

# Best Rating

Natura Pet Products, the manufacturer of Innova®, EVO®, California Natural®, HealthWise®, and Karma®, is currently rated as the #1 dog & cat food company by readers of Pet Age magazine.

Pet Age magazine 2009-2011

## Superior Certifications

- ISO 22000:2005 Food Safety Management System Compliant
- ISO 9001:2000 Quality Assurance Compliant
- USDA Organic Production Certification (for Karma brand food)
- USDA APHIS (Animal and Plant Health Inspection Service) Registered
- American Institute of Baking (AIB) Superior Rating
- Board Certified Veterinary Nutritionist on staff



## How does your pet food company compare?

	Natural Ingredients (No artificial colors or flavors)	Naturally Preserved	Dry Grain Free & Lower Carb Offerings	No Corn, Wheat or Soy	Organic Product/Brand Offerings	No Liver Ingredients	All Dry Products Manufactured in Own Manufacturing Plant	Board Certified Veterinary Nutritionist on staff	All Ingredients sourced from non-China suppliers
Natura Pet	•	•	•	•	•	•	•	•	•
Taste of the Wild	•	•	•	•			•*		
Well Pet	•	•	•						
Natural Balance	•	•	•	•	•				
Blue Buffalo	•	•	•	•	•				?
Nature's Variety	•	•	•	•	•				



**INNOVA**

**EVO**

**CALIFORNIA NATURAL**  
Pure & Simple™

**HealthWise**

**KARMA**