



ESTATE LIVING

Who's it for?

ESSENTIAL ESTATE LIVING is our unique grain-free complete meal, prepared with 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, ESSENTIAL HIGHLAND 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. 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 lamb, venison,

chicken and egg	74.0%
Of which fresh	50.0%
Protein	30.0%
Fat	15.0%
Of which Omega-3	1.7%
Of which Omega-6	2.8%
Minerals/Crude ash	8.5%
Fiber	4.0%
Water	8.5%
Calcium	1.8%
Phosphorus	1.3%
Glucosamine	0.09%
Chondroitin	0.07%
Kcal/kg	3580

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 (40%), sweet potato, dried lamb (20%), peas, whole egg (6%), dried chicken (6%), potato, linseed, lamb fat (2%), lucerne sprout, liver stock, 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 Meat ingredients 74%.

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, Iodine (Calcium Iodate Anhydrous) 0.96 mg, Selenium (Sodium Selenite) 0.2 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.



74% hereof 50% fresh



Grain Free



BOF Approved

Q·S·E
QUALITY · SERVICE
ENTHUSIASM



Free Run British Lamb



Free Run Venison



Sweet Potatoes



Five Freedoms Chicken



Whole Peas



Whole Eggs



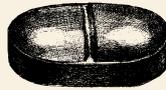
Potatoes



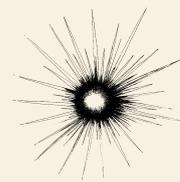
Linseed



Alfalfa Sprouts



Vitamins & Minerals



Prebiotics



Marigold



Seaweed



Green Tea



Ginseng



Ginger



Cranberries



Bilberries



Mulberries



Acai



Apples



Tomatoes



Oranges



Pears



Carrots



Cauliflower



Spinach

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

Kg	2kg	5kg	10kg	15kg	20kg	25kg	30kg	40kg	50kg	60kg	70kg	80kg
24h												