

Natura Brands | Product Search | Tools & Resources | Pet Community | Where to Buy | About Us | Home | Natura Sites: [GB](#)

About Us **How Natura Pet Products is Different**

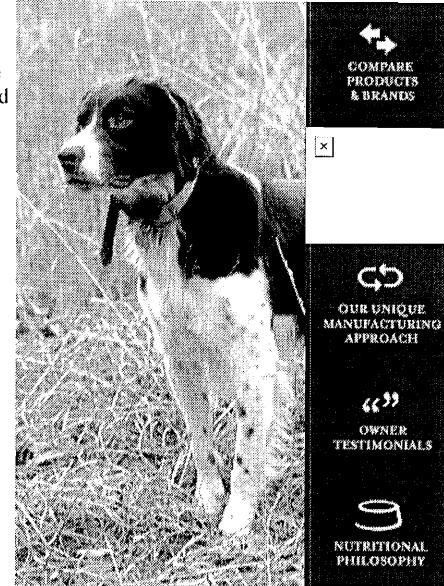
Philosophy

No pet food company in the world makes natural pet foods like Natura. We use only ingredients you'd eat yourself: quality meats, whole grains, fresh fruits and vegetables, and complete vitamin and mineral supplements. For us humans, a diet of natural, wholesome food is essential to living a long healthy life. We believe this fundamental principle is true for your pet, too.

News

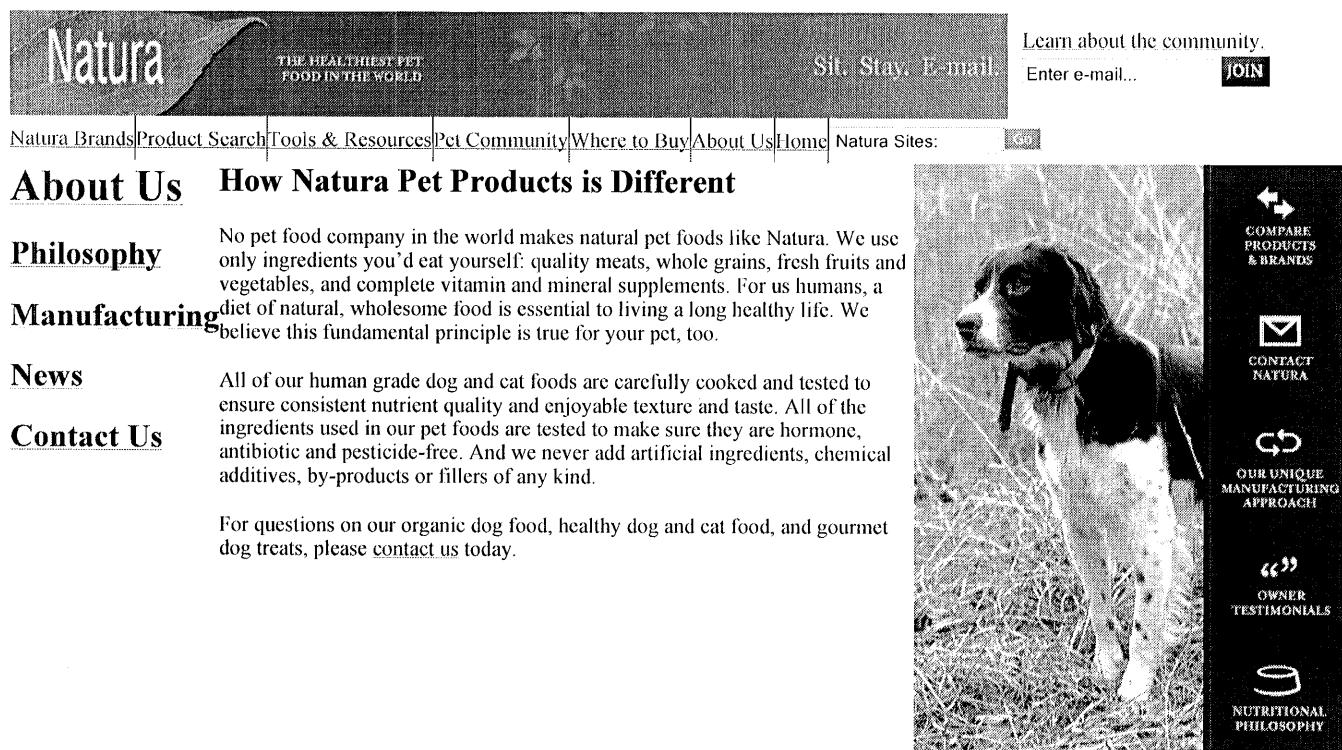
All of our human grade dog and cat foods are carefully cooked and tested to ensure consistent nutrient quality and enjoyable texture and taste. All of the ingredients used in our pet foods are tested to make sure they are hormone, antibiotic and pesticide-free. And we never add artificial ingredients, chemical additives, by-products or fillers of any kind.

For questions on our organic dog food, healthy dog and cat food, and gourmet dog treats, please [contact us](#) today.



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Exhibit C, Part 7 of 13



The header features the Natura logo with the tagline "THE HEALTHIEST PET FOOD IN THE WORLD". Navigation links include "Sit. Stay. E-mail.", "Learn about the community.", "Enter e-mail...", "JOIN", "Natura Brands", "Product Search", "Tools & Resources", "Pet Community", "Where to Buy", "About Us", "Home", "Natura Sites: [dropdown menu]", "Compare Products & Brands", "Contact Natura", "Our Unique Manufacturing Approach", "Owner Testimonials", and "Nutritional Philosophy".

About Us **How Natura Pet Products is Different**

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Manufacturing

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About Us Manufacturing

Philosophy Pet Food Safety and Quality Control

Manufacturing

Because we use only the **highest quality human-grade pet food ingredients** in our **dog and cat foods**, we apply the highest quality manufacturing guidelines to our production process. There are no shortcuts here. We follow the strictest of pet food manufacturing guidelines to ensure we deliver a product that sets the benchmark in the industry. That's what your pet deserves.

[Quality Control Summary](#)
[Independent Test Results](#)

Natura Pet Products has received certifications from the following four organizations:

Contact Us

American Institute of Baking(AIB) Superior rating certification - "...high AIB ratings confirm a manufacturer's commitment to excellence," - WDJ February, 2006.

USDA Organic Production Certification - A National Organic Program certifier has approved the facility and its procedures through rigorous inspection and auditing. (Natura's baking facility is certified by OneCert)

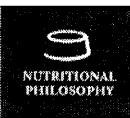
USDA APHIS (Animal and Plant Health Inspection Service) Registered - APHIS registry certifies that Natura purchases all of our meats from USDA registered suppliers who follow all USDA regulations for safe meat handling.

ISO Quality Management System 9001: 2000 compliant: - An internationally recognized and highly respected system of quality management.

In addition to our accreditations, Natura employs our own standards of quality. Before any of our pet food is shipped, it must pass 121 quality-control checks.

This isn't just pet food. This is the foundation for your pet's long-term health. We want to be sure we provide him or her with the best pet food on the market, manufactured in the best way possible.

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[LAUNCH INNOVA PRODUCT SITE](#)

Innova Holistic Cat and Dog Food

Just as dieticians recommend following the U.S. Department of Agriculture food pyramid for our own dietary needs, **Innova** applies this same principle when creating foods for our animal friends. Every **Innova** pet product incorporates elements from the five food pyramid groups - meat, dairy, vegetables, fruit and grain - plus essential fats and oils to deliver supreme nutrition for the overall health of your dog or cat.

Pet Resources:

[FAQ](#)

Innova Products

Innova Adult Dry Dog Food

A convenient dry dog food that provides complete and balanced canine nutrition using human-grade ingredients.

[Learn More](#) | [Find Where to Buy](#)

Innova Adult Canned Dog Food

Your dog can enjoy satisfying flavor while you enjoy the convenience of a quality canned dog food.

[Learn More](#) | [Find Where to Buy](#)

Innova Senior Plus Dry Dog Food

Specially formulated for older dogs, Senior Plus has balanced levels of protein and fat as well as optimal amounts of vitamin E.

[Learn More](#) | [Find Where to Buy](#)

Innova Puppy Dry Puppy Food

Innova Puppy Food includes ingredients and micronutrients your growing puppy needs.

[Learn More](#) | [Find Where to Buy](#)

Innova Large Breed Adult Dry Dog Food

Large Breed Adult Dog Food contains glucosamine and chondroitin sulfate along with all-natural ingredients from the five food groups.

[Learn More](#) | [Find Where to Buy](#)

Innova Large Breed Senior Dry Dog Food

Complete nutrition in a can! Your puppy will enjoy lean turkey and chicken, potatoes, cottage cheese and other healthy ingredients.

[Learn More](#) | [Find Where to Buy](#)

Innova Large Breed Puppy Dry Puppy Food

Make the aging transition easier on your large

Created to support proper growth in large

<http://web.archive.org/web/20070710111812/www.naturapet.com/brands/innova.asp>

1/12/2009

dog. Innova's Large Breed Senior formula helps him maintain ideal body weight and receive the nutrition he needs.

[Learn More](#) | [Find Where to Buy](#)

Innova HealthBars - Large Bars Dog Treats

Not your average dog treat, HealthBars are packed with ingredients from all five food groups.

[Learn More](#) | [Find Where to Buy](#)

Innova Cat and Kitten Dry Cat and Kitten Food

Features natural ingredients for optimal cat health along with essential fatty acids for a silky coat.

[Learn More](#) | [Find Where to Buy](#)

Innova Reduced Fat Dry Cat Food

Lower in calories, Innova Reduced Fat Dry Cat Food still supplies the nutrition and flavor your cat craves.

[Learn More](#) | [Find Where to Buy](#)



Innova Senior Dry Cat Food

Includes higher levels of protein and fiber for a cat's changing needs along with Chondroitin Sulfate and Glucosamine for joint health.

[Learn More](#) | [Find Where to Buy](#)

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breed puppies with a balanced blend of natural ingredients and essential fatty acids.

[Learn More](#) | [Find Where to Buy](#)

Innova HealthBars - Small Bars Dog Treats

Reward your small dog with nutritious HealthBars - Small Bars dog treats.

[Learn More](#) | [Find Where to Buy](#)

Innova Cat and Kitten Canned Cat and Kitten Food

Five food groups in one can! Innova Cat and Kitten Food blends chicken, turkey, lactose free milk & other ingredients into a moist meal.

[Learn More](#) | [Find Where to Buy](#)

Innova Reduced Fat Canned Cat Food - Coming Soon

Low in calories, but high in taste, Innova Reduced Fat Canned Cat Food can help your cat keep the extra weight off.

[Learn More](#) | [Find Where to Buy](#)

The screenshot shows the Natura Pet website. At the top, there's a banner for "THE HEALTHIEST PET FOOD IN THE WORLD". Below the banner, a navigation bar includes links for "Natura Brands", "Product Search", "Tools & Resources", "Pet Community", "Where to Buy", "About Us", "Home", and "Natura Sites". A "JOIN" button is also present. The main content area features a "Mother Nature" product section with images of dog biscuits and a "GET MORE INFO" button. To the left, there's a vertical sidebar with logos for "INNOVA", "EVO", "CHICAGO NATURAL PET FOOD", "HealthWise", "MOTHER NATURE", and "KARMA". To the right, there are sections for "COMPARE PRODUCTS & BRANDS", "OUR UNIQUE MANUFACTURING APPROACH", "OWNER TESTIMONIALS", and "NUTRITIONAL PHILOSOPHY".

Pet Resources:

FAQ

With apples, cheese, chicken and turkey, 4 Way Treat Natural Dog Biscuits help maintain healthy teeth and gums.

[Learn More](#) | [Find Where to Buy](#)

Mother Nature

Beef Stew Recipe

Natural Dog Biscuits

Real sirloin beef and fresh vegetables are combined to create a gourmet dog biscuit that's healthy and delicious.

[Learn More](#) | [Find Where to Buy](#)

Mother Nature

Carrot Cakes Recipe

Natural Dog Biscuits

Made with fresh carrots, real butter and milk, and molasses, these tasty treats are a healthy snack for any dog.

[Learn More](#) | [Find Where to Buy](#)

Mother Nature

Dott's Delights Large Biscuits

Natural Dog Biscuits

These natural oven-baked dog treats are bursting with great flavor from cheddar cheese, chicken meal and other all-natural ingredients.

[Learn More](#) | [Find Where to Buy](#)

Mother Nature

Mother Nature

[Learn More](#) | [Find Where to Buy](#)

Mother Nature

Buffalo Stew Recipe

Natural Dog Biscuits

Combines the taste and appeal of fresh whole food ingredients like buffalo meat with the natural goodness of stone ground grains.

[Learn More](#) | [Find Where to Buy](#)

Mother Nature

Chicken & Turkey Recipe

Natural Dog Biscuits

These hearty treats are created with real ground chicken and turkey, whole cranberries and fresh carrots for a unique taste sensation.

[Learn More](#) | [Find Where to Buy](#)

Mother Nature

Honey Glazed Chicken

Recipe

Natural Dog Biscuits

Gourmet dog biscuits made with real ground chicken, real honey, whole apples and a hint of cinnamon.

[Learn More](#) | [Find Where to Buy](#)

Mother Nature



**Moose's Munchies Small Biscuits
Natural Dog Biscuits**

These small biscuits are packed with flavor and nutrients from chicken meal, fruits, vegetables and stone ground grains.

[Learn More](#) | [Find Where to Buy](#)



Peanut & Butter Recipe Natural Dog Biscuits

A vegetarian dog treat made with real peanuts and butter, oatmeal and just a hint of sweet molasses.

[Learn More](#) | [Find Where to Buy](#)



**Mother Nature Scooter & Friends Mini Biscuits
Natural Dog Biscuits**

Your smaller dog can enjoy big flavor from a dog treat made with chicken meal, carrots and cheddar cheese.

[Learn More](#) | [Find Where to Buy](#)



**Mother Nature Sparky's Jumbo Biscuits
Natural Dog Biscuits**

These jumbo dog biscuits, made from chicken meal, apples and cheddar cheese, are the perfect size for large dog breeds.

[Learn More](#) | [Find Where to Buy](#)



**Mother Nature Puppy Treats
Natural Puppy Biscuits**

Just right for a growing puppy or small dog and made with wholesome milk, eggs, cottage cheese and oatmeal.

[Learn More](#) | [Find Where to Buy](#)

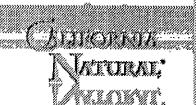
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Natura THE HEALTHIEST PET FOOD IN THE WORLD

Sit. Stay. E-mail. Learn about the community. Enter e-mail... **JOIN**

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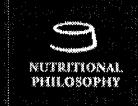

Karma Organic Food for Dogs

There are hundreds of pet foods on the market, but only **Karma Organic Food for Dogs** can say we use the highest quality ingredients ever selected to create an **organic super-premium dog food**. Ninety-five percent of our human grade ingredients are USDA-Certified Organic- the most of any dog food today!











Karma Organic Products

Karma Organic Dry Dog Food

Karma Organic Food for Dogs pet food ingredients are of the highest quality and meticulously selected to promote optimal health.

[Learn More](#) | [Find Where to Buy](#)

Karma Organic Dog Treats

Karma Organic Treats for Dogs are a convenient way to reward your dog with the same wholesome goodness as Karma Organic Food for Dogs.

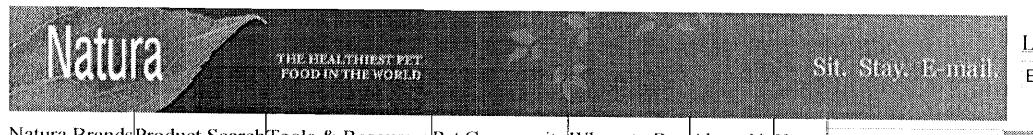
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Pet Resources:

FAQ

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6/27/07



About Us How Natura Pet Products is Different

Philosophy

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News

All of our human grade dog and cat foods are carefully cooked and tested to ensure consistent nutrient quality and enjoyable texture and taste. All of the ingredients used in our pet foods are tested to make sure they are hormone, antibiotic and pesticide-free. And we never add artificial ingredients, chemical additives, by-products or fillers of any kind.

For questions on our organic dog food, healthy dog and cat food, and gourmet dog treats, please [contact us](#) today.



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About Us Our Pet Nutrition Philosophy

Philosophy

Natura Pet Products was founded in 1989 by John and Ann Rademakers and Peter Atkins in Santa Clara, California. Dissatisfied with the unhealthy ingredients in the pet foods on the market, they consulted with veterinary nutrition experts to determine the best sources for **pet food ingredients**.

Manufacturing

Working with caring pet professionals - veterinarians, breeders and nutritionists - Natura asked one key question: *"How do you make the healthiest pet food in the world?"*

News

Contact Us

What they learned won't surprise you. Dogs and cats are healthiest when they eat the whole, natural foods we would eat ourselves: USDA-inspected chicken, turkey and lamb, whole grain rice and barley, fresh fruits and vegetables, and Grade A dairy products. Based on information from this research, Natura's Nutritional Philosophy was developed:

I. Use Only Dog and Cat Food Ingredients Which I Would Feel Comfortable Eating Myself

The bottom line: If I wouldn't eat it, why would I want to feed it to my pet? It is important to understand that the pet food industry is the primary outlet for human by-products. There are ingredients which are allowed to be used in pet foods that are, at best, scary.

II. Use Whole Pet Food Ingredients That Are Nutrient Rich and Unaltered

Mother Nature made the grain in its whole state. As such, it includes nutritious protein, fats, carbohydrates, fiber, vitamins and minerals. Other pet food companies use fractionated grains, which do not include this balance of natural nutrition.

III. Use Highly Controlled Cooking Methods to Preserve Natural Levels of Nutrients

Quality control and process management are critical in making a **nutritious pet food**. All Natura foods undergo over 121 different quality control checks before being shipped.

IV. Use No Artificial Preservatives, Colors or Additives

Natura will not add anything to the food unless it is nutritious and healthy for your cat or dog.

V. Formulate Using Pet Food Ingredients That Provide the Optimum Nutritional Profile for Skin and Coat

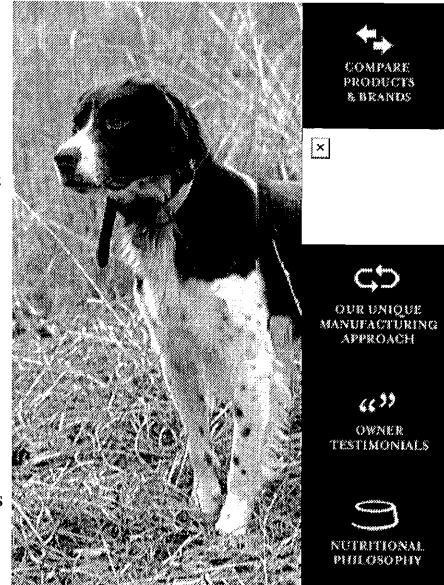
Getting a good skin and coat is no big secret. It's just very expensive to do. You have to use more meat, higher quality sources of fats and oils, and high levels of vitamins and other nutrients. Natura has a large investment in quality - we've made the commitment. Other dog food and cat food companies try to take shortcuts by using vegetable protein fillers and cheaper sources of fats.

VI. Continue Extensive Testing and Monitoring to Assure Optimal Health and Longevity of Your Pet

Natura Pet Products will stay on the leading edge of pet health care. As new information is developed, Natura will adjust formulas to ensure that our diets stay the healthiest in the world!

A Difference You and Your Pet Can Appreciate

We all know how much dogs and cats like to eat human food. Because the taste of Natura pet foods comes from high-quality ingredients, we don't have to add artificial flavors or colors. All our foods are free from chemical additives of any kind, including preservatives such as Ethoxyquin and BHA/BHT, which are



frequently found in pet foods but are banned from human use in many countries.

By eliminating the cheap filler ingredients and low-grade proteins that are so common in commercial pet foods, Natura creates foods that are more dense, richer in nutrients without added bulk. This means your pet gets more nutrition from less food, with calories and fats in each formula balanced to fit the needs of your specific dog or cat.

Choosing a Pet Food

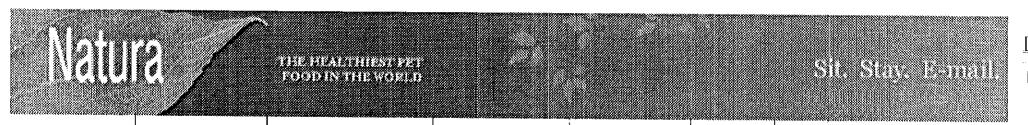
Your pet's health is just as important as your own. A pet's diet, the biggest health variable controlled by its owner, is crucial to its well-being. That's why selecting a **tasty and healthy pet food** is the most loving choice you can make for your pet.

It's not always an easy choice to make. With so many different pet food products to choose from, it has become increasingly difficult to determine which pet foods are actually "healthy" for your pet.

By committing to our Nutritional Philosophy, we believe that we have created the **healthiest dog and cat foods** in the world. With a variety of flavors and formulas available, we are sure that you can find one that suits your animal's individual needs.

Natura has made the decision easier with our [How to Choose a Healthful Pet Food](#) downloadable chart. It outlines which ingredients are best for your pet and which ingredients you should avoid.

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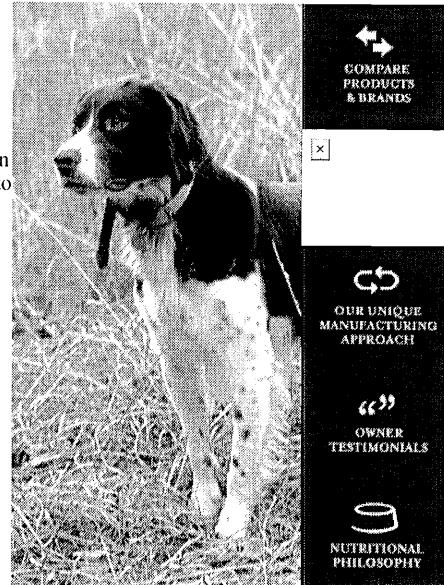
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dog. Innova's Large Breed Senior formula helps him maintain ideal body weight and receive the nutrition he needs.

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breed puppies with a balanced blend of natural ingredients and essential fatty acids.

[Learn More](#) | [Find Where to Buy](#)

Innova HealthBars - Large Bars Dog Treats

Not your average dog treat, HealthBars are packed with ingredients from all five food groups.

[Learn More](#) | [Find Where to Buy](#)

Innova HealthBars - Small Bars Dog Treats

Reward your small dog with nutritious HealthBars - Small Bars dog treats.

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Innova Cat and Kitten Dry Cat and Kitten Food

Features natural ingredients for optimal cat health along with essential fatty acids for a silky coat.

[Learn More](#) | [Find Where to Buy](#)

Innova Cat and Kitten Canned Cat and Kitten Food

Five food groups in one can! Innova Cat and Kitten Food blends chicken, turkey, lactose free milk & other ingredients into a moist meal.

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Innova Reduced Fat Dry Cat Food

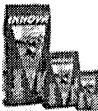
Lower in calories, Innova Reduced Fat Dry Cat Food still supplies the nutrition and flavor your cat craves.

[Learn More](#) | [Find Where to Buy](#)

Innova Reduced Fat Canned Cat Food - Coming Soon

Low in calories, but high in taste, Innova Reduced Fat Canned Cat Food can help your cat keep the extra weight off.

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Innova Senior Dry Cat Food

Includes higher levels of protein and fiber for a cat's changing needs along with Chondroitin Sulfate and Glucosamine for joint health.

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THE HEALTHIEST PET FOOD IN THE WORLD

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Karma Organic Food for Dogs

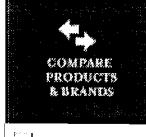
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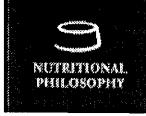
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Karma Organic Dry Dog Food
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[Learn More](#) | [Find Where to Buy](#)

Karma Organic Dog Treats
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Pet Resources:
FAQ
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EVO. THE ANCESTRAL DIET
CALIFORNIA NATURAL
HealthWise
ACADEMY NATURE
KARMA

MOTHER NATURE
NATURAL DOG BISCUITS

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LAUNCH MOTHER NATURE PRODUCT SITE**

COMPARE PRODUCTS & BRANDS

Mother Nature Healthy Dog Treats

All dogs need a little treat now and then. Don't they deserve a gourmet dog treat bursting with flavor, not preservatives? Each **Mother Nature dog treat** is baked using similar human grade pet food ingredients as those featured in Natura's dog food and cat food products, so you can relax, knowing your dog is receiving nutritional benefits with every mouthwatering bite.

Mother Nature Products

Mother Nature 4 Way Treat Natural Dog Biscuits

With apples, cheese, chicken and turkey, 4 Way Treat Natural Dog Biscuits help maintain healthy teeth and gums.

[Learn More](#) | [Find Where to Buy](#)

Mother Nature Beef Stew Recipe Natural Dog Biscuits

Real sirloin beef and fresh vegetables are combined to create a gourmet dog biscuit that's healthy and delicious.

[Learn More](#) | [Find Where to Buy](#)

Mother Nature Carrot Cakes Recipe Natural Dog Biscuits

Made with fresh carrots, real butter and milk, and molasses, these tasty treats are a healthy snack for any dog.

[Learn More](#) | [Find Where to Buy](#)

Mother Nature Dott's Delights Large Biscuits Natural Dog Biscuits

These natural oven-baked dog treats are bursting with great flavor from cheddar cheese, chicken meal and other all-natural ingredients.

[Learn More](#) | [Find Where to Buy](#)

Mother Nature

Mother Nature  **Mother Nature**

[Learn More](#) | [Find Where to Buy](#)

Mother Nature Buffalo Stew Recipe Natural Dog Biscuits

Combines the taste and appeal of fresh whole food ingredients like buffalo meat with the natural goodness of stone ground grains.

[Learn More](#) | [Find Where to Buy](#)

Mother Nature Chicken & Turkey Recipe Natural Dog Biscuits

These hearty treats are created with real ground chicken and turkey, whole cranberries and fresh carrots for a unique taste sensation.

[Learn More](#) | [Find Where to Buy](#)

Mother Nature Honey Glazed Chicken Recipe Natural Dog Biscuits

Gourmet dog biscuits made with real ground chicken, real honey, whole apples and a hint of cinnamon.

[Learn More](#) | [Find Where to Buy](#)

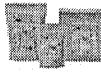
Mother Nature



**Moose's Munchies Small
Biscuits
Natural Dog Biscuits**

These small biscuits are packed with flavor and nutrients from chicken meal, fruits, vegetables and stone ground grains.

[Learn More](#) | [Find Where to Buy](#)



**Peanut & Butter Recipe
Natural Dog Biscuits**

A vegetarian dog treat made with real peanuts and butter, oatmeal and just a hint of sweet molasses.

[Learn More](#) | [Find Where to Buy](#)



**Mother Nature
Scooter & Friends Mini Biscuits
Natural Dog Biscuits**

Your smaller dog can enjoy big flavor from a dog treat made with chicken meal, carrots and cheddar cheese.

[Learn More](#) | [Find Where to Buy](#)



**Mother Nature
Sparky's Jumbo Biscuits
Natural Dog Biscuits**

These jumbo dog biscuits, made from chicken meal, apples and cheddar cheese, are the perfect size for large dog breeds.

[Learn More](#) | [Find Where to Buy](#)

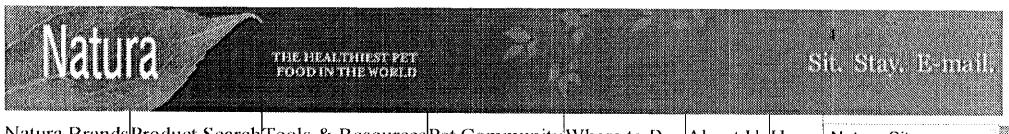


**Mother Nature
Puppy Treats
Natural Puppy Biscuits**

Just right for a growing puppy or small dog and made with wholesome milk, eggs, cottage cheese and oatmeal.

[Learn More](#) | [Find Where to Buy](#)

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About Us **How Natura Pet Products is Different**

Philosophy

No pet food company in the world makes natural pet foods like Natura. We use only ingredients you'd eat yourself: quality meats, whole grains, fresh fruits and vegetables, and complete vitamin and mineral supplements. For us humans, a diet of natural, wholesome food is essential to living a long healthy life. We believe this fundamental principle is true for your pet, too.

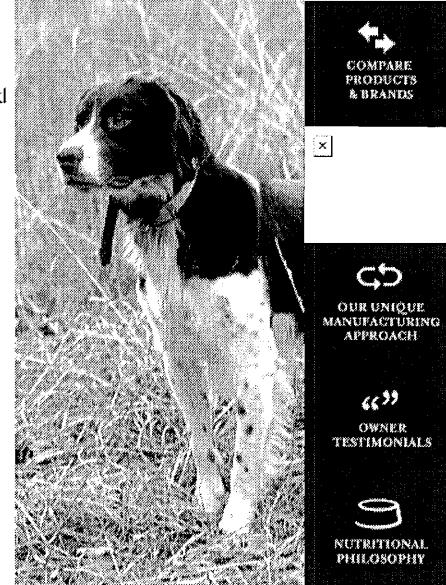
News

All of our human grade dog and cat foods are carefully cooked and tested to ensure consistent nutrient quality and enjoyable texture and taste. All of the ingredients used in our pet foods are tested to make sure they are hormone, antibiotic and pesticide-free. And we never add artificial ingredients, chemical additives, by-products or fillers of any kind.

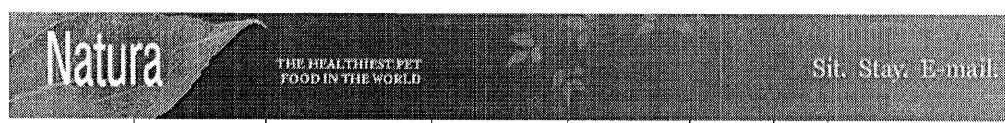
For questions on our organic dog food, healthy dog and cat food, and gourmet dog treats, please [contact us](#) today.

Manufacturing

Contact Us



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About Us Our Pet Nutrition Philosophy

Philosophy

Natura Pet Products was founded in 1989 by John and Ann Rademakers and Peter Atkins in Santa Clara, California. Dissatisfied with the unhealthy ingredients in the pet foods on the market, they consulted with veterinary nutrition experts to determine the best sources for **pet food ingredients**.

Manufacturing

Working with caring pet professionals - veterinarians, breeders and nutritionists - Natura asked one key question: *"How do you make the healthiest pet food in the world?"*

News

Contact Us

What they learned won't surprise you. Dogs and cats are healthiest when they eat the whole, natural foods we would eat ourselves: USDA-inspected chicken, turkey and lamb, whole grain rice and barley, fresh fruits and vegetables, and Grade A dairy products. Based on information from this research, Natura's Nutritional Philosophy was developed:

I. Use Only Dog and Cat Food Ingredients Which I Would Feel Comfortable Eating Myself

The bottom line: If I wouldn't eat it, why would I want to feed it to my pet? It is important to understand that the pet food industry is the primary outlet for human by-products. There are ingredients which are allowed to be used in pet foods that are, at best, scary.

II. Use Whole Pet Food Ingredients That Are Nutrient Rich and Unaltered

Mother Nature made the grain in its whole state. As such, it includes nutritious protein, fats, carbohydrates, fiber, vitamins and minerals. Other pet food companies use fractionated grains, which do not include this balance of natural nutrition.

III. Use Highly Controlled Cooking Methods to Preserve Natural Levels of Nutrients

Quality control and process management are critical in making a **nutritious pet food**. All Natura foods undergo over 50 different quality control checks before being shipped.

IV. Use No Artificial Preservatives, Colors or Additives

Natura will not add anything to the food unless it is nutritious and healthy for your cat or dog.

V. Formulate Using Pet Food Ingredients That Provide the Optimum Nutritional Profile for Skin and Coat

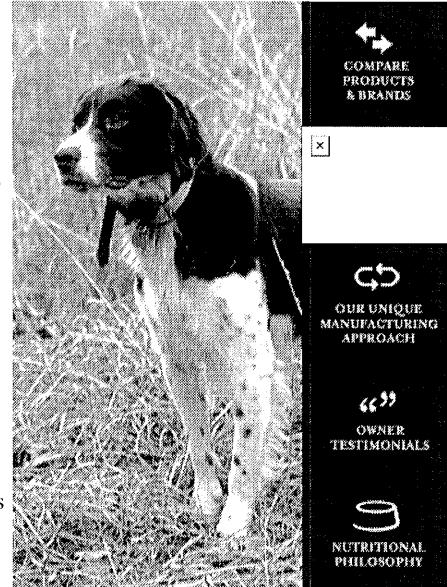
Getting a good skin and coat is no big secret. It's just very expensive to do. You have to use more meat, higher quality sources of fats and oils, and high levels of vitamins and other nutrients. Natura has a large investment in quality - we've made the commitment. Other dog food and cat food companies try to take shortcuts by using vegetable protein fillers and cheaper sources of fats.

VI. Continue Extensive Testing and Monitoring to Assure Optimal Health and Longevity of Your Pet

Natura Pet Products will stay on the leading edge of pet health care. As new information is developed, Natura will adjust formulas to ensure that our diets stay the healthiest in the world!

A Difference You and Your Pet Can Appreciate

We all know how much dogs and cats like to eat human food. Because the taste of Natura pet foods comes from high-quality ingredients, we don't have to add artificial flavors or colors. All our foods are free from chemical additives of any kind, including preservatives such as Ethoxyquin and BHA/BHT, which are



frequently found in pet foods but are banned from human use in many countries.

By eliminating the cheap filler ingredients and low-grade proteins that are so common in commercial pet foods, Natura creates foods that are more dense, richer in nutrients without added bulk. This means your pet gets more nutrition from less food, with calories and fats in each formula balanced to fit the needs of your specific dog or cat.

Choosing a Pet Food

Your pet's health is just as important as your own. A pet's diet, the biggest health variable controlled by its owner, is crucial to its well-being. That's why selecting a **tasty and healthy pet food** is the most loving choice you can make for your pet.

It's not always an easy choice to make. With so many different pet food products to choose from, it has become increasingly difficult to determine which pet foods are actually "healthy" for your pet.

By committing to our Nutritional Philosophy, we believe that we have created the **healthiest dog and cat foods** in the world. With a variety of flavors and formulas available, we are sure that you can find one that suits your animal's individual needs.

Natura has made the decision easier with our [How to Choose a Healthful Pet Food](#) downloadable chart. It outlines which ingredients are best for your pet and which ingredients you should avoid.

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About Us Manufacturing

Philosophy Pet Food Safety and Quality Control

Manufacturing

Because we use only the **highest quality human-grade pet food ingredients** in our **dog and cat foods**, we apply the highest quality manufacturing guidelines to our production process. There are no shortcuts here. We follow the strictest of pet food manufacturing guidelines to ensure we deliver a product that sets the benchmark in the industry. That's what your pet deserves.

Quality Control Summary

News

Natura Pet Products has received certifications from the following four organizations:

American Institute of Baking(AIB) Superior rating certification

"...high AIB ratings confirm a manufacturer's commitment to excellence," - WDJ February, 2006.

USDA Organic Production Certification

A National Organic Program certifier has approved the facility and its procedures through rigorous inspection and auditing. (Natura's baking facility is certified by OneCert)

USDA APHIS (Animal and Plant Health Inspection Service) Registered

APHIS registry certifies that Natura purchases all of our meats from USDA registered suppliers who follow all USDA regulations for safe meat handling.

ISO Quality Management System 9001: 2000 compliant

An internationally recognized and highly respected system of quality management.

In addition to our accreditations, Natura employs our own standards of quality. Before any of our pet food is shipped, it must pass 119 quality-control checks.

This isn't just pet food. This is the foundation for your pet's long-term health. We want to be sure we provide him or her with the best pet food on the market, manufactured in the best way possible.

Compare Products & Brands

Our Unique Manufacturing Approach

Owner Testimonials

Nutritional Philosophy

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PRODUCT SITE

Innova Holistic Cat and Dog Food

Just as dieticians recommend following the U.S. Department of Agriculture food pyramid for our own dietary needs, **Innova** applies this same principle when creating foods for our animal friends. Every Innova pet product incorporates elements from the five food pyramid groups - meat, dairy, vegetables, fruit and grain - plus essential fats and oils to deliver supreme nutrition for the overall health of your dog or cat.

Innova Products

Innova Adult Dry Dog Food

A convenient dry dog food that provides complete and balanced canine nutrition using human-grade ingredients.

[Learn More](#) | [Find Where to Buy](#)

Innova Adult Canned Dog Food

Your dog can enjoy satisfying flavor while you enjoy the convenience of a quality canned dog food.

[Learn More](#) | [Find Where to Buy](#)

Innova Reduced Fat Adult Dry Dog Food

With 40% less fat than our Adult formula, Reduced Fat Adult Dry still contains fresh meats, vegetables, fruits, dairy and grains.

[Learn More](#) | [Find Where to Buy](#)

Innova Senior Plus Dry Dog Food

Specially formulated for older dogs, Senior Plus has balanced levels of protein and fat as well as optimal amounts of vitamin E.

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Innova Senior Canned Dog Food

Innova Senior Canned helps improve a senior dog's digestive system, relieve joint pain & provided holistic nutrition.

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Innova Puppy Dry Puppy Food

Innova Puppy Food includes ingredients and micronutrients your growing puppy needs.

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Innova Puppy Canned Puppy Food

Complete nutrition in a can! Your puppy will enjoy lean turkey and chicken, potatoes, cottage cheese and other healthy ingredients.

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Innova Large Breed Adult Dry Dog Food

Large Breed Adult Dog Food contains glucosamine and chondroitin sulfate along with all-natural ingredients from the five food groups.

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Innova Large Breed Senior Dry Dog Food

Make the aging transition easier on your large

Innova Large Breed Puppy Dry Puppy Food

Created to support proper growth in large

Pet Resources:

FAQ

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Make the aging transition easier on your large

<http://web.archive.org/web/20070609131611/www.naturapet.com/brands/innova.asp>

1/12/2009

dog. Innova's Large Breed Senior formula helps him maintain ideal body weight and receive the nutrition he needs.

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breed puppies with a balanced blend of natural ingredients and essential fatty acids.

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 **Innova**
HealthBars
Dog Treats

Not your average dog treat, HealthBars are packed with ingredients from all five food groups.

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 **Innova**
Cat and Kitten
Canned Cat and Kitten Food

Five food groups in one! Innova Cat and Kitten Food blends chicken, turkey, lactose free milk & other ingredients into a moist meal.

[Learn More](#) | [Find Where to Buy](#)

 **Innova**
Reduced Fat
Canned Cat Food - Coming Soon

Low in calories, but high in taste, Innova Reduced Fat Canned Cat Food can help your cat keep the extra weight off.

[Learn More](#) | [Find Where to Buy](#)

 **Innova**
Cat and Kitten
Dry Cat and Kitten Food

Features natural ingredients for optimal cat health along with essential fatty acids for a silky coat.

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 **Innova**
Reduced Fat
Dry Cat Food

Lower in calories, Innova Reduced Fat Dry Cat Food still supplies the nutrition and flavor your cat craves.

[Learn More](#) | [Find Where to Buy](#)

 **Innova**
Senior
Dry Cat Food

Includes higher levels of protein and fiber for a cat's changing needs along with Chondroitin Sulfate and Glucosamine for joint health.

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KARMA

MOTHER NATURE NATURAL DOG BISCUITS

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COMPARE PRODUCTS & BRANDS

OUR UNIQUE MANUFACTURING APPROACH

“ OWNER TESTIMONIALS ”

NUTRITIONAL PHILOSOPHY

Mother Nature Healthy Dog Treats

All dogs need a little treat now and then. Don't they deserve a gourmet dog treat bursting with flavor, not preservatives? Each **Mother Nature dog treat** is baked using similar human grade pet food ingredients as those featured in Natura's dog food and cat food products, so you can relax, knowing your dog is receiving nutritional benefits with every mouthwatering bite.

Mother Nature Products

Mother Nature 4 Way Treat Natural Dog Biscuits

With apples, cheese, chicken and turkey, 4 Way Treat Natural Dog Biscuits help maintain healthy teeth and gums.

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Mother Nature Buffalo Stew Recipe Natural Dog Biscuits

Combines the taste and appeal of fresh whole food ingredients like buffalo meat with the natural goodness of stone ground grains.

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Mother Nature Chicken & Turkey Recipe Natural Dog Biscuits

These hearty treats are created with real ground chicken and turkey, whole cranberries and fresh carrots for a unique taste sensation.

[Learn More](#) | [Find Where to Buy](#)

Mother Nature Honey Glazed Chicken Recipe Natural Dog Biscuits

Gourmet dog biscuits made with real ground chicken, real honey, whole apples and a hint of cinnamon.

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Mother Nature Beef Stew Recipe Natural Dog Biscuits

Real sirloin beef and fresh vegetables are combined to create a gourmet dog biscuit that's healthy and delicious.

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Mother Nature Carrot Cakes Recipe Natural Dog Biscuits

Made with fresh carrots, real butter and milk, and molasses, these tasty treats are a healthy snack for any dog.

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Mother Nature Dott's Delights Large Biscuits Natural Dog Biscuits

These natural oven-baked dog treats are bursting with great flavor from cheddar cheese, chicken meal and other all-natural ingredients.

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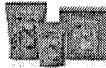
Mother Nature Moose's Munchies Small Biscuits Natural Dog Biscuits

These small biscuits are packed with flavor and nutrients from chicken meal, fruits, vegetables and stone ground grains.

[Learn More](#) | [Find Where to Buy](#)

Mother Nature

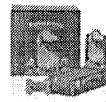
**Peanut & Butter Recipe
Natural Dog Biscuits**



A vegetarian dog treat made with real peanuts and butter, oatmeal and just a hint of sweet molasses.

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**Mother Nature
Sparky's Jumbo Biscuits
Natural Dog Biscuits**



These jumbo dog biscuits, made from chicken meal, apples and cheddar cheese, are the perfect size for large dog breeds.

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**Scooter & Friends Mini Biscuits
Natural Dog Biscuits**

Your smaller dog can enjoy big flavor from a dog treat made with chicken meal, carrots and cheddar cheese.

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**Mother Nature
Puppy Treats
Natural Puppy Biscuits**



Just right for a growing puppy or small dog and made with wholesome milk, eggs, cottage cheese and oatmeal.

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CHIPIKA
NATURAL VILLAGE
HealthWise
LA GRAN NATUR
KARMA

Karma Organic Food for Dogs

There are hundreds of pet foods on the market, but only **Karma Organic Food for Dogs** can say we use the highest quality ingredients ever selected to create an **organic super-premium dog food**. Ninety-five percent of our human grade ingredients are USDA-Certified Organic- the most of any dog food today!

Karma Organic Products

Karma Organic Dry Dog Food
Karma Organic Food for Dogs pet food ingredients are of the highest quality and meticulously selected to promote optimal health.
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Karma Organic Dog Treats
Karma Organic Treats for Dogs are a convenient way to reward your dog with the same wholesome goodness as Karma Organic Food for Dogs.
[Learn More](#) | [Find Where to Buy](#)

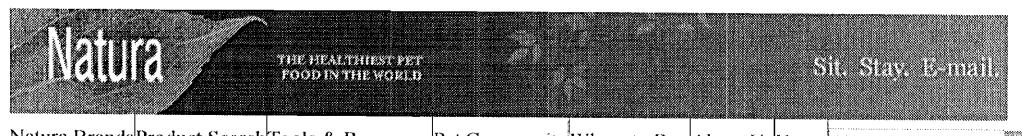
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About Us **How Natura Pet Products is Different**

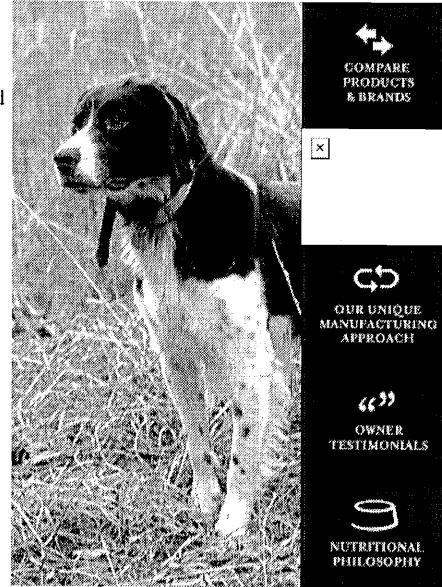
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Manufacturing Working with caring pet professionals - veterinarians, breeders and nutritionists - Natura asked one key question: *"How do you make the healthiest pet food in the world?"*

News

Contact Us What they learned won't surprise you. Dogs and cats are healthiest when they eat the whole, natural foods we would eat ourselves: USDA-inspected chicken, turkey and lamb, whole grain rice and barley, fresh fruits and vegetables, and Grade A dairy products. Based on information from this research, Natura's Nutritional Philosophy was developed:

I. Use Only Dog and Cat Food Ingredients Which I Would Feel Comfortable Eating Myself

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The screenshot shows the Natura Pet Products website. At the top, there's a banner with the text 'THE HEALTHIEST PET FOOD IN THE WORLD'. Below the banner, there are links for 'Sit. Stay. E-mail.', 'Learn about the community.', 'Enter e-mail...', and a 'JOIN' button. A navigation bar includes links for 'Natura Brands', 'Product Search', 'Tools & Resources', 'Pet Community', 'Where to Buy', 'About Us', 'Home', and 'Natura Sites:'. The main content area has a large heading 'About Us Manufacturing'. Under 'About Us', there are links for 'Philosophy', 'Manufacturing', 'Quality Control Summary', 'News', and 'Contact Us'. The 'Manufacturing' section contains text about using high-quality human-grade ingredients and following strict manufacturing guidelines. It also lists several certifications: AIB Superior rating, USDA Organic Production Certification, USDA APHIS registration, and ISO 9001:2000 compliance. A sidebar on the right features a photo of a dog, icons for 'Compare Products & Brands', 'Our Unique Manufacturing Approach', 'Owner Testimonials', and 'Nutritional Philosophy'.

In addition to our accreditations, Natura employs our own standards of quality. Before any of our pet food is shipped, it must pass 119 quality-control checks.

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Pet Resources:

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Innova Products

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Innova Adult Canned Dog Food

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Innova Senior Plus Dry Dog Food

Specially formulated for older dogs, Senior Plus has balanced levels of protein and fat as well as optimal amounts of vitamin E.

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Innova Puppy Dry Puppy Food

Innova Puppy Food includes ingredients and micronutrients your growing puppy needs.

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Make the aging transition easier on your large

dog. Innova's Large Breed Senior formula helps him maintain ideal body weight and receive the nutrition he needs.

[Learn More](#) | [Find Where to Buy](#)

breed puppies with a balanced blend of natural ingredients and essential fatty acids.

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Innova HealthBars Dog Treats

Not your average dog treat, HealthBars are packed with ingredients from all five food groups.

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Innova Cat and Kitten Dry Cat and Kitten Food

Features natural ingredients for optimal cat health along with essential fatty acids for a silky coat.

[Learn More](#) | [Find Where to Buy](#)

Innova Cat and Kitten Canned Cat and Kitten Food

Five food groups in one! Innova Cat and Kitten Food blends chicken, turkey, lactose free milk & other ingredients into a moist meal.

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Innova Reduced Fat Dry Cat Food

Lower in calories, Innova Reduced Fat Dry Cat Food still supplies the nutrition and flavor your cat craves.

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NATURAL DOG BISCUITS

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COMPARE
PRODUCTS
& BRANDS

OUR UNIQUE
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Mother Nature Products

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With apples, cheese, chicken and turkey, 4 Way Treat Natural Dog Biscuits help maintain healthy teeth and gums.

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Combines the taste and appeal of fresh whole food ingredients like buffalo meat with the natural goodness of stone ground grains.

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Mother Nature Chicken & Turkey Recipe Natural Dog Biscuits

These hearty treats are created with real ground chicken and turkey, whole cranberries and fresh carrots for a unique taste sensation.

[Learn More](#) | [Find Where to Buy](#)

Mother Nature Honey Glazed Chicken Recipe Natural Dog Biscuits

Gourmet dog biscuits made with real ground chicken, real honey, whole apples and a hint of cinnamon.

[Learn More](#) | [Find Where to Buy](#)

Mother Nature

Mother Nature Beef Stew Recipe Natural Dog Biscuits

Real sirloin beef and fresh vegetables are combined to create a gourmet dog biscuit that's healthy and delicious.

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Mother Nature Carrot Cakes Recipe Natural Dog Biscuits

Made with fresh carrots, real butter and milk, and molasses, these tasty treats are a healthy snack for any dog.

[Learn More](#) | [Find Where to Buy](#)

Mother Nature Dott's Delights Large Biscuits Natural Dog Biscuits

These natural oven-baked dog treats are bursting with great flavor from cheddar cheese, chicken meal and other all-natural ingredients.

[Learn More](#) | [Find Where to Buy](#)

Mother Nature Moose's Munchies Small Biscuits Natural Dog Biscuits

These small biscuits are packed with flavor and nutrients from chicken meal, fruits, vegetables and stone ground grains.

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Mother Nature

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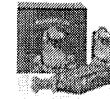
**Peanut & Butter Recipe
Natural Dog Biscuits**



A vegetarian dog treat made with real peanuts and butter, oatmeal and just a hint of sweet molasses.

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**Mother Nature
Sparky's Jumbo Biscuits
Natural Dog Biscuits**



These jumbo dog biscuits, made from chicken meal, apples and cheddar cheese, are the perfect size for large dog breeds.

[Learn More](#) | [Find Where to Buy](#)

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**Scooter & Friends Mini Biscuits
Natural Dog Biscuits**

Your smaller dog can enjoy big flavor from a dog treat made with chicken meal, carrots and cheddar cheese.

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**Mother Nature
Puppy Treats
Natural Puppy Biscuits**



Just right for a growing puppy or small dog and made with wholesome milk, eggs, cottage cheese and oatmeal.

[Learn More](#) | [Find Where to Buy](#)

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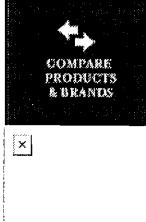

Karma Organic Food for Dogs

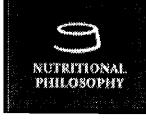
There are hundreds of pet foods on the market, but only **Karma Organic Food for Dogs** can say we use the highest quality ingredients ever selected to create an **organic super-premium dog food**. Ninety-five percent of our human grade ingredients are USDA-Certified Organic- the most of any dog food today!

Karma Organic Products

Karma Organic Dry Dog Food
Karma Organic Food for Dogs pet food ingredients are of the highest quality and meticulously selected to promote optimal health.
[Learn More](#) | [Find Where to Buy](#)

Karma Organic Dog Treats
Karma Organic Treats for Dogs are a convenient way to reward your dog with the same wholesome goodness as Karma Organic Food for Dogs.
[Learn More](#) | [Find Where to Buy](#)

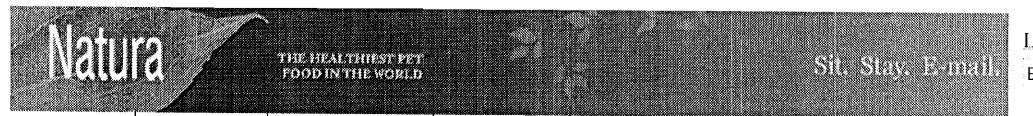





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About Us

Natura Launches New Testing Program - May 14, 2007

Becomes First Pet Food Company to Guarantee its Products are 100% Safe from Melamine

Philosophy

To view our latest video on this topic, please [click here](#).

Manufacturing News

San Jose, CA (May 14, 2007) – Although Natura Pet Products has not been implicated in recalls associated with wheat gluten or melamine contaminated rice protein, the company believes that customers deserve absolute certainty that their pet food products are safe. Therefore, Natura has directed an independent laboratory to continually test all of its ingredients and finished products to guarantee that they are free from any melamine contamination.

Contact Us

“Over the past few weeks, Midwest Laboratories has tested our ingredients and ALL of our finished products for melamine contamination – this includes dry, canned and baked treats,” said Natura President Peter Atkins, in a message to Natura customers. “As expected, all tests have confirmed that there is no melamine in our foods. Furthermore, Natura Pet Products has incorporated melamine testing as a standard part of our expanded, 120-point ingredient quality control program. This means that all Natura pet foods will be tested and confirmed to be melamine-free before being released.”

This is the most recent action taken by Natura to ensure its products’ complete safety. In March, Menu Foods, a major manufacturer of pet foods, was forced to recall many canned pet food products because of contaminated wheat gluten from China. At that time, Atkins reassured customers that Natura canned products contained no wheat gluten from China or wheat of any kind. He pledged that Natura would institute a policy of having at least one Quality Control employee present for every production run at their Menu Foods plant. He also pledged that Natura would either acquire or build a canning plant so it could exercise complete control over its product lines.

“We appreciate the trust that you place in us,” said Atkins. “All of us here at Natura Pet Products give you our absolute commitment that we will take whatever steps are necessary to ensure your pet’s nutritional health and safety.”

About Natura Pet Products

Founded fifteen years ago by John and Ann Rademakers and Peter Atkins, Natura is recognized as the most trusted name behind the healthiest pet food in the world. Natura’s products are formulated, manufactured, and prepared at human grade levels. Lines include: INNOVA, EVO, California Natural, HealthWise, Karma and Mother Nature. For more information, call (800) 532-7261.

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About Us Natura's Response to Menu Foods' Recall: 'We Will Operate our Own Canning Facility' - April 2, 2007

Philosophy

SAN JOSE, CA, April 2, 2007- Although not implicated in the recent massive Menu Foods canned food recall, Natura Pet Products has pledged to either acquire or build a canning plant so that the company can exercise complete control over its product lines.

Manufacturing

News

In a [video message to Natura customers](#), Peter Atkins, one of Natura's founders and owners, made assurances that no Natura canned food contains the suspected contaminant, wheat gluten from China, or wheat of any kind. Furthermore, Natura's canned foods are made exclusively in a Menu Foods South Dakota plant, rather than in the affected Kansas and New Jersey plants. Nonetheless, Natura plans to remove any doubt that they are producing pet foods with unsafe ingredients.

"I want to make sure that you know that we take very seriously our responsibility to provide healthful and safe products for the thousands of dogs and cats that eat Natura pet foods," said Atkins. "To do this effectively we must ultimately control the manufacture of ALL products that we sell. Therefore, the Natura Pet Products board of directors has authorized the immediate implementation of a plan to either acquire an existing canning operation or build a new can plant from scratch. This substantial financial commitment will insure that you, our loyal customers, can be confident in knowing that all Natura pet food products will always be of the highest quality – that we truly live up to our mission to make the healthiest pet foods in the world."

Natura owns and operates the manufacturing plants that make its dry pet foods and its baked treats and biscuits. Its quality management programs at these plants are unequaled in the industry and as a result of these programs Natura has achieved many human food plant certifications, including a "Superior" rating from the American Institute of Baking, Organic Certification, registration with the USDA Animal and Plant Health Inspection Service and ISO 9001:2001 compliance.

Until Natura begins its canning operation, it will have one of their own Quality Control employees on-site in South Dakota to oversee the production of its products. Natura has also instructed its buyers to utilize ingredients from domestic suppliers only.

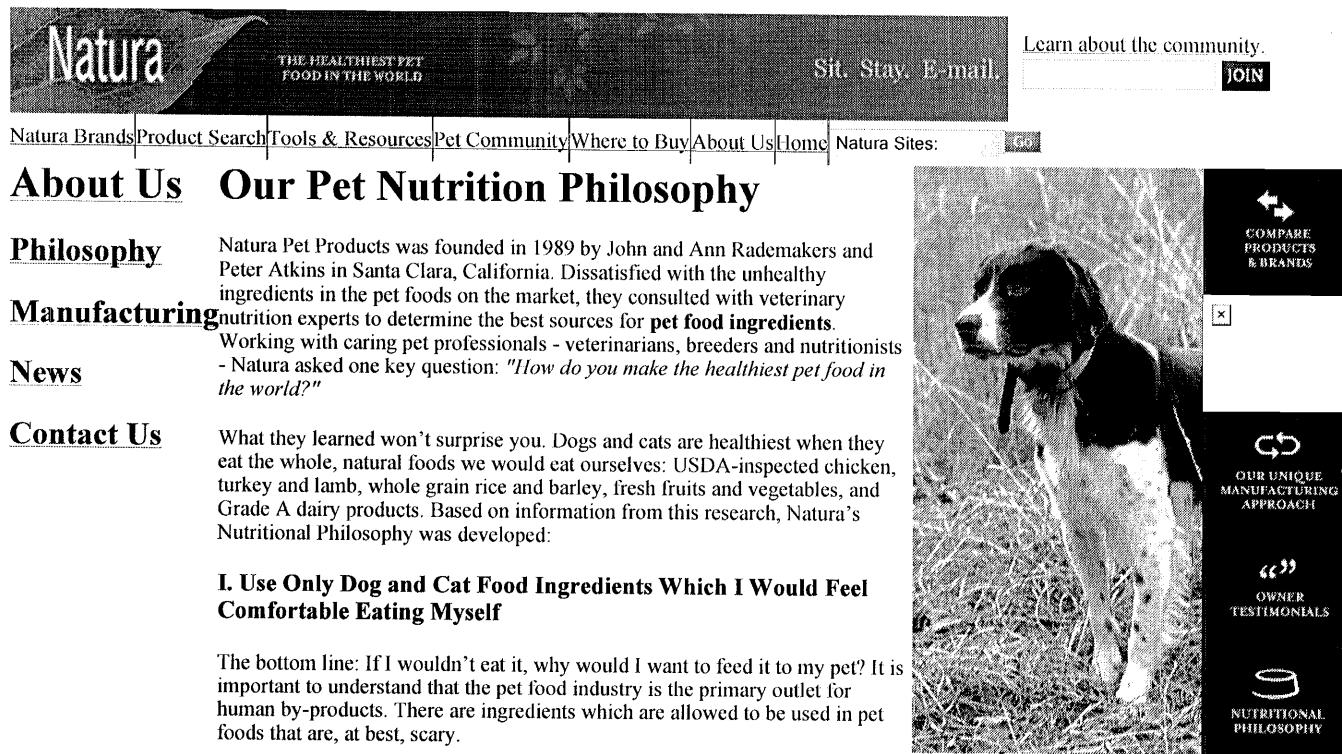
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The header features the Natura logo with the tagline "THE HEALTHIEST PET FOOD IN THE WORLD". Navigation links include "Sit. Stay. E-mail.", "Learn about the community.", "JOIN", "Natura Brands", "Product Search", "Tools & Resources", "Pet Community", "Where to Buy", "About Us", "Home", "Natura Sites: ". To the right is a large image of a dog. On the right side of the header are several boxes: "COMPARE PRODUCTS & BRANDS" with a double-headed arrow icon, "OUR UNIQUE MANUFACTURING APPROACH" with a circular arrow icon, "OWNER TESTIMONIALS" with a double引号 icon, and "NUTRITIONAL PHILOSOPHY" with a bowl icon.

About Us Our Pet Nutrition Philosophy

Philosophy Natura Pet Products was founded in 1989 by John and Ann Rademakers and Peter Atkins in Santa Clara, California. Dissatisfied with the unhealthy ingredients in the pet foods on the market, they consulted with veterinary nutrition experts to determine the best sources for **pet food ingredients**. Working with caring pet professionals - veterinarians, breeders and nutritionists - Natura asked one key question: *"How do you make the healthiest pet food in the world?"*

Manufacturing What they learned won't surprise you. Dogs and cats are healthiest when they eat the whole, natural foods we would eat ourselves: USDA-inspected chicken, turkey and lamb, whole grain rice and barley, fresh fruits and vegetables, and Grade A dairy products. Based on information from this research, Natura's Nutritional Philosophy was developed:

News

Contact Us

I. Use Only Dog and Cat Food Ingredients Which I Would Feel Comfortable Eating Myself

The bottom line: If I wouldn't eat it, why would I want to feed it to my pet? It is important to understand that the pet food industry is the primary outlet for human by-products. There are ingredients which are allowed to be used in pet foods that are, at best, scary.

II. Use Whole Pet Food Ingredients That Are Nutrient Rich and Unaltered

Mother Nature made the grain in its whole state. As such, it includes nutritious protein, fats, carbohydrates, fiber, vitamins and minerals. Other pet food companies use fractionated grains, which do not include this balance of natural nutrition.

III. Use Highly Controlled Cooking Methods to Preserve Natural Levels of Nutrients

Quality control and process management are critical in making a **nutritious pet food**. All Natura foods undergo over 50 different quality control checks before being shipped.

IV. Use No Artificial Preservatives, Colors or Additives

Natura will not add anything to the food unless it is nutritious and healthy for your cat or dog.

V. Formulate Using Pet Food Ingredients That Provide the Optimum Nutritional Profile for Skin and Coat

Getting a good skin and coat is no big secret. It's just very expensive to do. You have to use more meat, higher quality sources of fats and oils, and high levels of vitamins and other nutrients. Natura has a large investment in quality - we've made the commitment. Other dog food and cat food companies try to take shortcuts by using vegetable protein fillers and cheaper sources of fats.

VI. Continue Extensive Testing and Monitoring to Assure Optimal Health and Longevity of Your Pet

Natura Pet Products will stay on the leading edge of pet health care. As new information is developed, Natura will adjust formulas to ensure that our diets stay the healthiest in the world!

A Difference You and Your Pet Can Appreciate

We all know how much dogs and cats like to eat human food. Because the taste of Natura pet foods comes from high-quality ingredients, we don't have to add artificial flavors or colors. All our foods are free from chemical additives of any kind, including preservatives such as Ethoxyquin and BHA/BHT, which are

frequently found in pet foods but are banned from human use in many countries.

By eliminating the cheap filler ingredients and low-grade proteins that are so common in commercial pet foods, Natura creates foods that are more dense, richer in nutrients without added bulk. This means your pet gets more nutrition from less food, with calories and fats in each formula balanced to fit the needs of your specific dog or cat.

Choosing a Pet Food

Your pet's health is just as important as your own. A pet's diet, the biggest health variable controlled by its owner, is crucial to its well-being. That's why selecting a **tasty and healthy pet food** is the most loving choice you can make for your pet.

It's not always an easy choice to make. With so many different pet food products to choose from, it has become increasingly difficult to determine which pet foods are actually "healthy" for your pet.

By committing to our Nutritional Philosophy, we believe that we have created the **healthiest dog and cat foods** in the world. With a variety of flavors and formulas available, we are sure that you can find one that suits your animal's individual needs.

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The header features the Natura logo with the tagline "THE HEALTHIEST PET FOOD IN THE WORLD". It includes links for "Sit, Stay, E-mail", "Learn about the community", and a "JOIN" button. Below the header is a navigation bar with links: "Natura Brands", "Product Search", "Tools & Resources", "Pet Community", "Where to Buy", "About Us", "Home", and "Natura Sites". A search bar with the placeholder "Search" is also present.

About Us Manufacturing

Philosophy Pet Food Safety and Quality Control

Manufacturing Because we use only the **highest quality human-grade pet food ingredients** in our **dog and cat foods**, we apply the highest quality manufacturing guidelines to our production process. There are no shortcuts here. We follow the strictest of pet food manufacturing guidelines to ensure we deliver a product that sets the benchmark in the industry. That's what your pet deserves.

News

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American Institute of Baking(AIB) Superior rating certification - "...high AIB ratings confirm a manufacturer's commitment to excellence," - WDJ February, 2006.

USDA Organic Production Certification - A National Organic Program certifier has approved the facility and its procedures through rigorous inspection and auditing. (Natura's baking facility is certified by OneCert)

USDA APHIS (Animal and Plant Health Inspection Service) Registered - APHIS registry certifies that Natura purchases all of our meats from USDA registered suppliers who follow all USDA regulations for safe meat handling.

ISO Quality Management System 9001: 2000 compliant: - An internationally recognized and highly respected system of quality management.

In addition to our accreditations, Natura employs our own standards of quality. Before any of our pet food is shipped, it must pass 119 quality-control checks.

This isn't just pet food. This is the foundation for your pet's long-term health. We want to be sure we provide him or her with the best pet food on the market, manufactured in the best way possible.

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Innova Holistic Cat and Dog Food

Just as dieticians recommend following the U.S. Department of Agriculture food pyramid for our own dietary needs, **Innova** applies this same principle when creating foods for our animal friends. Every Innova pet product incorporates elements from the five food pyramid groups - meat, dairy, vegetables, fruit and grain - plus essential fats and oils to deliver supreme nutrition for the overall health of your dog or cat.

Innova Products

Innova
Adult
Dry Dog Food

A convenient dry dog food that provides complete and balanced canine nutrition using human-grade ingredients.

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Innova
Adult
Canned Dog Food

Your dog can enjoy satisfying flavor while you enjoy the convenience of a quality canned dog food.

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Innova
Senior Plus
Dry Dog Food

Specially formulated for older dogs, Senior Plus has balanced levels of protein and fat as well as optimal amounts of vitamin E.

[Learn More](#) | [Find Where to Buy](#)

Innova
Puppy
Dry Puppy Food

Innova Puppy Food includes ingredients and micronutrients your growing puppy needs.

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Innova
Large Breed Adult
Dry Dog Food

Large Breed Adult Dog Food contains glucosamine and chondroitin sulfate along with all-natural ingredients from the five food groups.

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Innova
Large Breed Puppy
Dry Puppy Food

Created to support proper growth in large

Innova
Senior Canned

Innova Senior Canned helps improve a senior dog's digestive system, relieve joint pain & provided holistic nutrition.

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Innova
Puppy
Canned Puppy Food

Complete nutrition in a can! Your puppy will enjoy lean turkey and chicken, potatoes, cottage cheese and other healthy ingredients.

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Innova
Large Breed Senior
Dry Dog Food

Make the aging transition easier on your large

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dog. Innova's Large Breed Senior formula helps him maintain ideal body weight and receive the nutrition he needs.

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breed puppies with a balanced blend of natural ingredients and essential fatty acids.

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Innova HealthBars Dog Treats

Not your average dog treat, HealthBars are packed with ingredients from all five food groups.

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Innova Cat and Kitten Dry Cat and Kitten Food

Features natural ingredients for optimal cat health along with essential fatty acids for a silky coat.

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Innova Cat and Kitten Canned Cat and Kitten Food

Five food groups in one! Innova Cat and Kitten Food blends chicken, turkey, lactose free milk & other ingredients into a moist meal.

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Innova Reduced Fat Dry Cat Food

Lower in calories, Innova Reduced Fat Dry Cat Food still supplies the nutrition and flavor your cat craves.

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Innova Reduced Fat Canned Cat Food - Coming Soon

Low in calories, but high in taste, Innova Reduced Fat Canned Cat Food can help your cat keep the extra weight off.

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Innova Senior Dry Cat Food

Includes higher levels of protein and fiber for a cat's changing needs along with Chondroitin Sulfate and Glucosamine for joint health.

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THE ANCESTRAL DIET
MEETS MODERN NUTRITION.™

California Natural
HealthWise
“
“
Karma

EVO
Large Bites
Dry Dog Food

EVO dog food provides all the key nutrition received from a raw food diet with the benefits of modern research.
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EVO
Canned Dog Food

EVO Canned Dog Food contains all of the natural nutrition and benefits of EVO Dry Dog Food in the convenience of a can.
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EVO
Red Meat Small Bites
Dry Dog Food

EVO Red Meat Small Bites is made from four sources of red meat for optimal taste and offered in smaller kibble pieces.
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EVO
95% Beef
Canned Dog Food

As a meat-based alternative to traditional pet food, EVO offers a 95% beef canned dog product.
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EVO
95% Duck
Canned Dog Food

You'll find no grains here - just 95% duck meat

EVO
Small Bites
Dry Dog Food

Dog Small Bites has the same meat-based ingredients as our Large Bites formula, but in smaller kibble sizes for smaller dogs.
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EVO
Red Meat Large Bites
Dry Dog Food - Coming Soon

EVO Red Meat dog food is made from four sources of red meat - beef, lamb, buffalo and venison - for unparalleled taste and nutrition.
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EVO
Reduced Fat
Dry Dog Food

EVO Reduced Fat Dry Dog Food contains 30% less fat than regular EVO Dog Food but with 20% MORE protein.
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EVO
95% Chicken & Turkey
Canned Dog Food

Packed with chicken and turkey, our grain-free, 95% Chicken & Turkey Canned Dog Food satisfies the craving in your carnivorous dog.
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EVO
95% Rabbit
Canned Dog Food

Our wholesome rabbit formula, packed in a convenient

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packed with protein and nutrients.

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95% Venison Canned Dog Food

Pass up grain-based pet food for a meat-based formula bursting with nutrients and protein, such as EVO 95% Venison Canned Dog Food.

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EVO Cat and Kitten Dry Cat and Kitten Food

EVO Cat and Kitten food was created to supply the key nutritional benefits of a raw food diet in a safe and convenient manner.

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Dry Ferret Food

EVO Ferret Food was created to supply a high protein, low carbohydrate formula that mimics the ingredients of a raw pet food diet.

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can, gives your favorite dog a new taste sensation.

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EVO Dog Treats

Even if your pet is on a raw pet food diet, he can still enjoy a grain-free dog biscuit with EVO Dog Treats.

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EVO Cat and Kitten Canned Cat and Kitten Food

EVO Cat and Kitten Canned Food contains all of the grain-free natural nutrition and benefits of EVO Cat and Kitten Dry Food in the convenience of a can.

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Mother Nature Healthy Dog Treats

All dogs need a little treat now and then. Don't they deserve a gourmet dog treat bursting with flavor, not preservatives? Each **Mother Nature dog treat** is baked using similar human grade pet food ingredients as those featured in Natura's dog food and cat food products, so you can relax, knowing your dog is receiving nutritional benefits with every mouthwatering bite.

Mother Nature Products

Mother Nature 4 Way Treat Natural Dog Biscuits

With apples, cheese, chicken and turkey, 4 Way Treat Natural Dog Biscuits help maintain healthy teeth and gums.

[Learn More](#) | [Find Where to Buy](#)

Mother Nature Buffalo Stew Recipe Natural Dog Biscuits

Combines the taste and appeal of fresh whole food ingredients like buffalo meat with the natural goodness of stone ground grains.

[Learn More](#) | [Find Where to Buy](#)

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Gourmet dog biscuits made with real ground chicken, real honey, whole apples and a hint of cinnamon.

[Learn More](#) | [Find Where to Buy](#)

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Made with fresh carrots, real butter and milk, and molasses, these tasty treats are a healthy snack for any dog.

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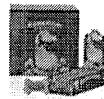
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Natural Dog Biscuits**



A vegetarian dog treat made with real peanuts and butter, oatmeal and just a hint of sweet molasses.

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Natural Dog Biscuits**



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Natural Dog Biscuits**

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Puppy Treats
Natural Puppy Biscuits**



Just right for a growing puppy or small dog and made with wholesome milk, eggs, cottage cheese and oatmeal.

[Learn More](#) | [Find Where to Buy](#)

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EVO.
CALIFORNIA NATURAL
HealthWise
LOVING NATURE
KARMA

Karma Organic Food for Dogs

There are hundreds of pet foods on the market, but only **Karma Organic Food for Dogs** can say we use the highest quality ingredients ever selected to create an **organic super-premium dog food**. Ninety-five percent of our human grade ingredients are USDA-Certified Organic- the most of any dog food today!

Karma Organic Products

Karma Organic Dry Dog Food

Karma Organic Food for Dogs pet food ingredients are of the highest quality and meticulously selected to promote optimal health.

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Natura Brands

Holistic Pet Foods - Pure and Simple

Natural Ingredients Meet Modern Nutrition

When you sit down to a meal, the last thing you want is a bowl full of fillers like soybean meal, meat by-products and artificial preservatives. Well guess what - your pet doesn't enjoy those "foods" either. Your dog or cat craves the same ingredients you do - high-quality meats, whole, nutrient-rich grains and fresh fruits and vegetables. Healthy pet food that not only satisfies your pet's hunger, but is tasty, nutritious and all-natural. And more importantly, provides the vitamins and minerals that will help your pet thrive now and in the future. Natura Pet Products manufactures a full line of all-natural pet foods, including organic dog food, and each brand is prepared using wholesome pet food ingredients you'll feel good about feeding your pet. And because every pet's dietary needs are different, Natura pet food brands offer a variety of formulations created especially for every stage in your dog, cat, or ferret's life.

About Innova

Just as dieticians recommend following the U.S. Department of Agriculture food pyramid for our own dietary needs, Innova applies this same principle when creating foods for our animal friends. Every Innova.pet product incorporates elements from the five food pyramid groups - meat, dairy, vegetables, fruit and grain - plus essential fats and oils to deliver supreme nutrition for the overall health of your dog or cat.

About EVO

While all Natura Pet Products use high-quality meat as the main **pet food ingredient**, EVO dog and cat food is completely *grain-free*. In fact, EVO has the highest protein content of any meat-based dry pet food on the market and uses whole, fresh meat sources such as turkey, chicken and herring meal!

About California Natural

Cheap **pet food ingredients**, such as protein fillers, or even premium ingredients can be highly allergic to pets with sensitive systems. That's why California Natural dog and cat food refuses to use them in our production. In fact, we have the shortest ingredient list of any dry pet food and combine just one protein, one fat and one carbohydrate source to create a **hypoallergenic pet food**.

About HealthWise

HealthWise premium pet food is complete and balanced nutrition that's right for all sizes and breeds. We combine top-quality protein sources, like low-ash chicken meal and New Zealand lamb meal, with whole ground grains and mineral-rich ingredients, to develop a pet food that outshines similar-priced premium pet product brands.

About Mother Nature

All dogs need a little treat now and then. Don't they deserve a gourmet dog treat bursting with flavor, not preservatives? Each Mother Nature dog treat is baked using similar human grade pet food ingredients as those featured in Natura's dog food and cat food products, so you can relax, knowing your dog is receiving nutritional benefits with every mouthwatering bite.

About Karma

There are hundreds of pet foods on the market, but only Karma Organic Food for Dogs can say we use the highest quality ingredients ever selected to create an **organic super-premium dog food**. Ninety-five percent of our human grade ingredients are USDA-Certified Organic - the most of any dog food today!

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The screenshot shows the Natura Pet Products website. At the top, there's a banner with the text 'THE HEALTHIEST PET FOOD IN THE WORLD'. Below the banner, there are links for 'Sit. Stay. E-mail.', 'Learn about the community.', and a 'JOIN' button. A navigation bar includes 'Natura Brands', 'Product Search', 'Tools & Resources', 'Pet Community', 'Where to Buy', 'About Us', 'Home', and 'Natura Sites: [Eco](#)'. The main content area has a section titled 'About Us' with a sub-section 'How Natura Pet Products is Different'. It features a large image of a dog and several sidebar icons: 'COMPARE PRODUCTS & BRANDS', 'OUR UNIQUE MANUFACTURING APPROACH', 'OWNER TESTIMONIALS', and 'NUTRITIONAL PHILOSOPHY'.

About Us **How Natura Pet Products is Different**

Philosophy No pet food company in the world makes natural pet foods like Natura. We use only ingredients you'd eat yourself: quality meats, whole grains, fresh fruits and vegetables, and complete vitamin and mineral supplements. For us humans, a diet of natural, wholesome food is essential to living a long healthy life. We believe this fundamental principle is true for your pet, too.

Manufacturing

News All of our human grade dog and cat foods are carefully cooked and tested to ensure consistent nutrient quality and enjoyable texture and taste. All of the ingredients used in our pet foods are tested to make sure they are hormone, antibiotic and pesticide-free. And we never add artificial ingredients, chemical additives, by-products or fillers of any kind.

Contact Us

For questions on our organic dog food, healthy dog and cat food, and gourmet dog treats, please [contact us](#) today.

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