

PERFORMANCE

FORMULATED FOR HIGHLY ACTIVE DOGS

MADE TO MAKE A DIFFERENCE®

Diamond pet foods are made with ingredients of exceptional quality and formulated to help your pet stay active and feel great.

Every Diamond pet food formula contains carefully determined levels of protein, fat and other essential nutrients to support ideal body condition. Along with antioxidants for stronger immunity and guaranteed levels of probiotics to support digestion, Diamond pet foods provide all the nutrients your pet needs, day after day.

We believe every pet deserves the best nutrition. Through extensive research, proprietary technology and rigorous production standards, we work to ensure that when you buy Diamond, you can be confident your pet is getting safe, affordable nutrition of exceptional quality.

PERFORMANCE

Diamond Performance Formula is the ideal diet for the hardworking canine athlete. The perfect balance of fat and protein helps maintain strength, increase endurance and provide the energy your dog needs for peak performance. Also an excellent choice for puppies and pregnant or nursing adult dogs.



Guaranteed Probiotics

Formulated with K9 Strain® Probiotics, beneficial bacteria that support digestive and immune systems and help your dog maintain an active lifestyle. 80 million colony-forming units (CFU) per pound are guaranteed.



Omega Fatty Acids

Chicken fat, fish meal and flaxseed provide the omega fatty acids that are essential for healthy skin, a shiny coat and overall well-being.



Antioxidants

Powerful antioxidants such as selenium and vitamin E help to support the immune system and a healthy lifestyle.



Essential Vitamins & Minerals

Essential vitamins and minerals are necessary for the health and well-being of your pet. A precise blend of these nutrients is included in every formula.

Ingredients

Chicken, chicken by-product meal, whole grain ground corn, wheat flour, egg product, chicken fat (preserved with mixed tocopherols), dried beet pulp, fish meal, flaxseed, natural chicken flavor, salmon oil (a source of DHA), dried yeast, potassium chloride, salt, choline chloride, dried Lactobacillus plantarum fermentation product, dried Bacillus subtilis fermentation product, dried Lactobacillus acidophilus fermentation product, dried Enterococcus faecium fermentation product, dried Bifidobacterium animalis fermentation product, vitamin E supplement, iron proteinate, zinc proteinate, copper proteinate, ferrous sulfate, zinc sulfate, copper sulfate, potassium iodide, thiamine mononitrate, manganese proteinate, manganous oxide, ascorbic acid, vitamin A supplement, biotin, niacin, calcium pantothenate, manganese sulfate, sodium selenite, pyridoxine hydrochloride (vitamin B6), vitamin B12 supplement, riboflavin, vitamin D supplement, folic acid.

Contains a source of live, naturally occurring microorganisms.

Guaranteed Analysis

Crude Protein	30.0%	Minimum
Crude Fat	20.0%	Minimum
Crude Fiber	3.0%	Maximum
Moisture	10.0%	Maximum
DHA (Docosahexaenoic Acid)	0.05%	Minimum
Calcium	1.2%	Minimum
Phosphorus	1.0%	Minimum
Zinc	150 mg/kg	Minimum
Selenium	0.35 mg/kg	Minimum
Vitamin A	15,000 IU/kg	Minimum
Vitamin E	150 IU/kg	Minimum
Omega-6 Fatty Acids*	3.4%	Minimum
Omega-3 Fatty Acids*	0.6%	Minimum
Total Microorganisms*	Not Less Than 80,000,000 CFU/lb (Lactobacillus plantarum, Bacillus subtilis, Lactobacillus acidophilus, Enterococcus faecium, Bifidobacterium animalis)	

*Not recognized as an essential nutrient by the AAFCO Dog Food Nutrient Profiles.

Calorie Content

3,982 kcal/kg (448 kcal/cup) Calculated Metabolizable Energy



PRODUCTION CODE



Feeding Guide

(Standard Measuring Cups/Day)

Weight (lbs.)	6-12 Weeks	3-5 Months	5-8 Months	8-12 Months	Adult Dogs
3	3/4	2/3	1/2	1/3	1/4
5	1 1/4	1	2/3	1/2	1/2
10	1 3/4	1 2/3	1 1/4	1	3/4
20	3	2 2/3	1 3/4	1 1/2	1 1/4
30	4	3 1/2	2 1/2	2	1 1/2
40	4 3/4	4 1/4	3	2 1/2	2
60	-	5 2/3	4	3 1/4	2 1/2
80	-	-	5	4	3
100	-	-	6	4 2/3	3 2/3

For adult dogs over 100 pounds, add 1/2 cup for every 10 additional pounds.

For pregnant or nursing adult dogs, we recommend free-choice feeding. Remember to keep plenty of fresh water available to your pet at all times. Store product in a dry, cool place.

Changing to Diamond Performance

Changing your pet's diet should be a gradual process. Start by adding a small amount of your pet's new food to their current food. Gradually increase the new food amount and decrease the current food amount at each feeding. Continue this method for approximately one week. For sensitive dogs, extend the period to 10 to 14 days.

AAFCO Statement

Diamond® Performance Formula is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for All Life Stages including growth of large size dogs (70 lbs. or more as an adult).

FAMILY-OWNED
Since 1970

Diamond Pet Foods was born in 1970 as the result of one family's commitment to the idea that every pet deserves the very best. From scientific solutions to holistic nourishment, we promise you that every product we produce is made using exceptional ingredients and delivers tasty, wholesome nutrition at a value you can appreciate.



Made in the USA with high-quality ingredients from trusted local and global sources.

Our Guarantee of Quality

Proudly made by Diamond Pet Foods. If you have any questions or comments, please call 1-800-442-0402 or write to us at: Diamond Pet Foods, P.O. Box 156, Meta, MO 65058 | www.diamondpet.com

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