



WYSONG EPIGEN 90TM

The Evolution of Kibble Stops HereTM

The movement toward/return to biologically appropriate foods for pets has been slow. This is due in large part to what occurred decades ago, which was a decided movement in the opposite direction.

The course of pet foods was most distinctly set in motion in the 1950's with the introduction of dry, extruded pet food, a.k.a. "kibble" (see our Pet Food Timeline: www.wysongepigen.net/timeline.php).

Many forms of pet food have come and gone over the years, and there are a number of alternative offerings currently in the marketplace, but to this day, due to convenience and marketing, kibble remains the undisputed king.

In truth, kibble marks the greatest misstep in the history of animal nutrition.

You see, from the beginning kibble was not something that was engineered to be nutritious and biologically appropriate for the animal, something that bore a close resemblance to their natural diet. It was not -- as should have been the case -- form following from function (nutrition). Rather, the goal was to create something that was efficient and profit-bearing for the manufacturer, and convenient for the pet caretaker. Kibble fit (and still fits) that bill to a T.

Without examining each step along the way, kibble has gone from being something that didn't even approximate being biologically appropriate, to, in recent times, something that does a *slightly* better job of it.

Consider the following:

- The natural canine/feline diet is raw. Kibble is highly processed (cooked).
- The natural canine/feline diet contains no starch. Since its inception, and prior to the release of EpigenTM, kibble has been mainly starch ingredients (poly-sugars).
- The natural canine/feline diet consists of meats, organs, bone, tendons, etc. -- nearly all elements of the prey creature. Kibbles contain these ingredients at low levels.
- The canine/feline dental structure and jaw mechanisms are designed for tearing and ripping prey. Kibble requires crunching and chewing.
- The natural canine/feline diet is varied. Kibble diets are most often fed exclusively.

So what must be understood is that kibble was a flawed enterprise from the start. It still is. It will forever be.

This is what so many of the more dedicated, caring and studied members of the pet caretaker community simply fail to understand. They want the perfect kibble (an impossibility). They want a kibble that contains, or lacks this or that ingredient. They want X% protein, and Y% fat. Minutia is the focus. They incorrectly view "nutritional" adjustments to an inherently, substantially flawed food as the key to their beloved pet's health. The big picture is missed.

And this is no coincidence -- minutia is just what pet food companies have directed pet caretakers' focus to since the beginning. There are dollars to be made by directing consumer attention away from the obvious problems with feeding a starch-based kibble meal after meal.

From our perspective, the question is not how we can convince you that we've created the perfect kibble, but rather how we can best deal with the kibble problem.¹ Now that kibble is the universally accepted pet food form, what can we do about it? How can we improve and advance it in substantial and meaningful ways? How can we make that which is inherently unnatural *more* natural?

Epigen 90™ is an honest attempt at just that -- righting, as much as possible, the wrong. Fitting the square peg (kibble) in the round hole (biologically appropriate nutrition). With Epigen 90™ we've accomplished this to the greatest extent possible.

Is it perfect? No. Are there inherent flaws with kibble that simply cannot be overcome? Yes.

One thing is for sure though -- **The Evolution of Kibble Stops Here**™ .

EPIGEN 90™

1. Wysong has released numerous kibble alternatives -- our True Non-Thermal™ line of raw products and 95% meat Au Jus™ canned diets, for example. One solution to the problem is, of course, to move away from kibble. But millions of pet caretakers won't consider it because of habit and convenience. Multi-billion dollar companies have a stake in this not happening. Kibble is here to stay for the foreseeable future. Wysong considers it a responsibility to improve kibble to the greatest extent possible. That's what Epigen™ is all about.

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