



SUPERIOR LIVING

WHO'S IT FOR?

ESSENTIAL SUPERIOR LIVING is our unique grain-free meal prepared with fresh chicken and duck. This meal is for adult dogs of all breeds and is formulated to support normal activity levels. Our ingredients are of the highest quality; a quality you'll learn to expect from ESSENTIALS. The meal is grain-free and follows our BOF principle.

TIP: You can create more variety by occasionally serving ESSENTIAL NAUTICAL LIVING and ESSENTIAL ESTATE 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.

PRODUCT DESCRIPTION

Made with fresh and dried chicken, duck,

salmon, trout, egg	80.0%
Of which is fresh	45.0%
Protein	30.0%
Fat	18.0%
Minerals/Crude ash	8.0%
Fiber	3.5%
Water	8.5%
Omega 6	2.8%
Omega 3	1.6%
Calcium	1.6%
Phosphorus	1.3%
Glucosamine	0.09%
Chondroitin	0.07%
Kcal/Kg	3700

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, peas, fresh salmon and trout, linseed, fresh whole egg, chicken fat, potato, liver stock, lucerne sprout, vitamins, minerals, MOS (mannan oligosaccharides), FOS (fructooligosaccharides), glucosamine, chondroitin, MSM (methylsulfonyl-metan) 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

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.

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.



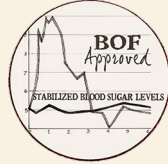
80% hereof 45% fresh



All chickens are cage free

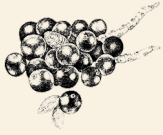


Grain Free



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



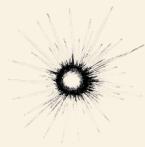
Pears



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.



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