

September 16th, 2011

Dear Natura Distributor and Retailer:

Following our EVO promotion, we are excited to announce our **biggest innovation with California Natural[®]** since it launched in 1992!

To help owners of pets with food sensitivities, our California Natural line of products was originally designed to provide limited ingredient formulas featuring novel ingredients and single sourced proteins. Today, more and more pets struggle with food sensitivities and pet parents are increasingly seeking alternatives in protein sources from simple, grain free nutrition. With the launch of two new formulas in the California Grain Free line, we can meet this demand.

As an added feature, these formulas have been designed in conjunction with the other California Natural Grain Free formulas to enable pet parents to rotate their pet's food with confidence. Many pet parents desire the ability to provide their pets with more variety and a broader profile of naturally occurring amino acids. The line of California Natural Grain Free products was formulated with this purpose in mind.

More Novel than ever!

We are excited to introduce two unique formulas to our California Natural Grain Free product line:

NEW! California Natural Grain Free Kangaroo & Red Lentils Formula for Dogs

and

NEW! California Natural Grain Free Salmon Meal & Peas Formula for Dogs



Each of these products features a novel protein source (kangaroo or salmon meal) and two alternative grain free carbohydrate sources (lentils and peas). And, consistent with the California Natural feeding philosophy, these products provide limited ingredient, complete and balanced nutrition with unique sources of omega fatty acids for skin and coat health. These new products will start shipping to your distributors beginning **October 21st!**

Expanding the Appeal of California Natural Grain Free!

In addition, we have also designed these new products to facilitate rotational feeding among the family of CNGF products. This family of products is designed with limited ingredients and consistent fat levels to help ease sensitivities associated with diet transitions. As a result, your shoppers can now rotate with confidence to provide a range of protein sources and naturally-occurring amino acids. California Natural makes rotational feeding Pure & Simple.



**With California Natural[®] Grain Free,
You Can Rotate With Confidence.**



We are planning strong support behind this breakthrough initiative. Marketing activities will highlight our newest products, as well as the full line of California Natural Grain Free as part of a rotational regimen. The campaign will begin in late October and include heavy investment on education (specifically protein sources, carbohydrate sources and amino acids), pet focused print advertising, and on-line advertising as well as the launch of a California Natural Facebook page.

By offering these unique and specialized products in your store you can drive customer loyalty and reinforce your position as a reliable nutritional resource. Please contact your Natura Sales Representative to find out about our **special California Natural Grain Free introductory deal** and corresponding consumer offer, request POS support materials and to schedule an in-store training to start educating your staff and customers on the new products and expanded appeal of California Natural Grain Free.

The launch of this innovation is further evidence of our on-going commitment to you, our Independent retail partners. We remain committed to bringing meaningful innovation to help drive growth in your stores and better address your shoppers' nutritional needs.

Thank you for your continued support of the Natura family of natural pet foods and treats.

Sincerely,

Jim Wall
Vice President, Natura Sales

David Everson
Vice President, Natura Marketing