

## Key Ingredients and Benefits

Innova® delivers superior nutrition for every stage in your pet's life, from the day she's weaned right through her golden years. Since each of our foods are packed with features and benefits, the following icons can be used to quickly identify the best Innova product to meet your pet's unique needs.



**Five Food Groups** – Each Innova product is formulated with ingredients from the five food groups in the USDA human food pyramid – meat, dairy, vegetables, fruit and grain, plus fats and oils – to offer the ultimate in holistic nutrition.



**Beef 1st** – Innova uses only high-quality beef, never beef by-products, as the first ingredient in many of our foods. All of our beef is also free of any added chemicals like artificial preservatives such as BHA, BHT and ethoxyquin.



**Turkey/Chicken 1st** – Innova uses only high-quality chicken and/or turkey, never poultry by-products, as the first ingredient in many of our foods. All of our chicken and turkey is also free of any added chemicals like artificial preservatives such as BHA, BHT and ethoxyquin.



**Farm-Fresh Ingredients** – Our fresh ingredients are right off the farm and sourced from many of the same suppliers our local grocery stores use. That means you won't find by-products, fillers or artificial ingredients in any of our all-natural formulas.



**Chelated Minerals** – By attaching, or “chelating,” minerals to amino acids, these essential nutrients can be quickly absorbed by the digestive tract and made more available to the body.



**Prebiotics and Probiotics** – Innova products include live, active bacteria called probiotics that are supported by prebiotics or healthful fiber. Working together they can restore intestinal balance and help maintain a healthy, normal digestive tract and strong immune system.



**Natural Preservation (with Vitamin E)** – As an essential antioxidant, Vitamin E fights free radicals and protects cells and tissues from oxidative damage. Coupled with Vitamin C or ascorbic acid and at times rosemary extract, Vitamin E is an excellent all-natural food preservative.



**EPA + DHA** – EPA and DHA are special omega-3 fatty acids important in eye and brain development. These omega-3's are only available from marine sources and have been shown to reduce inflammation and free radical production.



**Growth** – Foods with this symbol have higher levels of essential nutrients to support the healthful growth of puppies and kittens.



**Maintenance** – Our maintenance foods are hard at work every day providing optimal nutrition for adult dogs and cats.



**All Life Stages** – While Innova offers age-specific products, animal feeding tests using AAFCO (Association of American Feed Control Officials) procedures substantiate that many of our formulas provide complete and balanced nutrition for all life stages.



**Large Breed** – Our large breed formulas supply controlled levels of minerals and calories to manage growth in puppies as well as glucosamine and chondroitin sulfate for joint health in older dogs.



**Glucosamine and Chondroitin Sulfate** – Together, these compounds are used for joint health. Glucosamine can stimulate the rebuilding of the cartilage cushioning the joints while chondroitin sulfate can attract fluid back into joint cartilage.



**Lo Carb** – Innova uses high-quality carbohydrate sources, such as brown rice and potatoes, to provide the right balance of nutrients while managing calories, which can be especially important for pets prone to weight gain and that are less active.



**Lo Fat** – Fat is a rich source of energy and essential fatty acids and contributes to the palatability and texture of food. Innova always ensures that pets get the optimum level of fat even when fat is lowered to assist with weight management.









**Carnitine** – Carnitine is a naturally occurring compound made from amino acids that helps the body metabolize fat and retain lean muscle mass.



**Flex** – Every Innova Flex™ canned stew provides at least 125% of each essential nutrient's required level on an energy basis. Feed Innova Flex alone or as a supplement to dry pet food or human/home-cooked food to provide optimal and balanced nutrition. Also great for weight loss.

## Feed to Achieve Ideal Body Condition

Since remaining lean throughout life has been shown to increase both the quality and quantity of a pet's life, Natura recommends using feeding guidelines as a starting point and adjusting the amount fed to maintain or achieve an ideal body condition.

		<b>Underweight</b> – Rib, spine and pelvic bones can be easily seen. Displays little abdominal fat.
		<b>Ideal</b> – Rib, spine and pelvic bones cannot be seen, but can be easily felt. Waist is highly defined. Belly curves up when viewed from the side.
		<b>Overweight</b> – Rib, spine and pelvic bones cannot be easily seen or felt. Waist is undefined. Belly is rounded when viewed from the side.