



SUPERIOR LIVING

Who's it for?

ESSENTIAL SUPERIOR LIVING is our unique grain-free meal prepared with fresh chicken and duck. This complete 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. 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

	83.0%
Of which fresh	45.0%
Protein	31.0%
Fat	16.0%
Of which Omega-3	1.6%
Of which Omega-6	2.8%
Minerals/Crude ash	8.5%
Fiber	3.5%
Water	8.5%
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 (33%), dried chicken and duck (30%), sweet potato, peas, fresh salmon and trout (7%), linseed, whole egg (5%), chicken fat (5%), potato, chicken gravy (3%), lucerne sprout, vitamins, minerals, MOS (mannan oligosaccharides), FOS (fructooligosaccharides), glucosamine, chondroitin, cranberry, acai, bilberry, mulberry, apple, tomato, orange, pear, carrot, spinach, cauliflower, seaweed, marigold, ginseng, green tea, ginger. Total 83% Meat Ingredients.

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. We naturally preserve with rosemary extract. Regulation (EC) No 2017/2279.

Best before

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

Storage & packaging

The food should be stored in the bag, in a cool, dry place (5-18 °C). Away from direct sunlight, and with the zip carefully closed. This will ensure the last meal tastes as good as the first. The 10kg packaging is 100% recyclable plastic and should be disposed of with other soft plastics.



83% hereof 45% fresh



All chickens are cage free



Grain Free



BOF Approved

Q·S·E
QUALITY · SERVICE
ENTHUSIASM



Five Freedom Chicken



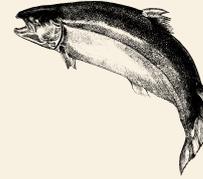
Free Run Duck



Sweet Potatoes



Whole Peas



Salmon



Trout



Linseed



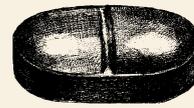
Whole Eggs



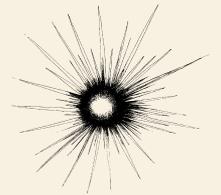
Potatoes



Alfalfa Sprouts



Vitamins & Minerals



Prebiotics



Cranberries



Acai



Bilberries



Mulberries



Apples



Tomatoes



Oranges



Pears



Carrots



Spinach



Cauliflower



Seaweed



Marigold



Ginseng



Green Tea



Ginger

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
24h												