



SUPERIOR LIVING

WHICH DOG?

ESSENTIAL SUPERIOR LIVING is our unique grain-free meal prepared with fresh chicken and duck. This meal is for adult dogs of all breeds and is formulated to support normal activity levels. Our ingredients are of the highest quality; a quality you'll learn to expect from ESSENTIALS. The meal is grain-free and follows our BOF principle.

TIP

You can create more variety by occasionally serving ESSENTIAL NAUTICAL LIVING and ESSENTIAL ESTATE LIVING.

BOF - A SENSATION WITHIN PET FOODS.

Behavioral Optimizing Foods (BOF) is the principle honoring the many advantages, of keeping the blood sugar levels stable throughout the day. At ESSENTIAL FOODS we have achieved just that with our life-changing and award winning foods. BOF ensures the stability of your dog's sugar levels. Our high fresh meat content and the low preparation temperature means your dog gets exceptional nutritional values vs. mass-branded pet foods. The results with BOF are breathtaking. Serving ESSENTIALS positively will affect the mental balance of your dog. Some report seeing a dramatic transformation in the behavior, others note a smaller change, however improvement is always recorded.

COMPOSITION

Made with fresh and dried chicken, duck,

salmon, trout, egg	80,0	%
Of which is fresh	45,0	%
Protein	30,0	%
Fat	18,0	%
Minerals/crude ash	8,0	%
Fiber:	3,5	%
Water	8,5	%
Omega6	2,8	%
Omega3	1,6	%
Calcium	1,6	%
Phosphorus	1,3	%
Glucosamine	0,09	%
Chondroitin	0,07	%
Kcal/Kg	3700,0	

IS THIS YOUR FIRST BAG OF ESSENTIALS?

With the first bag of ESSENTIALS comes a nutritional lifestyle change. Gradually phase in ESSENTIALS over 4-7 days, or make the change from one day to the next which works equally well.

The most important point is to adjust daily portions to suit your pet. Overfeeding will result in softer stools. We therefore advise that you spend the first 2-3 weeks identifying the correct portion size. When your pet's stools are solid, and your pet feels satisfied, you have found the correct portion size. All you have to do now is enjoy all the benefits of ESSENTIALS.

TIP: Start by feeding your pet 10% less than usual and adjusting from there. You are always welcome to contact us for feeding advice and guidance.

THE RECIPE

Fresh chicken and duck, dried chicken and duck, sweet potato, peas, fresh salmon and trout, linseed, fresh whole egg, chicken fat, potato, liver stock, lucerne sprout, vitamins, minerals, MOS (mannan oligosaccharides), FOS (fructooligosaccharides), glucosamine, chondroitin, MSM (methylsulfonylmetan) cranberry, acai, blueberry, mulberry, apple, tomato, orange, pear, carrot, spinach, cauliflower, seaweed, marigold, ginseng, green tea, ginger.

PREPARATION TEMPERATURE

90 degrees (°C).

ADDITIVES PER KG

Vitamin A 15.000IU/kg, vitamin D3 2.000IU/kg, taurine 1.500mg/kg, iron 333mg/kg, Manganese 233mg/kg, zinc 233mg/kg, copper 15mg/kg, iodine 1.6mg/kg, selenium 0.67mg/kg. Contains natural preservatives and natural antioxidants.

BEST BEFORE

Date, time and unique production number can be found at the top of the bag.

STORAGE RECOMMENDATIONS

We recommend using the ESSENTIAL the FOOD BOX. The food should be stored in a cool, dry place (5-18 °C); away from direct sunlight and in an air tight container. This will ensure the last meal tastes as good as the first.



80% hereof 45% fresh



All chickens are cage free



Grain free



BOF approved



Organic Akai



Lucerne Sprout



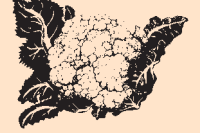
Apple



Blueberry



Carrot



Cauliflower



Ross & Cobb Chicken



Cranberry



Gressingham Duck



Egg



Ginger



Ginseng



Green Tea



British Grown Linseed



Marigold



Mulberry



Orange



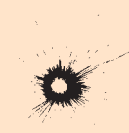
Pear



English Peas



Russet Potato



Probiotics



Rosemary



Scottish Salmon



Handpicked Seaweed



Spinach



Beauregard & Jewel Sweet Potato



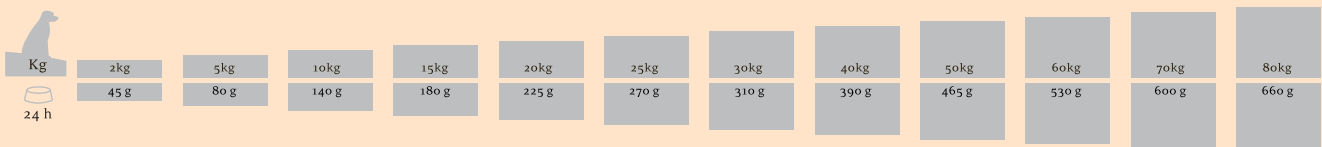
Tomato



Salisbury Rainbow Trout



Vitamins & Minerals



Daily total amount. If necessary adapt to maintain ideal weight.