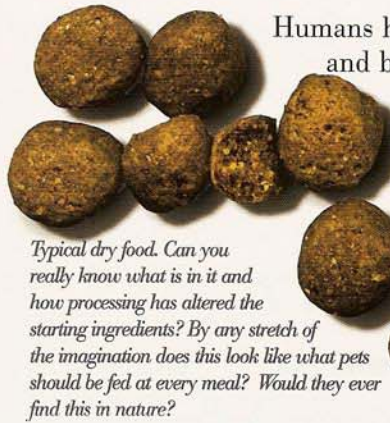


*Does America owe an*  
**APOLOGY**  
*to its*  
**PETS?**



## TOO FAR FROM NATURE



*Typical dry food. Can you really know what is in it and how processing has altered the starting ingredients? By any stretch of the imagination does this look like what pets should be fed at every meal? Would they ever find this in nature?*

Humans have taken pet feeding a long way from nature and by so doing, a long way from optimal health. Pets are forced to eat the same processed foods meal after meal, day after day. They would never eat that way in the wild because it is not how they are genetically designed. It is an inviolable law in nature that best health can only be achieved by living the life, breathing the air, drinking the water and eating the food each creature is designed for.

## THE DOUBLE STANDARD

Think about it for a moment. Would you ever feed your family the same processed food at every meal? How about only crackers every meal, day after day for a lifetime? Of course not. You intuitively know that health requires variety and freshness. Medical and nutritional research continues to prove that the more we consume processed foods, the more our health suffers.

## THE HEALTH TRAGEDY

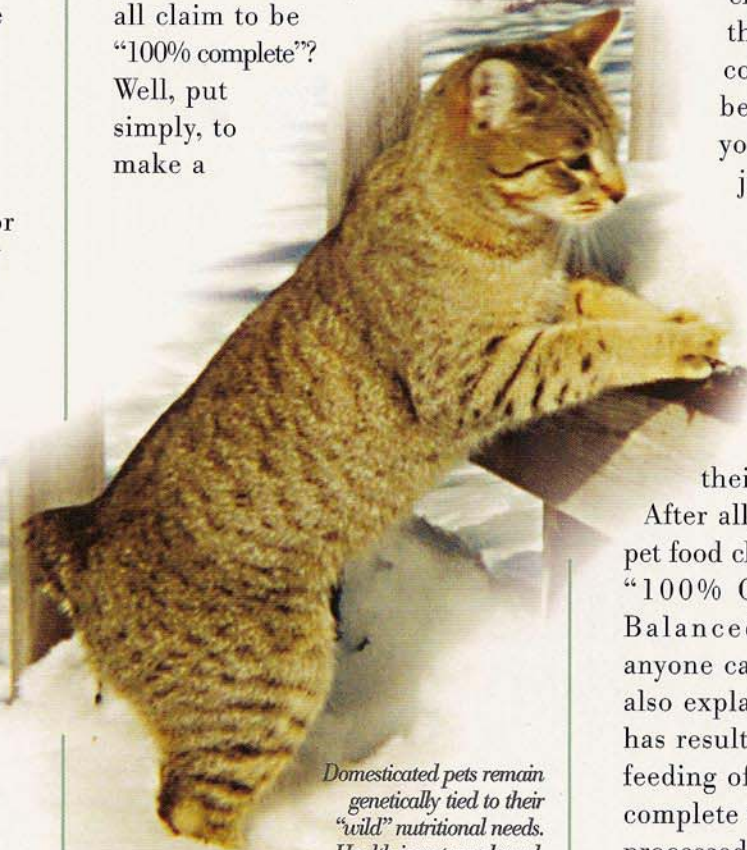
Could it be any different for pets that are even more recently removed from nature than us? Over 25 years of Dr. Wysong's research has proven that pets are now victims of all the same degenerative diseases plaguing their human friends. Obesity, arthritis, cancer, diabetes, immune disorders, premature aging, dental disease, skin and coat deterioration, infections and loss of energy and vitality are now epidemic in modern pets as they are in humans. It is a cruelty because pets don't have a choice about what

you put in their bowl, and a shame since their human caretakers have been led to believe they are doing the right thing by feeding this way.

## THE MYTH OF THE "100% COMPLETE" DIET

How could modern processed foods be a problem since they all claim to be "100% complete"?

Well, put simply, to make a



*Domesticated pets remain genetically tied to their "wild" nutritional needs. Health is nature obeyed.*

100% complete pet food requires 100% complete knowledge of nutrition. But, of course, nobody knows 100% about nutrition any more than anyone knows 100% about chemistry, physics or math. It is true that such foods can be fed for a time with no apparent problems. But short term feeding and



*If your pet food says this, be skeptical.*

youth can cover a multitude of nutritional sins. The

degenerative diseases noted above take years to develop. While they are smoldering inside, pets may appear to be perfectly healthy.

So you cannot decide what food is best by merely relying on label claims. Like so many things in life, the best course requires that you be informed and use your own

judgment. But you may think that pet feeding requires specialized knowledge. Isn't that what modern pet food manufacturers and their nutritionists are for?

After all, don't most brands of pet food claim to be scientifically "100% Complete and Balanced"? As you know, anyone can make claims. As also explained above, disease has resulted from the singular feeding of these 'perfect', '100% complete and balanced' processed foods.

# THE BEST FOOD

There can only be one solution. The best food is that food pets are designed to eat in the wild. That is where they were originally formed and that is what their genetics is tuned to.

But since you are not going to release your pet into the wild, what is the best alternative? Consider the model of what your pet would eat in the wild and make choices compromising this the least. Use the same principles you use in feeding your own family. Variety and freshness are the keys to health and you already know that. Consider that humans are the only creatures on the planet to cook their food. Do you think nature does not take notice and will not call an accounting? Heat and processing destroys, removes and alters the nutrients you and your pet need. It is like removing three quarters of the letters from the alphabet and then expecting to write a best-selling novel. Adding a few synthetic vitamins back in does not do the trick either.

So give your pet relief from those processed food trinkets and offer some fresh meats, organs, eggs, nuts, dairy, fruits and veggies. You'll be an instant hero. Don't try to be perfect and get all paranoid either. In the wild, animals eat what they can capture or find. They may go days



*Animals in the wild eat what they are designed to eat. The best food is not a real mystery. What is the best food for a horse? Look to nature. They eat pasture. What is the best food for fish? Look to nature. They eat smaller fish. Giraffes eat leaves, monkeys eat fruits and dogs and cats eat their prey. Healthy food for any species must follow the archetypal (original, wild) model.*

without eating, then may gorge, then browse a little and even eat carrion days or weeks old. On such diets animals rarely get the diseases that now plague the modern, processed, sterile food pet population. So relax.

Yes, you can feed a variety of processed foods too – canned, frozen, dry – but just don't make them the singular food. Since any aspiring entrepreneur can go to contract pet food manufacturers and have standard formulas dressed up to look like they are special, look to the credentials and history of those directing the company. Pet nutrition is a serious health matter not best addressed by marketers, movie stars or other people

with no true skill in health and nutrition. Finally, why support any product that claims you should use it exclusively when you now know such feeding can only bring ultimate harm?

In this brief introduction, we cannot tell you all the things you could do to achieve optimal health for your pet. Take to heart the principles we have alerted you to and apply them. Please request further literature or go to our website for a treasure trove of good information to make you, your family and your pets healthier. If you have questions, you can call and talk to our technical staff or you can write. We respond to everyone and will not neglect you.

## The Effects of Modern Processing on Pet Food

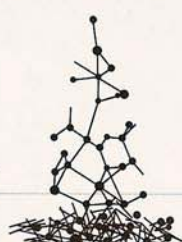
*Even if the starting ingredients used in standard pet foods are of high quality, they are rapidly degraded by the heat, pressure, oxygen and light they are exposed to in processing. Nutrients are not only lost, but converted to toxins during high heat production methods. Wysong has developed novel ways to escape this damage in order to create packaged foods that more closely match the genetic expectation of pets. Wysong foods are nature obeyed.*



Original healthy ingredients



Original complex organic molecule



The effects of milling, refining, fractionating



The effects of cooking, steam and pressure



The effects of drying, air and artificial factors



Typical "premium" pet food

## BASIC OPTIMAL HEALTH FEEDING IDEAS



**1** Begin today giving your pet fresh foods in variety. Introduce small amounts of meat chunks, organ meats, raw bones, cheese, yogurt, grated veggies and fruits...the possibilities are endless and very exciting for your pet. (Every nutrient in the universe does not have to be in every meal.) Healthy table scraps are fine too provided they are not scraps from junk food. (More complete details are found in Dr. Wysong's popular book, *The Truth About Pet Foods*.)



**2** As an alternative and for variety you can purchase frozen foods and dried non-thermally processed foods. Wysong Archetype and Tundra are good choices.



**3** Canned and dried processed foods can be rotated into the diet. Choose products based on the credibility and motives of the company since every manner of misleading claim can be made.



**4** Supplement heat-processed foods with appropriately designed products that add life back to the food. Fresh and raw foods can also benefit from the appropriately designed supplements. Wysong Biotics™ are a good choice.



**5** Give your pet fun exercise, pure water, fresh air and sun every day plus big doses of that most important of all life ingredients...love.

## DO YOU KNOW WHAT IS REALLY IN YOUR PET FOOD BAG?

*Since consumers cannot know the true quality of ingredients, how processing has degraded them, or the amounts used in proprietary formulas, other factors should be used in evaluating pet food companies and pet food merit.*



## HEALTH-FIRST PRODUCTS *to help you do what is right*



*Archetype™ – an all-meat dried food that has not been degraded by heat. A great snack, supplement or meal. The taste is so incredible you will have to hide the bag from your pet. They know the real thing.*



*Tundra™ – all meat frozen foods.*



*All-meat canned – including venison, duck, rabbit, beef, chicken and turkey.*



*Dried Formulas – not the standard fare, but fresh meat, whole grains, active enzymes, probiotics (yogurt cultures) and more.*



*Supplements – to help you balance home-prepared meals and add life back to heat processed foods you use.*

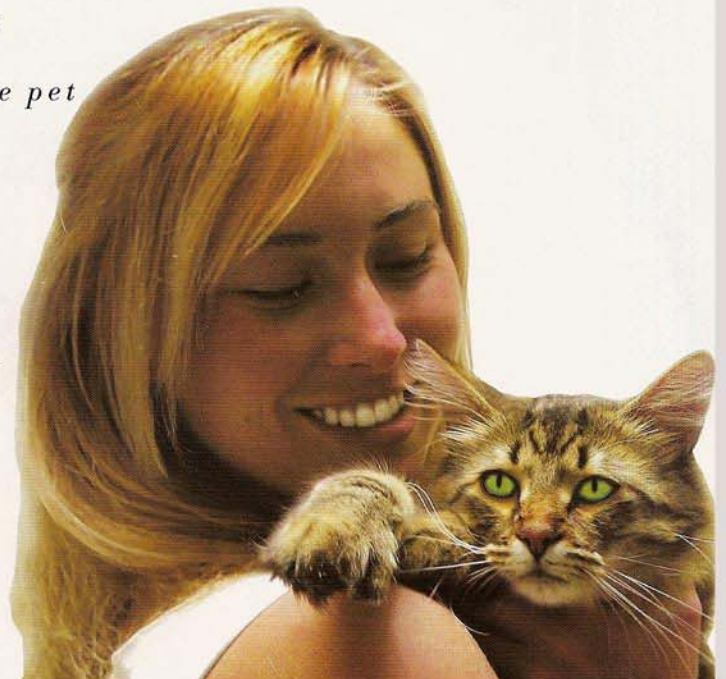


*Veterinary Rx – an array of clinical diets for veterinary use to address specific problems.*

*From Dr. Wysong - As unbelievable as it may seem, today's loved and pampered pets deserve a great big apology. The best of intentions are causing immeasurable harm. Take a little thinking journey with me and you will see why I say this and what you can easily do to maximize your pets' health.*

*To help you keep an open mind, please understand that the purpose of this brochure is not to just sell you something. In fact, you need not buy any Wysong products at all in applying my advice. Wysong is different. Our mission is to alert you to an important problem in pet feeding and with that we hope we can spare your loved companions - and you - the tragedy of their lost health and shortened life. This is an important message every responsible pet seriously reflect upon.*

*RD Wysong*



## WHO IS WYSONG?

Wysong is a small scientific company focused on making a difference. Begun by and continuing to this day under the direction of Dr. Randy Wysong (DVM) and a staff of scientists, veterinarians and doctors, Wysong's purpose is to enhance the health of humans and animals and make a better world. Our best product is education because we want people to know how to take better care of themselves, not be dependent on those who may not have their best interests at heart. We will tell you the truth. See our numerous books, CDs, free newsletters and website. Wysong also offers a wide range of human and animal products designed and manufactured by us using our 25 years of



**Health-First Human and Animal Products** – over 500 human and animal products designed to optimize health. Foods, snacks, supplements and clinical aids invented and manufactured by Wysong over the past 25 years.

research. We do not chase markets but invent and manufacture products when we believe nobody else is properly putting health first. We do what needs to be done to provide healthy alternatives – using good science and nature as the fundamental principle.



**Health Education** – a wide range of powerful learning tools to help you control your own, your pet's and your family's health destiny. This is life-sparing, disease reversing, critical information for you!


## SPECIAL OFFER



Order a copy of Dr. Wysong's book, *The Truth About Pet Foods* (255pp, illustrated and referenced) for \$12.95

Receive FREE:

Dr. Wysong's one-hour CD: *The Thinking Person's Master Key to Health* (\$12.95 value)  
Plus free shipping!

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