



# ESSENTIAL FOODS

*ESSENTIAL FOODS is the revolution in pet nutrition your dog or puppy will thank you for. Hard to believe? Here's why. We developed ESSENTIALS with the philosophy that our high-quality food should help bring out your dog's full potential through achieving its most balanced behavior (BOF) as well as preserve optimal health, year in, year out. We believe you and your dog deserve nothing less. Making our ambitions reality means our ingredients and composition are in a class of their own.*

Welcome to ESSENTIAL FOODS.

## ABOUT THE CONTENT & COMPOSITION

ESSENTIAL meals are prepared with minimum 74% proteins like, chicken, salmon, trout, herring, lamb, duck, venison and egg. In harmony with your dog's anatomical needs, every bag is balanced with fresh proteins at minimum 42%.

To preserve the nutritional value of our massive fresh ingredients, ESSENTIALS is prepared at only 90 degrees (°C).

All our ingredients are of the highest quality, sourced regionally whenever possible.

## WHAT YOUR NOSE WILL TELL YOU

When you open your first bag of ESSENTIALS you'll be surprised by what you notice - a fresh, natural and appetizing aroma, which in itself will change your view of what a dog's meal should be.

## WHAT IS BOF?

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.

## THE LINK BETWEEN BEHAVIOUR AND NUTRITION

ESSENTIALS will almost always have a positive effect for all dogs (BOF). Expect your dog to show a more calm and

balanced behavior prior, during and after feeding. Customers have told us that any erratic behavior in their dogs has either been dramatically reduced or even in some cases, have completely gone. Try ESSENTIAL FOODS and see what it can do for your dog.

## QUALITY OF LIFE

The old phrase 'You are what you eat' also applies to your dog. When some owners choose to feed a BARF diet, they often do so because many complete meals don't fulfill the dog's full health and behavioral potential. ESSENTIAL FOODS provides the same quality as a BARF diet, without the stress and inconvenience of handling and preparing frozen/raw meat, bones and offal.

## WHAT IS QSE?

Everything we do at ESSENTIAL is driven by three core values:

(Q) Quality - Only the very best is good enough... Period.

(S) Service - A level of service that goes beyond expectation.

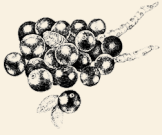
(E) Enthusiasm - We're never content but always strive to get even better results.

## GIVE US 30 DAYS AND A CHALLENGE

We promise you that within 30 days you'll notice an improvement, even if your dog is already in optimal balance. We are sure both you and your dog will be completely satisfied with ESSENTIAL FOODS.

## A SMALL COMPANY WITH A BIG VISION

- A highly experienced team of professionals.
- 10 different recipes, for all your dog's needs throughout a lifetime.
- A complete selection of delicious treats.
- Massive charity activities for dogs and animals in need
- BRC Grade A certificate (Best food health safety).
- Official partners that can and will make a difference.
- Customer service hotline UK: +44 (0) 75 0000 6358: 8am-7pm (Mon-Sat).
- Outside the UK: +45 7199 9090, for free advice and information (9am - 5pm CET)



Organic Acai



Alfalfa Sprouts



Apples



Blueberries



Carrots



Cauliflower



Ross & Cobb Chicken



Cranberries



Gressingham Duck



Eggs



Ginger



Ginseng



Green Tea



British Grown Linseed



Marigold



Mulberries



Oranges



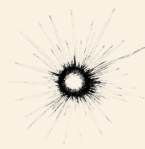
Pears



English Peas



Russet Potatoes



Prebiotics



Rosemary



Scottish Salmon



Hand Harvested Seaweed



Spinach



Beauregard & Jewel  
Sweet Potatoes



Tomatoes



Salisbury Rainbow Trout



Vitamins & Minerals



British Lamb



Red & Fallow Venison



Herring