

Reference: California Natural, and Innova

[www.naturapet.com/brands/](http://www.naturapet.com/brands/)

## Natura Brands

### Holistic Pet Foods - Pure and Simple

#### Natural Ingredients Meet Modern Nutrition

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

### About Innova

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

### About Evo

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

### About California Natural

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