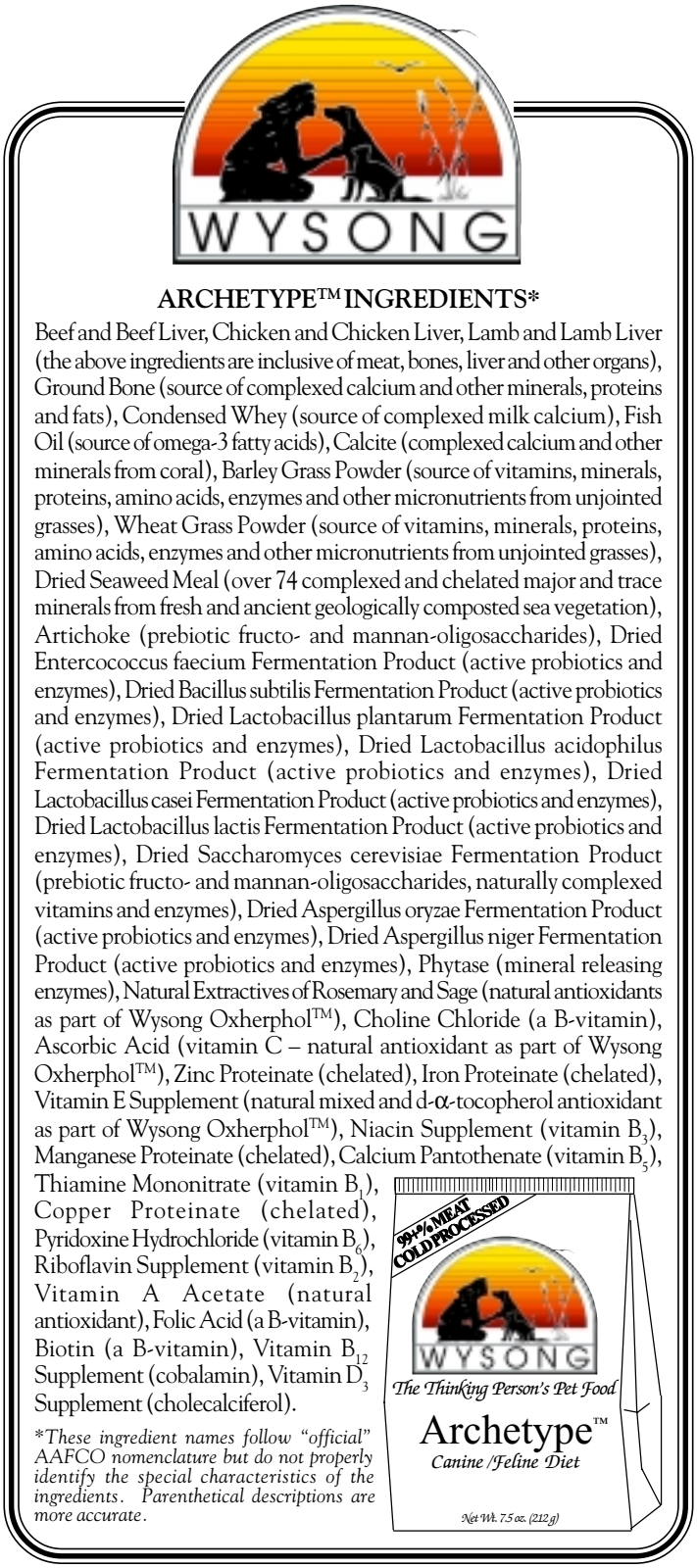
# Rationale For Archetype™

Dr. R. L. Wysong

Since the advent of manufactured pet foods, there has been continual debate as to which is the best. There are extruded, pelleted, baked, canned, semi-moist, life-stage designed, high protein, low protein, "natural," fortified, anti-allergenic, disease treatment formulas, an endless array of special ingredients and foods excluding certain ingredients. Each manufacturer argues that theirs is the best and can offer proof – such as analyses meeting regulatory requirements, successful AAFCO feeding trials and customer testimonials. But, as you will see, these constitute a fallacious life support system keeping very bad ideas alive.




For the pet owner truly desiring optimal health, this can all be quite confusing. How can each food be better than all others?

Such pet food marketing oxymorons – food A is better than food B, and B claims it is better than A – abound, leading only to confusion rather than informed, objective consumer decisions. The majority of the pet food buying public doesn't see the obvious contradictions and swallows the clever marketing razzledazzle hook, line and sinker. Myth, lore, faith, convention, clever marketing and pet phobias and philias determine choices. These choices are not neutral. There are consequences, as you will see.

Without solid information and reason, the economic interests of an industry mislead consumers. This is not without dangers. Modern, fabricated, food-fraction-based, additive-laden pet foods sold as supposedly "100% complete" and fed exclusively have caused serious illness and even death. (For documentation, see "The Truth About Pet Foods," page 12.) Although such disastrous results may not always be immediately apparent, even subtle nutritional compromise can cast long shadows. Many of the degenerative diseases striking animals in their later years – after much of a lifetime with no apparent problems – are directly nutritionally related.

What is there about modern processed foods that could underlie such harm? What feature is held in common?

The answer is so glaringly apparent it is missed. It is an enigmatic historical quirk of human nature that we overlook the obvious. Here's the universal problem with modern pet (and human) foods.

Fire.

Fire may create flavor, may sterilize, may make digestible that which is not, but it is the consummate enemy of nutrition.

Is that not obvious? Food is made up of infinitely complex biological elements, not stone and ore needing a blast furnace to yield its contained bounty. Light a fire to anything biological and it is destroyed, not improved.

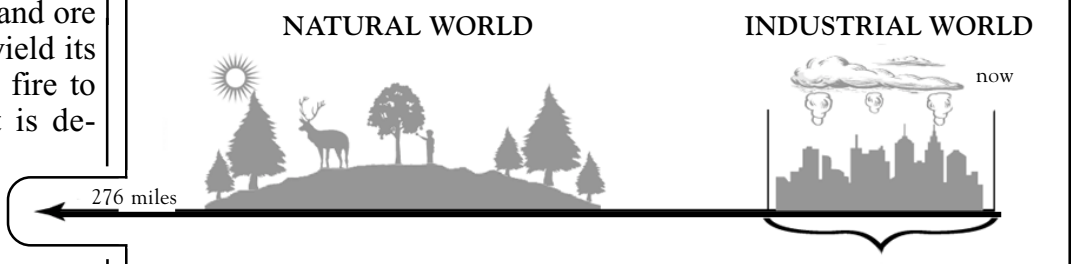
All conventionally processed foods are subject to fire. Any heat above 118ºF destroys the living complexity of food. Pet foods that are baked, extruded, retorted, fried, and dried experience temperatures far in excess of this, often repeatedly so – ingredients are precooked, mixed product is cooked, final product is cooked/dried – before reaching your pet's dinner plate.

If producers want to make money selling pet foods all over the country – which they understandably do – they think they need fire to do it. Fire turns perishable food into nonperishable cardboard-like food artifacts, destroys germs present in contaminated and rotten ingredients, and permits fabrication and shaping into every manner of cute marketable food trinket. Nutrition and health are not the true objectives.

The simple fact of the matter is, food, by rightful definition, is naturally fresh, not torched. Cooking is a uniquely human endeavor imposed on our pets. Nowhere else in nature do we see creatures cooking foods. (Millions of species and trillions of organisms throughout the eons since life has been on this planet have it all wrong, and we've got it right? Sure thing.)

Do we really think we can reinvent nature without her noticing and calling account? The Faustian bargain must be paid. Commercial deception and the desire of consumers for ease and to shift responsibility to "experts" have a price: loss of vitality and resultant disease. Pets and humans pay that price with the panoply of modern degenerative diseases including cancer, heart and vascular disease, adult-onset diabetes, obesity, dental disease, autoimmunities, arthritis, skin and hair disorders, loss of sight, digestive dysfunction, susceptibility to infection, reproductive and sexual disorders, and early loss of youthful health, energy and vigor.

## TIME & ADAPTATION




Time during which life has adapted to the natural environment. (276 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 276 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.

What humans do to their food and environment is discordant with nature, our genetic roots. We have been seriously tinkering for about the past 200 years – the time since the Industrial Revolution. If we compare this time to that in which life is believed to have been on the planet doing according to nature, it becomes clear why we get into trouble. Make one inch equal to the 200 years, and the rest of the time-line would be 276 miles long. Are we suited and adapted to the 276 miles, or the one inch? The answer is obvious, but by and large ignored in modern man's zeal for progress and ease. Again, the obvious is most easily overlooked.

Armed with this understanding, it becomes possible to sieve all the claims of various pet food advocates. The best pet food is clearly that food which animals are genetically adapted to, the food of the 276 miles. For cats and dogs, that would be primarily prey – whole prey, uncooked, including their vegetation- and probiotic-filled viscera. Modern, cooked, carbohydrate-based pet foods are a far cry from that! Do we think our pets' bodies don't notice?

But this creates a dilemma. It is not feasible in modern society to provide live prey for pets. However, in the alternative, we can select purchased foods with the essential character of this natural diet. That is the purpose of the creation of Archetype™.

But before I discuss how it qualifies, I want to provide further scientific evidence why not cooking is a fundamental key to health.

### *Pottenger's Cats – Evidence Ignored for Over 60 Years...*

In 1932, prompted by the high mortality rate he observed among his laboratory cats, Dr. Francis Pottenger began a ten-year study on the effects of heat-processed foods.

Although fed a diet of human-grade cod liver oil, *cooked* milk, and *cooked* meats and organs – a diet considered to be rich in all the important nutrients by the experts of the day – he noticed that the cats showed signs of deficiency. He discovered that simply replacing

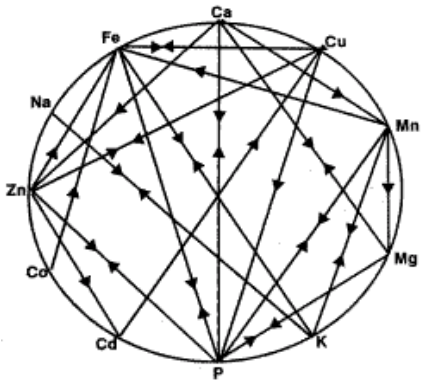
| Cats Fed *Raw* Meat, *Raw* Milk & Cod Liver Oil | Cats Fed *Cooked* Meat, *Cooked* Milk & Cod Liver Oil |
|---|---|
| Generally healthy, with good tissue tone, firm membranes, and excellent fur. | Common heart problems, vision abnormalities, infections, arthritis, inflammation, paralysis, meningitis, hypothyroid, abnormal respiratory tissue, inferior fur quality. |
| Striking uniformity in size. | Generations with varying sizes. |
| Maintenance of normal skeletal features from generation to generation. | Generations with progressively more abnormal skeletal patterns. |
| Consistent facial development and normal dentition. | Malformation of the face, jaws and teeth. |
| Consistent calcium and phosphorus levels in bones. | Steady decline in calcium content, bones become 'spongy' by the third generation. |
| No evidence of food or environmental allergies by the third generation. | Generations with progressively more severe skin lesions and allergies, with nearly 100% having allergies by the third generation. |
| Resistant to infections, fleas and other parasites. | Affected by numerous vermin and parasites. |
| Intestinal tract measured an average of 48 inches long. | Intestinal tract measurements of 72-80 inches, with decreased tissue tone and elasticity. |
| Friendly, predictable, energetic. | Females irritable and violent, males docile and sexually passive. |
| Reproduced several homogeneous generations, few miscarriages. | Experienced difficulty in becoming pregnant, frequent spontaneous abortions (25% first generation, 70% second generation), many mothers and kittens died during delivery. |
| Over three years, 63 kittens born with an average weight of 119 grams. | Over three years, 47 kittens born with an average weight of 100 grams. |
| Over three years, 4 kittens born dead. | Over three years, 16 kittens born dead. |
| Average weight of 1008 grams at 14.5 months of age. | Average weight of 636 grams at 14.5 months of age. |
| No kittens suffered from hypothyroidism. | Many kittens had significant thyroid deficiency. |
| Kittens developed six normally-spaced incisors. | Kittens usually developed three to four irregularly-spaced, uneven and crowded incisors. |
| Most common causes of death were old age and injuries suffered in fighting. | Common causes of death included pneumonia, empyema, diarrhea, failure to nurse, and infections of the kidneys, lungs and bones. |
| | After being on this diet for 12-18 months, females were never again able to give birth to normal kittens. |
| | If fed this diet for more than two years, a mother cat will usually die during delivery. |
| | There were never more than three generations, with no cats surviving beyond the sixth month and none able to produce viable offspring. |

the cooked meats with those that were raw noticeably improved the health of the cats.

The effect was so dramatic that Dr. Pottenger undertook what is perhaps one of the most important (yet ignored) controlled studies in nutrition performed to date. The chart above provides a summary of the findings of the Pottenger Cat Study, in which over 900 cats were included for several generations.

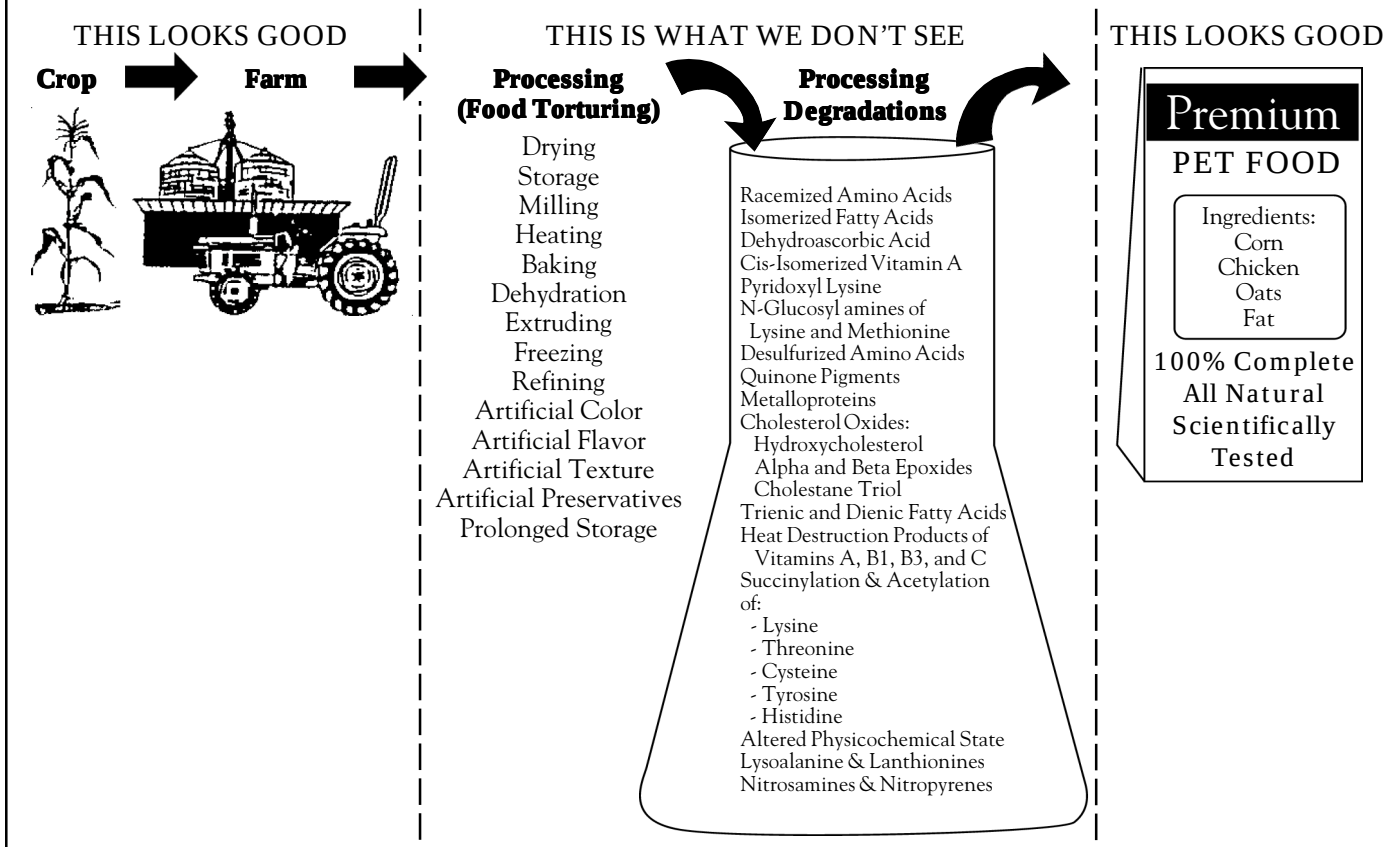
### *Scientifically-Proven Deleterious Effects of Heat Processing...*

- Vitamin loss, up to:
  - 30% of carotenes
  - 40% of vitamin A
  - 40% of vitamin $B_6$
  - 40% of vitamin D
  - 50% of pantothenic acid
  - 55% of vitamin E
  - 60% of biotin
  - 75% of niacin
  - 75% of riboflavin
  - 80% of thiamin
  - 95% of inositol
  - 100% of vitamin C
  - 100% of folic acid
- Amino acid loss, up to:
  - 5% of phenylalanine
  - 10% of isoleucine
  - 10% of leucine
  - 10% of methionine
  - 10% of valine
  - 15% of tryptophan
  - 15% of arginine
  - 15% of carnitine
  - 20% of threonine
  - 40% of lysine
  - 60% of taurine
- Probiotic microorganisms are killed.
- Enzymes are destroyed.
- Antibodies are lost.
- Hormones are altered.
- Protein structures are distorted, made less available or toxic.
- Fats become rancid or toxic.
- Essential fatty acid loss, up to 10%.
- Carbohydrates are less metabolically available.
- Cholesterol is oxidized.
- Carcinogens and mutagens are generated.
- Sodium-to-potassium ratio is increased.
- Minerals lose their organic context, are made less available and out of balance with one another.




*The arrows on the above diagram represent negative interactions caused by mineral imbalance.*

# THE DANGEROUS MIDDLE




When we examine packaged food labels and their ingredients, we think of farm products. What we are not told about is the tremendous destruction of nutritional value, much of it caused by heat, that occurs between the farm and the grocer.

In total, cooking destroys up to 83% of the natural value of food.

### *Benefits of Natural Uncooked Foods...*

- Vitamins are more bioavailable and retain their natural stereoisomeric configuration.
- Minerals are more readily assimilated.
- Sodium-to-potassium ratio is normalized.
- Potent antioxidants are present.
- Amino acids are maintained in their most bioavailable form.
- Beneficial probiotic organisms are spared.
- Digestive enzymes in uncooked food help spare the body's digestive reserve.
- Preservation of immunological properties.
- Retention of natural 3-dimensional protein structures.
- Fiber remains intact.
- Natural balance of health-promoting fats and oils.
- Balanced biochemistry.
- Retention of nutrient structure, surface area, colloidal properties and stoichiometric ratios.

### *Clinical Evidence That an Uncooked Natural Diet is Better...*

- Increased average brain mass.
- Inherent food digestive enzymes are spared.
- Normal pituitary size.
- Reduced cardiovascular disease.
- Decreased blood cholesterol levels.
- Regulated metabolic response.
- Decreased risk of many forms of cancer.
- Normalized blood sugar levels.
- Decreased risk of arteriosclerosis.
- Relief from rheumatoid arthritis.
- Decreased risk of cataracts.
- Prevention of osteoporosis.
- Bolstered immune system.
- Fewer allergies.
- A reduced amount of dental caries and periodontitis.
- Lessened risk of adult-onset diabetes.
- Decreased risk of gallstones.
- Optimal skeletal development.
- Normal dentofacial patterns.
- Decreased incidence of hypo- and hyper-thyroidism
- Balanced hormonal levels.
- Enhanced digestion.
- Prevention of obesity.
- Enhanced bowel function.
- Lowered risk of stroke.

- Normal dentition.
- Reduced diet-induced production of white blood cells.
- Decelerated aging process.
- Normalized sleep cycles.
- Improved mood.
- Decreased risk of miscarriage.
- Reduced infant mortality.
- Increased alertness and vitality.
- Decreased stool odor.
- Augmented resistance to infections, fleas and other parasites.
- Generations maintain uniform size.
- Natural physical distinction between the sexes.
- Promotes overall health.
- Normalized pancreatic size. Pancreatic hypertrophy (enlargement) is a sign of disease – see charts.

## A NEW APPROACH – ARCHETYPE™

Archetype is specifically designed to achieve optimal health using the rationale set forth above and the overwhelming scientific evidence that nature is the fundamental principle that must be honored.

### Pancreas Weight of Wild Mice Compared to Laboratory White Mice

| *Species* | *Pancreas Weight as a Percentage of Body Weight* | *Number of Specimens* |
|---|---|---|
| 8 wild species on raw foods | 0.32 | 141 |
| laboratory mice on processed foods | 0.84 | 11 |

### Pancreatic Enlargement from Processed Foods

| | *Type of Mammal* | *Pancreas Weight as a % of Body Weight* |
|---|---|---|
| *RAW FOOD* | Sheep | 0.0490 |
| | Cattle | 0.0680 |
| | Horse | 0.0603 |
| | Camel | 0.0556 |
| *PROCESSED FOOD* | Man | 0.1400 |

***Archetype Features which Match the Ideal Diet...***

- First and foremost, Archetype is not heated in any stage of production. Heat is the enemy of nutrition, destroying nutrients and creating toxins.
- Archetype is ALIVE like all real foods in nature and is rich in enzymes, 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.
- 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 or shelf-life.
- Archetype is designed to achieve optimal nutrition that is beyond minimal regulatory standards for so-called "100% complete" diets.

***The Best of Both Worlds...***

Archetype combines unadulterated nature plus convenience. These have historically been irreconcilable, and save for unique new processing methods, would still be so.

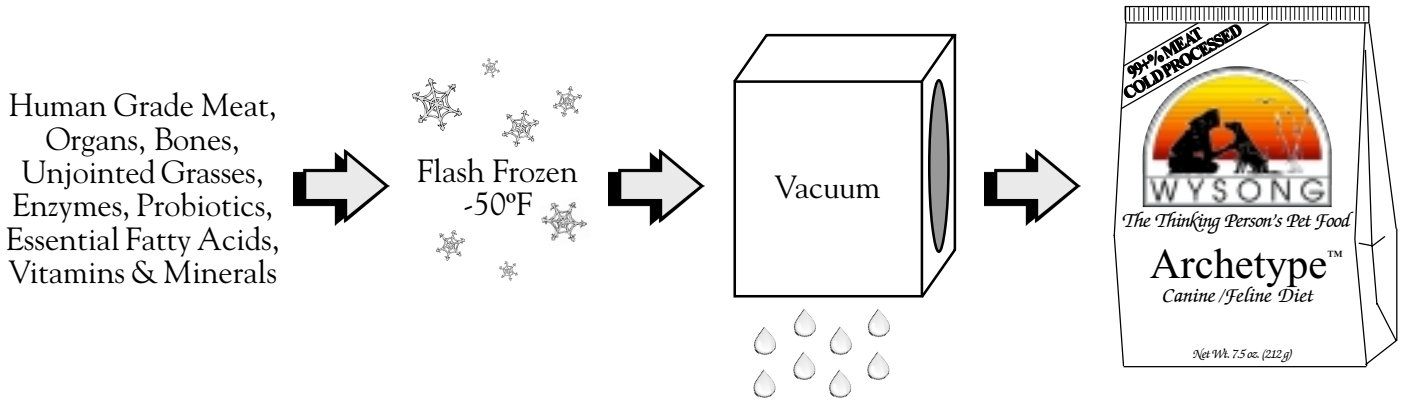
Not only does Archetype retain all the elements of fresh uncooked food, it is exceptionally stable over long periods due to its extremely low moisture and oxygen content – two primary causes of food deterioration.

***How it is Created...***

Archetype begins with clean fresh meats, organs, bones, unjointed grasses, enzymes, probiotics, essential fatty acids, vitamins and minerals.

These are then flash frozen at -50ºF under high vacuum, which causes the contained moisture to be removed by sublimation (vaporization of a solid without passing through the gas phase), leaving an

## An Overview of the Freeze-Drying Process




end-product that contains less than 2% moisture (see diagram above).

The resulting product is then cut to shape and packaged.

### *Packaging and Preservation...*

Wysong Oxherphol™ natural antioxidant effectively stabilizes nutritious essential fatty acids including omega-3, -6 and -9 forms. This prevents rancidity and oxidation.

Extreme dessication (low moisture) prevents the proliferation of bacteria and mold.

Packaging is in light and oxygen barrier bags, flushed free of oxygen by nitrogen.

### *What the Ingredients are...*

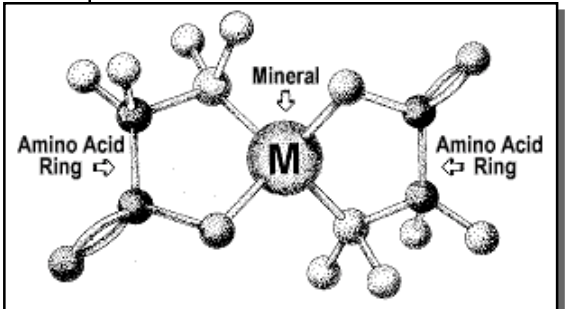
*Human-Grade Meats* – Archetype contains only clean, fresh, human-grade meats and organs including beef, beef organs, chicken, chicken organs, lamb, and lamb organs. By providing a variety of meat sources, Archetype closely simulates the diet of the wild carnivores that preceded today's companion animals. Further, because no heat is applied, the meats and organs in Archetype contain naturally high levels of the amino acids taurine, arginine and carnitine – essential elements that must be artificially added back to most heat-processed foods.

*Ground Bone* – Unlike bone meal, which has been cooked at least twice and is a mediocre source of nutrients, fresh ground bone is an excellent source of highly digestible protein, fat and minerals including calcium and its phosphate complex, hydroxyapatite. It is utilized to balance Archetype so that the ratios of minerals are identical to those of the bones consumed by canines and felines in the wild.

*Calcium* – In addition to fresh ground bone, Archetype provides a variety of minor organic sources of calcium to help balance the phosphorus in this high meat diet. These sources include milk (also known as "condensed whey"), coral (also known as "calcite") and seaweed. These are highly bioavailable and also provide balanced levels of essential trace elements. Further, studies have shown that these mineral sources can promote optimal body pH, increase assimilation of vitamins and minerals, combat degenerative conditions such as arthritis, protect the body from free radical damage, and help control digestive problems.

*Fats* – Archetype contains a special cold water fish oil that is rich in unaltered, naturally balanced essential fatty acids including omega-3's (particularly eicosapentaenoic acid (EPA) and docosahexaenoic acid (DHA)). Essential fatty acids play critical roles in cell and organelle membrane structure and a wide array of physiological processes through eicosanoid modulation (see Lipid Nutrition: Understanding Fats and Oils in Health and Disease, page 12). When consumed in their natural state, these important fatty acids help regulate energy metabolism, promote the health of the immune system, regulate cholesterol and triglyceride levels, and even beautify the skin and coat. The fish oil in Archetype is preserved with Wysong's natural Oxherphol™ to prevent oxidation.

*Vitamins & Minerals* – Vitamins and minerals in Archetype are in their most bioavailable forms and in their natural ratios. In nature, the form and relative proportions of nutrients are just as important as their quantities. Archetype vitamins, including potent antioxidants, are from natural, whole food




*The structure of a mineral chelate (or proteinate) as found in nature – and in Archetype™.*

## A Nutrient Comparison Between Unjointed Grasses and Various Raw Foods

| | Unjointed Grasses | Cabbage | Celery | Kale | Lettuce | Onion | Spinach | Tomato | Apple | Banana | Orange | Milk | Salmon |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| Protein (%) | **45.2** | 1.6 | 0.8 | 1.8 | 1.0 | 1.1 | 3.0 | 1.3 | 0.4 | 1.3 | 0.8 | 2.9 | 19.8 |
| Lipid (%) | **3.2** | 0.2 | 0.3 | 0.5 | 0.2 | 0.3 | 0.4 | 0.3 | 0.5 | 0.4 | 3.3 | 3.3 | 6.0 |
| Carbohydrate (%) | **23.2** | 2.4 | 3.8 | 5.7 | 2.4 | 7.4 | 3.9 | 6.9 | 10.4 | 21.4 | 9.3 | 4.5 | - |
| Carotene (IU) | **52000** | 100 | 0 | 10000 | 200 | 20 | 8000 | 400 | 45 | 200 | 120 | 20 | 17 |
| Vitamin B1 (mg | **1.3** | 0.1 | 1.0 | 0.2 | 0.1 | 0.0 | 0.1 | 0.1 | 0.0 | 0.0 | 0.1 | 0.0 | 0.0 |
| Vitamin B2 (mg) | **2.8** | 0.1 | 1.0 | 0.3 | 0.1 | 0.0 | 0.3 | 0.0 | 0.0 | 0.1 | 0.0 | 0.2 | 0.1 |
| Vitamin B6 (mg) | - | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.1 | 0.3 | 0.1 | 0.0 | 0.0 |
| Vitamin C (mg) | **329** | 50 | 10 | 126 | 5 | 10 | 100 | 20 | 55 | 10 | 50 | 2 | - |
| Vitamin E (mg) | - | - | 0.5 | - | 0.5 | 0.3 | - | 0.4 | - | 0.4 | - | - | - |
| Biotin (mcg) | **48.0** | - | 0.1 | - | 0.7 | 0.9 | 0.1 | 1.2 | - | - | - | 2.0 | 10.0 |
| Folic Acid (mcg) | **640** | 57 | 7 | 13 | 20 | 10 | 80 | 5 | 3 | 10 | 33 | 0 | 5 |
| Pantothenic Acid (mg) | **2.5** | 0.1 | 0.4 | 0.0 | 0.1 | 0.1 | 0.3 | 0.1 | 0.1 | 0.2 | 0.3 | 0.4 | 0.5 |
| Nicotinic Acid (mg) | **10.6** | 0.5 | 0.4 | 0.5 | 0.2 | 0.2 | 1.0 | 0.8 | 0.1 | 0.5 | 1.0 | 0.1 | 6.6 |
| Potassium (mg) | **8880** | 240 | 278 | 227 | 208 | 137 | 490 | 288 | 115 | 348 | 178 | 160 | 320 |
| Calcium (mg) | **1108** | 45 | 37 | 225 | 21 | 40 | 98 | 3 | 3 | 5 | 14 | 100 | 170 |
| Magnesium (mg) | **224.7** | 16.8 | 9.6 | 18.5 | 9.7 | 7.6 | 59.2 | 11.0 | 4.3 | 41.9 | 10.7 | 14.0 | 29.8 |
| Iron (mg) | **15.8** | 0.4 | 1.4 | 0.9 | 0.5 | 0.5 | 3.3 | 0.2 | 0.2 | 0.4 | 0.2 | 0.1 | 1.2 |
| Copper (mg) | **1.4** | 0.0 | 0.1 | 0.2 | 0.2 | 0.1 | 0.3 | 0.1 | - | 0.2 | 0.1 | 0.0 | 0.1 |
| Phosphorus (mg) | **594** | 22 | 45 | 67 | 23 | 26 | 52 | 18 | 7 | 23 | 12 | 90 | 320 |
| Manganese (mg) | **5.6** | 0.2 | 0.1 | 0.4 | 0.2 | 0.1 | 0.9 | 0.1 | - | 0.2 | - | - | - |
| Zinc (mg) | **7.3** | 0.2 | 0.2 | 0.2 | 0.2 | 0.2 | 0.5 | 0.1 | - | 0.2 | 0.1 | 0.4 | 0.9 |
| Chlorophyll (mg) | **1490** | - | - | - | - | - | - | - | - | - | - | - | - |
| Choline (mg) | **260** | - | - | - | - | - | - | - | - | - | - | - | 20 |

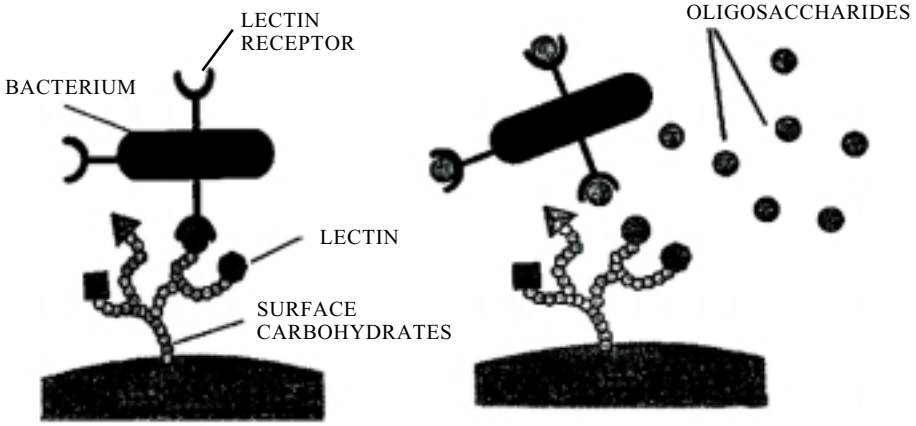
sources when available. A unique, organically chelated trace mineral complex derived from ancient composted sea vegetation and fresh sea kelp provides abundant trace minerals. These vitamin and mineral sources assure safe and efficient bioavailability. (See Wysong's "Rationale for Vitamins & Minerals" technical monograph for more information on the many benefits of vitamin and mineral supplementation.)

*Unjointed Grasses* – Unjointed wheat and barley grass, two of nature's most nutrition-packed foods, are a part of the natural diet of carnivores. The first part of prey often consumed is the vegetation (grass)-filled viscera of the herbivore. Archetype grasses are harvested just before their jointing phase, at their peak nutritional content, providing extraordinary levels of perfectly balanced natural-form vitamins, minerals, proteins, amino acids, enzymes, chlorophyll and innumerable other micronutrients.

*Probiotics & Enzymes* – Archetype is rich in the enzyme-producing probiotics naturally found within the viscera of prey animals. These probiotics, including *Lactobacillus*, *Aspergillus*, *Entercococcus* and *Bacillus* species, favorably alter the intestinal microflora balance, inhibit the growth of harmful bacteria, promote healthy digestion, boost immune function and increase resistance to infection. In addition, probiotics synthesize numerous digestive enzymes, vitamins and amino acids. (For more detailed information on this subject, request a copy of "Probiotics and Enzymes" from Wysong Corporation.)

*Oligosaccharides* – In Archetype, artichoke and the yeast *Saccharomyces cerevisiae* provide fructooligosaccharides (FOS) and mannanoligosaccharides (MOS). These oligosaccharides – short chain carbohydrates found in various plants – promote the growth and establishment of friendly probiotic organisms in the digestive tract and

### Competitive Inhibition of Pathogenic Bacteria by Oligosaccharides




Attachment of bacteria to the intestinal epithelium via lectins.

Oligosaccharides prevent the attachment by binding to the lectin receptors.

inhibit pathogens. Further, oligosaccharides stimulate the immune system, and promote healthy growth and development.

### *How to Use Archetype™...*

Use Archetype as a singular food for a meal, as well as a supplement or treat. Offer the larger chunks as treats, crumble them over regular meals, and 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 and dry diets, Wysong supplements, and fresh foods. (See The Wysong Optimal Health Program, page 9)

Gradually introduce this highly concentrated food to avoid digestive upset. (Highly unlikely.)

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 suggested amounts 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 food should be refrigerated for the next feeding or discarded. If Archetype is fed singularly on any given day, the following feeding chart applies:

| Pet's Weight | Approximate Food Amount | 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 1/2 cups daily | 1 1/2 cups |
| 100 lb. | 4 cups daily | 2 1/4 cups |

### *Cost Advantage...*

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, unaltered, "living" nutrients promotes optimal health, the ultimate measure of a food's value – ***Wysong works!***

# THE WYSONG OPTIMAL HEALTH PROGRAM

## for animals

*This guide will help return animals to their healthy genetic roots. The top of the pyramid can be customized for animals experiencing specific problems, or when needing to focus on the prevention of certain conditions. Following the pyramid perfectly is not absolutely necessary, rather, it is an ideal to aspire to.*

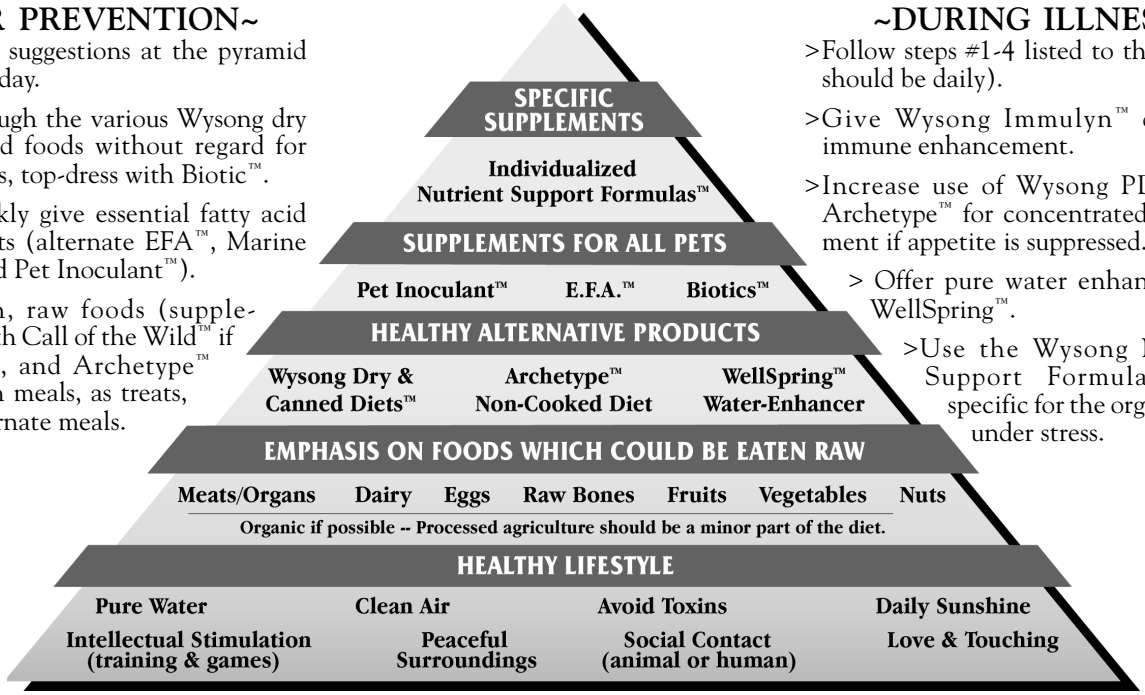
### ~FOR PREVENTION~

>Follow the suggestions at the pyramid base every day.

>Cycle through the various Wysong dry and canned foods without regard for their names, top-dress with Biotic™.

>Twice weekly give essential fatty acid supplements (alternate EFA™, Marine Lipids™ and Pet Inoculant™).

>Feed fresh, raw foods (supplemented with Call of the Wild™ if fed alone), and Archetype™ mixed with meals, as treats, and as alternate meals.




### ~DURING ILLNESS~

>Follow steps #1-4 listed to the left (#4 should be daily).

>Give Wysong Immulyn™ daily for immune enhancement.

>Increase use of Wysong PDG™ and Archetype™ for concentrated nourishment if appetite is suppressed.

> Offer pure water enhanced with WellSpring™.

>Use the Wysong Nutrient Support Formula (NSF) specific for the organ system under stress.

## ~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 EFA™, Marine Lipids™, or EFA™ with fish oil[2]

C. As in B but Archetype™ non-cooked diet used

D. As in B, plus Biotics™, but fresh products are cooked or "table scraps" used

E. Wysong Diets[3] (best) or premium (next best) or generic[4] (next best) + Supplements (including Biotics™) and fresh raw foods as in B

F. As in E, but adding fresh cooked foods

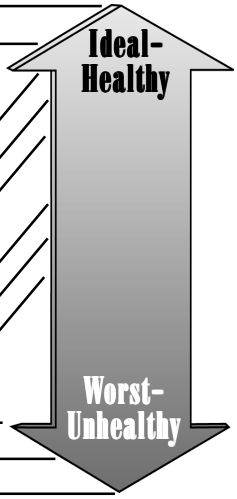
G. As in E, minus fresh, raw or cooked foods

H. Wysong Diets alone

I. Premium foods alone

J. Generic foods alone

K. 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 EFA. 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.
4. A "premium" food is usually of high 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.

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