

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.

Protein reigns supreme in this formula, specifically designed to help keep your hardworking dog fit and active. 91% of protein comes from chicken and egg ingredients. Carefully selected ingredients, such as cage-free chicken and real vegetables and fruits, provide the perfect balance of omega fatty acids, antioxidants and optimal levels of fat to support strong bones, joints and ideal muscle condition.



WITH CAGE-FREE CHICKEN

Chicken, along with chia seed and quinoa, provides the protein your active dog needs for strong bones, lean muscles and lots of energy.



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.



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.



ANTIOXIDANTS

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



GLUCOSAMINE AND CHONDROITIN

Guaranteed levels help support joints and cartilage.



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, chicken, ground white rice, chicken fat (preserved with mixed tocopherols), cracked pearled barley, egg product, powdered cellulose, flaxseed, dried beet pulp, natural flavor, potassium chloride, salt, choline chloride, dried chicory root, glucosamine hydrochloride, L-Carnitine, 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, chondroitin sulfate, 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, naturally occurring microorganisms.

GUARANTEED ANALYSIS

Crude Protein	32.0%	Minimum
Crude Fat	25.0%	Minimum
Crude Fiber	4.0%	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
Omega-6 Fatty Acids*	3.5%	Minimum
Omega-3 Fatty Acids*	0.5%	Minimum
Glucosamine*	300 mg/kg	Minimum
Chondroitin Sulfate*	100 mg/kg	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

4,710 kcal/kg (470 kcal/cup) Calculated Metabolizable Energy



PRODUCTION CODE



FEEDING GUIDE

Weight (lbs.)	Standard Measuring Cups/Day
10	2/3
20	1 1/4
30	1 1/2
40	2
60	2 2/3
80	3 1/3
100	4

For adult dogs over 100 pounds, add 1/2 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 EXTREME ATHLETE ADULT DOG CHICKEN & 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® Extreme Athlete Adult Dog Chicken & 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



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