



# ESTATE LIVING

## WHICH DOG?

ESSENTIAL ESTATE LIVING is our unique grain-free meal, prepared with free-range British lamb and venison. It's formulated to support normal activity levels and is for adult dogs of all breeds. Our ingredients are of the highest quality; a quality you'll learn to expect from ESSENTIALS. The meal follows our BOF principle.

## TIP

You can create more variety by occasionally serving ESSENTIAL SUPERIOR LIVING and ESSENTIAL NAUTICAL LIVING

## 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 lamb, venison,

duck and egg	74,0 %
Of which is fresh	50,0 %
Protein	30,0 %
Fat	16,0 %
Minerals/crude ash	8,0 %
Fiber	3,5 %
Water	8,5 %
Omega6	2,8 %
Omega3	1,7 %
Kalcium	1,8 %
Phosphorus	1,3 %
Glucosamine	0,09 %
Chondroitin	0,07 %
Kcal/Kg	3580,0

## 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 lamb and venison, sweet potato, dried lamb, peas, fresh whole egg, dried chicken, potato, linseed, lamb fat, lucerne sprout, liver stock, vitamins, minerals, MOS (mannan oligosaccharides), FOS (fructooligosaccharides), glucosamine, chondroitin, MSM (methylsulfonylmetan) cranberry, acai, blueberry, mulberry, apple, tomato, orange, pear, carrot, spinach, cauliflower, seaweed, mari-gold, 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.



74% hereof 50% fresh



Stop itching



Grain free



BOF approved

**Q** U A L I T Y  
**S** E R V I C E  
**E** N T H U S I A S M



Organic Akai



Lucerne Sprout



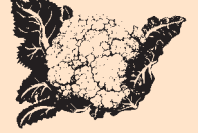
Apple



Blueberry



Carrot



Cauliflower



Ross & Cobb Chicken



Cranberry



Egg



Ginger



Ginseng



Green Tea



British Lamb



British Grown Linseed



Marigold



Mulberry



Orange



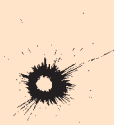
Pear



English Peas



Russet Potato



Probiotics



Rosemary



Handpicked Seaweed



Spinach



Beauregard & Jewel Sweet Potato



Tomato



Red & Fallow Venison



Vitamins & Minerals



Kg

2kg

5kg

10kg

15kg

20kg

25kg

30kg

40kg

50kg

60kg

70kg

80kg

45 g

80 g

140 g

180 g

225 g

270 g

310 g

390 g

465 g

530 g

600 g

660 g

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