



June 1, 2010

Dear Natura Distributor,

I am pleased to announce the acquisition of Natura Pet Products by Procter & Gamble was finalized today, June 1st. We are now able to communicate with you directly about the acquisition and what it means.

We've faced many of the same challenges over the past 30 days and I would like to thank your patience and for forwarding your questions and concerns.

You have made it clear that for Natura to continue to count on your support, we must supply you with clear, timely, and transparent communication.

While members of the Natura team will plan to meet with each Natura distributor very soon, I would personally like to advise you of the following:

First, I am pleased to announce that I have accepted the role of President and Chief Operating Officer for Natura Pet Products and that my current leadership team remains in place. I believe that the future is bright for Natura and I look forward to continuing the success of Natura and its great products.

Second, the quality of our products will continue to be "World Class".

- Natura's nutritional philosophy will not change. The foundation for our success is rooted in our products and their performance. There will be no compromise on our standards.
- Our approach to formulation and product design will remain the same, and we will continue to position our formulas on the cutting edge. We will continue to evolve and improve our market leading products. As part of this:
 - All Natura dry products will continue to be produced in our own plants.
 - Our ingredient selection philosophy will remain unchanged.

Next, our commitment to the Independent Pet Stores continues to be our top priority.

- Effective today, we have increased the value of our co-op funding policy through December 2010.
- We will be increasing our advertising to drive customers to Independent Pet Stores and create additional awareness of Natura Products.
- There have been many concerns expressed about possible expansion of Natura brands into other market channels. While we can assure you we have no specific plans at this point, if and when we decide to do so, the following key principles will guide our actions:
 - We will remain committed to the distribution of Natura brands only within the Pet Specialty channel. This is the place where our consumer, the all-natural pet food seeking pet parent shops, and where we can invest to provide cutting edge products and nutritional consultation.
 - Natura dry formulas will continue to be manufactured in the Fremont plant with the same quality and nutritional standards.

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- We seek to maintain the competitiveness of the independent pet store channel.
- We will provide the independent pet store channel with advance notice of any broadening of our distribution.

Finally, an important message to our distributor partners::

- We will honor existing Natura distributor agreements through their expiration in December 2010.
- We will recognize distributor performance and commitment to continuing Natura's success by offering to extend agreements through December 2011.
- We will support you through a variety of programs, including growth and incentive funds, which will complement our retailer plans. We look forward to sharing the details of these plans with you when we meet.

We believe this letter meets your expectation for clear and timely communication. We encourage you to use this letter to measure us in the future, and judge us by our actions, not our words.

We accept the responsibility to win and maintain the support of our Distributor network. Our promise is to provide you with world-class products along with the necessary sales and marketing programs and tools to assist you and to deliver growth and success in your territory.

Thank you for your belief in Natura Pet Products. Once again, I look forward to meeting with many of you soon to discuss specific plans to grow our business and continue to be successful together.

Don Scott
President and Chief Operating Officer
Natura Pet Products

Cc: RSMs
Dave Walker
Tommy Walsh
Andy Janssen
Jason Copestick