

NATURA PET

Sit. Stay. E-mail.

[Learn about the community.](#)

Enter e-mail...

JOIN

Brands

Product Search

FAQs & Resources

Pet Community

Where to Buy

Podcast

About

News

Home

Natura Sites:

Go

News

Natura News & Updates

NATURA PET

June 1, 2010

Dear Natura Consumer,

I am pleased to announce the acquisition of Natura Pet Products by Procter & Gamble was finalized on June 1st. I am delighted to continue as President and Chief Operating Officer for Natura Pet Products, and my management team remains in place. I'm excited about continuing to serve Natura's customers and their pets with the high-quality, natural nutrition you've come to expect.

I have heard much speculation about our brands and wanted you to hear directly from me. Be assured that our commitment to quality has never been stronger and we will continue to offer world class products for your pets. Specifically: Natura's nutritional philosophy will not change; we know that the foundation of our success is rooted in our products and their performance. Our approach to formulation and product design will remain the same, and we will continue to position our formulas on the cutting edge as we evolve and improve our market leading products. Importantly, all Natura dry products will continue to be produced in Natura's plant in Fremont, and our ingredient selection philosophy is unchanged. We will not compromise our standards.

Additionally, our commitment to your local Independent Pet Store continues to be our top priority. We are committed to distributing the Natura brands only within the Pet Specialty channel. This is where the natural pet food-seeking pet parent shops, and where we can provide cutting edge products and nutritional consultation to ensure you get the best products for your pet.

Lastly, we remain committed to Natura's heritage of product innovation. We've just launched California Natural Grain-Free, and if you're looking for a no-grain product with limited ingredients, try this one. California Natural Grain Free carries all of the hallmarks of the Natura brands – quality, careful ingredient selection, produced in our plant in Fremont – with the added benefits of grain-free formulas for those sensitive pets.

As always, please contact our Product Advisors with any questions or concerns at 1-800-532-7261. Thank you for your belief in Natura Pet Products. The future is bright for our brands, and we look forward to serving you and your pets for many years to come.

Sincerely,



Don Scott
President and Chief Operating Officer
Natura Pet Products

COMPARE
PRODUCTS
& BRANDS



NATURAVET.COM



OUR UNIQUE
MANUFACTURING
APPROACH



OWNER
TESTIMONIALS



NUTRITIONAL
PHILOSOPHY



CONTACT
NATURA

INNOVA
NUTRITION AT ITS BEST, NATURALLY.

EVO
THE ANCESTRAL DIET
MEETS MODERN NUTRITION.

KARMA
ORGANIC FOOD FOR DOGS

**CALIFORNIA
NATURAL**
Pure & Simple

MOTHER NATURE
NATURAL DOG BISCUITS

HealthWise
Affordable Quality Without Compromise

© 2010 Natura Pet Products, Inc. "Innova", "EVO", "Karma", "California Natural", "Mother Nature", "HealthWise" and "Nutrition at its best, naturally" are registered trademarks and "The Ancestral Diet Meets Modern Nutrition" and "Pure & Simple" are trademarks of Natura Pet Products, Inc.

[Return to list of news articles](#)

©2010 Natura Pet Products, Inc. [Terms of Use](#) [Privacy Policy](#) [Employment Opportunities](#) [Site Map](#)

Customer Service: 800-532-7261. For general inquiries, technical service questions and retailer information, feel free to call us between 8 a.m. and 5:30 p.m. (CT).
Email: custserv@naturapet.com