

The Thinking Person's Pet Food™



Using Nature as the Principle...

We here at Wysong take your trust seriously. Over two decades of research have been dedicated to creating products with health as the utmost priority. Wysong Diets™ are conceived by common sense, grounded in science, developed through logic, proven with results.

Here's what's special about Optimal Performance™...

Wysong Diets seek to emulate the food animals eat in the wild – the diet for which they are genetically programmed. Optimal Performance™ more closely achieves this goal than any other processed base diet yet developed. Here is how – Optimal Performance™ is:

- *The first ever fusion of superior base kibble and TNT™ processed (raw) meat.*
- *Over 40% Protein! This high level is achieved through the incorporation of fresh, dried, organic and raw meats.*
- *Fresh whole organic chicken.*
- *Formed by using only the smallest amount of starch (from whole brown rice).*
- *Rich in enzymes and probiotic cultures, and has intact the synergistic complexity of life itself. Optimal Performance™ is in this respect, ALIVE, and more closely resembles real food in nature than any other processed base diet.*
- *Rich in amino acids such as taurine, arginine, and L-carnitine commonly degraded and lost in heat processed food.*
- *Loaded with health and immune enhancing fatty acids, including omega-3's, which are stabilized with Wysong natural Oxherphol™ antioxidant.*
- *The only 40% protein diet on the market that contains organic and raw meat – though a competing brand with a 40% protein diet falsely implies that their product is consistent with an "ancestral...raw diet."*
- *Free of non-nutritional additives used to create color, texture, taste, stool consistency and shelf-life.*
- *Specifically designed to optimize health – not simply meet minimum regulatory standards.*
- *Easily tolerated by allergic companion animals.*
- *Highly digestible and extremely palatable.*

– Wysong works!

OPTIMAL PERFORMANCE™

Wysong Diets™ are uniquely formulated and processed – to achieve optimal nutrition. This new rational approach to feeding seeks to mimic archetypal genetic patterns and puts health as the number one priority. This is far superior to the industry standard approach of analytical values or feeding trials on laboratory animals, which targets only minimal nutrition and has been proven in scientific studies to risk disease* in spite of “100% complete and balanced” claims.

Be a thinking person. Learn how to help your pet be the best it can be by moving beyond marketing claims of “completeness” to an informed place of feeding for health. To maximize your feeding success, follow the Wysong Optimal Health Program™*. Rotate among Wysong Diets and supplement with fresh foods, Wysong probiotics, enzymes and fatty acids. Do not feed processed foods exclusively, regardless of seductive claims of testing or completeness.

(*Request Wysong educational literature.)

ANALYSIS

INGREDIENTS

Chicken, Chicken Giblets, Ground Brown Rice, Ground Flax Seeds, Poultry Fat (preserved with mixed Tocopherols as a source of vitamin E), Eggs, Plums, Dried Wheat Grass Powder, Dried Barley Grass Powder, Whey, Dried Yogurt, Lecithin, Citric Acid, Sage Extract, Rosemary Extract, Dried Kelp, Fish Oil, Salt, Garlic, Black Pepper, Artichoke, L-Carnitine, Dried Bacillus subtilis Fermentation Product, Dried Enterococcus faecium 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, 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.



GUARANTEED ANALYSIS		
Crude Protein	(Min)	40.0%
Crude Fat	(Min)	18.0%
Crude Fiber	(Max)	4.0%
Moisture	(Max)	12.0%

FEEDING

FEEDING GUIDE

GENERAL INSTRUCTIONS: Any sudden change in diet may result in digestive disturbances. Wysong Diets are unique formulations, and should be gradually introduced. Over a period of 15 days, mix Wysong with the present diet beginning at about 10% and then gradually increase proportions. If difficulties arise, return to a smaller percentage, and try again. Problems may require the use of another Wysong Diet™, or supplementation with products such as Wysong C-Biotic™ or AddLife™ and Wysong Pet Inoculant™.

The amount fed should be adjusted to maintain an ideal body weight. Do not overfeed, regardless of the pet's eagerness. Overconsumption leading to digestive upset is the most common difficulty pets have adjusting to this highly concentrated, unique nutritional formulation.

To augment and provide occasional variety to the diet: lightly heat, add water, sprinkle with AddLife or Wysong C-Biotic, offer

Wysong Biscuits™ or mix with Wysong canned diets, Archetype™, UnCanny™ and fresh whole foods.

Always keep fresh, pure water available (life-enhanced with Wysong WellSpring™ water rejuvenator) and offer plenty of fresh air, sunshine, exercise, and big doses of your tender loving care.

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

If fed singularly on any given day, the following general instructions apply:

Weight of Dog:	10 Lbs.	20 Lbs.	40 Lbs.	60 Lbs.	80 Lbs.
Amount of Daily Feeding:	1/2 - 3/4 cup	7/8 - 1 1/8 cups	1 1/2 - 2 cups	2 - 2 3/4 cups	2 1/2 - 3 1/2 cups
(Puppies should be fed free choice)					



The Wysong Philosophy: Wysong Corporation's goal is to create products and educational aids to enhance the health of humans, animals, and the environment.

Wysong Diets have emerged from this commitment and are part of an advanced Optimal Health Program scientifically developed by Wysong and refined since 1979.

To see a complete Wysong catalog, view a current Wysong e-Health Letter, or subscribe to the free e-Health Letter, go to our website.

WYSONG CORPORATION • 7550 EASTMAN AVENUE • MIDLAND, MI 48642-7779
(989) 631-0009 • Fax (989) 631-9280 • <http://www.wysong.net> • wysong@wysong.net