

DIAMOND NATURALS®

UNCOMPROMISING QUALITY AND PERFORMANCE, NATURALLY®

Made with the highest quality ingredients, 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 cat formulas are formulated with **Viables® Probiotics**, beneficial bacteria that support digestive and immune systems and help your cat maintain an active lifestyle. **Viables Probiotics** are developed specifically for cats 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.

Diamond Naturals Active Cat Chicken Meal & Rice Formula is formulated with high levels of protein and fat to meet the specific needs of active adult cats. Also appropriate for kittens and pregnant or nursing adult cats, this formula contains DHA to support brain and vision development in kittens. This high-protein, high-fat formula provides high-power nutrition in every situation.



ANTIOXIDANTS

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



DHA

Salmon oil provides DHA (docosahexaenoic acid), an omega-3 fatty acid that is important for brain and vision development in kittens. In nursing adult cats, DHA is passed from the mother to the kitten through the mother's milk.



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.



WITH CAGE-FREE CHICKEN PROTEIN

Chicken meal, along with chia seed and quinoa, provides protein and essential amino acids for bones and muscles and lots of energy, helping your cat 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.

INGREDIENTS

Chicken meal, ground white rice, chicken fat (preserved with mixed tocopherols), natural flavor, flaxseed, powdered cellulose, sodium bisulfate, salmon oil (source of DHA), potassium chloride, choline chloride, DL-methionine, 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, zinc proteinate, vitamin E supplement, niacin, manganese proteinate, copper proteinate, zinc sulfate, manganese sulfate, copper sulfate, thiamine mononitrate (vitamin B1), vitamin A supplement, biotin, potassium iodide, calcium pantothenate, riboflavin (vitamin B2), pyridoxine hydrochloride (vitamin B6), vitamin B12 supplement, manganous oxide, sodium selenite, vitamin D supplement, folic acid.

Contains a source of live, naturally occurring microorganisms.

GUARANTEED ANALYSIS

Crude Protein	40.0%	Minimum
Crude Fat	20.0%	Minimum
Crude Fiber	3.0%	Maximum
Moisture	10.0%	Maximum
DHA (Docosahexaenoic Acid)	0.05%	Minimum
Zinc	150 mg/kg	Minimum
Selenium	0.3 mg/kg	Minimum
Vitamin E	150 IU/kg	Minimum
Taurine	0.1%	Minimum
Omega-6 Fatty Acids*	3.0%	Minimum
Omega-3 Fatty Acids*	0.5%	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 Cat Food Nutrient Profiles.

CALORIE CONTENT

4,000 kcal/kg (400 kcal/cup) Calculated Metabolizable Energy



PRODUCTION CODE



FEEDING GUIDE

For Kittens

Standard Measuring Cups/Day

Weight (lbs.)	Weaning to 16 Weeks	5 - 7 Months	7 - 9 Months	9 - 12 Months
1	1/2	1/3	1/4	1/4
4	1 1/4	2/3	1/2	1/2
6	1 1/2	1	3/4	2/3
9	1 3/4	1 1/4	1	3/4
12	2	1 1/2	1 1/4	1

For Adult Cats

Weight (lbs.) Standard Measuring Cups/Day

3	1/4
5	1/3
10	2/3
15	3/4
20	1

For pregnant or nursing adult cats, 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 NATURALS ACTIVE CAT CHICKEN 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 cats, extend the period to 10 to 14 days.

AAFCO STATEMENT

Diamond Naturals® Active Cat Chicken Meal & Rice Formula is formulated to meet the nutritional levels established by the AAFCO Cat Food Nutrient Profiles for All Life Stages.



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 the highest quality ingredients and delivers tasty, wholesome nutrition at a value you can appreciate.

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



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