterial groups of the human faecal microbiota. *Microb Ecol Health Dis*. 7:91-7. 1994.
- Wolf. "The Coral Calcium Story."
- Wysong RL. Lipid Nutrition: Understanding Fats and Oils in Health and Disease. Inquiry Press. Midland, MI. 1990.
- Wysong RL. Rationale for Animal Nutrition. Inquiry Press. Midland, MI. 1993.
- Wysong RL. The best food. *Companion Animal Health Letter*. February, 1997.
- Zhang Q, et al. Measurement of lipoxygenase activity in homogenized green bean tissue. *J Food Science*. 56(3):719-21. 1991.

7550 Eastman Avenue
Midland, MI 48642
www.wysong.net
wysong@wysong.net