THE BEGINNING

WHICH DOG?
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.

THE BOF PRINCIPLE
Behavioural Optimizing Food (BOF) is the principle of developing food to match your dog's natural diet. We've achieved just that. Our food ensures the stability of your dog's sugar levels. Its high fresh meat content stimulates instincts and our low preparation temperature means your dog gets the best nutritional values. Berries, seeds, and herbs mimic the contents of the prey's stomach and its size and consistency ensure the meal is chewed before being swallowed.

COMPOSITION
Fresh and dried chicken, duck, 70.0 %
Of which is fresh (% of whole recipe) 35.0 %
Vegetables, seeds, herbs, berries, 30.0 %
Protein 34.0 %
Fat 22.0 %
Minerals 8.0 %
Water 8.5 %
Omega6 3.6 %
Omega3 1.7 %
Calcium 1.6 %
Phosphorus 1.3 %
Glucosamine 0.09 %
Chondroitin 0.07 %

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, chicken fat, peas, fresh salmon and trout, fresh whole egg, linseed, potato, liver stock, lucerne sprout, vitamins, minerals, MOS, FOS, glucosamine*, chondroitin*, MSM* (*all from natural sources), cranberry, akai, blueberry, mulberry, apple, tomato, orange, pear, carrot, spinach, cauliflower, seaweed, marigold, ginseng, green tea, ginger.

PREPARATION TEMPERATURE
90 degrees (°C).

BEST BEFORE
12 months from the preparation date.

STORAGE RECOMMENDATIONS
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.

ADVICE FOR PUPPIES WITH DISCERNING TASTES
In our experience most puppies find the taste of ESSENTIALS irresistible. Don't be surprised however if your puppy doesn’t finish his meal. This isn’t due to taste, but because ESSENTIALS gives a fuller feeling, which your puppy will get used to in time. If your puppy is especially discerning, try pouring a little heated water over the meal. Alternatively stir in 1-2 spoonfuls of ESSENTIAL the OMEGA 3 OIL.
Puppies age and daily total portion size (g)

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

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<thead>
<tr>
<th>Age</th>
<th>2 months</th>
<th>3 months</th>
<th>4 months</th>
<th>5 months</th>
<th>6 months</th>
<th>7 months</th>
<th>8 months</th>
<th>9 months</th>
<th>10 months</th>
<th>11 months</th>
<th>12 months</th>
<th>12 months+</th>
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</thead>
<tbody>
<tr>
<td>2 kg</td>
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<td>10 kg</td>
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<td>220</td>
<td>230</td>
<td>230</td>
<td>ADULT</td>
</tr>
</tbody>
</table>

* Puppies age and daily total portion size (g)
* Expected weight as an adult