



THE BEGINNING

WHO'S IT FOR?

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.

PRODUCT DESCRIPTION

Made with fresh and dried chicken, duck,

salmon, trout, egg	85.0%
of which is fresh	42.0%
Protein	35.0%
Fat	21.0%
Minerals/Crude ash	8.0%
Fiber	3.5%
Water	8.5%
Omega 6	3.6%
Omega 3	1.7%
Calcium	1.6%
Phosphorus	1.3%
Glucosamine	0.09%
Chondroitin	0.07%
Kcal/kg	3920

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 adjust from there. You are always welcome to contact us for feeding advice and guidance.

THE RECIPE

Freshly prepared chicken and duck, dried chicken and duck, sweet potato, chicken fat, peas, freshly prepared salmon and trout, freshly prepared whole egg, linseed, potato, liver stock, lucerne sprout, vitamins, minerals, MOS (mannanoligosaccharides), FOS (fructooligosaccharides), glucosamine, chondroitin, cranberry, acai, blueberry, mulberry, apple, tomato, orange, pear, carrot, spinach, cauliflower, seaweed, marigold, ginseng, green tea, ginger.

COOKING TEMPERATURE

90 degrees (°C).

ADDITIVES PER KG

Vitamins: Vitamin A 15,000 IU, Vitamin D3 2000 IU, Vitamin E 240 IU. Provitamins: Taurine 1,500 mg. Trace Elements: Zinc (Zinc Chelate of Amino Acids Hydrate) 50 mg, Iron (Iron (II) Chelate of Amino Acids Hydrate) 50 mg, Manganese (Manganese Chelate of Amino Acids Hydrate) 35 mg, Copper (Copper (II) Chelate of Amino Acids Hydrate) 15 mg, Iodine (Calcium Iodate Anhydrous) 0.96 mg, Selenium (Sodium Selenite) 0.3 mg. Naturally preserved with rosemary and mixed tocopherols. Regulation (EC) No 2017/2279.

BEST BEFORE

Date, time and unique production number can be found at the top of the bag.

RECOMMENDED STORAGE

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.



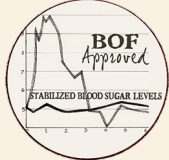
85% hereof 42% fresh



All chickens are cage free



Grain Free



BOF Approved

QUALITY
SERVICE
ENTHUSIASM



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



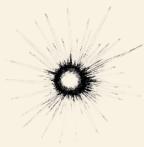
Pears



English Peas



Russet Potatoes



Prebiotics



Rosemary



Scottish Salmon



Hand Harvested Seaweed



Spinach



Beauregard & Jewel
Sweet Potatoes



Tomatoes



Salisbury Rainbow Trout



Vitamins & Minerals

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



Kg

► Age of puppy & daily serving (g)
▼ Expected adult body weight

► Das Alter des jungen Hundes und die tägliche Portionsgröße (g)
▼ Das erwartete Gewicht als ausgewachsener Hund

► Valpens ålder och daglig födermängd (g)
▼ Förväntad vikt som vuxen

► Hvalpens alder og daglig portionmængde (g)
▼ Forventet vægt som voksen

	2months	3months	4months	5months	6months	7months	8months	9months	10months	11months	12months	12months+
2kg	65	75	85	85	75	65	55	45	ADULT			
5kg	95	105	115	125	125	115	105	95	85	ADULT		
10kg	145	155	165	175	185	185	175	165	155	145	ADULT	
15kg	180	190	200	210	220	230	230	220	210	200	190	ADULT