

80:10:10

80:10:10 is believed to be as close to a diet as a dog in the wild would get. This is made up of 80% muscle meat, 10% bone, 5% liver & 5% other organ (preferably brains, spleen, kidney or pancreas).

In theory, a dog will live on this, however science tells us that this is not enough to truly thrive.

Studies have shown dogs also consume fruit, vegetables, nuts, seed, eggs & fish. Therefore, it is recommended you add:

- Eggs 2-3 times a week
- Small oily fish like [sprats](#), sardines, mackerel, herring 2-3 times a week.
- Non-starchy, dog safe vegetables and fruits up to 10% of the meal. Although most breeds need less, about 4-6%

If your dog does not tolerate fruits & vegetables well, or you prefer not to feed them, you can opt to instead [supplement](#) these nutrients, or you can mix & match how you do it.

Completes

Completes came about as a way of making things simpler by giving all that your dog needs however just as with all markets, there are vast differences in the quality of completes.

It's important to always check the ingredients to ensure nothing is missing that you will need to add on top! For example, it's very common to still need to add eggs and oily fish 2-3 times a week.