

Natura Pet Recalls 5 Lots of Dry Cat and Dry Ferret Food due to Vitamin Insufficiency

Contact:

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Media:

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FOR IMMEDIATE RELEASE – November 24, 2014 – Fremont, Nebraska – Natura Pet Products has initiated a limited, voluntary recall of certain dry cat and dry ferret food lots produced in its Fremont, Nebraska facility. Due to a formulation error, these products contain insufficient levels of vitamins and excess minerals.

Pets can become ill if they lack vitamins for prolonged periods. Early signs of vitamin deficiency may include decreased appetite, lethargy, vomiting and weight loss. If treated promptly, vitamin deficiency can be successfully reversed. The presence of excess minerals in these products poses no health concern.

There have been no reports of animal health concerns to date, but these lots do not meet our quality standards and should not be consumed by pets. No other EVO® products or lots are affected by this issue.

The affected product and lot codes are:

PRODUCT	SIZE	UPC	EXP DATE	LOT CODE
EVO® Grain Free Turkey & Chicken Formula dry cat & kitten food	15.4 LB	5148 541400	02/19/2016	4300A700D2
EVO® Grain Free Turkey & Chicken Formula dry cat & kitten food	2.2 LB	5148 541402	02/20/2016	4301A700A4
EVO® Grain Free Turkey & Chicken Formula dry cat & kitten food	2.2 LB	5148 541402	02/20/2016	4301A700B4
EVO® Grain Free Turkey & Chicken Formula dry cat & kitten food	2.2 LB	5148 541402	02/20/2016	4301A700C4
EVO® Grain Free Ferret Food	6.6 LB	5148 542101	02/19/2016	4300A700D3

The problem was discovered during the investigation of an ingredient inventory discrepancy. Only these 5 lots are affected. These lots were distributed through independent retailers in CA, GA, MI, MN, NV, PA, TX, VT and Canada, as well as online. No other Natura products are affected.

Retailers have been contacted and are instructed to immediately withdraw these lots from store shelves. Consumers who purchased the product should discontinue feeding the product immediately and discard as normal household waste. We apologize for the inconvenience caused by this incident. We are taking immediate corrective action as a result of our investigation.

For more information, consumers can reach Natura Consumer Relations at 1-855-206-8297, Monday through Friday 9:00 AM to 6:00 PM EST or visit www.evopet.com (<http://www.evopet.com>).

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