

THE WYSONG OPTIMAL HEALTH PROGRAM

Optimal health – health that gives one the greatest chance for a long, active, vital life – is much more than simply the absence of disease. It means being the very best you can be. It means not being incapacitated or wasting away physically, physiologically, emotionally or mentally.

We do not “live longer today” as popularly believed and promoted by medical interests; only average life span has increased, and this is due to decreased infant mortality which is, in turn, due to improved food distribution and hygiene – not medical measures. Actual longevity, the potential to live in a healthy state to a ripe old age, is decreasing.

The Wysong Optimal Health philosophy argues that all of us have, to some extent, control over all factors which affect health.

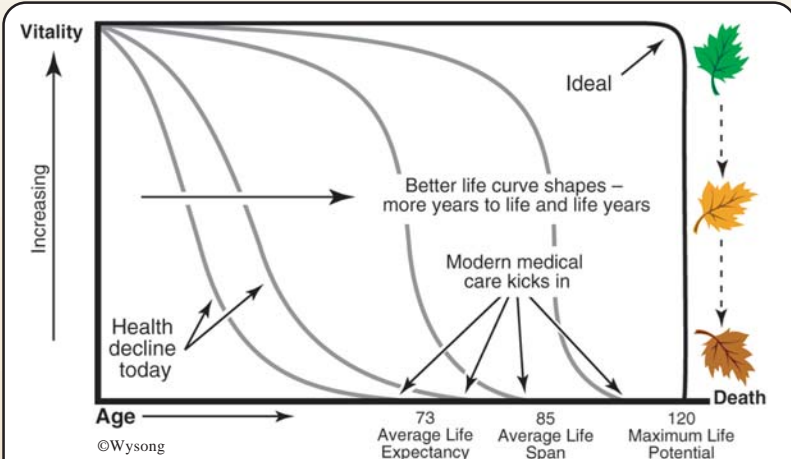
All creatures on Earth are intricately honed to a certain environmental niche that will provide them the greatest chance for optimal health. Unfortunately, however, the proper human niche is not the modern artificial world of convenience we have created. If we are going to make a journey toward optimal health, we must, therefore, understand our origins, our roots, where we have started.

To best understand where we belong and how to make the wisest life choices, consider that our modern technological world began only about 200 years ago with the beginning of the Industrial Revolution. If we construct a time line, the past 200 years – during which we have increasingly isolated ourselves from the natural environment and consumed a variety of fractionated processed foods – would be one inch. That is compared to the total length of time during which life (by most estimates) has been on Earth, represented by 550 miles.

During this entire pre-industrial period (the 550 miles), humans and other creatures were exposed to natural fresh air, sunshine, clean water, and fresh, natural, raw foods. Obviously our genetic program could not conceivably have become modified in only one inch of this 550 miles in order to fully accommodate the modern, artificial environment.

Therefore, the key is to return, to the degree it is possible to do so, to the natural environmental context represented by the 550 miles. By matching our lifestyle to our genetic program – what we are adapted to in nature – we have the best opportunity of achieving optimal health.

Helping you return to these healthful genetic roots is what Wysong is about.



If we chart health and vitality against age, the curves to the left on the chart represent typical loss of health and languishing for decades under medical care. The goal should be to maintain optimal health and vitality right out to our genetic limit (squaring the curve) with life ending like a leaf falls from a tree.

Modern medical measures extend the amount of time we can live in an incapacitated state in a hospital bed or nursing home. Medical care is actually disease care, crisis care, medical care after the fact. It does essentially nothing to improve the health capacity and fulfill potential to resist disease and avoid degenerative conditions.

For the majority in today’s modern setting, full health and youthful vitality begin to ebb shortly after adulthood. A variety of degenerative conditions, masked by the resiliency of youth, begin to surface and take their toll in the form of lost energy, weakness, susceptibility to infections, inability to maintain proper body weight, loss of stamina, decreased digestive capabilities, failing libido and fertility, and accelerated aging of the skin, organ systems, joints and brain.

These changes don’t occur suddenly, but gradually accumulate over the second, third and fourth quarter of life to leave people in their 40’s and 50’s dramatically less than they once were. This has become so common that people now resign themselves to this fate, believing that it is the normal aging process.

But this doesn’t have to be the case. There is the genetic capacity within humans to live to 120 or more. But it is not just adding years to life that is important, rather it is adding life to years.

Our goal should be to maintain active, healthy, vital, full potential all the way out to our genetic limit.

TIME & ADAPTATION

NATURAL WORLD



Time during which life has adapted to the natural environment. (550 miles)

INDUSTRIAL WORLD



Time since the Industrial Revolution, about 200 years. (1 inch)

One inch represents the time during which we have forced our genes to adapt to a modern synthetic world. The 550 miles represents the time our genes were incubated and shaped by the natural world. We must return to our genetic roots to achieve optimal health.

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OPTIMAL HEALTH PYRAMIDS



The following guidelines for humans and animals outline what over 25 years of research and a thorough review of the medical literature have revealed.

The base of the pyramids represents basic lifestyle choices everyone should attempt to incorporate into their lives. Then built upon this base are dietary and nutritional supplement guidelines to help everyone return to their proper nutritional genetic roots. The bottom layers of the pyramids apply to everyone, whereas the top of the pyramid can be customized for individuals experiencing specific problems or wanting to focus on the prevention of certain conditions.

No one will be able to follow the pyramid perfectly. Doing so is not absolutely necessary, rather, continuing to edge life closer and closer to this ideal should be everyone's goal. The pyramids provide a target. Simply put, the closer we get to that target, the greater our chance of achieving the optimal health of which we are capable.

for humans

For Prevention and Health Optimization, Follow These Steps:

1. Make **EXERCISE** and physical activity a part of everyday life. A combination of aerobic and weight-bearing exercises is ideal.
2. Expose as much of the skin as possible to the **SUN** every day for at least 20 to 30 minutes.
3. Breathe fresh **AIR**. Change your residence and occupation if the air is toxic and do all that is possible to purify the indoor environment.
4. Use personal care and household products that are healthful, **NON-TOXIC** and environmentally sensitive. Things put on the skin should be considered to be absorbed.
5. Drink fresh, clean **WATER** or water that has been appropriately purified, life-enhanced with WellSpring™ water rejuvenator.
6. Get plenty of **SLEEP**. Take naps when your body tells you to.
7. Convert the **DIET** as much as possible to fresh, whole, raw foods that could be consumed exactly as they are found in nature. These foods include anything that does not have to be cooked or processed in some way in order for you to eat and digest it. This includes vegetables, fruits, nuts, eggs, dairy, and meats. If these foods are processed, it should be

done minimally such as lightly steaming vegetables, cooking meats rare, and soft boiling eggs. If at all possible, obtain foods from organic sources. Processed agricultural products should be a minor part of the diet and should be whole and organic if possible.

8. If **ILLNESS** strikes, seek natural solutions. Review the above recommendations to make sure that violation of these is not the cause. Nutritional supplements that have been designed with an understanding of the above principles, and with integrity to the value of the healing power of a natural context (such as is built into various Wysong supplements*) should be used both as a preventive measure and as a first option when trouble strikes.

Before submitting to dramatic medical intervention, seek a second opinion from a credible alternative physician. Do not expect immediate cures for ailments that have lingered for years or developed over decades. Be patient and confident that your informed approach is correct.

9. Remove **STRESS** caused by situations in which you feel hopeless or helpless. You must always arrange your life in such a way that you feel in control.
10. Seek **RELATIONSHIPS** that bring happiness, peace and a sense of self-worth. Additionally, we all need to touch people and we all need to be touched.
11. Find a career, a hobby or a sport that interests and **CHALLENGES** you. Do not be an automaton and simply live the will of others. Find something that taps your creative juices, makes interesting goals, and gives you a sense of excitement about the future.

12. Be always open to and seek **LEARNING**. Be inquisitive about broad areas as well as special interests. Be committed to truth – not preset dogmas. Be open-minded. Make self-improvement a work always in progress, and set lofty goals of leaving behind a better world.



*For a free educational monograph on any Wysong Foundation Formula™ or Nutrient Support Formula™, please contact Wysong Corporation.

for animals

For Prevention and Health Optimization, Follow These Steps:

~FOR PREVENTION~

1. Follow the suggestions at the pyramid base every day.
2. Use appropriate Wysong Life-Stage Basal Diets freely rotated with the various Wysong Archetypal and Variety Diets and fresh foods.
3. Supplement with various E.F.A.'s™, Biotics™ Pet Inoculant™ and DentaTreat™ in rotation.
4. Feed fresh, raw foods supplemented with the appropriate Biotic™ Supplement.

~DURING ILLNESS~

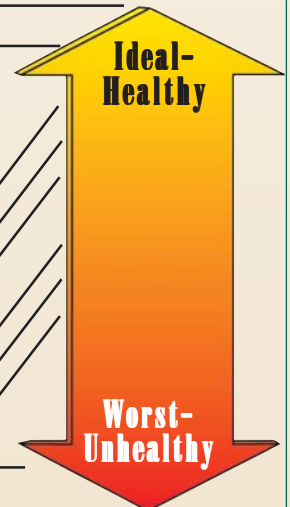
1. Follow steps 1-4 listed to the left diligently.
2. Use the appropriate Wysong R_x Nutritional prescribed by your veterinarian.
3. Use Wysong Immuly™ and other NSF nutraceutical supplements targeted to the condition.
4. Use Wysong PDG™ for concentrated nourishment if appetite is suppressed.
5. Offer pure water enhanced with WellSpring™.



~ Doing The Best You Can ~

Food choices are not a matter of right or wrong, black or white – they are shades of grey. By understanding what is the ideal and what is not, however, intelligent decisions can be made which at least take us ever closer to the healthiest ideal. Try to make choices as near the top of the arrow as possible.

- A. Hunted, raw prey (not practical) _____
- B. Fresh raw meats, organs & bones, minor fresh vegetables & fruits (organic best)¹ + Supplements: _____
 - Wysong Call of the Wild™ (Vitamin/Mineral/Enzymes/Probiotics)
 - Pet Inoculant™ (Concentrated Probiotics)
 - Wysong E.F.A.™, Marine Lipids™, or E.F.A.™ with fish oil² alternated (Essential Fatty Acids)
 - DentaTreat™ (Dental Preventative)
- C. As in B but Archetype™ non-cooked diets used _____
- D. As in B, plus Biotics™, but fresh products are cooked or “table scraps” used _____
- E. Wysong Diets³ (best) or premium (next best) or generic (next best) _____
+ Supplements (including Biotics™) and fresh raw foods as in B
- F. As in E, but adding fresh cooked foods _____
- G. As in E, minus fresh, raw or cooked foods _____
- H. Wysong Diets alone _____
- I. No food _____



1. Fed in proportions found in would-be prey: Approximately 62% meat, 11% organs, 2% bone, 25% vegetable.
2. Follow label directions for both Pet Inoculant and E.F.A. Use daily particularly if disease or stress is present.
3. Wysong Diets are formulated, processed and packaged to be as close to the natural diet as possible. A “premium” food is usually high in fat and protein, with meat products listed among the first ingredients. A “generic” food is a very low cost, by-product and grain fraction-based diet with meats as minor ingredients. Neither cost nor advertising can be trusted to determine value. A “premium” may be a “generic” nutritionally. Carefully study the ingredients, company philosophy, qualifications of those leading the company, and results from your pet.

EDUCATIONAL AIDS



THE TRUTH ABOUT PET FOODS

A 256-page, 32-chapter book describing the crisis in the modern approach to animal feeding. A definite eye-opening wake-up call for anyone wanting to avoid modern pet feeding traps and learn how to take intelligent control of health.

ED349 – Soft-cover \$12.95

RATIONALE FOR ANIMAL NUTRITION

Exposes dangerous myths of today's pet food industry and provides the key to unlocking the good health possible with proper nutrition. 104 pp. illustrated, scientifically referenced, and indexed.

ED090 – Soft-cover \$9.95

LIPID NUTRITION:

UNDERSTANDING FATS AND OILS IN HEALTH AND DISEASE

Explains how fats and oils can be both villains and heroes in the search for health in both humans and animals. 170 pp. illustrated, scientifically referenced, and indexed.

ED050-S – Soft-cover \$12.95

ED050-H – Hard-cover \$14.95

THE SYNORGNON DIET:

HOW TO ACHIEVE HEALTHY WEIGHT IN A WORLD OF EXCESS

Provides a fundamental, unique understanding for why excess weight in people and animals is a modern epidemic. A solution is described which requires no dieting. 270 pp. illustrated, scientifically referenced, and indexed.

ED085-S – Soft-cover \$12.95

WYSONG DIRECTORY OF ALTERNATIVE RESOURCES

Guide to alternative sources of health care, self-improvement, environmental improvement and much more. Over 335 resources. This is where you turn when you have a problem that is not being solved, want an alternative medical second opinion, and want help getting control of your own health destiny.

MM028 \$15.00

WYSONG PRODUCT MONOGRAPH BOOK

Details the extensive research that goes into each of the potent, safe and effective Wysong nutritional supplements. Includes clinical evidence, biochemical mechanisms of action, and the rationale for using each ingredient. Scientifically referenced and illustrated.

ED350 – Soft-cover \$25.00

PHILOSOPHY

THE CREATION-EVOLUTION CONTROVERSY

A provocative look at the study of origins. 455 pp. illustrated, scientifically referenced, and indexed. In its twelfth printing.

ED022-S – Soft-cover \$12.95

THINKING MATTERS – in a 2 Volume Set

Vol 1 - Living Life... As If Thinking Matters 512 pp, 182 illustrations, indexed, referenced.

Vol 2 - The Big Questions... As If Thinking Matters 384 pp, 138 illustrations, indexed, referenced.

Rarely does a book come along that is truly different in scope and approach. Here is a set of two. Dr. Wysong gives practical wisdom on every important life subject. All the hot topics that are not socially graceful to talk about are fair game in these volumes.

With only truth as the goal and thinking as the tool, you will be led into an adventure exploring all the things you intuitively knew but didn't know you did. If you would like to avoid some of life's bumps and bruises, these are your guidebooks. These *Thinking Matters* Volumes are an essential primer for every young person facing life and required reading for any adult who wants to get life right and find meaning in existence. **Coming soon...**

THE THINKING PERSON'S MASTER KEY TO HEALTH CD

An entertaining and thought-provoking relook at how health should be approached. Dr. Wysong wipes away all the modern assumptions on nutrition and health and with a clean slate logically rebuilds proper thinking. If you would like to take control of your health destiny and that of your family and pets, and know you are doing the right thing, this is the place to start.

EDCD21 – CD \$12.95

HEALTHY THOUGHTS FOR THINKING PEOPLE CD

31 health messages presenting short, thought-provoking ideas on nutrition and health.

EDCD22 – CD \$3.99

HOW TO APOLOGIZE TO YOUR PET – FRESH AND VARIED FEEDING WITH THE WYSONG OPTIMAL HEALTH PROGRAM

A 28 pp. booklet with practical advice about feeding your pet to optimize health and longevity. Includes background and recipes. Illustrated.

WM059 - Soft-cover Free

DOES AMERICA OWE AN APOLOGY TO ITS PETS?

A tri-fold brochure explaining the drawbacks of feeding the same processed pet foods every day, and the varied approach to optimal feeding which leads to health and longevity.

WM060 Free

TESTIMONIAL CD

A 34-minute CD presenting 98 unsolicited testimonials. Read by the Wysong staff.

EDCD26 Free

VETERINARY CATALOG

Hundreds of medical/surgical and nutritional products (available to licensed veterinarians only.)

VET34 Free

22 PET FOOD FALLACIES

22 myths and fallacies almost every pet owner believes.

WM011-pg Free

OPTIMAL HEALTH PROGRAM

An overview of health; guideline for humans and animals, which over 35 years of research and a thorough review of the medical literature has revealed.

ED379 Free

MONOGRAPHS

Technical Monographs are available for each of the human Foundation Formulas™ and Nutrient Support Formulas™ (pp. 5-6, 8-10). Free

WYSONG PREVENTION THERAPY GUIDE

A chart outlining the application of Wysong foods and supplements in numerous health situations.

WM038 Free

WYSONG E-HEALTH LETTER

Short periodic e-mail postings containing provocative thoughts, new research findings, resources, new products, humor, health-related news...and more. Just e-mail us at wysong@wysong.net and say "Subscribe" – Easy to unsubscribe, too. Free

WYSONG WEBSITE

"The Thinking Person's Internet Location," packed with product and educational information. (www.wysong.net)

SHIPPING: Publications priced at \$9.95 and above ship for \$5.00 regardless of the number of selections made. CD's ship for \$1.00.

Items marked "free" are postage free.