

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

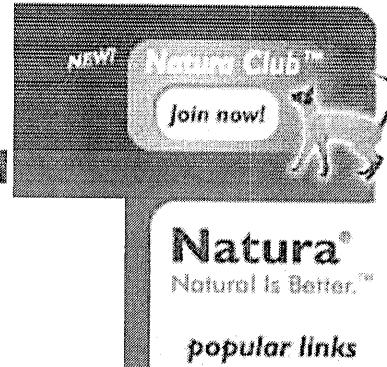
The bottom line: If I wouldn't eat it, why would I want to feed it to my pet? It is important to understand that the pet food industry is the primary outlet for human by-products. There are ingredients which are allowed to be used in pet foods that are, at best, scary.

II. Use Whole Ingredients That are Nutrient Rich and Unaltered

Mother nature made the grain in it's 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 different



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Exhibit C, Part 9 of 13

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. Although we do not perform research ourselves, we stay in constant contact with leading universities and other institutions who are leaders in pet nutrition research. 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

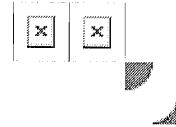
Your pet's health is just as important as your own. A pet's diet, the biggest health variable controlled by its owner, is crucial to its well-being. That's why selecting a healthy and tasty pet food is the most loving choice you can make for your pet.

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

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Welcome to Natura Pet Products, maker of the Healthiest Pet Foods in the World.

- **Innova**
- **California Natural**
- **HealthWise**
- **Mother Nature**
- **Karma Organic**

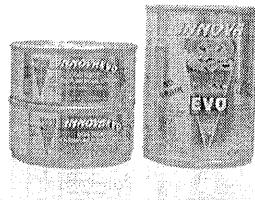
About Natura

Natura makes pet foods unlike any others. Learn more about the company and our Nutritional Philosophy.

Which Natura food is right for your pet? To find out, try our product wizard!

[product wizard](#)

Interested in organic food for dogs?
Click Here



 Featured Product

Innova EVO Dog

Natura
Natural Is Better.™

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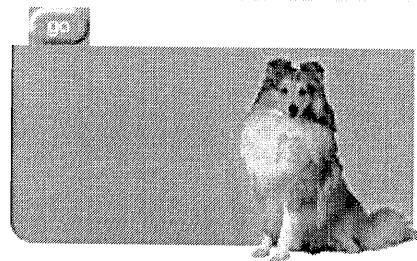
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California Natural is the *Pure & Simple*™ food for your special pet. For details on the full line of California Natural foods and treats, choose a product from the menu and click [go](#)

Choose A Product



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.



**CALIFORNIA
NATURAL**

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California Natural Chicken & Rice



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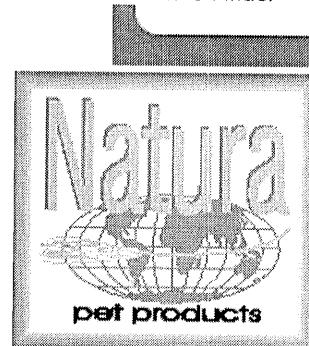
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ADDED TAURINE

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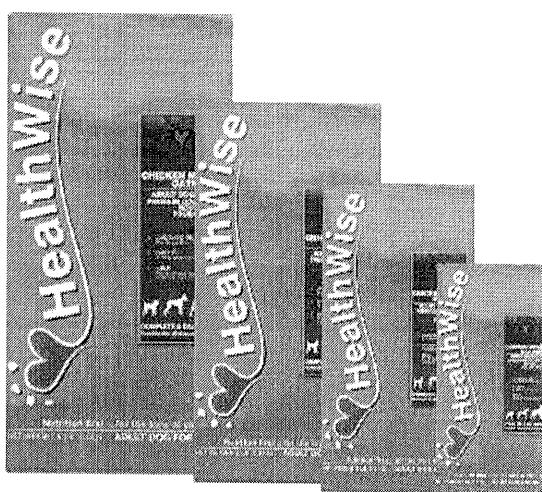
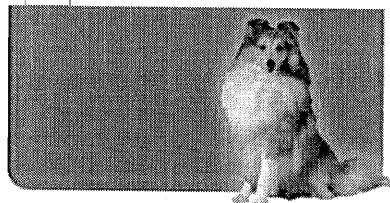
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HealthWise foods provide
*Nutritional Quality for the Life of
Your Pet.*™

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 Adult

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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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:

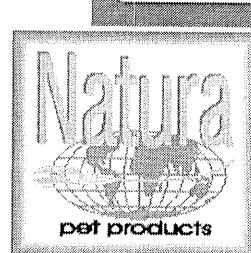
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Foods for Dogs

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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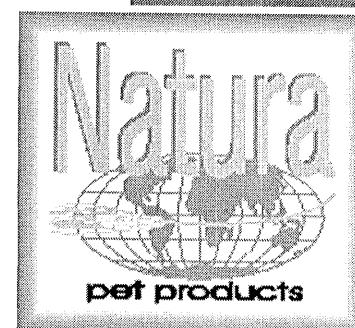
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Treats for Dogs

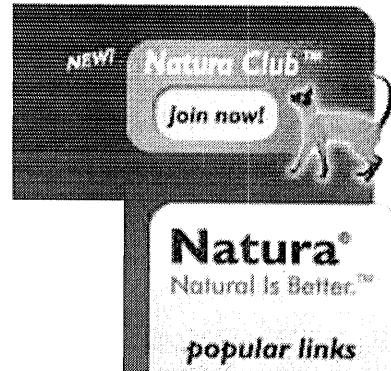
Choose a dog treat and click **go** to see the difference a healthy treat can make.

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



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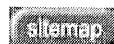
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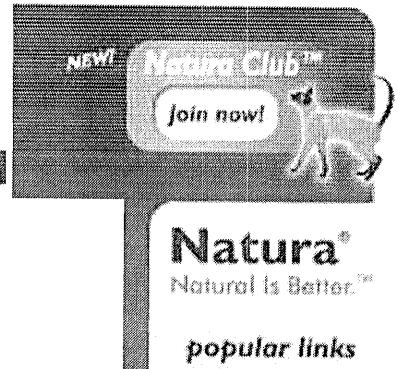
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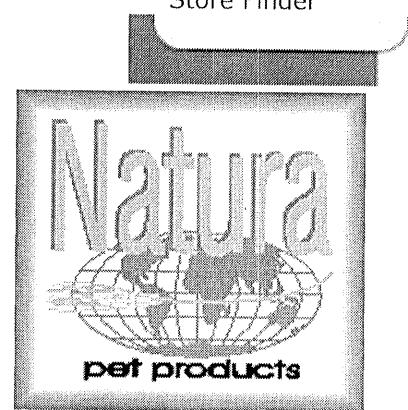
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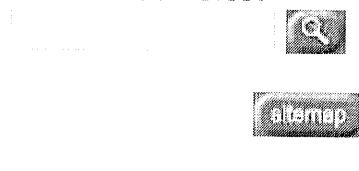
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Choosing a Food

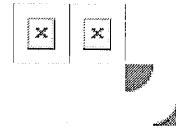
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Foods for Dogs

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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

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

Choose a Natura Cat Food

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Which food is right for your cat?

The Product Wizard can help you decide...

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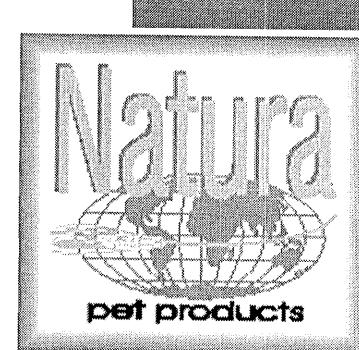
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Treats for Dogs

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go

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product wizard



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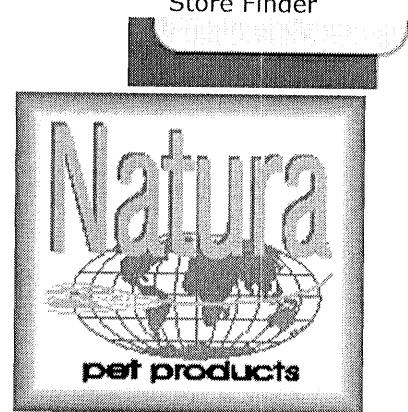
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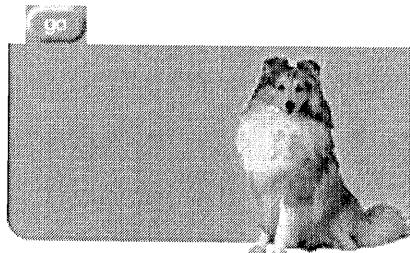
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**CALIFORNIA
NATURAL**

• featured product

California Natural Chicken & Rice



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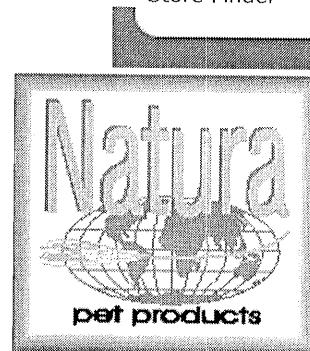
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ADDED TAURINE

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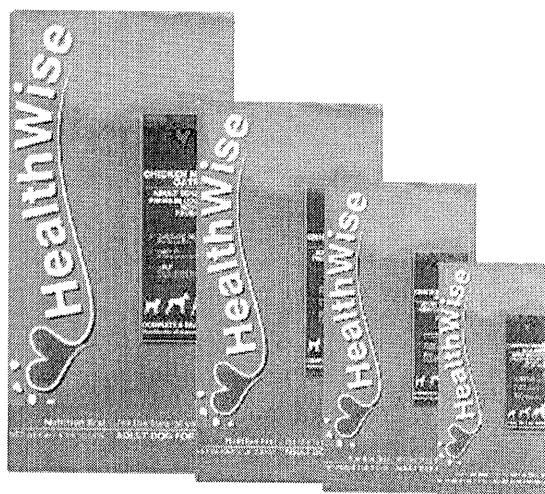
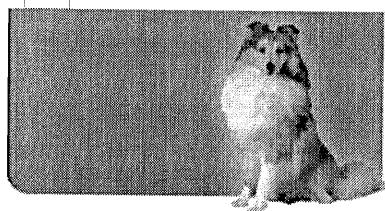
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HealthWise foods provide
*Nutritional Quality for the Life of
Your Pet.*™

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 Adult

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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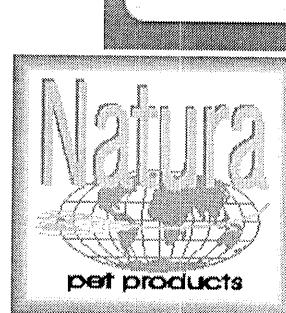
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Mother Nature

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

home foods treats club 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

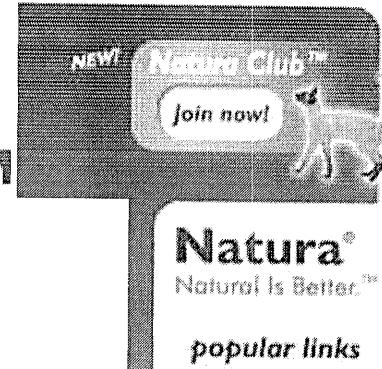
The bottom line: If I wouldn't eat it, why would I want to feed it to my pet? It is important to understand that the pet food industry is the primary outlet for human by-products. There are ingredients which are allowed to be used in pet foods that are, at best, scary.

II. Use Whole Ingredients That are Nutrient Rich and Unaltered

Mother nature made the grain in it's 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 different



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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. Although we do not perform research ourselves, we stay in constant contact with leading universities and other institutions who are leaders in pet nutrition research. 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

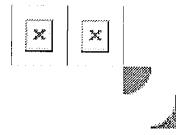
Your pet's health is just as important as your own. A pet's diet, the biggest health variable controlled by its owner, is crucial to its well-being. That's why selecting a healthy and tasty pet food is the most loving choice you can make for your pet.

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 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.

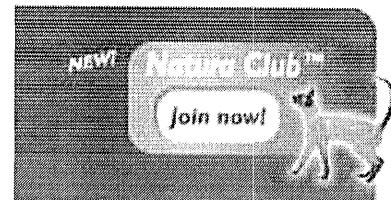
Choose a Natura Cat Food

go

Which food is right for your cat?

The Product Wizard can help you decide...

product wizard



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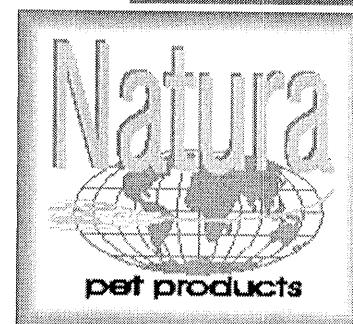
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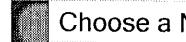
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Treats for Dogs

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

 Choose a Natura Dog Treat 

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

 product wizard



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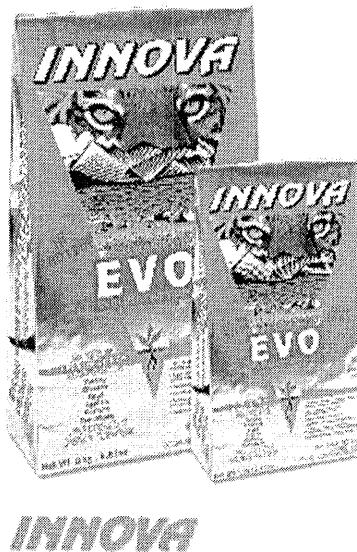
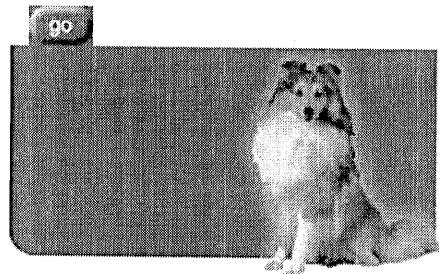
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Innova is the *Healthiest Pet Food in the World.*™

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

Choose A Product



featured product

Innova EVO Cat & Kitten

Why Feed Innova?

Shouldn't pets eat healthy, too?

Feeding Your Pet in the New Millenium

Innova has been formulated using only fresh, natural, wholesome ingredients from each of the five food groups. Naturally nutritious fresh chicken and turkey meat, plus high quality chicken meal, provide the foundation for Innova's great taste. But we didn't stop there. Fresh whole milk, cottage cheese and whole clove garlic add natural vitamins and flavor. Alfalfa sprouts help satisfy your pet's natural urge to graze. Natural cold-pressed sunflower oil provides the high quality fatty acids needed for healthy skin and a shiny hair coat.

Innova recipes are based on the most advanced research in animal health. The latest findings in orthomolecular medicine (the study of optimal amounts of substances, especially vitamins, found in the body to achieve optimal health) convinced us to increase the levels of disease fighting antioxidants - Vitamin A, Vitamin C, and Vitamin E - in Innova's one of a kind formula.

Preservatives? Innova is preserved naturally with vitamins C and E... and nothing else.

Farm Fresh Ingredients

Innova contains only fresh, natural, wholesome ingredients from each of the five major food groups - providing a balanced, nutritious and varietal



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diet for your pet. Natura Pet Products' innovative cooking methods combine fresh turkey and chicken meat, fresh fruit and vegetables and a variety of natural whole ground grains to create petfoods unequalled in healthful, nutritional benefits.

Compare Innova to any other petfood. We're sure you'll agree that there's a healthy, significant difference.

Health Foods from the Basic 5

Natura Pet Products is proud to offer petfoods prepared with a wide variety of healthful ingredients from each of the five basic food groups: fresh lean meats, wholesome fruits and vegetables, natural grains, vitamin-rich potatoes, milk and cottage cheese.

Variety is the key to meeting your pet's many nutritional needs. Innova's healthy mix of nutritious ingredients assures a balanced and enjoyable meal every time.

The Dairy Group -- Cottage cheese provides plenty of nutrient-rich calcium, protein, and vitamins A and B.

The Protein Group -- Protein is an integral part of your pet's diet. And Innova's fresh turkey, chicken and herring meats bring more to the food dish than just good flavor - they are lean, excellent sources of protein. High quality meat protein provides all the essential amino acids required for the proper nutrition of both dogs and cats.

The Vegetable Group -- A bounty of fresh vegetables are found in Innova petfoods: carrots, Idaho potatoes, alfalfa sprouts and whole clove Gilroy-grown garlic (high in selenium). These vegetables add the antioxidant vitamins A and C, carbohydrates, fiber and various minerals to the diet. And because these vegetables are fresh, whole, and not pre-processed, the flavors and most of the important nutrients - including the "protector" antioxidants - are locked in.

The Fruit Group -- There's now a new twist to the old axiom about apples: "An apple a day keeps the veterinarian away!" Apples - and the nutrients in them - help your pet stay healthy. The fresh, whole apples used in Innova petfoods provide important "protector" nutrients, as well as plenty of carbohydrates and fiber, essential for your pet's good health. The antioxidant vitamin C helps to form healthy new cells and heal wounds. Potassium promotes neuromuscular development. And the antioxidants beta-carotene and vitamin A aid in good vision, bone and tooth development, and building resistance to infections.

The Grain Group -- All of the grains in Innova pet foods are natural whole grains, with the exception of Innova EVO which contains no grain. These grains are important sources of B vitamins, carbohydrates, iron, fiber, and selenium. Innova's nutritious barley and brown and white rice provide important complex carbohydrates to support pet activity and exercise.

Look at Innova's Ingredients:

Turkey

Chicken

Chicken Meal

Herring

Apples

Garlic

Potatoes
Alfalfa Sprouts
Carrots
Cottage Cheese
Milk
Eggs

In addition to these fresh ingredients, Innova contains:

Whole Ground Barley and Whole Ground Brown & White Rice

These are quality grain sources of highly digestible carbohydrates.

Sunflower Oil and Chicken Fat

These are ultra high-quality sources of fat... chosen for their skin & coat properties and are rich in linoleic acid!

Chicken Meal and Herring

Innova contains only low ash, ground chicken meat & whitefish that provide high quality, highly digestible protein and omega 3 fatty acids.

Lactobacillus Acidophilus, Lactobacillus Casei, Bifidobacterium thermophilum, Enterococcus faecium fermentation product

These beneficial, friendly, bacteria are naturally found in the digestive tract and must be maintained at optimal levels as we age. A sufficient population of these viable naturally-occurring micro-organisms provide healthy B Vitamins and help to optimize the micro flora in the gut.

Vitamins E, C & A (Beta-Carotene), Selenium, Zinc, Manganese

These antioxidant vitamins play a vital role in protecting body cells from the damage caused by chemicals and environmental pollutants such as cigarette smoke, exhaust fumes and smog.

When comparing Innova to your favorite brand, please take special care to notice the following ingredients which Natura Pet Products refuses to use: Meat Meal, Animal Fat, Poultry By-Products, Soybean Meal, Rice gluten, Wheat Mids, Peanut Hulls, Wheat Flour, Wheat Bran, Rice Flour, BHA, BHT, Ethoxyquin, Artificial Colors or Flavors, or any other substandard, low quality, by-product from human food processing.

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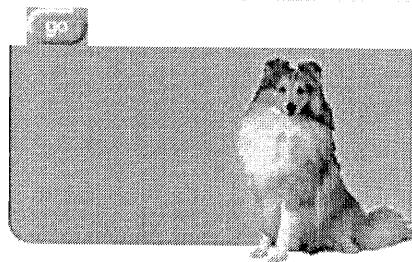
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California Natural is the *Pure & Simple*™ food for your special pet. For details on the full line of California Natural foods and treats, choose a product from the menu and click [go](#)

Choose A Product



California
Natural

• featured product

California Natural Chicken & Rice

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.



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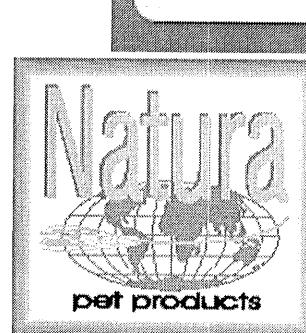
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ADDED TAURINE

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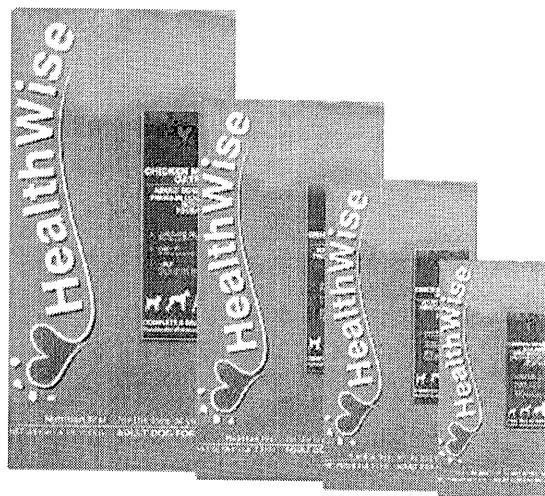
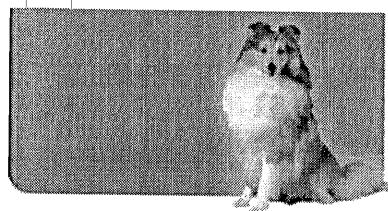
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HealthWise foods provide
*Nutritional Quality for the Life of
Your Pet.*™

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 Adult

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.

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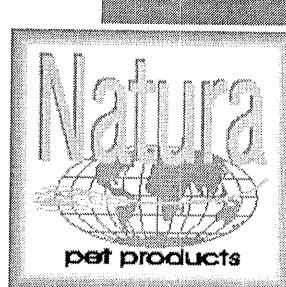
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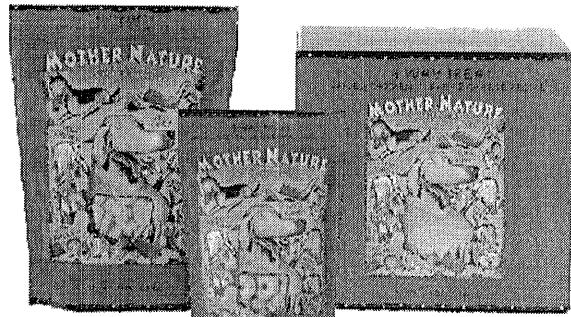
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Mother Nature

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!

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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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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 it's 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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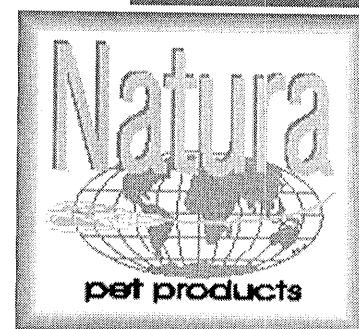
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different quality control checks before being shipped.

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

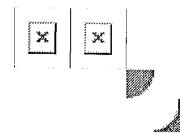
Your pet's health is just as important as your own. A pet's diet, the biggest health variable controlled by its owner, is crucial to its well-being. That's why selecting a healthy and tasty pet food is the most loving choice you can make for your pet.

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 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

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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

• featured product

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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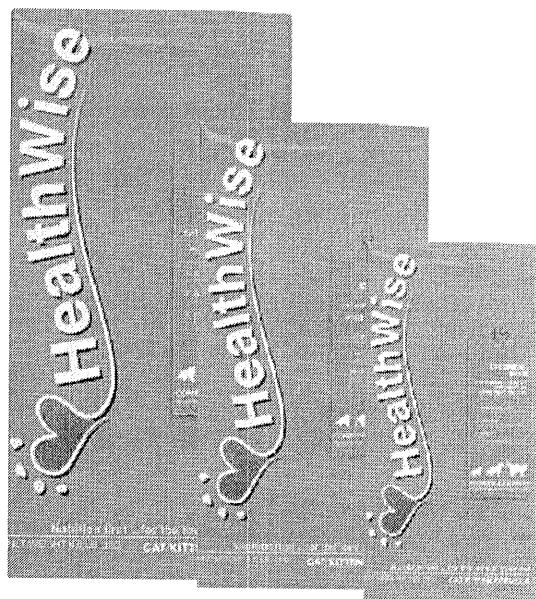
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HealthWise

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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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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