

April 1, 2024

From: Martin Shimko - President  
Scott Reinhardt - Vice President Sales & Marketing

Dear Distribution and Direct Retail Partner,

Recently, we have had questions relative to what we have established as our pricing strata and policy in the marketplace. The below grid reflects what we deem as our official pricing strategy for our retail partners in pet specialty.

We have two prices. One is our manufacturers suggested price, the second is our minimum advertised price which can be found on page 2 of this agreement.

Special promotional offers intended as an incentive for retail placement, must reflect this pricing as (MAP) and is established to provide everyone visibility and direction on a daily and ongoing basis.

For the benefit of everyone selling ProDen PlaqueOff® we reserve the right and will enforce restriction of our products from being sold to E commerce websites that are not agreed to between us prior to sale. Our expectation is that our distribution and direct retail partners will assist and control this policy, and all other promotional or posted activity that does not reflect our mutual efforts.

We need to ensure our products offered on websites are valid products, produced by us and distributed by our authorized or direct retailers.

We will work with you on a one by one basis to identify and correct unauthorized sales, and provide you time to apply corrective action. These can be identified as sales directly to E commerce sites, or sales by your specific retailer posted on that site. We will also restrict sales to retailers out our trade class, meaning FDM or other non pet specialty trade class type retailers.

We will first report any retailer not in compliance to you for corrective action. You can verify sales from your sales records.

In addition, if any questions relative to origin of sale arise, we have an internal tracking method applied to each product we can acquire and then check who sold it.

We will allow ten days from date of notification for you to apply corrective action, and upon further violation may result in restriction of future sales to you.

We appreciate your efforts and attention relative to this important policy.

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NAME

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COMPANY

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DATE

PRODUCTS	MSRP	MAP
ProDen PlaqueOff® Powder 60G Bottle	\$24.99	\$22.99
ProDen PlaqueOff® PlaqueOff Powder 40G Cat Bottle	\$17.99	\$15.99
ProDen PlaqueOff® PlaqueOff Powder 180G Mini-Tub	\$61.99	\$55.99
ProDen PlaqueOff® Powder PlaqueOff 420G Tub	\$123.49	\$111.49
ProDen PlaqueOff® Soft Chews Small & Medium Breed Dog's 45ct	\$16.79	\$15.99
ProDen PlaqueOff® Soft Chews Small & Medium Breed Dog's 90ct	\$24.14	\$23.99
ProDen PlaqueOff® Soft Chews Large & Giant Breed Dog's 45ct	\$23.09	\$22.99
ProDen PlaqueOff® Soft Chews Large & Giant Breed Dog's 90ct	\$32.54	\$31.99
ProDen PlaqueOff® Soft Chews Small & Medium Breed Cat's 45ct	\$16.79	\$15.99
ProDen PlaqueOff® Scoopables for Cats	\$19.99	\$17.99
ProDen PlaqueOff® Scoopables for S/M Breeds	\$19.99	\$17.99
ProDen PlaqueOff® Scoopables for L/G Breeds	\$27.99	\$24.99
ProDen PlaqueOff System® Crunchy Dental Bites	--	--
ProDen PlaqueOff System® Crunchy Dental Bites	--	--
ProDen PlaqueOff System® Crunchy Dental Bites Cat	--	--
ProDen PlaqueOff System® Dental Care Bones - Bacon	\$18.99	\$16.99
ProDen PlaqueOff System® Dental Care Bones - Vegetable Fusion	\$18.99	\$16.99
ProDen PlaqueOff System® Dental Care Bones - Chicken & Pumpkin	\$18.99	\$16.99
ProDen PlaqueOff System® Dental Care Bones - Turkey & Cranberry	\$18.99	\$16.99
ProDen PlaqueOff System® Dental Care Bones - Mint Fusion	\$18.99	\$16.99
ProDen PlaqueOff System® Dental Care Bones Mini - Vegetable Fusion	\$18.99	\$16.99
ProDen PlaqueOff System® Dental Care Bones Mini - Vegetable Fusion & Blueberry	\$18.99	\$16.99
ProDen PlaqueOff System® Dental Care Bones Mini - Peanut Butter & Banana	\$18.99	\$16.99
ProDen PlaqueOff System® Dental Care Bones Mini - Peanut Butter & Bacon	\$18.99	\$16.99
ProDen PlaqueOff System® Holistic Soft Bites DOG - Gut & Immune Support	\$13.99	\$11.99
ProDen PlaqueOff System® Holistic Soft Bites DOG - Hip & Joint	\$13.99	\$11.99
ProDen PlaqueOff System® Holistic Soft Bites DOG - Oral Care Support	\$13.99	\$11.99
ProDen PlaqueOff System® Holistic Soft Bites DOG - Puppy with DHA	\$13.99	\$11.99
ProDen PlaqueOff System® Holistic Soft Bites CAT - Gut & Immune Support	\$11.99	\$9.99
ProDen PlaqueOff System® Holistic Soft Bites CAT - Kitten with DHA	\$11.99	\$9.99
Swederma™ Keto-C™ Shampoo 8oz	\$16.99	\$14.99
Swederma™ Keto-C™ Spray 8oz	\$15.99	\$12.99
Swederma™ Keto-C™ Shampoo 16oz	\$26.99	\$24.99
Swederma™ Keto-C™ Tris Flush	\$16.99	\$14.99
Swederma™ Ear Cleaning ADVANCED+	\$8.99	\$6.99
Swederma™ Keto-C™ Wipes	\$14.99	\$12.99
Lyxvara™ Aloe & Oatmeal Shampoo 12oz	\$11.99	\$9.99
Lyxvara™ Aloe & Oatmeal Shampoo 16oz	\$12.99	\$10.99
Lyxvara™ Bright Whitening Shampoo	\$11.99	\$9.99
Lyxvara™ Tearless Puppy Shampoo	\$12.99	\$10.99
Lyxvara™ EZ-Derm™ Aloe & Oatmeal Wipes	\$16.49	\$14.49
Lyxvara™ EZ-Derm™ Facial & Tear Stain Wipes	\$16.99	\$14.99