

4/6/07

THE HEALTHIEST PET FOOD IN THE WORLD

Sit Stay E-mail

JOIN

Natura Sites:

Featured Natura Brands

Innova

The first "true" holistic pet health food.

INNOVA

EVO THE ANCESTRAL DIET™ RECENT MODERN NUTRITION

California Natural

HealthWise

For Dogs

For Cats

KARMA

K9 GOURMET

COMPARE PRODUCTS & BRANDS

OUR UNIQUE MANUFACTURING APPROACH

“ ” OWNER TESTIMONIALS

NUTRITIONAL PHILOSOPHY

Video - "human food plant certificate"

Healthy pet treats that are an ideal alternative to high-fat snacks.

Organic dog food and dog treats featuring 95% organic ingredients.

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Exhibit C, Part 8 of 13

The screenshot shows the Natura Pet Products website. At the top, there's a banner for 'THE HEALTHIEST PET FOOD IN THE WORLD'. Below it, a navigation bar includes '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 several bags of Innova dog food, with a call-to-action button 'GET MORE INFO LAUNCH INNOVA PRODUCT SITE'. To the right, there are several vertical panels: 'COMPARE PRODUCTS & BRANDS', 'CONTACT NATURA', 'OUR UNIQUE MANUFACTURING APPROACH', 'OWNER TESTIMONIALS', and 'NUTRITIONAL PHILOSOPHY', each with an icon and a brief description.

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 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 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 Puppy Dry Puppy Food

Created to support proper growth in large breed puppies with a balanced blend of

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 Canned Puppy 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 Senior Dry Dog Food

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](#)

Innova HealthBars Dog Treats

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

natural ingredients and essential fatty acids.

[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](#)

[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
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.

[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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The First "True" Holistic Health Food for Pets

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Innova Pet Products Innova

For Dogs

- [Adult Dry Dog Food](#)
- [Adult Canned Dog Food](#)
- [Reduced Fat Adult Dry Dog Food](#)
- [Senior Plus Dry Dog Food](#)
- [Senior Canned Dog Food](#)
- [Puppy Dry Puppy Food](#)
- [Puppy Canned Puppy Food](#)
- [Large Breed Adult Dry Dog Food](#)
- [Large Breed Senior Dry Dog Food](#)
- [Large Breed Puppy Dry Puppy Food](#)
- [HealthBars Dog Treats](#)

For Cats

- [Cat and Kitten Dry Cat and Kitten Food](#)
- [Cat and Kitten Canned Cat and Kitten Food](#)
- [Reduced Fat Dry Cat Food](#)
- [Reduced Fat Canned Cat Food - Coming Soon](#)
- [Senior Dry Cat Food](#)

Adult Dry Dog Food

Wholesome Food for a Healthier Dog

Innova Adult Dry Dog Food brings the world of pet nutrition closer than ever to that of healthy human nutrition by incorporating lean meats and cottage cheese, vegetables and fruit along with whole grains to create a dog food unequaled in nutrition and health benefits. Finally, there is a health food for your dog!

You will see a significant, healthy difference with Innova Adult Dog's high levels of natural antioxidant vitamins, and rich supply of Omega 6 and Omega 3 Essential Fatty acids. Innova Adult Dog goes above and beyond to provide complete and balanced nutrition for the life and good health of your dog.

Animal feeding tests using [AAFCO \(Association of American Feed Control Officials\)](#) procedures substantiate that Innova Adult Dog Food provides complete and balanced nutrition for all life stages.

Innova Adult Dry Dog Food is available in 6.6 lb., 16.5 lb. and 33 lb. packages.

Nutritional Facts

Moisture	10.0 %
Protein	24.0 %
Fat	14.0 %
Linoleic Acid	2.6 %
Omega 3	0.50 %
Fiber	3.0 %
Ash	7.90 %
Calcium	1.10 %
Phosphorous	1.00 %
Magnesium	0.10 %
Sodium	0.35 %
Potassium	0.65 %
Chloride	0.49 %
Iron	569 mg/kg
Zinc	250 mg/Kg
Copper	9 mg/kg
Iodine	1.7 mg/kg
Manganese	47 mg/Kg
Selenium	0.31 mg/kg
Arginine	1.83 %
Histidine	0.62 %
Isoleucine	1.10 %
Leucine	1.98 %
Lysine	1.72 %
Methionine	0.73 %
Met-Cysteine	1.06 %
Phenylalanine	1.01 %
Phe-Tyrosine	1.83 %
Threonine	0.96 %
Tryptophan	0.40 %
Valine	1.32 %
Taurine	0.19 mg/kg
Choline	1737 mg/Kg
Vitamin B2 (Riboflavin)	9.96 mg/Kg
Vitamin B1 (Thiamine)	3.66 mg/Kg
Vitamin B3 (Niacin)	61 mg/kg
Vitamin B6 (Pyridoxine)	5.00 mg/Kg



Folic Acid	1.55 mg/kg
Vitamin B5 (Pantothenic Acid)	19 mg/Kg
Biotin	0.55 mg/Kg
Vitamin B12 (Cyanocobalamin)	72 mg/kg
Vitamin A	21000 IU/kg
Vitamin C	500 mg/Kg
Vitamin D3 (Cholecalciferol)	786 IU/kg
Vitamin E	300 Iu/Kg
Vitamin K1	928 IU/kg
Glucosamine	0 mg/cup
Chondroitin Sulfate	0 mg/cup
Calories	4168 Kcal/kg
Calories	557 Kcal/cup

Ingredients

Click on an ingredient to learn more.

Turkey 
 Chicken 
 Chicken Meal 
 Barley 
 Brown Rice
 Potatoes 
 Natural Flavors 
 Rice 
 Chicken Fat 
 Herring 
 Apples 
 Carrots 
 Cottage Cheese 
 Sunflower Oil 
 Dicalcium Phosphate 
 Alfalfa Sprouts 
 Egg 
 Garlic 
 Potassium Chloride 
 Choline Chloride 
 Calcium Carbonate 
 Direct-Fed Microbials
 Vitamins/Minerals 

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Natura
THE HEALTHIEST PET FOOD IN THE WORLD

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INNOVA
EVO.
CHILOMIA NATURAL
HealthWise
KARMA KISSES

MOTHER NATURE
NATURAL DOG BISCUITS

GET MORE INFO
LAUNCH MOTHER NATURE PRODUCT SITE

COMPARE PRODUCTS & BRANDS
CONTACT NATURA
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.

[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 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](#)

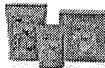
Mother Nature Moose's Munchies Small Biscuits Natural Dog Biscuits

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.

[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](#)

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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.

[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](#)

The screenshot shows the Natura Pet website homepage. At the top, there's a banner with the text 'THE HEALTHIEST PET FOOD IN THE WORLD' and a 'JOIN' button. 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'. On the left, there's a vertical sidebar with logos for various pet food brands: INNOVA, EVO, CALIFORNIA NATURAL, HealthWise, KARMER NATURAL, and KARMA KYSAY. The main content area features a large image of a dog bowl with dog food. To the right of the bowl, there are several call-to-action boxes: 'COMPARE PRODUCTS & BRANDS' (with a mail icon), 'CONTACT NATURA' (with a mail icon), 'OUR UNIQUE MANUFACTURING APPROACH' (with a dog icon), 'OWNER TESTIMONIALS' (with a quote icon), and 'NUTRITIONAL PHILOSOPHY' (with a bowl icon). The central text 'Karma Organic Food for Dogs' is displayed above the product descriptions.

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](#)

Pet Resources:

FAQ

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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.

Manufacturing

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.

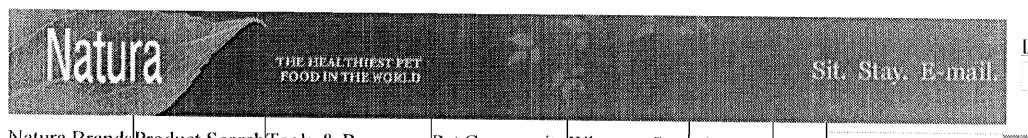
News

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

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

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 come 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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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

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.

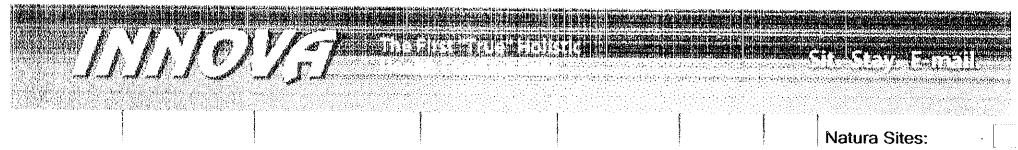
In addition to our accreditations, Natura employs our own standards of quality. Before any of our pet food is shipped, it must pass 119 quality-control checks.

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.

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JOIN

Natura Sites:

Manufacturing

Pet Food Safety and Quality Control

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About Us

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

Philosophy **MANUFACTURING** **CONTACT US**

News

Contact Us

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.

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 unequalled 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.

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, HEALTIWISE and KARMA. For more information call (800) 532-7261.



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About Us

Baking a Better Biscuit

Mother Nature Natural Dog Treats are baked using only the **finest human-grade pet food ingredients** that meet our strict philosophy. We utilize *stone ground wheat (lower in carbohydrates), fresh human-grade meats and fresh fruits and vegetables along with the same fresh milk, butter and eggs that we all love.*

Our eye-catching package artwork was created especially for us by internationally known artist, Rick Sealock. His work has been commissioned by such familiar companies as *Newsweek*, Apple Computers, *BusinessWeek*, Forbes Magazine, Walt Disney and now Natura Pet Products!

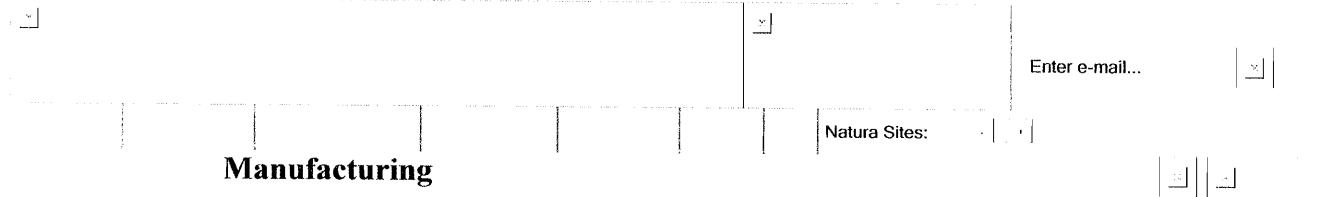
are made in a variety of shapes and sizes including a small puppy bone, hearts, triangles, bones and "donuts." These five formulas of aromatic treats are guaranteed to appeal to both the pet and the pet owner with not only our "home cooking" formulations, but also their "just out of the oven" scents.

Made in medium to small sizes and freshly packed in 20 oz pouches, **Mother Nature dog biscuits** are suitable for any size puppy or dog.

For questions on our organic dog food, healthy dog and cat food, and gourmet dog treats, please today.

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4/6/07



Pet Food Safety and Quality Control

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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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Welcome to the Home of the Healthiest Pet Foods in the World

stores

About Natura

How Natura is Different

No company in the world makes 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.

All of our 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, byproducts, or fillers of any kind.

Our History & 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?"

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 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 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 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

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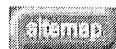
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different quality control checks before being shipped.

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 Ingredients That Provide the Optimum Nutritional Profile for Skin and Coat.

Getting a good skin and coat is no big secret. It is 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 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 Food

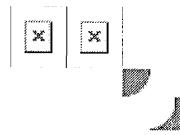
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It's not always an easy choice to make. With so many different pet food products to choose from, it has become increasingly difficult to determine which pet foods are actually "healthy" for your pet.

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. Our Product Wizard can also help you choose the right Natura food for your dog or cat.

Contacting Natura

Have more questions? Want to give us your comments? Please see our customer service page. We look forward to hearing from you.



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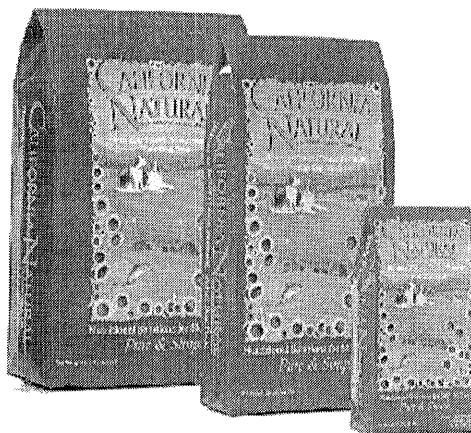
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California Natural

California Natural is the *Pure & Simple*TM food for your special pet. For details on the full line of California Natural foods and treats, choose a product from the menu and click [go](#)

Choose A Product



**CALIFORNIA
NATURAL**

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California Natural Herring & Sweet Potato Adult

Why Feed California Natural?

Pure & Simple

That's how to best describe the ingredients in the California Natural line.

With only one primary, high-quality protein source, California Natural can meet the special dietary needs of dogs that cannot tolerate typical pet food ingredients. It's just a **Pure and Simple** pet food.

You will love what we put into our California Natural pet food: Pure and simple recipes of lean meats, essential vitamins and key minerals your pet needs to stay happy and healthy.

You will also appreciate what we don't put into California Natural pet food: Additives, chemical preservatives or fillers that can compromise the well-being and vitality of even the healthiest animal.

You see, we know that your pet's quality of life is one of your biggest priorities. That's why we make the quality of our pet food our number one job!

Our full selection of California Natural pet foods is created with only the most wholesome natural ingredients. Simply put, it's up to the standards you would demand for yourself--and then some!!

WHAT WE PUT IN

Simple, high-quality ingredients like Omega 3 fatty acids and Omega 6 fatty acids for a lustrous coat and healthy skin. This is especially important for animals who may be prone to itchy skin. California Natural also adds Vitamin E for its antioxidant properties.

WHAT WE LEAVE OUT

California Natural contains **NO** wheat, **NO** corn, **NO** soy, **NO** artificial preservatives, **NO** artificial flavoring, **NO** added coloring, **NO** by-products. California Natural is formulated to be complete and balanced for all dogs and cats.

ADDED TAURINE

Recent university research has suggested that like cats, some breeds of dogs may benefit from Taurine in the diet. While California Natural has always contained ample Taurine from natural sources such as lamb meal, we have decided to supplement Taurine to ensure that all puppies receive full nutritional benefit from our products.

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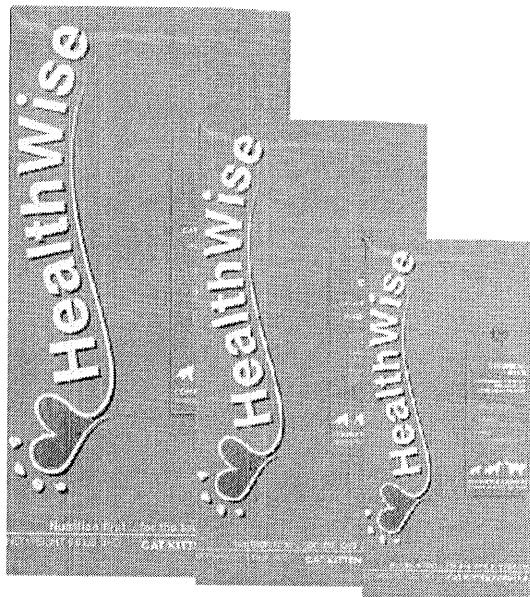
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HealthWise

HealthWise foods provide *Nutritional Quality for the Life of Your Pet.*™

For details on complete line of HealthWise foods for dogs and cats, choose a product from the menu and click **go**.

Choose A Product



HEALTHWISE™

- featured product

HealthWise Cat 'N Kitten

Why Feed HealthWise?

Nutritional Quality for the Life of Your Pet

Natura is excited to present our new and improved HealthWise formulas for dogs and cats. Whether you are already feeding HealthWise, or if you are new to using our products, we are certain that your pet will benefit from the newly formulated HealthWise line of foods. The HealthWise products have been carefully formulated for all sizes and breeds, providing high quality protein, essential fatty acids, and the vitamins and minerals that your dog or cat will need to thrive - not just survive.

New ingredients to the HealthWise formulas include:

Kelp - a good source of beta-carotene, B vitamins and vitamin C. Kelp also has high concentrations of minerals (up to 40% by weight) like iodine, potassium and calcium.

Garlic - valued for its anti-oxidant properties as well as its enjoyable flavor. Garlic also contains B complex vitamins, selenium and has been known for stimulating the immune system.

Avocado Oil - a monounsaturated fat and is a rich source for the beneficial Omega 3 and 6 fatty acids that promote a healthy skin and coat. Avocado oil contains large quantities of vitamins A, D, and E. Avocado oil also contains lutein, which is a carotenoid that acts as an antioxidant, protecting cells against the damaging effects of free radicals.

As always, ALL the HealthWise formulas contain protein from only the highest quality chicken and expensive New Zealand lamb, the exact same kind you would eat yourself.

Each of the HealthWise products still feature an excellent ratio of Omega 6 fatty acids to Omega 3 fatty acids contained in the naturally preserved chicken fat, herring oil, avocado oil, and ground flaxseed.

HealthWise Cat 'N Kitten food features a unique Fiber Matrix™. The Fiber Matrix™ consists of the natural fiber blend of oatmeal, flaxseed meal and brown rice that work in combination with high quality fatty acids to help the flow of food through the digestive system, and keeps shedding to a minimum resulting in a reduction in the formation of hairballs.

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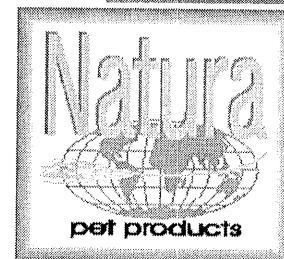
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Mother Nature

For details on the Mother Nature family of treats, choose a product from the menu and click **go**.

Choose A Product



featured product

Mother Nature 4 Way Treat

Mother Nature Natural Dog Treats are baked using only the finest human-grade ingredients that meet our strict philosophy. We utilize *stone ground wheat (lower in carbohydrates)*, *fresh human-grade meats and fresh fruits and vegetables along with the same fresh milk, butter and eggs that we all love*. Our eye-catching package artwork was created especially for us by internationally known artist, Rick Sealock. His work has been commissioned by such familiar companies as Newsweek, Apple Computers, Business Week, Forbes Magazine, Walt Disney and now Sturdy Pet Products!

Mother Nature products are made in a variety of shapes and sizes including a small puppy bone, hearts, triangles, bones and "donuts." These five formulas of aromatic treats are guaranteed to appeal to both the pet and the pet owner with not only our "home cooking" formulations, but also their "just out of the oven" scents.

Made in medium to small sizes and freshly packed in 20 oz pouches, they are suitable for any size puppy or dog. Products include:

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Foods for Dogs

Natura makes healthy dog foods with only the ingredients you would eat yourself.

Choose a dog food and click **go** to learn more about these unique products.

Choose a Natura Dog Food

go

Which food is right for your dog?

The Product Wizard can help you decide...

product wizard

Foods for Cats

Natura's line of healthy cat foods is made only from ingredients you would eat yourself.

Choose a cat food and click **go** for complete details.

Choose a Natura Cat Food

go

Which food is right for your cat?

The Product Wizard can help you decide...

product wizard

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Treats for Dogs

Choose a dog treat and click **go** to see the difference a healthy treat can make.

Choose a Natura Dog Treat

go

Natura's complete line of dog treats is made from only the healthiest natural ingredients, like you would eat yourself.

product wizard**Natura®**

Natural Is Better.™

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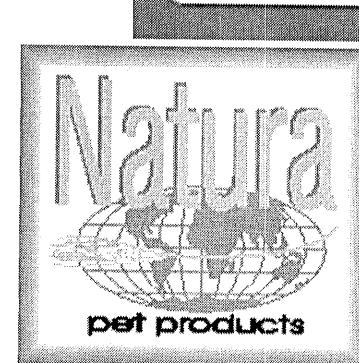
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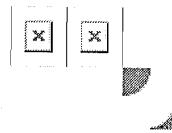
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California Natural

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Choose A Product

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California
Natural

• featured product

California Natural Herring & Sweet Potato Adult

Why Feed California Natural?

Pure & Simple

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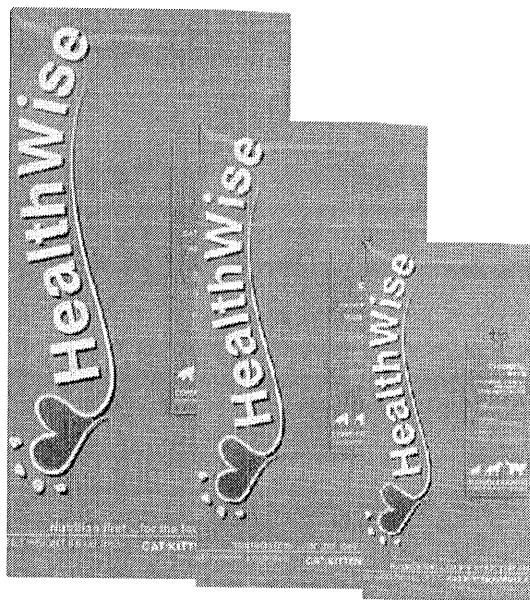
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HealthWise

HealthWise foods provide
*Nutritional Quality for the Life of
Your Pet.*™

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cats, choose a product from the
menu and click **go**.

Choose A Product



HEALTHWISE™

• featured product

HealthWise Cat 'N Kitten

Why Feed HealthWise?

Nutritional Quality for the Life of Your Pet

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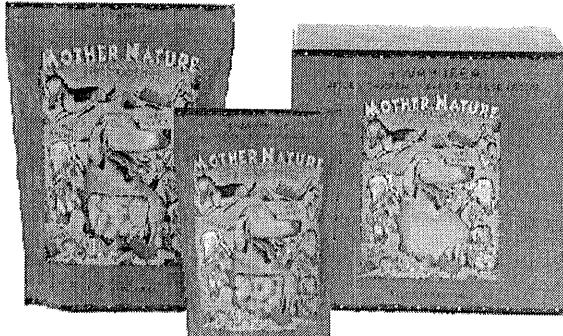
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Mother Nature

For details on the Mother Nature family of treats, choose a product from the menu and click **go**.

Choose A Product



 **featured product**
Mother Nature 4 Way Treat

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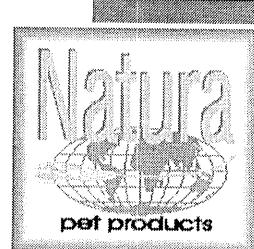
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Foods for Dogs

Natura makes healthy dog foods with only the ingredients you would eat yourself.

Choose a dog food and click **go** to learn more about these unique products.

Choose a Natura Dog Food

go

Which food is right for your dog?

The Product Wizard can help you decide...

product wizard

Foods for Cats

Natura's line of healthy cat foods is made only from ingredients you would eat yourself.

Choose a cat food and click **go** for complete details.

Choose a Natura Cat Food

go

Which food is right for your cat?

The Product Wizard can help you decide...

product wizard

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Welcome to the Home of the Healthiest Pet Foods in the World

home foods treats stores

Treats for Dogs

Choose a dog treat and click **go** to see the difference a healthy treat can make.

Choose a Natura Dog Treat



Natura's complete line of dog treats is made from only the healthiest natural ingredients, like you would eat yourself.

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Welcome to the Home of the Healthiest Pet Foods in the World

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About Natura

How Natura is Different

No company in the world makes 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.

All of our 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, byproducts, or fillers of any kind.

Our History & 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?"

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 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 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 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

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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 Ingredients That Provide the Optimum Nutritional Profile for Skin and Coat.

Getting a good skin and coat is no big secret. It is 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 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 Food

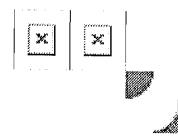
Your pet's health is just as important as your own. A pet's diet, the biggest health variable controlled by its owner, is crucial to its well-being. That's why selecting a healthy and tasty pet food is the most loving choice you can make for your pet.

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. Our Product Wizard can also help you choose the right Natura food for your dog or cat.

Contacting Natura

Have more questions? Want to give us your comments? Please see our customer service page. We look forward to hearing from you.



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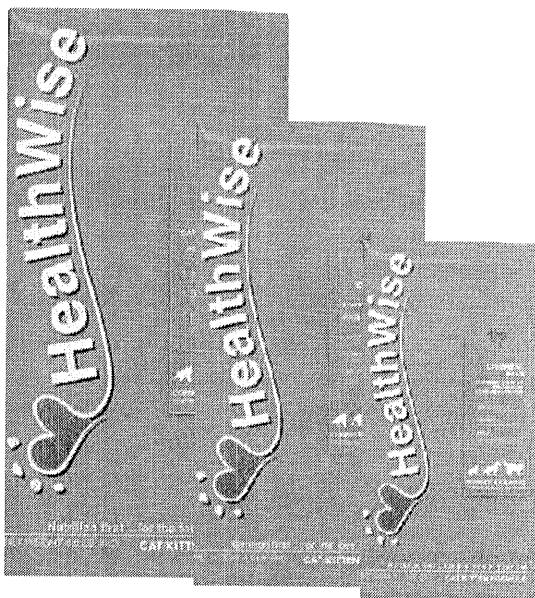
foods stores

HealthWise

HealthWise foods provide *Nutritional Quality for the Life of Your Pet.*™

For details on complete line of HealthWise foods for dogs and cats, choose a product from the menu and click **go**.

Choose A Product



HealthWise™

- featured product

HealthWise Cat 'N Kitten

Why Feed HealthWise?

Nutritional Quality for the Life of Your Pet

Natura is excited to present our new and improved HealthWise formulas for dogs and cats. Whether you are already feeding HealthWise, or if you are new to using our products, we are certain that your pet will benefit from the newly formulated HealthWise line of foods. The HealthWise products have been carefully formulated for all sizes and breeds, providing high quality protein, essential fatty acids, and the vitamins and minerals that your dog or cat will need to thrive - not just survive.

New ingredients to the HealthWise formulas include:

Kelp - a good source of beta-carotene, B vitamins and vitamin C. Kelp also has high concentrations of minerals (up to 40% by weight) like iodine, potassium and calcium.

Garlic - valued for its anti-oxidant properties as well as its enjoyable flavor. Garlic also contains B complex vitamins, selenium and has been known for stimulating the immune system.

Avocado Oil - a monounsaturated fat and is a rich source for the beneficial Omega 3 and 6 fatty acids that promote a healthy skin and coat. Avocado oil contains large quantities of vitamins A, D, and E. Avocado oil also contains lutein, which is a carotenoid that acts as an antioxidant, protecting cells against the damaging effects of free radicals.

As always, ALL the HealthWise formulas contain protein from only the highest quality chicken and expensive New Zealand lamb, the exact same kind you would eat yourself.

Each of the HealthWise products still feature an excellent ratio of Omega 6 fatty acids to Omega 3 fatty acids contained in the naturally preserved chicken fat, herring oil, avocado oil, and ground flaxseed.

HealthWise Cat 'N Kitten food features a unique Fiber Matrix™. The Fiber Matrix™ consists of the natural fiber blend of oatmeal, flaxseed meal and brown rice that work in combination with high quality fatty acids to help the flow of food through the digestive system, and keeps shedding to a minimum resulting in a reduction in the formation of hairballs.

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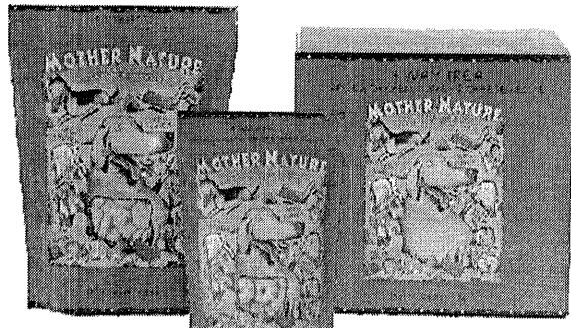
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Mother Nature

For details on the Mother Nature family of treats, choose a product from the menu and click *go*.

Choose A Product



 **featured product**

Mother Nature 4 Way Treat



Mother Nature Natural Dog Treats are baked using only the finest human-grade ingredients that meet our strict philosophy. We utilize *stone ground wheat (lower in carbohydrates)*, *fresh human-grade meats and fresh fruits and vegetables along with the same fresh milk, butter and eggs that we all love*. Our eye-catching package artwork was created especially for us by internationally known artist, Rick Sealock. His work has been commissioned by such familiar companies as Newsweek, Apple Computers, Business Week, Forbes Magazine, Walt Disney and now Sturdy Pet Products!

Mother Nature products are made in a variety of shapes and sizes including a small puppy bone, hearts, triangles, bones and "donuts." These five formulas of aromatic treats are guaranteed to appeal to both the pet and the pet owner with not only our "home cooking" formulations, but also their "just out of the oven" scents.

Made in medium to small sizes and freshly packed in 20 oz pouches, they are suitable for any size puppy or dog. Products include:



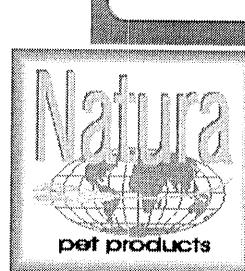
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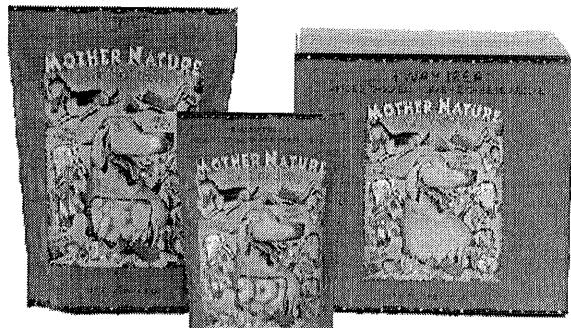
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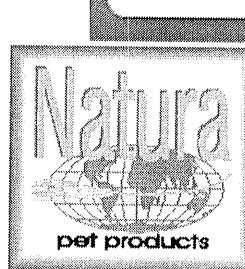
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Foods for Dogs

Natura makes healthy dog foods with only the ingredients you would eat yourself.

Choose a dog food and click **go** to learn more about these unique products.

Choose a Natura Dog Food

go

Which food is right for your dog?

The Product Wizard can help you decide...

product wizard

Foods for Cats

Natura's line of healthy cat foods is made only from ingredients you would eat yourself.

Choose a cat food and click **go** for complete details.

Choose a Natura Cat Food

go

Which food is right for your cat?

The Product Wizard can help you decide...

product-wizard

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