

# DIAMOND NATURALS®

UNCOMPROMISING QUALITY AND PERFORMANCE, NATURALLY®

Made with ingredients of exceptional quality, Diamond Naturals provides complete, holistic nutrition for every pet. Each Diamond Naturals dry formula is enhanced with superfoods and guaranteed probiotics, for optimal nutrition and digestive support.



## PROPRIETARY PROBIOTIC TECHNOLOGY

Diamond Naturals dry dog formulas are formulated with **K9 Strain® Probiotics**, beneficial bacteria that support digestive and immune systems and help your dog maintain an active lifestyle. **K9 Strain Probiotics** are developed specifically for dogs and processed under strict quality and safety standards to ensure purity. Every pound of Diamond Naturals is guaranteed to provide 80,000,000 colony forming units (CFU) of live, active probiotic cultures.



## SUPERFOODS

Superfoods are unique foods that are particularly high in nutritional value. These ingredients, including kale, chia seed, pumpkin and blueberries, are sources of key nutrients, such as antioxidants, vitamins, minerals, fatty acids and proteins. Superfoods help provide more complete nutrition for your pet.

Beef protein, along with added superfoods, provides the energy and muscle building blocks your dog needs to stay active and strong. Guaranteed levels of selenium and vitamin E ensure that your dog is receiving optimum antioxidant nutrition, while omega-6 and omega-3 fatty acids from superfoods help maintain healthy skin and a shiny coat.



## ANTIOXIDANTS

Powerful antioxidants and phytonutrients from superfoods such as blueberries, oranges, spinach and carrots help to support the immune system and a healthy lifestyle.



## OMEGA FATTY ACIDS

The superfoods chia seed and coconut, along with added flaxseed, provide the omega fatty acids that are essential for healthy skin, a shiny coat and overall well-being.



## DIGESTIVE SUPPORT

A blend of soluble and insoluble fibers from chia seed, pumpkin, dried kelp and coconut, combined with prebiotic fiber from dried chicory root, helps support a healthy digestive system.



## PASTURE-RAISED BEEF PROTEIN

Beef meal, along with chia seed and quinoa, provides protein for bones and muscles and lots of energy, helping your dog stay active and fit.



## VEGETABLES AND FRUITS

Brightly colored vegetables and fruits like kale, blueberries, carrots and papaya provide an excellent spectrum of phytonutrients and an optimal array of vitamins.



## NO ARTIFICIAL COLORS, FLAVORS OR PRESERVATIVES ADDED

Real beef protein, vegetables and fruits provide optimized nutrition and an authentic taste dogs love without the need for artificial colors, flavors or preservatives.

## INGREDIENTS

Beef meal, peas, ground white rice, egg product, dried yeast, rice bran, chicken fat (preserved with mixed tocopherols), pea flour, dried beet pulp, natural flavor, flaxseed, potassium chloride, salt, DL-methionine, choline chloride, taurine, dried chicory root, kale, chia seed, pumpkin, blueberries, oranges, quinoa, dried kelp, coconut, spinach, carrots, papaya, yucca schidigera extract, 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, beta carotene, iron proteinate, zinc proteinate, copper proteinate, ferrous sulfate, zinc sulfate, copper sulfate, potassium iodide, thiamine mononitrate (vitamin B1), 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 B2), vitamin D supplement, folic acid.

Contains a source of live (viable), naturally occurring microorganisms.

## GUARANTEED ANALYSIS

Crude Protein	25.0%	Minimum
Crude Fat	15.0%	Minimum
Crude Fiber	4.5%	Maximum
Moisture	10.0%	Maximum
Zinc	150 mg/kg	Minimum
Selenium	0.35 mg/kg	Minimum
Vitamin A	15,000 IU/kg	Minimum
Vitamin E	150 IU/kg	Minimum
Taurine*	0.12%	Minimum
Omega-6 Fatty Acids*	2.4%	Minimum
Omega-3 Fatty Acids*	0.4%	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

3,518 kcal/kg (329 kcal/cup) Calculated Metabolizable Energy



## PRODUCTION CODE



## FEEDING GUIDE

Weight (lbs.)	Standard Measuring Cups/Day
5	½
10	1
20	1½
30	2
40	2½
60	3¼
80	4
100	4¾

For adult dogs over 100 pounds, add ½ cup for every 10 additional pounds.

**Remember to keep plenty of fresh water available to your pet at all times.**

Store product in a dry, cool place.

## CHANGING TO DIAMOND NATURALS ADULT DOG BEEF MEAL & RICE FORMULA

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 Naturals® Adult Dog Beef Meal & Rice Formula is formulated to meet the nutritional levels established by the AAFCO Dog Food Nutrient Profiles for maintenance.

**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

Diamond Pet Foods is committed to providing quality products.

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



Proudly made by Diamond Pet Foods, Rt. B, Meta, MO 65058 USA [www.diamondpet.com](http://www.diamondpet.com)

©2019 SCHELL & KAMPETER, INC. DIAMOND, DIAMOND & DESIGN, DIAMOND NATURALS, K9 STRAIN AND "UNCOMPROMISING QUALITY AND PERFORMANCE, NATURALLY" ARE REGISTERED TRADEMARKS OF SCHELL & KAMPETER, INC.



OTHER