



# ETERNAL LIVING

## Who's it for?

ESSENTIAL ETERNAL LIVING is our powerful 90% plant-based and 100% (ovo) vegetarian meal. Born protein rich and BOF approved, ETERNAL LIVING provides the same energy distribution as all our other beloved LIVING servings. Truly a small sensation. So in a few words, a unique and amazing food for dogs to thrive following a 90% plant-based / 100% ESSENTIALS way of life.

## Why go ETERNAL?

**1. You want a vegetarian option:** Regardless of why you're looking for a vegetarian meal, ETERNAL LIVING is an excellent meat-free choice.

**2. Avoid sensitive issues:** If for any reason you want to avoid one or more types of meat in your meals (such as chicken, beef, lamb, salmon etc.), then ETERNAL LIVING may be exactly what you've been looking for.

**3. Reduced footprint:** The ingredients in ETERNAL LIVING have an 80% smaller carbon footprint compared with our original recipe, SUPERIOR LIVING.

## BOF

Behavioural Optimizing Foods (BOF) is the principle honouring the many advantages of keeping blood sugar levels stable throughout the day. Our high content of fresh protein and the low preparation temperature mean your dog gets exceptional nutritional values versus mass-branded pet foods. The results with BOF are breathtaking. Serving ESSENTIALS will have a positive effect on the mental balance of your dog. Some report seeing a dramatic transformation in the behaviour, others note a smaller change, however improvement is always recorded.

## Product description

Made with Brown Rice Protein, Eggs, Field Beans, Linseed, Peas, Potatoes, Chickpeas, Lupins and Lentils

Of which fresh (% of whole recipe)	79.0%
Crude Protein	46.0%
Crude Fat	30.0%
Of which Omega-3	16.0%
Of which Omega-6	6.1%
Crude Fibre	1.8%
Crude Ash	5.5%
Water	6.0%
Calcium	8.0%
Phosphorus	0.9%
Kcal/kg	0.8%
	3720

## Is this your first plant-based meal?

With the first plant-based ESSENTIALS meal comes a nutritional lifestyle change. If you are already serving ESSENTIALS (thank you!), you will be able to make the change from one day to the next or mix in as desired. If switching from another brand, you should introduce ETERNAL LIVING over 4-7 days, mixing the old meal with the new meal, starting with 1/3 ETERNAL and gradually increasing to 100% or as

desired. The most important thing is to adjust daily portions to suit your dog. Overfeeding will result in softer stools. We advise taking the first 2-3 weeks to work out the correct portion size. When your dog's stools are solid, and he or she appears to be full, you have found the correct portion size. All you have to do now is enjoy all the benefits of a 90% plant-based/100% ESSENTIALS way of life.

TIP: Serve ETERNAL LIVING once a week or in periods to reduce the carbon footprint, without having to compromise on taste or energy, while benefitting from broader exposure to micronutrients.

## The recipe

Brown Rice Protein, Field Beans, Linseed, Peas, Pea Protein, Sweet Potato, Chickpeas, Whole dried Egg, Sunflower Oil, Rapeseed Oil, Brewer's Yeast, Potato Protein, Freshly Prepared Free Range Egg, Lentils, Lupins, Minerals, Dried Seaweed, Potato, Vegetable Gravy, Lucerne, Dried Broccoli, Dried Algae, Fructooligosaccharides, Mannanooligosaccharides, Cranberry, Acai, Bilberry, Mulberry, Apple, Tomato, Orange, Pear, Carrot, Spinach, Cauliflower, Marigold, Ginseng, Green Tea, Ginger.

## Cooking temperature

90 degrees (°C).

## Additives per kg

Vitamins: Vitamin A 14,400 IU, Vitamin D3 2000 IU, Vitamin E 96 IU. Provitamins: Taurine 1,428 mg. Trace Elements: Zinc (Zinc Chelate of Amino Acids Hydrate) 48 mg, Iron (Iron (II) Chelate of Amino Acids Hydrate) 48 mg, Manganese (Manganese Chelate of Amino Acids Hydrate) 34 mg, Copper (Copper (II) Chelate of Amino Acids Hydrate) 14 mg, Iodine (Calcium Iodate Anhydrous) 0.96 mg, Selenium (Sodium Selenite) 0.29 mg. We naturally preserve with rosemary extract. Regulation (EC) No 2017/2279.

## Best before

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

## Storage & packaging

The food should be stored in the bag, in a cool, dry place (5-18 °C). Away from direct sunlight, and with the zip carefully closed. This will ensure the last meal tastes as good as the first. The packaging is 100% recyclable plastic and should be disposed of with other soft plastics.

## Kibble Size

When you open our 2.5kg or 10kg bags of ETERNAL LIVING, you'll find a medium sized kibble. This allows more families to mix ETERNAL with other LIVING meals on a daily or weekly basis, regardless of size, breed and preference when it comes to bag size. TIP: While the kibble format is suitable for all sizes, the meal can be softened with a splash of water or ESSENTIAL the OMEGA 3 OIL for a softer texture if needed.



79% hereof 46% fresh



BOF approved



80% reduction in carbon emissions



Ovo-vegetarian

**Q·S·E**  
QUALITY · SERVICE  
ENTHUSIASM



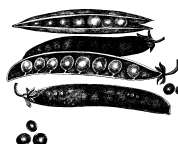
Brown Rice Protein



Field Beans



Linseed



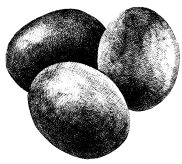
Whole Peas



Sweet Potatoes



Chickpeas



Whole Eggs



Sunflower



Rapeseed



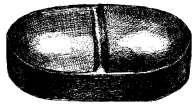
Potatoes



Lentils



Lupin



Vitamins & Minerals



Seaweed



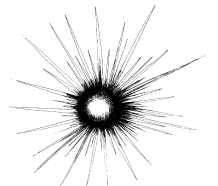
Alfalfa Sprouts



Broccoli



Algae



Prebiotics



Cranberries



Acai



Bilberries



Mulberries



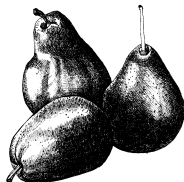
Apples



Tomatoes



Oranges



Pears



Carrots



Spinach



Cauliflower



Marigold



Ginseng



Green Tea



Ginger



## HOW ETERNAL LIVING SETS A NEW GOLD STANDARD

ETERNAL LIVING has been more than three years in the making, and each gram has been carefully selected to create this magical meal where plants and eggs live up to our higher-than-high standards for nutrition and life quality. To help you, here are a few answers to questions we thought you might ask:

### 1. How does ETERNAL provide my dog with the nutrition it needs?

When choosing a meat-free meal, it's important to find other valuable sources of protein, fats, minerals and vitamins. ETERNAL contains not just one but multiple sources of protein, the most important being brown rice protein, field beans, peas and chickpeas. These plants contribute vegetarian oils, essential amino acids and minerals, in particular brown rice protein, which is rich in protein and many essential amino acids. It is no wonder that it is one of the most popular sources of protein for people who prefer a vegetarian or vegan diet. We have also added sunflower and rapeseed oils, which are rich in minerals and unsaturated fat. And to top it all off, we've added eggs, which you can read more about in the answer to question 2. You can rest assured that every aspect of the ETERNAL recipe caters to your dog's well-being.

### 2. Why add eggs to the recipe, instead of going 100% plant-based?

Egg is an excellent source of protein, essential amino acids, omega-3 and the nutrients lutein and choline (vitamin B), while having a significantly lower environmental impact compared with other animal-based sources of nutrients. Furthermore, egg has a very high degree of protein digestibility, around 97%, which means that nearly all of the protein is absorbed. By adding both powdered and fresh free-range eggs, we ensure that ETERNAL meets the high nutritional standards of the meals in our LIVING series. We may offer a 100% plant-based meal at some point in the future, and if we do, we guarantee that we will not compromise on nutritional quality.

### 3. How can there be omega-3 in ETERNAL when there is no fish in it?

The short answer is that it primarily comes from eggs, rapeseed oil, algae, and seaweed. Algae and seaweed have a fun background story, as that's where fish get their omega-3 fatty oils from in the first place. We just cut out the middleman!

### 4. How did you compare ETERNAL LIVING and SUPERIOR LIVING?

A life cycle assessment, prepared by Trayak in 2021-2022, compared the two meals based on our unique recipes, data from the recognised EcoInvent and supplemented by data from The World Food Database for added accuracy where necessary. It was prepared using the tool ECOImpact-Compass and leading methodologies, such as ImpactWorld+ and IPCC2013, which calculate the footprint across several important areas. The meals have been compared at the ingredient and recipe level, as this is where the main differences in the footprint of the meals lie, while other elements can reasonably be assumed to be the same for the meals (such as packaging, storage and transport).

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

