

# WysongEpigen™

## The Rationale for Protein Isolates

*An Excellent Starch Alternative*

**Wysong extrusion technology permits the creation of the first Starch Free™ kibble pet food.**

Since the beginning of dry pet foods, starch has been used as a binder to create a formed pet food kibble and as a less expensive alternative to meats.

However, starches such as tapioca, potatoes, and various grains are foreign to the natural carnivore diet. Typically these ingredients make up 60-70% or more of the pet food kibble. Health is best achieved by mimicking nature, not forcing creatures to eat that for which they are not genetically best adapted. Particularly is this important to understand due to the common feeding practice of offering the same processed food at every meal under the mistaken belief that it is 100% complete.

The protein isolates in Epigen™ represent an excellent alternative to the starch ingredient paradigm. Epigen™ incorporates beneficial meat and vegetable protein isolates as direct replacements for much less ideal starch ingredients. These isolates complement the already unprecedented and unequalled levels of meat (the majority ingredient in Epigen™), and create a truly biologically appropriate diet unlike any other.

### **What are protein isolates?**

Protein isolates are derived from a variety of food sources – plant, meat, dairy, and more. Protein isolates are typically 95+% pure protein, with some approaching 100% purity.

Protein isolates are far from inexpensive byproducts. Unlike starches, they are distinctly not “filler” ingredients. Rather, they are the product of a focused attempt to extract the most valuable components out of a food source, and their price/cost reflects that.

### **What are the protein isolates in Epigen™?**

Epigen™ contains potato protein isolate and meat protein isolate. Potato, although not known for protein, contains protein of extremely high biological value. Meat protein isolate, which is named so due to labeling regulations, is derived exclusively from pork meat. (Current regulations, for some unknown reason, do not permit a more descriptive term.) It is one of the cleanest and most pure sources of protein available.

Those experienced with Epigen™ may note that the meat protein isolate is a new ingredient. We’ve identified it as superior to the spectrum of vegetable proteins used in the previous Epigen™ generation, and as a protein source that is philosophically more in line with Wysong’s approach because it is derived from meat.

Both protein isolates are particularly pure (free of carbohydrate/starch, lactose, fat, and cholesterol) and unlikely to cause food sensitivity reactions. Furthermore, the protein chains are easily assimilated making them particularly beneficial to those in most need: the young, old (prone to muscle wasting sarcopenia), and the convalescing. This is accomplished by providing amino acid building blocks for antibodies and the immune system. Anabolism (muscle and tissue building) is enhanced, and catabolism (muscle and tissue breakdown) decreased.

### **Are protein isolates safe and what are the benefits?**

Yes, protein isolates are proven safe and the benefits are numerous. (We encourage your exploration of the subject. More is written about whey isolates, but the benefits described apply equally to meat and vegetable isolates.) Epigen™ has incorporated isolates since 2010 and the results speak for themselves. In the human health and supplement industry, protein isolates are universally championed and scientifically supported.

As an alternative to unnatural starch ingredients, the superiority of protein isolates is irrefutable. The genetic expectation of companion animals is a diet consisting of proteins and fats. Instead of glucose-spiking starch ingredients, which convert to sugar once consumed, protein isolates provide companion animals with more of what they are designed to consume. Protein is the fuel that supports nearly every biological process, and promotes vitality and recovery.

For more information visit [www.WysongEpigen.net](http://www.WysongEpigen.net).