

Pet food made **right**,  
so you can **feed** them right.



What goes into pet food can make all the difference.

Innova® is made with natural ingredients,  
including high-quality proteins, whole grains and  
real fruits and vegetables like farm-fresh apples and carrots  
that give your pet more out of every ingredient.

It's time to rethink pet food.

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Innova Never Contains  
Artificial Colors or Preservatives  
Meat By-Products\*  
Fillers • Wheat • Corn • Soy  
\* Official Feed Terms, AAFCO

Available at your favorite local pet specialty retailer

**INNOVA**  
NUTRITION AT ITS BEST, NATURALLY.

[innovapet.com](http://innovapet.com)