



# THE BEGINNING

## WHICH DOG?

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. 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	85,0	%
Of which is fresh	42,0	%
Protein	34,0	%
Fat	22,0	%
Minerals/crude ash	8,0	%
Fiber:	3,0	%
Water	8,5	%
Omega6	3,6	%
Omega3	1,7	%
Calcium	1,6	%
Phosphorus	1,3	%
Glucosamine	0,09	%
Chondroitin	0,07	%
Kcal/Kg	3920,0	

## 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, chicken fat, peas, fresh salmon and trout, fresh whole egg, linseed, 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.



85% hereof 42% fresh



All chickens are cage free



Grain free



BOF approved



Organic Akai



Lucerne Sprout



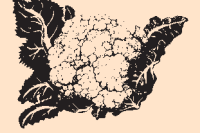
Apple



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

Kg	Puppies age and daily total portion size (g) Expected weight as an adult											
	2 months	3 months	4 months	5 months	6 months	7 months	8 months	9 months	10 months	11 months	12 months	12 months+
2kg	65	75	85	85	75	65	55	45	ADULT			
5 kg	95	105	115	125	125	115	105	95	85	ADULT		
10 kg	145	155	165	175	185	185	175	165	155	145	ADULT	
15 kg	180	190	200	210	220	230	230	220	210	200	190	ADULT

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