



# BALANCE

## WHO'S IT FOR?

ESSENTIAL BALANCE is a single source protein food in which turkey, rice and oats are the main ingredients. BALANCE is significantly different from our other meals, so please read the following carefully before choosing BALANCE. BALANCE is presented as a solution in four different situations:

1: Looking for a low protein food? BALANCE is only 20 percent protein. You can further increase the level of protein in the servings by mixing BALANCE together with any of our LIVING foods. If you serve a mixture of 75% BALANCE together with 25% of a ESSENTIAL LIVING meal the protein level is boosted to 22.5 %.

2: Is your dog suffering from loose stools? The combination of turkey meat, rice and oats is carefully composed to balance the digestive system. ESSENTIAL BALANCE can be served on its own or mixed with our other meals. The latter option is the obvious choice in the case of recurrent problems.

3: Would you like to serve a more economically attractive ESSENTIALS meal? This option is for those who need to find a food solution at a lower price, but who are attracted by our values and the results we deliver to our customers. Fortunately, there is now an economic solution for heavy volume users who cannot go the full ESSENTIALS way. In this case it makes particular sense to use our other meals for specific lifestyle situations. These could, for example, be CONTOUR for sterilised or neutered dogs and LARGE BREED for large puppies etc.

4: Does your dog suffer from an allergy problem caused by certain ingredients? BALANCE is a single source protein meal. This makes BALANCE the obvious choice for those who wish to serve ESSENTIALS to avoid allergies caused by eggs, chicken, lam, beef or fish proteins. Check out the ingredients yourself or contact us for advice. You can also increase protein intake by supplementing your dog's diet with fresh, non-allergic protein sources.

## THE SMALL PRINT

Price and quality are closely related. BALANCE delivers a fantastic product at this price point, with turkey as the primary ingredient. This gives ESSENTIAL BALANCE a head start compared with other products in the same price range. BALANCE, however, is not a thoroughbred ESSENTIALS product, and the price difference means that you have to accept doing without BOF approved, 100% grain-free and nor having our broad spectrum of ingredients in the bag.

That being said, ESSENTIAL BALANCE showcases just how much more value ESSENTIAL FOODS delivers in the super premium category with BALANCE, and expressively in the luxury category with all our other foods.

## PRODUCT DESCRIPTION

|                                  |       |
|----------------------------------|-------|
| Made with fresh and dried turkey | 30%   |
| Of which fresh                   | 20%   |
| Protein                          | 20.0% |
| Fat                              | 10.0% |
| Of which Omega-3                 | 0.8%  |
| Of which Omega-6                 | 1.9%  |
| Minerals/Crude ash               | 7.0%  |
| Fiber                            | 4.0%  |
| Water                            | 8.5%  |
| Calcium                          | 1.4%  |
| Phosphorus                       | 0.9%  |
| Kcal/Kg                          | 3300  |

## THE RECIPE

Freshly prepared and dried turkey, rice, oats, whole linseed, turkey gravy, turkey fat, beet pulp, alfalfa, minerals, vitamins, omega 3 supplement, natural seaweed, chicory and yucca extract, calcium carbonate, glucosamine (185 mg/kg), chondroitin sulphate (130 mg/kg).

## COOKING TEMPERATURE

90 degrees (°C).

## ADDITIVES PER KG

Vitamins: Vitamin A (retinyl acetate) 15,000 IU, Vitamin D<sub>3</sub> (cholecalciferol) 2000 IU, Vitamin E (alpha tocopherol acetate) 240 IU. Trace Elements: Zinc (Zinc Chelate Monohydrate) 50 mg, Iron (Iron (II) Chelate Monohydrate) 50 mg, Manganese (Manganese Chelate Monohydrate) 35 mg, Copper (Cupric Chelate Monohydrate) 15 mg, Iodine (Calcium Iodate Anhydrous) 0.96 mg, Selenium (Sodium Selenite) 0.3 mg. Conserved with natural preservatives (rosemary) and natural antioxidants. Regulation (EC) No 2017/2279.

## BEST BEFORE

See printed date and batch number on 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.



British Grown Linseed



British Oats



Hand Harvested Seaweed



Turkey



Salmon Oil



Alfalfa Sprouts



Rice



Vitamins & Minerals

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

