

*How to*  
**APOLOGIZE**  
*to your pet.*

*Fresh and Varied Feeding with the  
Wysong Optimal Health Program™*



In memory of  
Bobby and Max

# HOW TO APOLOGIZE TO YOUR PET

Fresh and Varied Feeding with the  
Wysong Optimal Health Program™



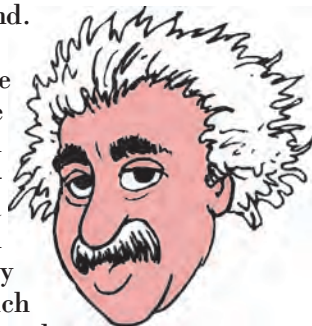
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## LET'S REASON TOGETHER

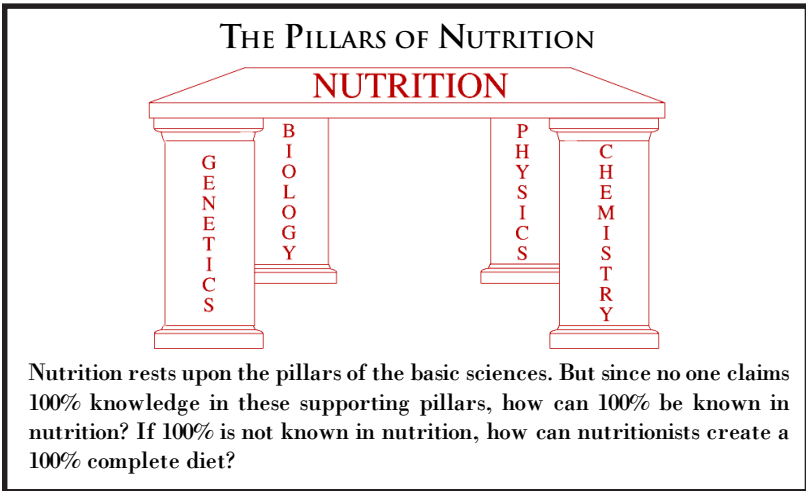
“100% nutritionally complete and balanced.” This claim is made on many pet food bags, and it seduces many pet owners to feed packaged pet foods exclusively, when they would never feed themselves or their families this way. We all intuitively know that fresh, natural foods are the way to best health. This booklet will show you why this common sense approach applies to pet feeding and what you can do, beginning today, to turn your pet's health around.

If you think about it, this is quite an incredible statement. Claiming that anything is 100% is like claiming perfection, total knowledge, and absolute truth. Has pet nutrition really advanced that far? Does a chemist make such a claim? A physicist? Doctor? Professor? Did Einstein, Bohr, Pasteur, Aristotle, Plato, or any of the greatest minds in human history make such claims? No. Has the science of pet nutrition advanced to the point where it can be claimed that everything is known about the physiology, digestion and biochemistry of animals, as well as knowing everything there is to know about food? No.



Although nutrition is rapidly being developed as a science, it has always lagged behind the other sciences. This is in part because it is a field of study that has not stood side-by-side with others in universities. Rather, nutrition has more or less been considered an incidental branch of homemaking or some other applied field such as animal husbandry. Additionally, because of its almost infinite complexity, the science of nutrition is not easily developed. A full understanding of nutrition requires a full understanding of every other branch of science. However, since the other branches of science do not claim to be completed (having reached 100% knowledge), then no such claim can rationally be made for nutrition.

The reason this claim can be made and legally printed on commercial products is because the National Research Council (NRC), a governmental body established for the purpose of defining nutrient needs, has set specific levels for certain nutrients. Differing diets are fed to animals and the results observed. If these diets prevent disease, then nutrient levels are set as the minimum necessary for a food to be considered “100% complete.”



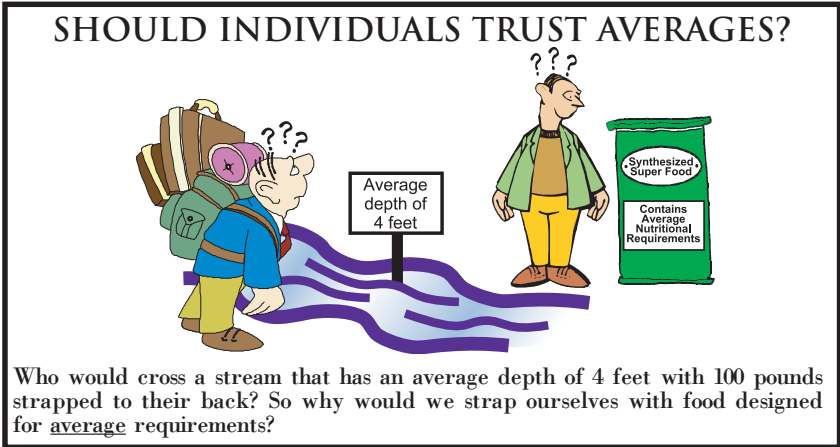
Another form of study is called the AAFCO (American Association of Feed Control Officials) feeding trial, where a “complete” food is fed to animals for several weeks to determine if it prevents obvious disease or malnutrition. State and national regulatory bodies then permit foods that pass one of these two tests – AAFCO feeding trials, or NRC minimum levels – to label their diets as “100% nutritionally complete.”

These tests, although perhaps motivated by an interest to assure quality and bring to the table an air of “science,” distract from important nutritional issues and give both producer and consumer a false sense of knowledge and security.

For example, measuring a food’s merit using NRC levels such as percentage of protein, fat, fiber, ash and about a dozen vitamins and minerals tells only a partial story. There are over forty essential nutrients known and over fifty under investigation. How can making sure a food contains the minimum levels of only a dozen nutrients merit a “100% complete” credential? Additionally, the *minimums* are statistical averages, but pets are individuals with their own individual, unique nutritional needs. How many people would cross a stream with 100 pounds strapped to their back if they were told the stream “averaged” four feet deep?

AAFCO feeding trials are usually performed by the manufacturer and thus you, the consumer, will not see results that are less than complimentary. The trials are of relatively short duration, a few weeks, and only very generalized criteria such as body weight, bone length,

simple blood tests and general condition are measured. Short term studies and such broad criteria can only reveal the most egregious of inadequacies. They do not tell the true merit of food in terms of resistance to disease, life span, genetic health and optimal vitality. Just because a food doesn't harm a pet within a few weeks, does not mean it will bring benefit long-term.



Much research in animal and human nutrition has revealed that it is the subtle effect of imbalances, excesses, or deficiencies that can make the difference in long-term health. Measuring these subtleties is not within the scientific scope of NRC minimums and AAFCO feeding studies and therefore a “100% complete” designation can only be presumed (guessed).


Furthermore, research has proven that degenerative diseases – such as cardiovascular disease, cancer, arthritis, dental disease, diabetes, etc. – can begin in infancy, and yet be totally hidden from clinical observation. Understanding the long-term consequences of subtle nutrient imbalances is only beginning to emerge.

## WHAT IS FOOD?

If modern nutritional science cannot tell us what the best food is, what are we to do? Why not look to the obvious: What is food? Food is the living material produced by planet Earth that has sustained life from its beginnings. Food predates the eater. This, then, would be the almost-too-simple key. The food species must predate the eating species – it has been that way since time began. No creature ever existed without food sources already available to sustain it. Modern food


technologists have this confused. They argue that their new modern marvels are the best foods – that food can come after and actually be created by the eater. How did humans and animals survive through the millennia prior to the roller mill, extruder, oven, microwave, canner and popper? All life from the beginning of time has been sustained by eating fresh, raw, natural foods from the natural environment.

**WHICH CAME FIRST, THE CHICKEN OR ITS FOOD?**



**FOOD  
FIRST?**

**OR**



**CHICKEN  
FIRST?**

Food is that which nourishes and sustains life. Food, by definition, must preexist the life forms which depend upon it. Which came first, the chicken or its food (a new version of an old conundrum)? The food had to have been there first or life would not have been possible. Natural food fits this definition. New forms of “synthetic” foods are new arrivals and thus do not fit the definition of food.

Natural real foods are the foods that are inextricably linked to the life they support. There are subtleties in an apple, a carrot, a filet mignon that we are only beginning to understand. A simple potato contains over 150 chemically distinct entities, not just starch. The modern processed diet is the “new guy on the block” and can certainly not lay claim to being true food.

If one represents the estimate for the time life has been on Earth by drawing a line, that line by most estimates would be 550 miles long. The time humans and animals have been eating modern processed foods will occupy less than an inch on the line. Life forms have spent eons adapting to natural foods, thriving on their nutrients and developing protective mechanisms against toxins. To suddenly consume the new modern processed concoctions presents to the body new chemicals, toxins and altered nutrients for which it has not had time to adapt. We – and our pets – are therefore part of a giant experiment, the results of which perhaps only our grandchildren will fully know.

## TIME & ADAPTATION

NATURAL WORLD

INDUSTRIAL WORLD



← 550 Miles

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

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.

Promoting “100% complete” sells a lot of product (annually a twenty-billion dollar industry), builds consumer confidence, and increases convenience – but does not address the many issues of how to maximize nutrition. The result of this continual diet of “100% complete” foods is evident in the pet population just as it is in humans eating a predominantly processed diet. Pets have adopted the same degenerative diseases as their owners – cancer, dental disease, obesity, diabetes, autoimmunities, allergies, arthritis, etc. Additionally, new diseases have been discovered that are linked to “100% complete” pet diets such as polymyopathy from low potassium levels; dilated cardiomyopathy from low taurine levels; arthritis, skin diseases, and urolithiasis from acid/base and zinc malnutrition; and chronic eczema from essential fatty acid malnutrition. These have occurred with both low priced generic as well as the higher priced so-called super premium foods, “natural foods” – and even in foods commonly dispensed by veterinary practitioners. What has become evident is surely only the tip of the iceberg.

The clear goal should be to mimic, as closely as possible, the archetypal (the original, primitive) diet and use ingredients that are nutrient-dense (containing naturally high levels of all nutrients) and unaltered “from the vine.” It is, of course, not possible to achieve this goal perfectly other than by releasing the pet into the wild. Short of this, however, there is much that a pet owner can do in their own kitchen, as well as in the selection of a pet food, that recognizes the limitations of knowledge yet affords the greatest opportunity for best health and long life.

## WHAT'S WRONG WITH THIS PICTURE?

### *Mrs. Jones goes to the Veterinarian*

Isn't science wonderful?  
It's such a relief to know I  
can feed just this one food  
and my pet will have the  
very best health.



Be sure to only feed  
your pet this 100%  
complete, scientifically  
balanced food,  
every meal  
for its whole life.

### *Later... Mrs. Jones goes to the Pediatrician*

Is he NUTS?  
NO WAY!  
I'm going to give  
my child variety  
and fresh foods.



Be sure to only feed  
your child this 100%  
complete, scientifically  
balanced food,  
every meal  
for its whole life.

The same common sense people apply to themselves and their children must be applied to pets. Pet nutrition is not a special case situation requiring the intervention of food processors or nutritionists.

## NATURAL MEANS FRESH

Cooking – frying, baking, boiling, heating in any manner – severely alters food. Most significantly, high heat *kills* the food in the sense that valuable enzymes are destroyed, and vitamins, minerals, amino acids, essential fatty acids and various other micronutrients are altered, depleted, or lost completely. Worse yet, heat can initiate chemical reactions, which can turn perfectly wonderful foods into carcinogenic toxins.

The old adage “an apple a day...” is more important now, perhaps than ever before, since we could literally go a lifetime eating packaged “pseudo-foods” and never touch upon the health-enhancing nutrition available only through raw foods such as the fresh apple. Fortunately, with increasing awareness and cynicism toward packaged products, many people are feeding themselves and their families more carefully by seeking fresh vegetables, fruits, meats and whole grain products.



But what happens to the family pet? Are cats and dogs – mammals like us – so physiologically different from us that they don't have the same need for freshness in the diet? Common sense would tell us that they aren't different at all. But what about the pet food manufacturers' strong caution against supplementing their "balanced and 100% complete" foods with anything else, for fear of upsetting the delicate balance of their "nutrition-in-a-bag"? Nonsense. Fresh and raw foods are as crucial to a pet's body as they are to ours.

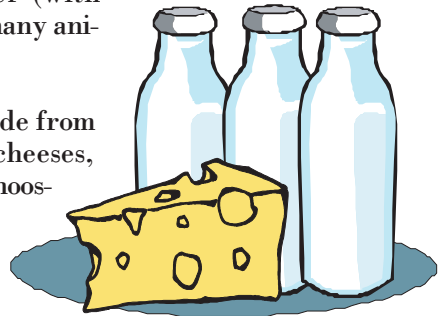
It is up to you to go beyond packaged foods. With the help of this brochure, you will be off to a good start. Although some foods should not be fed completely raw, there are dozens of enzyme/vitamin/mineral-rich foods which will, in their natural form, delight your cat or dog. What follows are suggestions for easy, raw food supplementation for your pet. More involved recipes are included toward the end of the brochure. This dietary change for your pet – from the killed, denatured, bagged and canned foods you have been feeding to Wysong foods combined with fresh homemade foods (progressing toward the ideal of a total Optimal Health Program™ - see pages 24-25) – will bring remarkable results you will witness firsthand. Such obvious benefit is the clear marker that you are doing what is right.

## FRESH AND NATURAL FOODS

### I. DAIRY PRODUCTS

Milk: the more whole and less processed, the better. In states where raw whole milk is available, this and other products derived from it are preferred (for a scientific discussion of the merits of raw whole milk, see The Milk of Human Kindness from the Wysong Bookstore Catalog). Some animals are unable to tolerate milk, particularly as they get older, because they are unable to digest the milk sugar, lactose. Thus, milk may result in loose stools for these animals. However, mixing with live, active culture yogurt (or Wysong Pet Inoculant™) and diluting with purified water (with Wysong WellSpring™) does help many animals tolerate dairy products.

Other excellent dairy products (made from raw whole milk if possible) are cheeses, cottage cheese and yogurt. When choosing yogurt, avoid the sugar/jam varieties and buy whole milk plain



or use homemade. To be beneficial, the live yogurt cultures have to be added after any pasteurization of the product – look for the words “active yogurt cultures” on the package. All dairy products can be fed alone, mixed together, mixed with Wysong foods, or with other fresh whole foods.

## II. MEATS

The ideal “meat” product would be the entire natural prey your pet’s ancestors once hunted. This is not likely to be achieved, but nevertheless, feeding meat should mimic this model as closely as possible. In the wild when carnivores make a kill, they eat the viscera (organs), muscle meat, and bones.



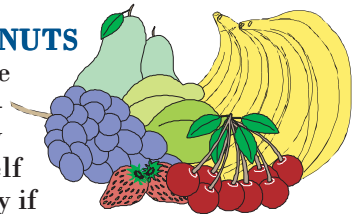
Fresh grocery store raw meats, including chicken, turkey, beef, and lamb, should be cut into small ¼" - 1" pieces if they are difficult for your pet to chew. This is unlikely, however, unless there is dental disease present. If cleanliness of the meat is in question, rinse it well, and cleanse with Wysong Citrox™.

Organ meats, such as liver, kidney, heart and giblets, should be used in combination with the muscle meats mentioned above in a ratio of approximately one part organs to five parts meat. Such fresh meats should be a prominent fresh food you add to your pet’s diet.

Cooked meats and table scraps may be fed with benefit, unless all that is remaining is fat and bone. Even this would be at least as good as what is present in most commercial pet foods. Lightly broiled or baked meats are best, and charcoaled, fried and deep-fried are worst. Wysong also offers Au Jus™ canned varieties – Beef, Chicken, Turkey, Duck, Rabbit and Venison (all meat) – which can be used as a source of minimally cooked meats and organs.

## III. VEGETABLES, FRUITS AND NUTS

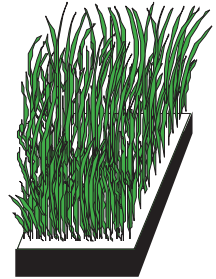
Believe it or not, many pets relish these foods. To introduce your pet to these, simply grate, very finely dice, or puree any fruit, vegetable or nut that you yourself would eat. Your pet may eat most eagerly if you are sharing the treat and eating the same raw fruits or vegetables at the same time. A small amount is best to begin.



Raw cashews, pecans, walnuts, peanuts, etc. (not the salted, cooked-in-oil nuts) are all excellent foods and most pets eagerly accept them. Soak and rinse pecans, almonds and walnuts for 12-24 hours to increase their digestibility. Make sure nuts are crushed or mashed quite thoroughly. If they are swallowed whole, they will not be properly digested.

#### IV. GRASSES

The reason cats and dogs frequently eat grass is because they crave and enjoy it – especially if they are feeling ill or are on a processed, dead diet. It is as simple as that. In the wild, pets will actually graze on grasses, roots and sprouts as they find them. This should be a small, occasional addition to your pet’s diet.



Alfalfa makes an excellent sprout, and is easily grown at home and readily available from grocers. Many other seeds are available for sprouting, and you should experiment to see which varieties are most readily accepted.

To offer your pet fresh, clean grasses, soak organic wheat seeds for 24 hours in pure water, spread out on top of a covered tray of dirt, and keep in the dark until the sprouts are about an inch long. Then introduce them to the sunlight until they start to turn green. When ready to “harvest” from your windowsill, these grasses may be cut and mixed with food, or simply offered to the pet for grazing and chewing. This is a treat you may wish to share since this makes for an excellent addition to human foods as well.

#### V. GRAINS AND LEGUMES

Grains should be a much smaller portion of your pet’s diet since they are technically not a natural food for carnivores. Raw, organically grown rolled oats or raw barley flakes, soaked in raw milk overnight (or Wysong Mother’s Milk™ or pasteurized milk with Wysong Pet Inoculant™ added) result in a treat many pets will relish. Porridges of oats, brown rice, millet, amaranth, or quinoa can also be used occasionally.



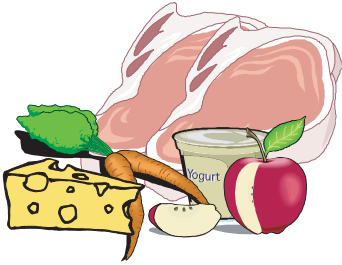
Sprouted grains, raised at home, make excellent additions to your pet’s diet and are eagerly accepted when combined with other foods.

Small amounts of leftover table scraps such as cereals, sandwiches, and homemade rolls and breads are beneficial additions to your dog or cat's diet, provided they are prepared carefully and with whole grain natural ingredients.

Tofu is an excellent soy protein food which is relatively taste-free but pleasant, allowing you to easily blend it into other foods your pet is eating.

## SUPPLEMENTING WITH REAL FOODS

Any of the above-mentioned foods should be fed in variety on a daily basis. As a specific example, if you have a dog which usually eats four cups of Wysong food per day, you may wish to offer him ½ cup of yogurt, ½ cup of raw meat, and two to three cups of Wysong food. The next day, you may wish to give him ¼ cup of grated carrots, ¼ cup of grated cheese and a whole diced apple with his Wysong food.



When you feed yourself or your children with nature's raw foods, set an extra "place at the table" for your pet. If you are dicing fruits or chopping salad vegetables for the family, get into the habit of making a cat or dog "salad," custom-made for your pet, at the same time. Variety, imagination and creativity hold the key to unlocking your pet's maximum health.

## RECIPES FOR A HEALTHIER PET

Remember, although much of the text which follows will deal with preparing special meals for your pet, you nevertheless should concentrate on NOT cooking. That is to say, find foods which your pet accepts in a raw state, and create raw food combinations. When shopping for fresh raw foods for your family or pet, always seek the organic produce which would be most uncontaminated by pesticides or other additives.

The following recipes are offered as suggestions to get you accustomed to mixing and experimenting with your pet's meals. They are only a few of dozens one can come up with when being creative in the kitchen. Since animals are quite forgiving by nature, and will almost always give you another chance, feel free to experiment and try many different things.

Again, if cleanliness of the meat you wish to use is in question, rinse it well, and disinfect with Citrox™. Vegetables which are not organic should also be cleaned with Frugie Wash™ and rinsed well prior to use.

*The following recipe amounts may need to be adjusted based on the size and/or activity level of your pet. As a guide you may use the recommended feeding amounts per cup as described on Wysong dry food packages.*

*Uneaten portions may be stored in the freezer or preserved with Oxherphol™ and stored in the refrigerator for 2-3 days.*

*Although designed with simplicity in mind, some of the recipes below may call for ingredients with which you are unfamiliar. Some are exclusive Wysong products,\* (designated with a ™) so you may wish to request technical monographs. (See page 27.)*

## DOG RECIPES

### Breakfast of Champions

- 1½ lbs. raw chuck steak/roast cut into 1-inch pieces\*\*
- ½ cup berries if in season
- 2 tsp. Wysong E.F.A.™ with or without fish oil
- 1 cup live active culture organic yogurt
- 8 tsp. Call of the Wild™
- 2 tsp. Wysong Natural Honey™
- 1 banana or apple chopped
- Wysong Oxherphol™ Natural Antioxidant Preservative - Oil (4 drops)  
or Powder (¼ tsp.) (if storing)

### Dinner of Delight

- 1 lb. raw chuck steak/roast cut into 1-inch pieces\*\*
- 1 - 14 oz. can of Wysong Au Jus™ canned diets (vary)
- ½-1 cup shredded spinach or other green leafy vegetable
- ½ cup pureed carrots or broccoli (vary between the two)
- ½ cup feta cheese (in chunks or crumbled) - optional
- 10 tsp. Call of the Wild™
- 2 tsp. Wysong E.F.A.™ with or without fish oil
- 2 squirts Pet Inoculant™
- Sprinkle Garlic Whole Salt™ on top when serving
- 6-8 crumbled chunks of Archetype™
- Wysong Oxherphol™ Natural Antioxidant Preservative -  
Oil (4 drops) or Powder (¼ tsp.) (if storing)

\* Similar non-Wysong products may be substituted.

\*\* Other raw meat sources such as lamb, turkey or chicken may be used instead.



## Meat and Vegetable Casserole

- 3 - 14 oz. cans of Wysong Au Jus™ canned diets (any variety)
- 1 cup pureed fresh vegetables (mixture)
- 6-8 crumbled chunks of Archetype™
- 14 tsp. Call of the Wild™
- 2 tsp. E.F.A.™ with or without fish oil
- Occasionally stir in 2 whole organic eggs (without shells)
- Wysong Oxherphol™ Natural Antioxidant Preservative - Oil (4 drops)  
or Powder (1¼ tsp.) (if storing)

## CAT RECIPES

### Stew

- ¼ lb. raw meat (poultry, beef, lamb, boneless fish)
- ¼ cup chicken broth or PDG™ wetted into a thick soup
- ½ tsp. E.F.A.™ with or without fish oil
- 1 raw baby carrot, finely grated or pureed
- 1 Tbsp. raw green vegetable, finely grated or pureed
- 1⅓ tsp. Call of the Wild™
- Wysong Oxherphol™ Natural Antioxidant Preservative - Oil (4 drops)  
or Powder (1¼ tsp.) (if storing)

### Chicken Casserole

- ¼ lb. raw chicken
- 1 - 5.5 oz. can of Wysong Au Jus™ canned diets (Beef, Chicken or Turkey)
- 3 tsp. Call of the Wild™
- Sprinkle of catnip or DentaTreat™ (optional)
- Wysong Oxherphol™ Natural Antioxidant Preservative - Oil  
(4 drops) or Powder (1¼ tsp.) (if storing)

### Archetype™ Delight

- 2-4 chunks of Archetype™ (crumbled)
- ½ cup live active yogurt or cottage cheese
- ½ tsp. E.F.A.™ with or without fish oil
- 1 Tbsp. raw carrot juice
- 1 quick shake of Wysong Whole Salt™ or Garlic Whole Salt™
- Wysong Oxherphol™ Natural Antioxidant Preservative - Oil (4 drops)  
or Powder (1¼ tsp.) (if storing)



## TREATS

### Peanut Butter Plus™ Vegetarian Dog Biscuits

- 3 cups Wysong Super Flour™
- 1 egg (organic if possible)
- ¼ cup Wysong Peanut Butter Plus™

½-1 cup water (best if enhanced with Wysong WellSpring™)  
Wysong Oxherphol™ Natural Antioxidant Preservative - Oil (4 drops)  
or Powder (¼ tsp.) (if storing)

Heat oven to 400° F. Blend Super Flour™ with egg and add water while mixing until a stiff, but workable dough is formed. Dust surface and dough with flour, roll to about ⅛ inch thickness and use cookie cutter of choice, or use a knife to cut into rectangular shapes. Place close together on greased (organic butter or olive oil works well) cookie sheet (they do not rise or spread). Bake 45-60 minutes. Make sure they are quite hard. Put in an open bowl overnight to finish hardening.

### **Au Jus™ Treats**

Approximately 2 cups of Wysong Super Flour™  
1 or 2 eggs (organic if possible)  
1 large (14 oz.) can of Wysong Au Jus™ canned diets (any variety) or crushed Archetype™  
½ cup milk (organic if possible)  
¼ tsp. Wysong Whole Salt™ or Garlic Whole Salt™  
1 Tbsp. of Wysong Herbed Extra Virgin Olive Oil™  
1 Tbsp. of yogurt (organic if possible)  
Wysong Oxherphol™ Natural Antioxidant Preservative -  
Oil (4 drops) or Powder (¼ tsp.) (if storing)

Mix all ingredients. Spoon mixture onto a greased (organic butter or olive oil works well) cookie sheet so that each cookie dollop is the size of a half dollar. Bake at 400° F until they are hard. Dust with Wysong Zymase™, Cheezye™, or DentaTreat™ after they have cooled. Store in refrigerator.

### **Cheese Treats**

3 cups Wysong Super Flour™  
1 tsp. Wysong Garlic Whole Salt™  
½ cup Wysong Herbed Extra Virgin Olive Oil™  
1 cup shredded cheese (organic if possible)  
1 egg beaten (organic if possible)  
1 cup milk (organic and raw if possible)  
Wysong Oxherphol™ Natural Antioxidant Preservative -  
Oil (4 drops) or Powder (¼ tsp.) (if storing)

Mix all ingredients. Dust surface and dough with flour, roll to about ½ inch thickness and use cookie cutter of choice, or use a knife to cut into rectangular shapes. Place close together on greased (organic butter or olive oil works well) cookie sheet (they do not rise or spread). Bake 25 minutes at 350° F. Cool on a rack. Dust with Wysong Zymase™, Cheezye™ or DentaTreat™ after they have cooled. Store in refrigerator.

## Healthy Treats or Additions to Recipes for Cats and Dogs

Ready to feed Wysong TNT™ (True Non-Thermal) foods:

Wysong Archetype™, Dream Treats™, UnCanny™, Celebrikitty Treats™

Plain, live-active culture yogurt (organic if possible)

Live-active culture cottage cheese (organic if possible)

Cheese – chunked or shredded (organic and raw if possible)

Tuna/Sardines (with bones)

Eggs (organic if possible)

Citrus fruits – orange or grapefruit slices

Cantaloupe – pureed or cut into chunks

Raw nuts – whole for dogs or chopped for cats (soak and repeatedly pour off liquid for 12 hours)

Baby carrots – whole for dogs or shredded for cats

Fresh berries (blueberries, raspberries, etc.)

Dried fruit that is accepted (may be soaked to rehydrate)\*

Bananas or Apples – chopped or sliced

Raw meaty beef knuckle bones (for dogs)

Wysong Peanut Butter Plus™ (a favorite of staff dogs)

\*Please avoid grapes and raisins due to possible toxicity in dogs

## THE MOST CRITICAL INGREDIENT – THE COMPANY

Although this brochure is intended to help you fresh-food-feed with items purchased right from the grocery, you will likely need packaged products from time to time as a matter of convenience. (Wysong has many excellent choices to rotate into your pet's diet, see [www.wysong.net](http://www.wysong.net))

So how do you make choices with so many competing products out there? We will give you some fair advice and we hope we have earned your ear since this entire brochure is about how you could feed optimally without using any Wysong products at all. Our purpose is health enhancement, and telling you what you need to know and not just what you may want to hear. Additionally, we are insiders. We know manufacturing, distribution, ingredients, marketing and all the other details – and shenanigans – in the pet food industry. That is what uniquely qualifies us to help you in your evaluation.

Now comes a prefacing apology. Much of what we say in this section may be (mis)understood and (mis)construed to be negative. Unfortunately it is very difficult for the layperson to even discern that there is a problem, much less know how to correct it. Companies and products receive much polish to make things appear as appealing as

possible on the surface. You must be skeptical, see through the smoke and mirrors – and you can't do that without information. Research, learn, and probe to be sure you're doing the best for your beloved pets.

When you purchase a nondescript packaged product like a nugget or mix, you have really no true idea what is in it. Yes, the ingredient label and analysis may say certain things, but terminology is crafted to put the best face forward to you. For example, it is possible to say “natural flavors” and yet the product may contain MSG and a whole range of chemicals you might not desire. “Chicken” could mean heads and feet. “Natural,” “holistic,” “organic,” “human grade,” “balanced,” “veterinary recommended,” “science” and “100% complete and balanced” are powerful marketing terms, but not necessarily a true reflection of what is in the product. There is wide latitude on labels and even wider freedom for what can be said in marketing brochures. In the end, you are left with making a decision based upon trust in the company. That trust should not be blind.

These are considerations when deciding who to grant that trust to:

- Do they promote the misleading “100% complete” claim?
- Nutrition is a serious health matter. Are the leaders of the company scientists and doctors, or marketers and business people?
- Do they control their own manufacturing or are they just having a standard formulation with a few “special ingredients” made by a private label company?
- Do they educate (at no cost) to help you control your own and your pet's health?
- Do they attempt to convince you to buy based on nonsense that has nothing to do with health, such as movie star endorsements?
- Do they have a long history of success in feeding pets?
- Do they provide products that have not been heat processed and degraded – reflecting knowledge of this critical nutritional issue?
- Do they show concern for animal welfare by not fostering unnecessary lab animal testing?
- Do they pander to misleading marketing approaches such as “four food group” feeding, emphasizing so-called special ingredients or trying to create panic about others? (Remember, good nutrition is natural and varied, not about singular special or boogeyman ingredients.)

- Do they truly innovate – lead – with formulations and processing methods that enhance health (not just cosmetics) or do they just follow markets?

These are the considerations that will tell you what's really in the package.

## PUTTING SOME “OLD WIVES’ TALES” TO REST AND ANSWERING YOUR QUESTIONS

- 1. Doesn't raw meat abound in trichinosis and diseases which can infect humans or animals?** Even though raw meat is the natural diet, fish, rabbit and pork may all need to undergo cooking to destroy parasites such as trichinosis and tapeworm. These three meats should be used least frequently in the choice of meats for your pets, but are very good occasional supplemental foods. It can be argued that an animal in proper health may not succumb to parasites – they may enter the body but will be defeated by the body's natural defense mechanisms, defense mechanisms which are brought to their most perfect state by raw foods. The long-term benefits of raw ingredients far exceed their dangers.
- 2. How do I feed specifically for age?** You shouldn't. The “life-stage” basis for feeding animals serves to justify marketing approaches, not sound nutritional logic. In the wild, the young's diet would be the same as that of the very old. As puppies are weaned, for example, they are in fact fed the regurgitated diet of the mother. Older animals don't suddenly find new food sources previously undiscovered. The key to ultimate health is natural food variety, not so-called scientifically designed life-stage manufactured diets.
- 3. I've heard raw egg is dangerous. Is this true, and if so, why?** This may be true if egg whites are fed in great excess, or as the sole food. The avidin in raw egg white could cause a biotin vitamin deficiency. However, no wild animal would ever have an all-egg or almost-all-egg diet, nor would they eat only the white, so this is not a valid concern. Biotin perhaps lost by feeding raw egg white is in fact replaced with the biotin in the yolk of the whole egg. Raw eggs are an excellent part of your pet's menu. With regards to *Salmonella*, animals with properly balanced digestive tracts generally do not succumb to this food-borne illness. (See Probiotics Monograph.)

4. **There are such strong warnings about feeding cats dog food and vice versa. Should I be worried about giving my cat and dog similar foods?** In fact, there is little if any substantive difference between dog and cat foods. The same ingredients are used in each. Any danger is removed by following the principle of variety, and never singularly feeding any commercial food, regardless of its label claims.
5. **Since my pet is overweight, my veterinarian continually warns me against supplemental feeding.** Increasing exercise and decreasing food intake is the key to weight reduction. Additionally, decreasing carbohydrates, which are predominant in grain-based manufactured foods, is essential. Meat, fat and bone, the natural diet, is the perfect weight control base diet. Archetype™ is the best commercial product that has not been heat-processed to help with this condition. Home-prepared meat-based diets using Call of the Wild™ are also beneficial for weight loss.
6. **Whenever I give home-prepared foods, I get varying degrees of firmness in stools. Shouldn't stools be firm and hard?** Ingredients are put into pet foods specifically to produce just such smaller, harder stools. This is for the convenience of the pet owner, to promote sales, and has no correlation to nutritional soundness. Much looser stools would be seen in the wild setting. Adjusting from one diet to another is often accompanied by stool changes, and thirty days or more may be required in some cases to reach an equilibrium. Supplementing with a Wysong Biotic™ Supplement, Pet Inoculant™ or live, active-culture yogurt and cottage cheese should help to keep the digestive tract balanced.
7. **Does eating raw meats bring out a “killer instinct” in dogs and cats?** The better the diet, the healthier the neurological system and behavior. The way pets are raised and trained when young, and the way they are treated throughout their lives, determines how they will behave. Making sure your pet is well fed, knows his property boundaries, is properly trained, and is not hungry from even subtle deficiencies caused by exclusively feeding packaged products is critical to a well-adjusted, content and happy pet.
8. **I would like to make my cats and dogs vegetarians. How do you feel about this?** Let it first be said that we are totally sympathetic to humane treatment of all animals. However, our

commitment is to the truth. The truth is, with regard to food for carnivores, that their health is best served by incorporation of meat products in the diet. This absolute dependency has been made clear in numerous scientific studies. (See “The Truth About Pet Foods”.) Pets turned loose in the wild will kill prey. The food a creature is genetically adapted to (meat) is the healthy food. If we were to advocate a vegetarian diet as the exclusive food for pets, we would face an ethical dilemma of knowing we would be sparing food animals, but then be the direct cause of disease and suffering in a pet.

**9. Shortly after I fed fresh foods, my pet stopped eating completely for a few days. Is this normal?** Dogs and cats in the wild on natural diets do fast once in awhile, sometimes once or twice a week, as part of a natural cycle. Also in the wild, food just may not be found for a day or two. All creatures, including humans, are designed to fast. Although sometimes alarming to the pet owner, a day or two of fasting promotes healing (notice that a first step in recovery from illness is loss of appetite), and gives the digestive system the rest that it needs.

**10. What is the recommendation on bones for dogs? None? Raw? Cooked?** Look to the wild for guidance. First of all, bones would never be cooked. Only raw bones would be part of the wild diet. Cooked whole bones should not be fed because they can splinter into sharp fragments and be too easily consumed in excess. If raised with regular access to raw bones, pets will rarely overconsume, which can happen when an animal deprived of its natural diet by being fed only from bags and cans is suddenly offered a bucket of real food – bones. Large beef knuckle bones are difficult for an animal to get into trouble with and they can provide nutritional benefits, healthier teeth and gums, and relieve boredom. Raw chicken necks and wings are excellent supplements and great for cats and for puppies and kittens to wean on. When first introducing bones, just make sure your pet does not overconsume, since this can cause constipation. To begin, you may wish to offer the bone two or three times a day for short intervals only. After a while, assuming you are converting to a more healthful all-around diet, your pet will regulate its bone consumption.

**11. What about food poisoning? Can't my pet get *Salmonellosis*, *E-coli*, or other food-borne illness if the foods are not cooked thoroughly?** Yes, this is possible. Food should be cleaned

thoroughly not only to help remove possible pathogens, but to remove pesticides. Disinfecting with CitroX™ in lieu of cooking is the choice many have made. (Request information.) Others choose to lightly cook by baking, stir frying, broiling or boiling. In this case, prevent overcooking which will help preserve some of the nutritional advantages of the food. Being sure the products are fresh and cleaned will remove most danger. Also, maintaining a healthy digestive tract through supplementation with probiotics such as found in Wysong Biotic™ supplements (AddLife™, Call of the Wild™, F-Biotic™ or C-Biotic™), Pet Inoculant™ or live active yogurt helps to combat harmful pathogens. (See Probiotics Monograph.) The advantages of an all-raw diet far outweigh the disadvantages. Concerns should also be allayed by remembering that in the wild, animals regularly consume scavenged, filthy, rotten, decaying meals with absolutely no ill effects.

- 12. If I prepare foods at home, how can I be sure my pet is receiving the proper balance?** The natural diet is naturally balanced. An animal in the wild does not make sure it eats from the “four food groups” daily, yet it thrives if enough of its natural food is present. Of course, in the home setting, you are making the choices rather than your pet, so variety is required. Follow the suggestions we have presented in this brochure, and balance should be no problem. Additionally, mixing home prepared foods with the prepackaged Wysong foods and supplements helps ensure balance and diversity.
- 13. I notice that pet foods have all of those vitamins and minerals in them. Do I need to get a vitamin/mineral supplement for my home-prepared meals and supplements?** Again, if we look to the model in the wild, the answer becomes obvious. Supplementation of modern pet foods is done only because many of the nutrients are destroyed, altered or stripped from the product during processing – or were never present in the inferior starting ingredients. If you are feeding all muscle meats, use Call of the Wild™ to help balance the high phosphorous content. If you are able to feed high quality fresh and whole products, and combine these with Wysong packaged diets, there should be no additional need for vitamin/mineral supplementation. This is, of course, a general rule and there may be exceptions since each individual animal’s needs vary. If there is a question, request information about Wysong supplements which are composed of natural source nutrients.

- 14. Where is the best place to buy meats and produce? Is what is available at the supermarket fine?** Other than growing your own, there is no sure way to know the quality of the food you eat. Short of this there are other options: buying from organic producers, finding local farmers who will sell to you and can give you a specific food history, and making sure food bought from the grocer is cleaned thoroughly, are the best alternatives. In any event, raw grocery foods are far superior to processed foods which often use the inferior by-products of these same grocery foods. The choice is yours. Buy the factory waste from the human food industry, packaged prettily with outrageous claims of “completeness,” or buy the real thing.
- 15. I want to do my very best for my companion animals, but I’m so busy! How often do they require raw or home-prepared foods?** You can still give processed foods on days that you’re just too busy. Your pets will not suffer if a day or two goes by and all you have time to do is open a can or bag of processed food. Just do what is right as often as you can – and use shortcuts such as large batches of home-prepared foods made up on a day when you do have time, but frozen in individual single serving sizes for those very busy days.



# THE WYSONG OPTIMAL HEALTH PROGRAM™

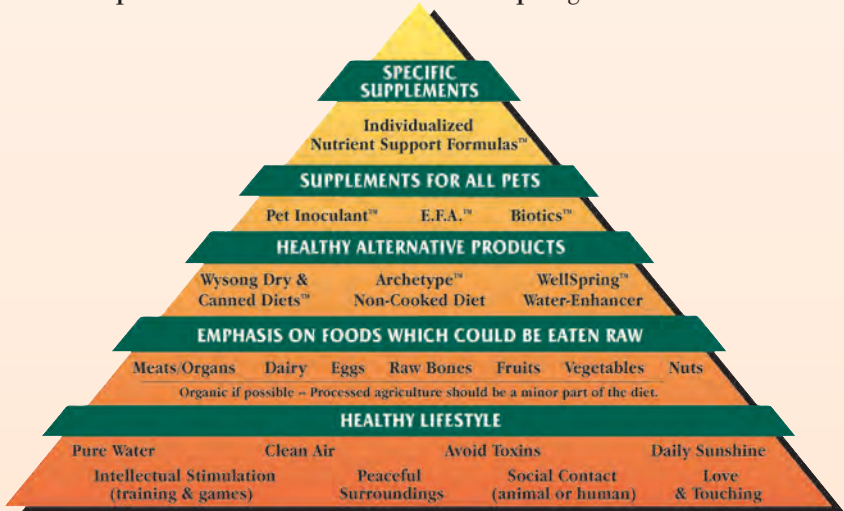
*For Prevention and Health Optimization,  
Follow These Steps:*

## ~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-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 above diligently.
2. Use the appropriate Wysong R<sub>x</sub> Nutraceutical 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)<sup>1</sup> +

Supplements: \_\_\_\_\_

- Call of the Wild™ (Vitamin/Mineral/Enzymes/ Probiotics)
- Pet Inoculant™ (Concentrated Probiotics)
- E.F.A.™, Marine Lipids™, E.F.A.™ with fish oil<sup>2</sup> alternated (Essential Fatty Acids)
- DentaTreat™ (Dental Preventive)

C. As in B, but Archetype™, DreamTreats™ and UnCanny™ non-cooked diets used \_\_\_\_\_

D. As in B, plus Biotics™, but fresh products are cooked or “table scraps” used \_\_\_\_\_

E. Wysong Dry and Canned Diets<sup>3</sup> (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. Dry and/or canned foods 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, and results from your pet.

# EDUCATIONAL AIDS

*Publications by Dr. Wysong*

## **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.

Soft-cover ..... **\$14.95**

## **RATIONALE FOR ANIMAL NUTRITION**

Exposes dangerous myths in 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.

Soft-cover ..... **\$11.95**

## **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 for both humans and animals. 170 pp. illustrated, scientifically referenced, and indexed.

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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.

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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 ..... **Free**

## **WYSONG PREVENTION THERAPY GUIDE**

A chart outlining the application of Wysong foods and supplements in numerous health situations. .... **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](mailto:wysong@wysong.net) and say "Subscribe" – Easy to unsubscribe, too ..... **Free**

## **100 PET HEALTH TRUTHS**

The 100 Pet Health Truths will equip you to become a discerning and educated pet owner. We have condensed Dr. Wysong's 30 years of health wisdom into 100 short and easy messages enhanced with fun graphics and videos. Just visit us at [wysongpethealth.net](http://wysongpethealth.net) and click to signup - Easy to unsubscribe, too.....**Free**

## **WYSONG WEBSITES**

"The Thinking Person's Internet Locations," packed with product and educational information. ([www.wysong.net](http://www.wysong.net) for Pet Products, [wysonghealth.net](http://wysonghealth.net) for People Products)

SHIPPING: Postage is free on items marked "Free."



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