

The Thinking Person's Pet Food[®]



Using Nature as the Principle...

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 products are conceived by common sense, grounded in science, developed through logic, proven with results.

Here's what's special about Archetype™...

Wysong Diets seek to emulate the food animals eat in the wild – the diet for which they are genetically programmed. Archetype™ (are' • kah • type – meaning “the original model, the way things are meant to be”) more closely achieves this goal than any other food yet developed. Here's how:

- First and foremost, Archetype™ is not heated at any stage of production. Heat is the enemy of nutrition, destroying nutrients and creating toxins.
- Archetype™ is ALIVE like all real foods in nature. It is rich in enzymes and probiotic cultures, and has intact the synergistic complexity of life itself.
- Archetype™ is complete with meat, organs, bones, plant nutrients, collagen, proteoglycans (chondroitin, glucosamine), vitamins and chelated minerals. **It is 99+% meat.**
- Archetype™ is rich in proteins (50%) including amino acids such as taurine, arginine and L-carnitine commonly degraded or lost in heat-processed food.
- Archetype™ contains health- and immune-enhancing fatty acids including omega 3's, which are stabilized with Wysong natural Oxherphol™ antioxidant.
- Archetype™ contains no grains and thus does not contribute to the modern carbohydrate glut diseases such as obesity, cardiovascular disease, acidosis, arthritis, and type II diabetes.
- Archetype™ is free of non-nutritional additives used by manufacturers to create color, texture, taste, stool consistency and shelf-life.
- Archetype™ is designed to achieve optimal nutrition that is beyond minimal regulatory standards for so-called “100% complete” diets.
- Archetype™ is naturally preserved with Wysong Oxherphol™ antioxidant, Nutri-Pak™ oxygen- and light-barrier packaging, and fats and oils purged of oxygen by special processing.
- Archetype's™ value cannot be measured on a cost-per-pound basis. First, if rehydrated, Archetype™ creates several times its weight in natural food. More importantly, its extreme concentration of meat protein and fresh, unadulterated, “living” nutrients promote optimal health, the ultimate measure of a food's value.

– *Wysong works!*



Wysong Diets are uniquely formulated and processed – to achieve optimal nutrition. This new Wysong 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 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

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.



GUARANTEED ANALYSIS

Crude Protein	(Min.)	45.0%
Crude Fat	(Min.)	33.0%
Crude Fiber	(Max.)	2.0%
Moisture	(Max.)	5.0%
Taurine	(Min.)	0.9%

FEEDING

FEEDING GUIDE

GENERAL INSTRUCTIONS: Use Archetype™ as a singular food for a meal, as well as a supplement or treat. Offer the larger chunks as treats, crumble them and use the powder and shreds over regular meals, or reconstitute with water as described below.

Archetype™ is extremely palatable and can be used for weight gain or to restore appetite to convalescing animals. Clinicians can create reconstituted, easily administered gruels to help speed recovery of debilitated or convalescing patients.

Variety is the spice of health. Use Archetype™ in combination with, or as an alternative to, meals of the various Wysong canned, dry, and frozen diets, Wysong supplements, and fresh foods. (Request “Wysong Optimal Health” brochure.)

Gradually introduce this highly concentrated food to avoid digestive upset.

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.

DIRECTIONS: The following amounts suggested should be decreased in proportion to the amount of supplementation with fresh whole foods or 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™ may be fed dry or soaked with the specified amount of water. Let soak for 10-15 minutes, or until rehydrated. Excess, moistened food should be refrigerated for the next feeding or discarded. Fresh, purified drinking water should always be available.

Pet's Weight	Approximate Amount to be Fed	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 1/4 cups daily	1 1/2 cups

Does America owe an APOLOGY to its PETS?



Are you feeding correctly?
Visit www.wysong.net
for details.

Let ARCHETYPE help you
APOLOGIZE
to your PET!