

Why Feed **Innova** Holistic Pet Food?

Innova holistic pet food has been formulated using only fresh, natural, wholesome **pet food ingredients** from each of the five food groups. And our innovative cooking methods ensure pet foods unequalled in healthful, nutritional benefits.

[Innova cat food](#) and [dog food](#) recipes are based on the most advanced research in animal health. The latest findings in orthomolecular medicine (the study of substances found in the body to achieve optimal health) are mirrored by the enhancements in our all-natural formulations.

- Enhanced levels of EPA + DHA help with brain and eye development
- Glucosamine and chondroitin sulfate help improve joint health in older pets and large breed dogs
- Pumpkin, a "SuperFood," is a fantastic source of antioxidants
- Live, naturally-occurring microorganisms found in a healthy digestive tract are included in Innova to improve overall digestive health
- Vitamin E acts as a natural preservative and protects cells and tissues from oxidative damage

Innova offers different products for each stage in a pet's life, but also has a number of formulations ideal for all life stages.