

10/26/07

Natura THE HEALTHIEST PET FOOD IN THE WORLD Sit. Stay. E-mail.

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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.

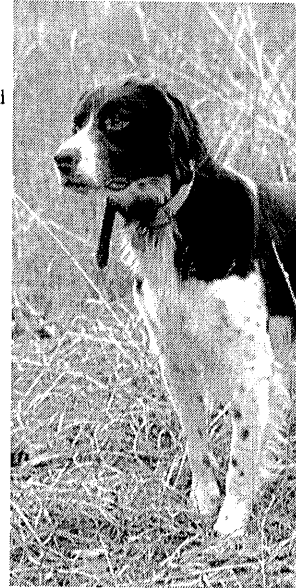
Manufacturing

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

Contact Us

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



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-  [OUR UNIQUE MANUFACTURING APPROACH](#)
-  [OWNER TESTIMONIALS](#)
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Exhibit C, Part 4 of 13



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About Us **Our Pet Nutrition Philosophy**

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

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

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

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

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

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

IV. Use No Artificial Preservatives, Colors or Additives

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

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

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

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

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

A Difference You and Your Pet Can Appreciate

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



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

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

Choosing a Pet Food

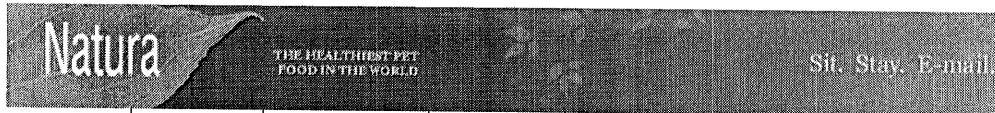
Your pet's health is just as important as your own. A pet's diet, the biggest health variable controlled by its owner, is crucial to its well-being. That's why selecting a **tasty and healthy pet food** is the most loving choice you can make for your pet.

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

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

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

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[About Us](#) **Manufacturing**

[Philosophy](#) **Pet Food Safety and Quality Control**

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

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

[News](#)

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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 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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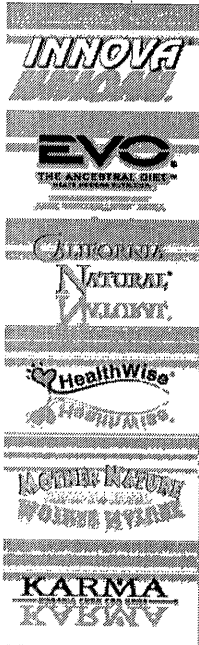
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INNOVA
PRODUCT SITE

Innova Holistic Cat and Dog Food

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



Innova Products

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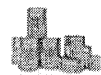
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Innova Adult Dry Dog Food

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

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Innova Adult Canned Dog Food

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

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

Innova Reduced Fat Adult Dry Dog Food

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

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



Innova Senior Plus Dry Dog Food

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

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Innova Senior Canned Dog Food

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

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Innova Puppy Dry Puppy Food

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

[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.

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Innova Large Breed Adult Dry Dog Food

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

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



Innova Large Breed Senior Dry Dog Food

Make the aging transition easier on your large




Innova Large Breed Puppy Dry Puppy Food

Created to support proper growth in large

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

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 **Innova**
HealthBars - Large Bars
Dog Treats


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

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

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

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

 **Innova**
Reduced Fat
Dry Cat Food

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

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

 **Innova**
Senior
Dry Cat Food

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

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

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

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

 **Innova**
HealthBars - Small Bars
Dog Treats

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

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

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

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

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

 **Innova**
Reduced Fat
Canned Cat Food

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](#)

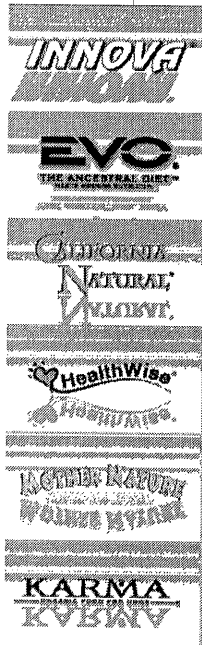
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PRODUCT SITE

EVO Grain-Free, Human Grade Pet Food

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

Evo Products

Pet Resources:

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EVO Large Bites Dry Dog Food

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

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EVO Canned Dog Food

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

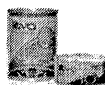
[Learn More](#) | [Find Where to Buy](#)



EVO Red Meat Small Bites Dry Dog Food

EVO Red Meat Small Bites is made from four sources of red meat for optimal taste and offered in smaller kibble pieces.

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EVO 95% Beef Canned Dog Food

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

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EVO 95% Duck Canned Dog Food



EVO Small Bites Dry Dog Food

Dog Small Bites has the same meat-based ingredients as our Large Bites formula, but in smaller kibble sizes for smaller dogs.

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EVO Red Meat Large Bites Dry Dog Food

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

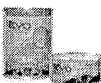
[Learn More](#) | [Find Where to Buy](#)



EVO Reduced Fat Dry Dog Food

EVO Reduced Fat Dry Dog Food contains 30% less fat than regular EVO Dog Food but with 20% MORE protein.

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



EVO 95% Chicken & Turkey Canned Dog Food

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

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



EVO 95% Rabbit Canned Dog Food

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You'll find no grains here - just 95% duck meat packed with protein and nutrients.

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 **EVO**
95% Venison
Canned Dog Food

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

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



EVO
Cat and Kitten
Dry Cat and Kitten Food


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

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 **EVO**
95% Beef
Canned Cat Food

95% beef. Zero grains. Complete nutrition. No wonder EVO is an ideal choice for carnivorous cats.

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

 **EVO**
95% Duck
Canned Cat Food

Cats can enjoy the delicious taste of duck meat without fillers and grains getting in the way.

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

 **EVO**
Dry Ferret Food

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

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Our wholesome rabbit formula, packed in a convenient can, gives your favorite dog a new taste sensation.

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 **EVO**
Dog Treats



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

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 **EVO**
Cat and Kitten
Canned Cat and Kitten Food


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

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 **EVO**
95% Chicken & Turkey
Canned Cat Food

95% Chicken & Turkey Canned Cat Food offers your cat the meat he craves without added grains or fillers.

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

 **EVO**
95% Venison
Canned Cat Food

Cats are carnivorous animals, and therefore, benefit from a cat food packed with meat, such as EVO 95% Venison Canned Cat Food.

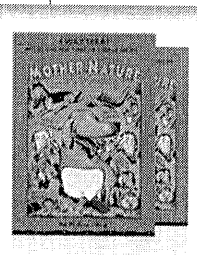
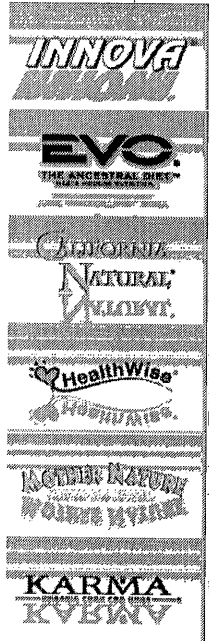
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MOTHER NATURE
NATURAL DOG BISCUITS

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Mother Nature Healthy Dog Treats

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



Mother Nature Products

Mother Nature 4 Way Treat Natural Dog Biscuits

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

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Mother Nature Buffalo Stew Recipe Natural Dog Biscuits

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

[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.

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Mother Nature

Mother Nature Beef Stew Recipe Natural Dog Biscuits

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

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Mother Nature Carrot Cakes Recipe Natural Dog Biscuits

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

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Mother Nature Dott's Delights Large Biscuits Natural Dog Biscuits

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

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Mother Nature Moose's Munchies Small Biscuits Natural Dog Biscuits

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

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Mother Nature

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**Peanut & Butter Recipe
Natural Dog Biscuits**

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

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

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

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

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

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

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**Mother Nature
Puppy Treats
Natural Puppy Biscuits**

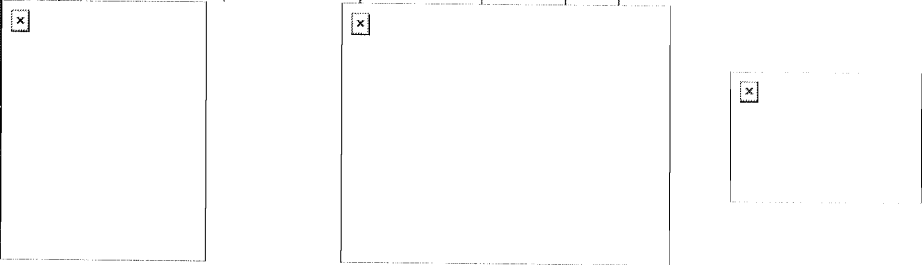
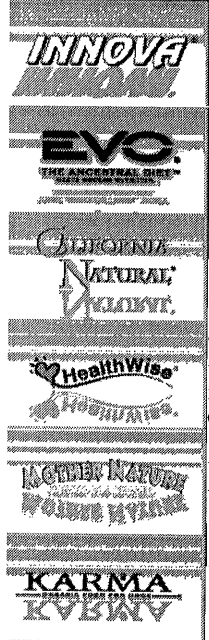
Just right for a growing puppy or small dog and made with wholesome milk, eggs, cottage cheese and oatmeal.

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Karma Organic Food for Dogs

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



Karma Organic Products

Karma Organic Dry Dog Food

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

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Karma Organic Dog Treats

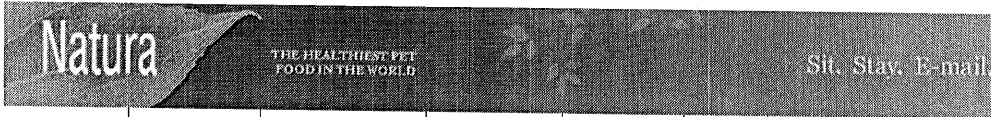
Karma Organic Treats for Dogs are a convenient way to reward your dog with the same wholesome goodness as Karma Organic Food for Dogs.

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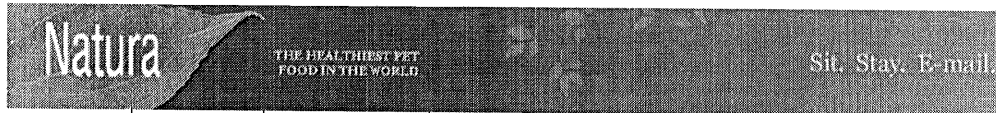
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Working with caring pet professionals - veterinarians, breeders and nutritionists - Natura asked one key question: *"How do you make the healthiest pet food in the world?"*

News

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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:

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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.

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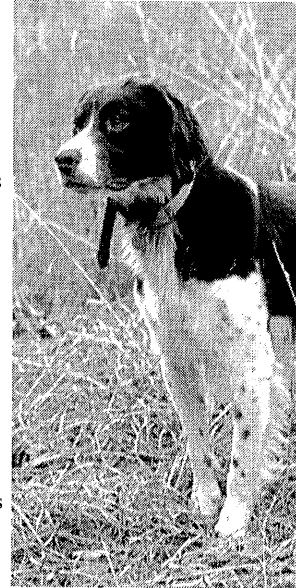
Getting a good skin and coat is no big secret. It's just very expensive to do. You have to use more meat, higher quality sources of fats and oils, and high levels of vitamins and other nutrients. Natura has a large investment in quality - we've made the commitment. Other dog food and cat food companies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

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

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

A Difference You and Your Pet Can Appreciate

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



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

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

Choosing a Pet Food

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

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

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

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

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[About Us](#) **Manufacturing**

[Philosophy](#) **Pet Food Safety and Quality Control**

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

[Quality Control Summary](#)
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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 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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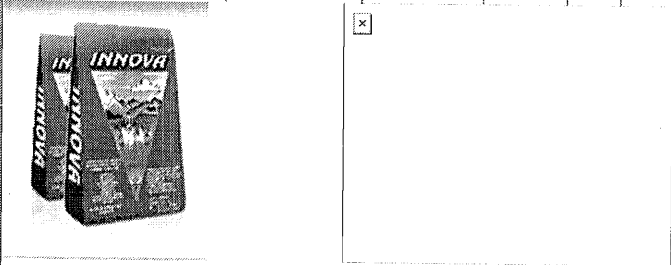
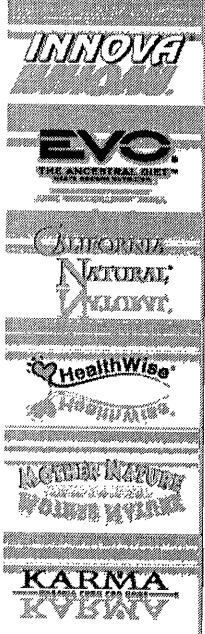


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Innova Holistic Cat and Dog Food

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



Innova Products

Pet Resources:
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Innova Adult Dry Dog Food

A convenient dry dog food that provides complete and balanced canine nutrition using human-grade ingredients.
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Innova 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.
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Innova Senior Canned Dog Food

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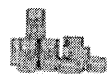
Innova Puppy Canned Puppy Food

Complete nutrition in a can! Your puppy will enjoy lean turkey and chicken, potatoes, cottage cheese and other healthy ingredients.
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Innova Large Breed Senior Dry Dog Food

Make the aging transition easier on your large

 **Innova Adult Canned Dog Food**

Your dog can enjoy satisfying flavor while you enjoy the convenience of a quality canned dog food.
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 **Innova Senior Plus Dry Dog Food**

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

Innova Puppy Food includes ingredients and micronutrients your growing puppy needs.
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 **Innova Large Breed Adult Dry Dog Food**

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

Created to support proper growth in large

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

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 **Innova**
HealthBars - Large Bars
Dog Treats

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

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

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

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 **Innova**
Reduced Fat
Dry Cat Food

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

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Innova
Senior
Dry Cat Food

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

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

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 **Innova**
HealthBars - Small Bars
Dog Treats


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

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

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

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

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 **Innova**
Reduced Fat
Canned Cat Food

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

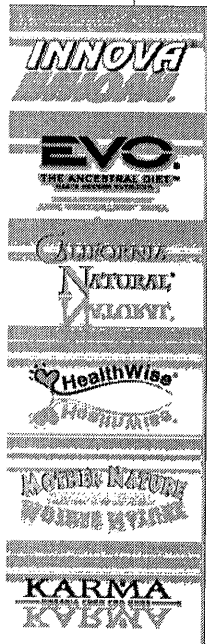
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EVO Grain-Free, Human Grade Pet Food

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

Evo Products

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EVO Large Bites Dry Dog Food

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

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EVO Canned Dog Food

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

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EVO Red Meat Small Bites Dry Dog Food

EVO Red Meat Small Bites is made from four sources of red meat for optimal taste and offered in smaller kibble pieces.

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EVO 95% Beef Canned Dog Food

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

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EVO 95% Duck Canned Dog Food



EVO Small Bites Dry Dog Food

Dog Small Bites has the same meat-based ingredients as our Large Bites formula, but in smaller kibble sizes for smaller dogs.

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EVO Red Meat Large Bites Dry Dog Food

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

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EVO Reduced Fat Dry Dog Food

EVO Reduced Fat Dry Dog Food contains 30% less fat than regular EVO Dog Food but with 20% MORE protein.

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EVO 95% Chicken & Turkey Canned Dog Food

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


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EVO 95% Rabbit Canned Dog Food

You'll find no grains here - just 95% duck meat packed with protein and nutrients.

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 **EVO**
95% Venison
Canned Dog Food

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

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 **EVO**
Cat and Kitten
Dry Cat and Kitten Food

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

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 **EVO**
95% Beef
Canned Cat Food

95% beef. Zero grains. Complete nutrition. No wonder EVO is an ideal choice for carnivorous cats.

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

 **EVO**
95% Duck
Canned Cat Food

Cats can enjoy the delicious taste of duck meat without fillers and grains getting in the way.

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 **EVO**
Dry Ferret Food

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

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Our wholesome rabbit formula, packed in a convenient can, gives your favorite dog a new taste sensation.

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 **EVO**
Dog Treats



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

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 **EVO**
Cat and Kitten
Canned Cat and Kitten Food


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

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

 **EVO**
95% Chicken & Turkey
Canned Cat Food

95% Chicken & Turkey Canned Cat Food offers your cat the meat he craves without added grains or fillers.

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

 **EVO**
95% Venison
Canned Cat Food

Cats are carnivorous animals, and therefore, benefit from a cat food packed with meat, such as EVO 95% Venison Canned Cat Food.

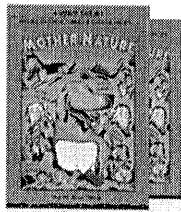
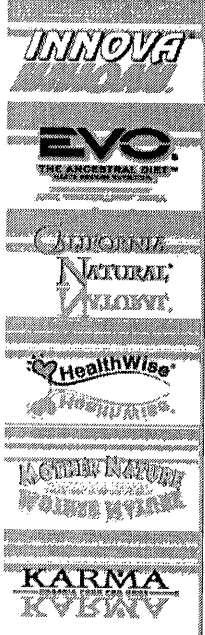
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NATURAL DOG BISCUITS

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Mother Nature Healthy Dog Treats

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



Mother Nature Products

Mother Nature 4 Way Treat Natural Dog Biscuits

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

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Mother Nature Buffalo Stew Recipe Natural Dog Biscuits

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

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Mother Nature Chicken & Turkey Recipe Natural Dog Biscuits

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

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Mother Nature Honey Glazed Chicken Recipe Natural Dog Biscuits

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

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Mother Nature

Mother Nature Beef Stew Recipe Natural Dog Biscuits

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

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Mother Nature Carrot Cakes Recipe Natural Dog Biscuits

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

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Mother Nature Dott's Delights Large Biscuits Natural Dog Biscuits

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

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Mother Nature Moose's Munchies Small Biscuits Natural Dog Biscuits

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

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Mother Nature

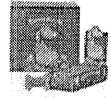
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Peanut & Butter Recipe Natural Dog Biscuits

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

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Mother Nature Sparky's Jumbo Biscuits Natural Dog Biscuits

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

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Scooter & Friends Mini Biscuits Natural Dog Biscuits

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

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Mother Nature Puppy Treats Natural Puppy Biscuits

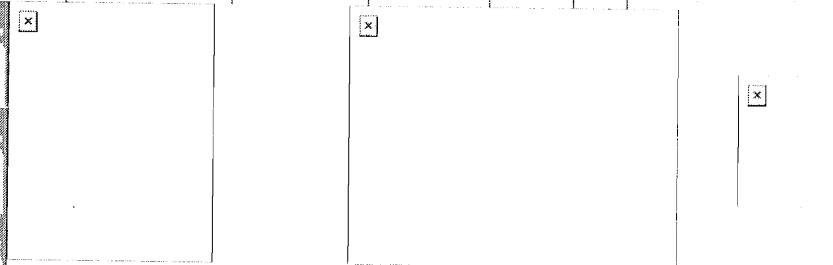
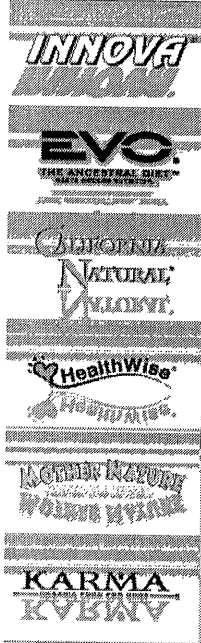
Just right for a growing puppy or small dog and made with wholesome milk, eggs, cottage cheese and oatmeal.

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Karma Organic Food for Dogs

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



Karma Organic Products

Karma Organic Dry Dog Food

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

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Karma Organic Dog Treats

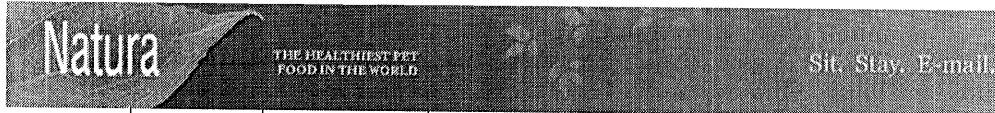
Karma Organic Treats for Dogs are a convenient way to reward your dog with the same wholesome goodness as Karma Organic Food for Dogs.

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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.

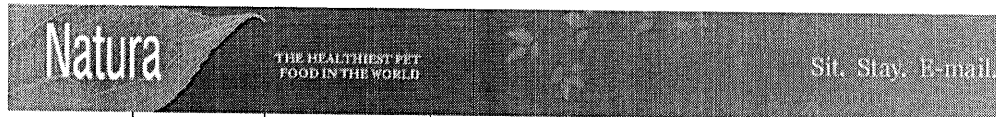
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For questions on our organic dog food, healthy dog and cat food, and gourmet dog treats, please [contact us](#) today.



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About Us Our Pet Nutrition Philosophy

Philosophy

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

Manufacturing

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

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

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

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

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

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

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

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

IV. Use No Artificial Preservatives, Colors or Additives

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

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

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

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

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

A Difference You and Your Pet Can Appreciate

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



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Choosing a Pet Food

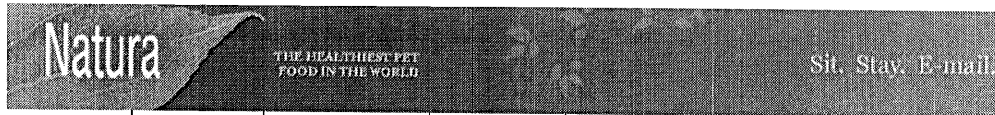
Your pet's health is just as important as your own. A pet's diet, the biggest health variable controlled by its owner, is crucial to its well-being. That's why selecting a **tasty and healthy pet food** is the most loving choice you can make for your pet.

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

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

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

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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.

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

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

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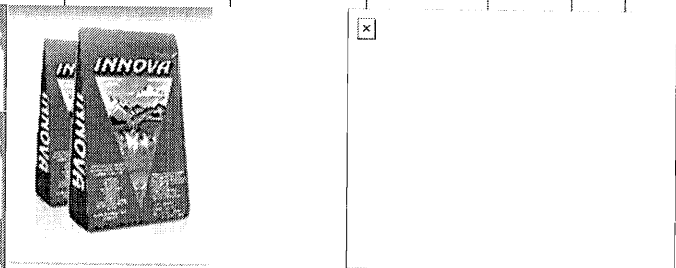
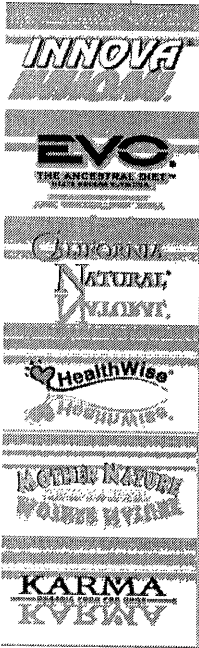


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Innova Holistic Cat and Dog Food

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

Innova Products

Pet Resources:
[FAQ](#)

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 Senior Canned Dog Food

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

[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.

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Innova Large Breed Senior Dry Dog Food

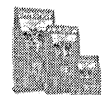
Make the aging transition easier on your large



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.

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Innova Puppy Dry Puppy Food

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

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Innova Large Breed Adult Dry Dog Food

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

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Innova Large Breed Puppy Dry Puppy Food

Created to support proper growth in large


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

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 **Innova
HealthBars - Large Bars
Dog Treats**


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

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

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

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

 **Innova
Reduced Fat
Dry Cat Food**

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

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 **Innova
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](#)


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

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 **Innova
HealthBars - Small Bars
Dog Treats**

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

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

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

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

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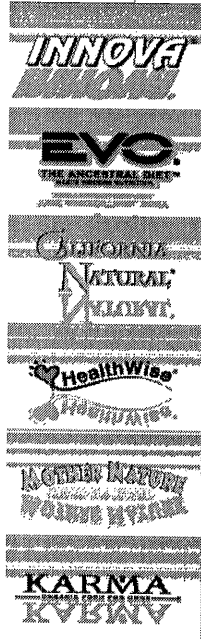
 **Innova
Reduced Fat
Canned Cat Food**

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

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EVO Grain-Free, Human Grade Pet Food

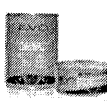
While all Natura Pet Products use high-quality meat as the main pet food ingredient, **EVO dog and cat food** is completely grain-free. In fact, EVO has the highest protein content of any meat-based dry pet food on the market and uses whole, fresh meat sources such as turkey, chicken and herring meal!

Evo Products

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 **EVO Large Bites Dry Dog Food**

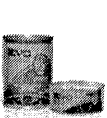
EVO dog food provides all the key nutrition received from a raw food diet with the benefits of modern research.
[Learn More](#) | [Find Where to Buy](#)

 **EVO Canned Dog Food**

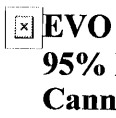
EVO Canned Dog Food contains all of the natural nutrition and benefits of EVO Dry Dog Food in the convenience of a can.
[Learn More](#) | [Find Where to Buy](#)

 **EVO Red Meat Small Bites Dry Dog Food**

EVO Red Meat Small Bites is made from four sources of red meat for optimal taste and offered in smaller kibble pieces.
[Learn More](#) | [Find Where to Buy](#)

 **EVO 95% Beef Canned Dog Food**

As a meat-based alternative to traditional pet food, EVO offers a 95% beef canned dog product.
[Learn More](#) | [Find Where to Buy](#)


 **EVO 95% Duck Canned Dog Food**

 **EVO Small Bites Dry Dog Food**


Dog Small Bites has the same meat-based ingredients as our Large Bites formula, but in smaller kibble sizes for smaller dogs.
[Learn More](#) | [Find Where to Buy](#)

 **EVO Red Meat Large Bites Dry Dog Food**

EVO Red Meat dog food is made from four sources of red meat - beef, lamb, buffalo and venison - for unparalleled taste and nutrition.
[Learn More](#) | [Find Where to Buy](#)

 **EVO Reduced Fat Dry Dog Food**

EVO Reduced Fat Dry Dog Food contains 30% less fat than regular EVO Dog Food but with 20% MORE protein.
[Learn More](#) | [Find Where to Buy](#)

 **EVO 95% Chicken & Turkey Canned Dog Food**


Packed with chicken and turkey, our grain-free, 95% Chicken & Turkey Canned Dog Food satisfies the craving in your carnivorous dog.
[Learn More](#) | [Find Where to Buy](#)

 **EVO 95% Rabbit Canned Dog Food**



You'll find no grains here - just 95% duck meat packed with protein and nutrients.

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

 **EVO**
95% Venison
Canned Dog Food

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


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



 **EVO**
Cat and Kitten
Dry Cat and Kitten Food

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

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

 **EVO**
95% Beef
Canned Cat Food

95% beef. Zero grains. Complete nutrition. No wonder EVO is an ideal choice for carnivorous cats.

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

 **EVO**
95% Duck
Canned Cat Food

Cats can enjoy the delicious taste of duck meat without fillers and grains getting in the way.

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

 **EVO**
Dry Ferret Food

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

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Our wholesome rabbit formula, packed in a convenient can, gives your favorite dog a new taste sensation.


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

 **EVO**
Dog Treats



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

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

 **EVO**
Cat and Kitten
Canned Cat and Kitten Food


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

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

 **EVO**
95% Chicken & Turkey
Canned Cat Food

95% Chicken & Turkey Canned Cat Food offers your cat the meat he craves without added grains or fillers.

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

 **EVO**
95% Venison
Canned Cat Food

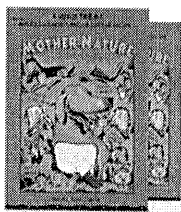
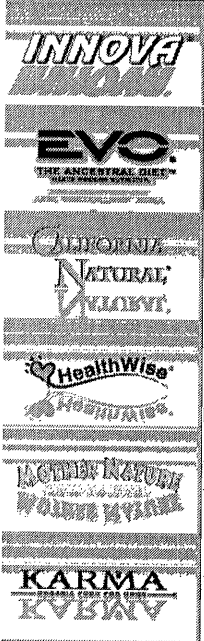
Cats are carnivorous animals, and therefore, benefit from a cat food packed with meat, such as EVO 95% Venison Canned Cat Food.

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MOTHER NATURE
NATURAL DOG BISCUITS

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Mother Nature Healthy Dog Treats

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



Mother Nature Products

Mother Nature 4 Way Treat Natural Dog Biscuits

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

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Mother Nature Buffalo Stew Recipe Natural Dog Biscuits

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

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Mother Nature Chicken & Turkey Recipe Natural Dog Biscuits

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

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

Mother Nature Honey Glazed Chicken Recipe Natural Dog Biscuits

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

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

Mother Nature

Mother Nature Beef Stew Recipe Natural Dog Biscuits

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

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Mother Nature Carrot Cakes Recipe Natural Dog Biscuits

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

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Mother Nature Dott's Delights Large Biscuits Natural Dog Biscuits

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

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


Mother Nature Moose's Munchies Small Biscuits Natural Dog Biscuits

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

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Mother Nature

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**Peanut & Butter Recipe
Natural Dog Biscuits**

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

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

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

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

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

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**Mother Nature
Puppy Treats
Natural Puppy Biscuits**

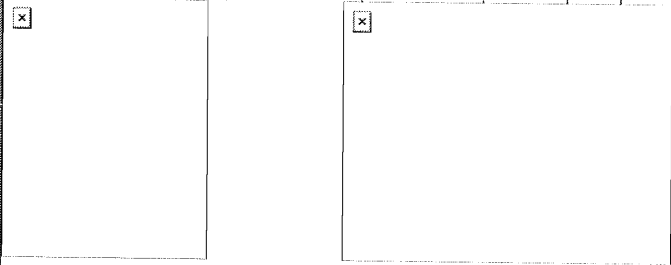
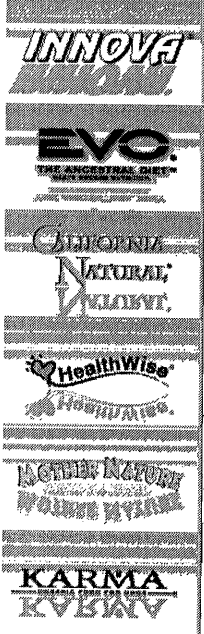
Just right for a growing puppy or small dog and made with wholesome milk, eggs, cottage cheese and oatmeal.

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Karma Organic Food for Dogs

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



Karma Organic Products

Karma Organic Dry Dog Food

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

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Karma Organic Dog Treats

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

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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.

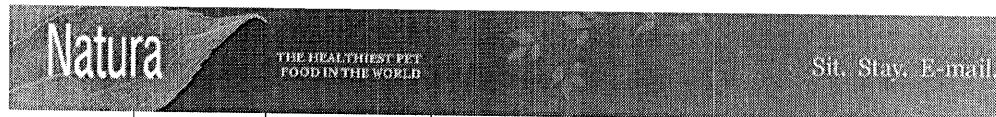
News

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



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About Us **Our Pet Nutrition Philosophy**

Philosophy

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

Manufacturing

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

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

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

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

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

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

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

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

IV. Use No Artificial Preservatives, Colors or Additives

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

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

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

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

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

A Difference You and Your Pet Can Appreciate

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



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

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

Choosing a Pet Food

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

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

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

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

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About Us **Manufacturing**

Philosophy **Pet Food Safety and Quality Control**

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

Quality Control
Summary
Independent Test
Results

News

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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)

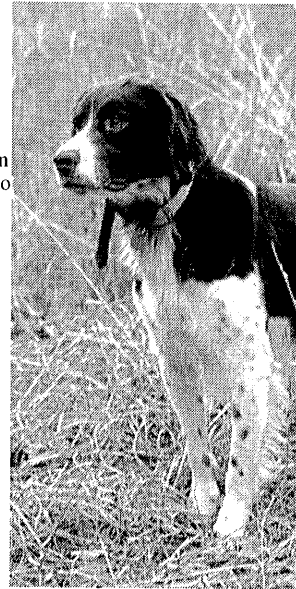
USDA APHIS (Animal and Plant Health Inspection Service) Registered - APHIS registry certifies that Natura purchases all of our meats from USDA registered suppliers who follow all USDA regulations for safe meat handling.

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 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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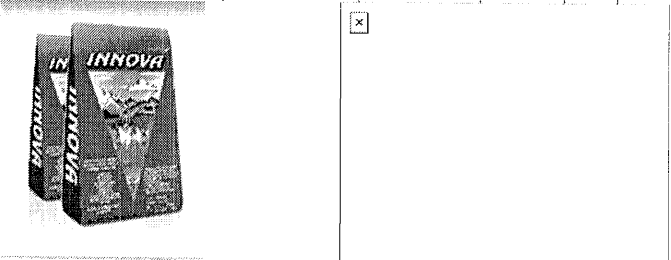
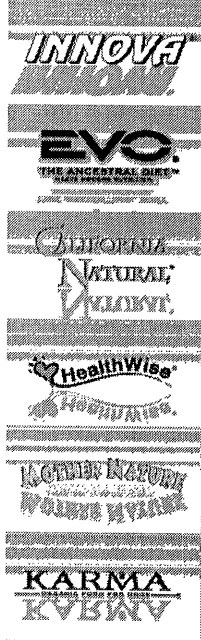


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Innova Holistic Cat and Dog Food

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

Innova Products

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Innova Adult Dry Dog Food

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

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Innova Reduced Fat Adult Dry Dog Food

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

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

Innova Senior Canned Dog Food

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

[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.

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Innova Large Breed Senior Dry Dog Food

Make the aging transition easier on your large

Innova Adult Canned Dog Food

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

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Innova Senior Plus Dry Dog Food

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

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

Innova Puppy Dry Puppy Food

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

[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.

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Innova Large Breed Puppy Dry Puppy Food

Created to support proper growth in large


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

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 **Innova**
HealthBars - Large Bars
Dog Treats


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

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

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

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

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 **Innova**
Reduced Fat
Dry Cat Food

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

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 **Innova**
Senior
Dry Cat Food

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

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

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 **Innova**
HealthBars - Small Bars
Dog Treats

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

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

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

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

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 **Innova**
Reduced Fat
Canned Cat Food

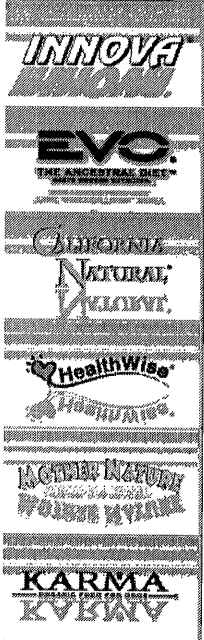
Low in calories, but high in taste, Innova Reduced Fat Canned Cat Food can help your cat keep the extra weight off.

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EVO Grain-Free, Human Grade Pet Food

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

Evo Products

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EVO Large Bites Dry Dog Food

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

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

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

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

EVO Red Meat Small Bites is made from four sources of red meat for optimal taste and offered in smaller kibble pieces.
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EVO Reduced Fat Dry Dog Food

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

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


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

EVO 95% Rabbit Canned Dog Food

You'll find no grains here - just 95% duck meat packed with protein and nutrients.

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 **EVO**
95% Venison
Canned Dog Food

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


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 **EVO**
Cat and Kitten
Dry Cat and Kitten Food


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

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 **EVO**
95% Beef
Canned Cat Food

95% beef. Zero grains. Complete nutrition. No wonder EVO is an ideal choice for carnivorous cats.

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

 **EVO**
95% Duck
Canned Cat Food

Cats can enjoy the delicious taste of duck meat without fillers and grains getting in the way.

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 **EVO**
Dry Ferret Food

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

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Our wholesome rabbit formula, packed in a convenient can, gives your favorite dog a new taste sensation.

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 **EVO**
Dog Treats



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

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 **EVO**
Cat and Kitten
Canned Cat and Kitten Food


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

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 **EVO**
95% Chicken & Turkey
Canned Cat Food

95% Chicken & Turkey Canned Cat Food offers your cat the meat he craves without added grains or fillers.

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 **EVO**
95% Venison
Canned Cat Food

Cats are carnivorous animals, and therefore, benefit from a cat food packed with meat, such as EVO 95% Venison Canned Cat Food.

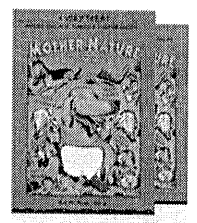
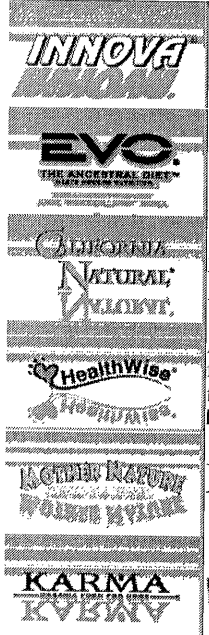
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Mother Nature Healthy Dog Treats

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



Mother Nature Products

Mother Nature 4 Way Treat Natural Dog Biscuits

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

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Mother Nature Buffalo Stew Recipe Natural Dog Biscuits

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

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Mother Nature Chicken & Turkey Recipe Natural Dog Biscuits

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

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Mother Nature Honey Glazed Chicken Recipe Natural Dog Biscuits

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

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Mother Nature Beef Stew Recipe Natural Dog Biscuits

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

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Mother Nature Carrot Cakes Recipe Natural Dog Biscuits

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

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Mother Nature Dott's Delights Large Biscuits Natural Dog Biscuits

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

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Mother Nature Moose's Munchies Small Biscuits Natural Dog Biscuits

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

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Mother Nature

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Peanut & Butter Recipe Natural Dog Biscuits

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

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Mother Nature Sparky's Jumbo Biscuits Natural Dog Biscuits

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

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Scooter & Friends Mini Biscuits Natural Dog Biscuits

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

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Mother Nature Puppy Treats Natural Puppy Biscuits

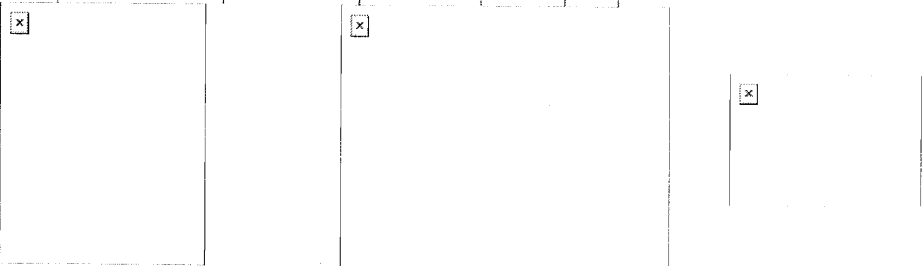
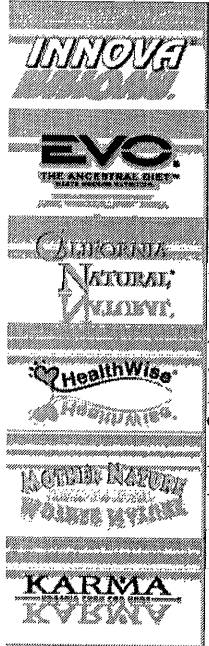
Just right for a growing puppy or small dog and made with wholesome milk, eggs, cottage cheese and oatmeal.

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Karma Organic Food for Dogs

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



Karma Organic Products

Karma Organic Dry Dog Food

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

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Karma Organic Dog Treats

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

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