



# THE BEGINNING

## Who's it for?

ESSENTIAL the BEGINNING is our special food for puppies & juniors, who as adults will weigh up to a maximum of 15 kg. As you can and should always expect from us, only top-quality ingredients are used. The BEGINNING is GRAIN-FREE and follows our BOF principle. Important! Puppies that will weigh more than 15 kg as adults must begin on the BEGINNING LARGE BREED from 8 weeks of age.

For breeders: For all puppies from about 3 weeks of age. Soak the meals in boiled, slightly cooled water to make porridge, and introduce gradually. Serve the BEGINNING to the bitch until the pups are 6-8 weeks. Can also be served before giving birth for extra energy/strength.

## 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. 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.

## Product description

Made with fresh and dried chicken, duck, salmon, trout, egg

Of which fresh	85.0%
Protein	42.0%
Fat	35.0%
Of which Omega-3	21.0%
Of which Omega-6	1.7%
Minerals/Crude ash	3.6%
Fiber	8.0%
Water	3.5%
Calcium	8.5%
Phosphorus	1.6%
Glucosamine	1.3%
Chondroitin	0.09%
Kcal/kg	0.07%
	3920

## 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

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

## Cooking temperature

90 degrees (°C).

## Additives per kg

Vitamins: Vitamin A 15,000 IU, Vitamin D<sub>3</sub> 2000 IU, Vitamin E 240 IU. Provitamins: Taurine 1,500 mg. Trace Elements: Zinc (Zinc Chelate of Amino Acids Hydrate) 50 mg, Iron (Iron (II) Chelate of Amino Acids Hydrate) 50 mg, Manganese (Manganese Chelate of Amino Acids Hydrate) 35 mg, Copper (Copper (II) Chelate of Amino Acids Hydrate) 15 mg, Iodine (Calcium Iodate Anhydrous) 0.96 mg, Selenium (Sodium Selenite) 0.3 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 10kg packaging is 100% recyclable plastic and should be disposed of with other soft plastics.

## Bags & croquette size

The BEGINNING is available in 3 kg and 10kg bags. The croquette size is tailored to smaller breeds and is the same in all bags.



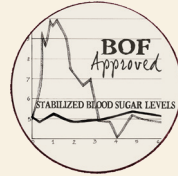
85% hereof 42% fresh



All chickens are cage free



Grain Free



BOF Approved

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



Five Freedoms Chicken



Free Run Duck



Sweet Potatoes



Whole Peas



Salmon



Trout



Whole Eggs



Linseed



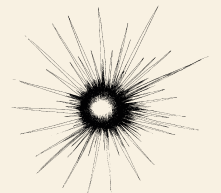
Potatoes



Alfalfa Sprouts



Vitamins & Minerals



Prebiotics



Cranberries



Acai



Bilberries



Mulberries



Apples



Tomatoes



Oranges



Pears



Carrots



Spinach



Cauliflower



Seaweed



Marigold



Ginseng



Green Tea



Ginger

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



Kg

► Age of puppy & daily serving (g)  
▼ Expected adult body weight

► Das Alter des jungen Hundes und die tägliche Portionsgröße (g)  
▼ Das erwartete Gewicht als ausgewachsener Hund

► Valpens ålder och daglig fodermängd (g)  
▼ Förväntad vikt som vuxen

► Hvalpens alder og daglig portionmængde (g)  
▼ Forventet vægt som voksen

	2months	3months	4months	5months	6months	7months	8months	9months	10months	11months	12months	12months+
2kg	65	75	85	85	75	65	55	45	ADULT			
5kg	95	105	115	125	125	115	105	95	85	ADULT		
10kg	145	155	165	175	185	185	175	165	155	145	ADULT	
15kg	180	190	200	210	220	230	230	220	210	200	190	ADULT