



# THE BEGINNING

## WHICH DOG?

ESSENTIAL THE BEGINNING is specifically formulated for puppies and juniors that will weigh no more than 15kg in adulthood. Our ingredients are of the highest quality; a quality you'll learn to expect from ESSENTIALS. The meal follows our BOF principle and is even grain-free.

## TIP

We recommend serving THE BEGINNING up to the age of 10-12 months. You should thereafter switch to one of the varieties for adults from our range.

## THE BOF PRINCIPLE

*Behavioural Optimizing Food* (BOF) is the principle of developing food to match your dog's natural diet. We've achieved just that. Our food ensures the stability of your dog's sugar levels. Its high fresh meat content stimulates instincts and our low preparation temperature means your dog gets the best nutritional values. Berries, seeds, and herbs mimic the contents of the prey's stomach and its size and consistency ensure the meal is chewed before being swallowed.

## COMPOSITION

Fresh and dried chicken, duck, salmon, trout, egg	70,0	%
Of which is fresh (% of whole recipe)	35,0	%
Vegetables, seeds, herbs, berries, fruit, vitamins, minerals	30,0	%
Protein	34,0	%
Fat	22,0	%
Minerals	8,0	%
Water	8,5	%
Omega6	3,6	%
Omega3	1,7	%
Calcium	1,6	%
Phosphorus	1,3	%
Glucosamine	0,09	%
Chondroitin	0,07	%

## 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, FOS, glucosamine\*, chondroitin\*, MSM\* (\*all from natural sources), cranberry, akai, blueberry, mulberry, apple, tomato, orange, pear, carrot, spinach, cauliflower, seaweed, marigold, ginseng, green tea, ginger.

## PREPARATION TEMPERATURE

90 degrees (°C).

## BEST BEFORE

12 months from the preparation date.

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.

## ADVICE FOR PUPPIES WITH DISCERNING TASTES

In our experience most puppies find the taste of ESSENTIALS irresistible. Don't be surprised however if your puppy doesn't finish his meal. This isn't due to taste, but because ESSENTIALS gives a fuller feeling, which your puppy will get used to in time. If your puppy is especially discerning, try pouring a little heated water over the meal. Alternatively stir in 1-2 spoonfuls of ESSENTIAL the OMEGA 3 OIL.

## RECOMMENDED RETAIL PRICE

Please contact your national distributor.



Organic Akai



Lucerne Sprout



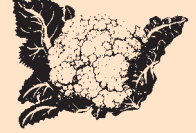
Apple



Blueberry



Carrot



Cauliflower



Ross & Cobb Chicken



Cranberry



Gressenham 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.