



# NUTRITIONAL INTEGRITY

## NUTRITION WITH A PURPOSE

We only produce foods we'd be proud to feed our own pet. Strong relationships with our trusted suppliers ensure we only source quality ingredients. Our foods are developed using our proprietary formulation technology and a team of experts and scientists incorporating the latest research from many disciplines: veterinary medicine, companion animal nutrition, food microbiology, as well as food production and food science. Our formulas are carefully developed to meet the dietary needs of dogs and cats, including many that require specialized diets. Among Diamond, Diamond Naturals, Diamond Naturals Grain-Free\*, Diamond CARE and Diamond Pro89, we offer:

- Small and large dog breed formulas
- Formulas with real meat as the first ingredient
- All life stages formulas
- Formulas for puppies and senior dogs
- Formulas to enhance skin and coat health
- Grain-free formulation\* for dogs
- Indoor and active cat formulas
- High-protein formulas for performance dogs
- Specialty diet formulas

With a variety of options and ingredients, including superfoods, whole grains and probiotics in select formulas, you can choose the diet most appropriate for your dog or cat's health needs and stage in life.

\*The facility in which this food is made also makes foods that include other ingredients not listed. Trace amounts of these other ingredients and other substances may be present.

## SUPERFOODS FOR A SUPERIOR NUTRITION

Superfoods are foods that are particularly high in nutritional value. These ingredients are added to Diamond Naturals dry and select canned food recipes as sources of key nutrients such as antioxidants, vitamins, minerals, fatty acids and proteins. When combined, superfoods help provide more complete nutrition for your pet.

Quinoa

Blueberries

Coconut

Kale

Oranges

Carrots

Chia Seed

Papaya

Spinach

Pumpkin

Dried Kelp

## PROPRIETARY PROBIOTIC TECHNOLOGY

Healthy digestive and immune systems are vital to the overall health of your pet. That's why every Diamond, Diamond Naturals, Diamond Naturals Grain-Free, Diamond CARE and Diamond Pro89 dry dog formula is enhanced with K9 Strain Probiotics and every Diamond and Diamond Naturals dry cat formula, as well as the Diamond CARE Weight Management Formula for Adult Cats, is enhanced with Viables Probiotics. These beneficial bacteria were developed specifically for use in our dog and cat foods to help your pet efficiently digest their food. Each of these dog and cat formulas are guaranteed to provide 80 million colony forming units (CFU) per pound of these proprietary probiotics.

### WHAT ARE PROBIOTICS?

Like humans, dogs and cats have both "good" and "bad" bacteria in their digestive systems. Probiotics help maintain a healthy microbiome balance. A healthy digestive system breaks down food and allows for efficient absorption of nutrients. It is a key component of a healthy immune system.

### WHY ARE PROBIOTICS IMPORTANT?

Since 70 percent of your pet's immune system is in the GI tract, helping support digestive health also helps support a healthy immune system. Nutrients from food are absorbed and processed through the GI tract. An imbalance in the GI tract can lead to digestive issues. Feeding your pet a diet enhanced with probiotics helps maintain a healthy microbiome.

## WHAT MAKES DIAMOND'S PROBIOTICS DIFFERENT?

For maximum benefit, the bacteria in a probiotic must be viable, that is, alive and able to multiply. Viable probiotics are referred to as colony forming units (CFU). We add our probiotics to the food after the cooking process, which would otherwise kill beneficial bacteria. Every pound of Diamond, Diamond Naturals, Diamond Naturals Grain-Free, Diamond CARE and Diamond Pro89 dog formulas and Diamond CARE Weight Management for Cats dry food delivers 80 million CFU of live, active probiotic cultures, guaranteed.

## SPECIES-SPECIFIC STRAINS

It's tough for the beneficial bacteria in probiotics to survive the cooking process, and even tougher for them to survive the harsh environment of the digestive tract. K9 Strain and Viables Probiotics are species-specific probiotics developed from probiotic strains already found in the canine and feline GI tracts, respectively.

## STRICT STANDARDS

K9 Strain Probiotics and Viables Probiotics are processed under strict quality and safety standards.