

# 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 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.



## GRAIN-FREE

Some dogs may be sensitive to or allergic to certain grains, which could manifest as skin or coat issues. This formula is made with zero grains. Lentils, peas, carrots and other superfoods provide complex carbohydrates as well as antioxidants that also contribute to skin and coat health.

With wild-caught salmon and zero grains, this formula is great for dogs that may have food-related skin sensitivities. But it is also beneficial for the maintenance of healthy skin and coat in any dog, from puppy to senior. Tasty vegetables along with an array of superfoods provide energy-rich carbohydrates and immune-system-supporting antioxidants. When you feed this formula, your dog gets complete nutrition in a rich salmon flavor he or she will love, bowl after bowl.



## 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.



## WILD-CAUGHT SALMON

100% wild-caught salmon, the first ingredient, provides the body with essential omega-3 fatty acids and is also an excellent source of selenium and high-quality protein.



## OMEGA FATTY ACIDS

The superfoods salmon, flaxseed, chia seed and coconut provide omega fatty acids, which help support the immune system and 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.



## ANTIOXIDANTS

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



## 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

Salmon, fish meal, potatoes, lentils, peas, pea flour, fava beans, canola oil, dried yeast, flaxseed, tomato pomace, natural flavor, dicalcium phosphate, salt, DL-methionine, choline chloride, taurine, dried chicory root, kale, chia seed, pumpkin, blueberries, oranges, dried kelp, coconut, spinach, carrots, papaya, 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 (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 D3 supplement, folic acid.

Contains a source of live, naturally occurring microorganisms.

## GUARANTEED ANALYSIS

Crude Protein	25.0%	Minimum
Crude Fat	14.0%	Minimum
Crude Fiber	4.5%	Maximum
Moisture	10.0%	Maximum
DHA (Docosahexaenoic Acid)	0.05%	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
Taurine*	0.12%	Minimum
Omega-6 Fatty Acids*	2.5%	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

3,600 kcal/kg (337 kcal/cup) Calculated Metabolizable Energy



## PRODUCTION CODE



## FEEDING GUIDE

Standard Measuring Cups/Day	Weight (lbs.)	6 – 12 Weeks	3 – 4 Months	5 – 7 Months	8 – 12 Months	Adult Dogs
	3	1¼	¾	¾	½	½
	5	1½	1¼	1	¾	¾
	10	2½	2¼	1¾	1¼	1¼
	20	4¼	3¼	2¾	2¼	1¾
	30	5¾	4¾	3¾	2¾	2½
	40	7¼	5¾	4¾	3½	2¾
	60	9¾	7¾	6¼	4¾	4
	80	–	9¾	7¾	5¾	4¾
	100	–	–	9¼	6¾	5¾

For adult dogs over 100 pounds, add ½ 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 NATURALS SKIN & COAT ALL LIFE STAGES DOG SALMON & POTATO FORMULA

Changing your pet's diet should be a gradual process. Start by adding a small amount of your pet's 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® Skin & Coat All Life Stages Dog Salmon & Potato 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 the highest quality 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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