



THE BEGINNING - LARGE BREED

WHICH DOG?

ESSENTIAL THE BEGINNING - LARGE BREED is specifically formulated for puppies and juniors that will weigh over 15kg in adulthood. The meal is developed to perfectly support this specific sensitive growth stage that bigger dogs go through. LARGE BREED follows our BOF principle and is even grain-free.

TIP

We recommend serving THE BEGINNING - LARGE BREED up to the age of 13-28 months.

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	65,0	%
Of which is fresh (% of whole recipe)	35,0	%
Vegetables, seeds, herbs, berries, fruit, vitamins, minerals	35,0	%
Protein	28,0	%
Fat	16,0	%
Minerals	7,5	%
Water	8,5	%
Omega6	1,5	%
Omega3	1,5	%
Calcium	1,4	%
Phosphorus	1,2	%
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, sweet potato, dried chicken and duck, peas, fresh salmon and trout, fresh whole egg, linseed, chicken fat, 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



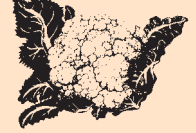
Apple



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 mon.	3 mon.	4 mon.	5 mon.	6 mon.	7 mon.	8 mon.	9 mon.	10 mon.	11 mon.	12 mon.	13 mon.	14 mon.	15 mon.	16 mon.	17 mon.	18 mon.	18 mon.+
15 kg	180	190	200	210	220	230	230	220	210	200	190	ADULT						
20 kg	210	230	240	250	260	270	280	280	270	260	250	240	ADULT					
25 kg	240	270	280	290	300	310	320	330	330	320	310	300	290	ADULT				
30 kg	280	300	310	320	330	340	350	360	370	370	360	350	340	330	ADULT			
40 kg	360	370	380	390	400	410	420	430	440	450	450	440	430	420	410	ADULT		
50 kg	440	450	460	470	480	490	500	510	520	530	540	540	530	520	510	500	490	ADULT
60 kg	510	520	530	540	550	560	570	580	590	600	610	610	600	590	580	570	560	ADULT
70 kg	580	590	600	610	620	630	640	650	660	670	680	680	670	660	650	640	630	ADULT
80 kg	650	660	670	680	690	700	710	720	730	740	750	750	740	730	720	710	700	ADULT

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