

~ WYSONG EPIGEN™ ~

**Wysong Epigen™** is a truly new (patent pending) pet food innovation. For the first time, a dry extruded “kibble” pet food more closely resembles the meat-based, high protein, starchless foods carnivores are genetically designed to eat.

Since the beginning, kibble pet foods have been made using starch ingredients as an inexpensive protein substitute and binding aid. Examples of commonly used starch ingredients are wheat, corn, rice, barley, oats, millet, and other grains. Even the more recent “grain free” pet foods have this flaw. They simply substitute starches from potato, peas, tapioca or the like for the nutritionally superior grains they eliminate. In stark contrast, **Wysong Epigen™** is truly starch free™.

Pets are genetically indistinguishable from their wild carnivorous counterparts. They are designed to eat as carnivores eat. Nowhere in nature do canines and felines consume a steady diet high in starches (a poly-sugar). Yet, contrary to the natural model, pets today eat such foods meal after meal, day after day, *year after year*.

Not living – and eating – as nature intended has consequences. Research has shown that a steady high starch (sugar) diet can lead to a host of chronic degenerative conditions. These include insulin resistance, diabetes, obesity, dental disease, arthritis, immune compromise, cancer, premature aging and more.

**Wysong Epigen™** breaks the starch habit by employing new ingredient and processing technology. Rather than starch ingredients, natural, healthy proteins derived from vegetable and meat sources are used. In this way **Epigen™** helps bring pets back to their healthy genetic roots. Introducing the first ever, and only, no starch, extruded, dry pet food™...**Epigen™**.

**Wysong Epigen™ ...**

- More closely resembles the food your pet is designed to eat
- Is the first extruded dry diet/kibble pet food (patent pending) that is starch free™
- Contains an unprecedented 60+% meat and organs and over 60% protein
- Has the natural flavor and taste that pets truly desire
- Is replete with all the critical food elements Wysong was first to put into pet foods – probiotics, prebiotics, enzymes, phytonutrients, nutraceuticals, natural form antioxidants, vitamins and minerals
- Is rich in omega-3 and other essential fatty acids
- Is made in the USA at Wysong manufacturing facilities with ingredients from USDA and FDA approved domestic sources

(**Epigen™** is a word derived from the new science of Epigenetics. This field of study has proven that environmental factors, such as food, can impact genes. Simply put, how we treat and feed ourselves and our pets actually affects not only our genetic makeup, but that of our offspring! This affirms the 30-year long premise of Wysong that nutrition is a serious health matter, not a mere opportunity for marketing or recreation.)

The WYSONG 100 PET HEALTH TRUTHS PROGRAM 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. Join now free of charge at [www.WysongPetHealth.net](http://www.WysongPetHealth.net)!



**WYSONG MANUFACTURES HEALTHY HUMAN PRODUCTS TOO!** Visit [www.WysongHealth.net](http://www.WysongHealth.net) to view our human line of products – healthy foods & snacks, supplements, personal care products and more. We even produce a starch free, high protein breakfast UnCereal™ (Origins™). No reason you can't be as healthy as your pet!

**Wysong Corporation**

7550 Eastman Avenue, Midland, MI 48642  
**Phone:** 989-631-0009 • **eMail:** [wysong@wysong.net](mailto:wysong@wysong.net)  
**Websites:** [Wysong.net](http://Wysong.net), [WysongEpigen.net](http://WysongEpigen.net)

**STARCH FREE™**  
**60+% MEAT**

Seal with Nutri-Clip™ to preserve freshness.  
 Cut Here.



*“The Thinking Person’s Pet Food”™*

**Epigen™**  
 Canine/Feline

[www.Wysong.net](http://www.Wysong.net)  
[www.WysongEpigen.net](http://www.WysongEpigen.net)  
 Net Wt. 8 lbs. (3.63 kg)

**Epigen™**  
 Canine/Feline



**GUARANTEED ANALYSIS**

Nutrient	Quantity
Crude Protein (min)	60%
Crude Fat (min)	11%
Crude Fiber (max)	3.5%
Moisture (max)	12%
Taurine (min)	0.4%*

Wysong Epigen™ is formulated to meet the nutritional levels established by the AAFCO Dog and Cat Food Nutrient Profiles for All Life Stages.

\*Not recognized as an essential nutrient by AAFCO Dog Food Nutrient Profiles.

**INGREDIENTS**

Organic Chicken, Chicken Meal, Chicken Giblets, Vegetable Protein (consisting of one or more of the following: Potato Protein, Rice Protein, Corn Protein, Wheat Protein), Poultry Fat (preserved with mixed Tocopherols as a source of Vitamin E), Eggs, Yogurt, Flax Seed, Apple, Beet Pulp, Plums, Inulin, Dried Wheat Grass Powder, Dried Barley Grass Powder, Krill Oil, Dried Kelp, Taurine, Oregano Extract, Sage Extract, Rosemary Extract, Direct-Fed Microorganisms (Bacillus subtilis, Enterococcus faecium, Lactobacillus plantarum, Lactococcus lactis, Lactobacillus casei, Lactobacillus acidophilus, Lactobacillus lactis), Ascorbic Acid, Zinc Proteinate, Iron Proteinate, Vitamin E Supplement, Niacin Supplement, Manganese Proteinate, Calcium Pantothenate, Thiamine Mononitrate, Copper Proteinate, Pyridoxine Hydrochloride, Riboflavin Supplement, Vitamin A Acetate, Folic Acid, Biotin, Vitamin B<sub>12</sub> Supplement, Vitamin D<sub>3</sub> Supplement.

**FEEDING GUIDE**

**GENERAL INSTRUCTIONS:** Epigen™ may be used as a single meal, or as a top dress to other foods to boost quality protein and other nutrient levels. Any sudden change in diet may result in digestive disturbances. Wysong Epigen™ is a unique formulation, and should be gradually introduced. Over a period of 15 days, mix Epigen™ with the present diet beginning at about 10% and then gradually increase proportions. If difficulties arise, return to a smaller percentage and try again.

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

Wysong advises against feeding any one pet food exclusively. Feeding one food fosters the development of ingredient intolerances (allergies) and other health ailments. You would never eat one food exclusively, and neither should your pet.

Augment your pet's diet with other Wysong Diets such as our canned foods, raw diets like Archetype™ Diets, Dream Treats™, UnCanny™ and others. Whole, fresh grocery foods can and should also be a part of any healthy feeding regimen. You need not feed only “pet” foods!

Always keep fresh, pure water available and offer plenty of fresh air, sunshine, exercise, and big doses of your tender loving care.

The following amounts suggested should be decreased in proportion to the amount of supplementation with fresh whole foods, or other Wysong Diets provided. Additionally, factors such as stress and amount of activity may make it necessary to adjust the amount of feeding. If fed singularly on any given day, the following general instructions apply:

(Puppies and kittens should be fed free choice.)

Weight of Dog	10 lbs.	20 lbs.	40 lbs.	60 lbs.	80 lbs.
Amount of Daily Feeding	2/3 cup	1-1/2 cups	2-1/2 cups	3-3/4 cups	4-3/4 cups
Weight of Cat	5 lbs.	10 lbs.	15 lbs.	20 lbs.	
Amount of Daily Feeding	1/4 cup	1/2 cup	3/4 cup	1 cup	