

6/24/05

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

home foods 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

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Exhibit C, Part 12 of 13

different quality control checks before being shipped.

IV. Use No Artificial Preservatives, Colors or Additives

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

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

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

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

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

A Difference You and Your Pet Can Appreciate

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

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

Choosing a Food

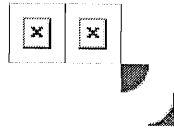
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Treats for Dogs

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

club stores

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...

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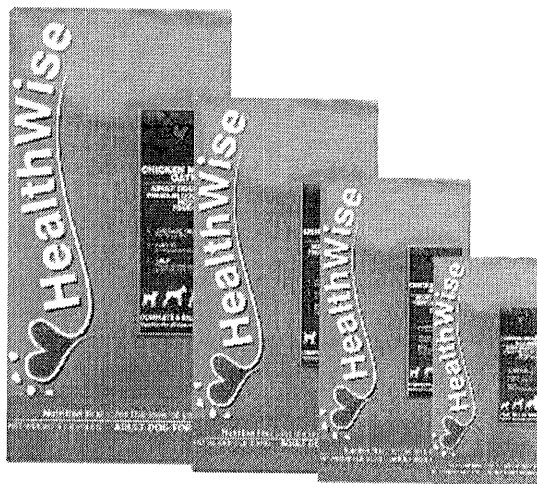
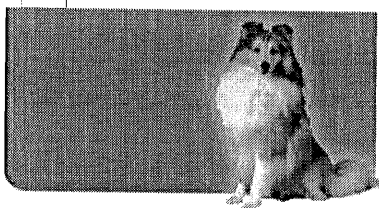
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HealthWise foods provide *Nutritional Quality for the Life of Your Pet.*[™]

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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Choosing a Food

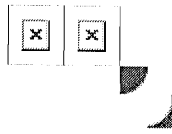
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Foods for Dogs

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...

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Treats for Dogs

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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.

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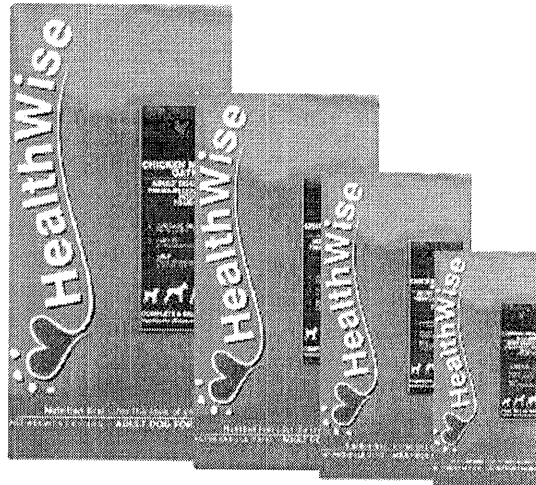
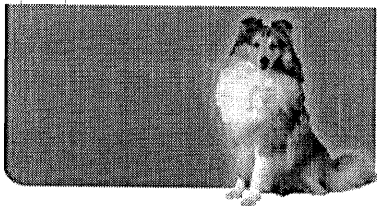
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HealthWise foods provide *Nutritional Quality for the Life of Your Pet.™*

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

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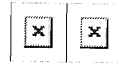
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Treats for Dogs

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Foods for Dogs

With 10 years of healthy pet food, we've made the best and most nutritious dog food.

Choose from the 100% natural, grain-free, and low-fat formulas that are the best for your dog.

Choose a Natura Dog Food



What's new in pet food? We've got it. In fact, we've got it all. From the best to the best.



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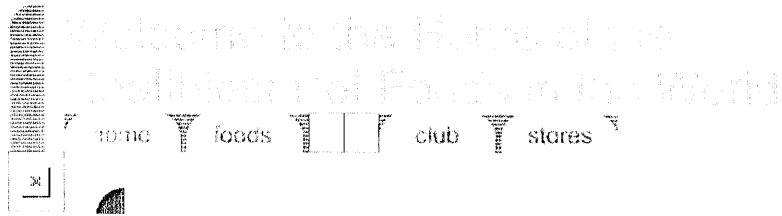
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At Natura Pet Products, we're committed to providing the highest quality pet food and supplements. Our products are made with the finest ingredients and are formulated to meet the specific needs of your pet. We're proud to be a family-owned business, and we're committed to providing the best possible service to our customers.

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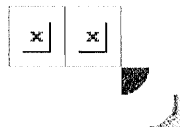
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About Natura

How Natura is Different

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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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different quality control checks before being shipped.

IV. Use No Artificial Preservatives, Colors or Additives

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

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

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

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

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

A Difference You and Your Pet Can Appreciate

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

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

Choosing a Food

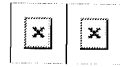
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It's not always an easy choice to make. With so many different pet food products to choose from, it has become increasingly difficult to determine which pet foods are actually "healthy" for your pet.

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Contacting Natura

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foods club stores

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...

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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.

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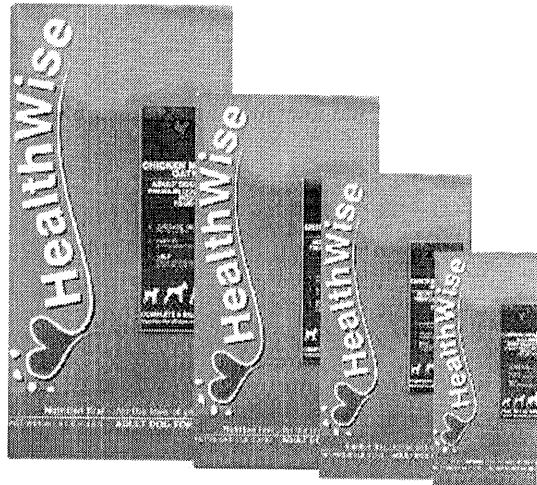
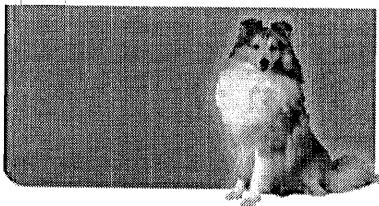
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HealthWise foods provide *Nutritional Quality for the Life of Your Pet.*[™]

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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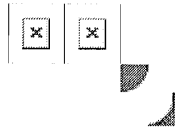
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Foods for Dogs

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

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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...

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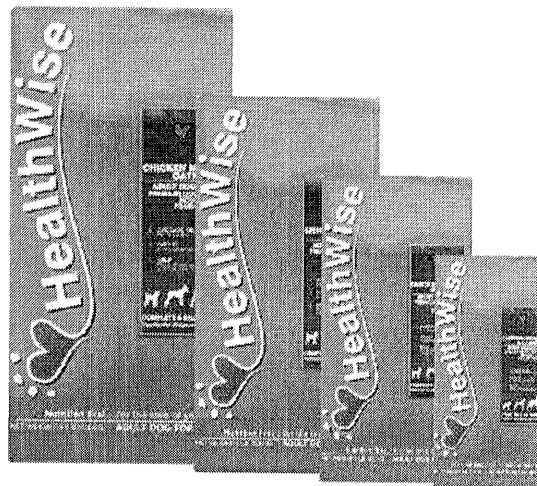
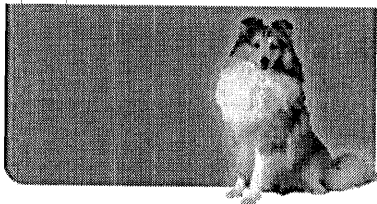
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Choose A Product



HEALTHWISE™

» featured product
HealthWise Adult

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