



NXT GENERATION PET, INC.
PURE AND NATURAL PET WEB AND ADVERTISING POLICY

By purchasing the Pure and Natural Pet brand, the Distributor/Reseller agrees to the following:

Pure and Natural Pet Advertising Price: Distributor/Reseller agrees not to advertise the Pure and Natural Pet brand for less than the MAP price listed on (Attachment A) without written permission from NXT Generation Pet, Inc. This includes product rebates, free gifts or any price reduction monetary or otherwise that could be interpreted or associated with a Pure and Natural Pet product discount. This includes but is not limited to web, print, TV or radio advertising. Any violation of this policy may result in termination of distributor status and potential legal proceedings.

Pure and Natural Pet Web URL Policy: All Distributor/Reseller URL's must NOT contain the word Pure, Pure Naturals or Pure and Natural Pet. This also includes our old brand name with references of Pura, Pura Naturals or Pura Naturals Pet. Distributor/Reseller web site should be for the Distributor/Reseller specific site and not appear to be associated with the Pure and Natural Pet or Pura Naturals Pet brand. Example: XYZ OrganicShampoos.com NOT XYZ PureAndNaturalPet.com or any variation or combination of the words referencing our trademarks or logo.

Online, EBay or Amazon.com Sales: Distributor/Reseller agrees NOT to sell the Pure and Natural Pet brand on EBay, Amazon.com, Sears.com, Wal-Mart.com, Rakuten.com or any public selling marketplace without written permission from NXT Generation Pet, Inc. All Pure and Natural Pet online product sales must be sold by the specific Distributor/Reseller website named in AUTHORIZATION TO SELL PURE AND NATURAL PET brand and signed by an officer of NXT Generation Pet, Inc. (Attachment B) Distributor/Reseller agrees not to advertise and sell below the (MAP) minimum advertised price and understands that advertising the Pure and Natural Pet Brand at a discounted price would cause NXT Generation Pet and the Pure and Natural Pet brand irreparable harm. Distributor/Reseller agrees that monetary damages may not be an adequate legal remedy and that NXT Generation Pet, Inc. may seek injunctive actions to remedy violations of this pricing policy.

Sales to sub-distributors: This MAP pricing policy includes sales by agents, sub-distributors or any party directly or indirectly associated with Distributor/Reseller. The Distributor/Reseller is responsible to enforce the Pure and Natural Pet Web and Advertising Policy with all their customers that might resell the Pure and Natural Pet brand. The Distributor/Reseller failure to control their resellers below MAP pricing may result in termination.

U.S. Only Sales: Distributor/Reseller agrees to sell the Pure and Natural Pet brand only to customers and consumers who reside in the United States. Sales outside the United States are prohibited and are a violation of this Agreement.

Date: _____ Phone: (_____) _____
Retailer Name: _____ Web Address: _____
Address: _____ City: _____
State: _____ Zip Code: _____
Contact Name: _____ Signature: _____
Email Address: _____



NXT Generation Pet, Inc. 101 Merritt, 7 Corporate Park, Suite 300, Norwalk, CT 06851
844-698-4367 | www.PureAndNaturalPet.com

Please return via FAX to: 888-500-1547 or email,
Sales@PureAndNaturalPet.com

Attachment A
Pure and Natural Pet MAP Listing 2021 Products

GROOMING

ITEM#	PRODUCT NAME	SIZE	CASE QTY	WHOLESALE	MAP	UPC
PN225A80Z	Between Bath Freshener - Fresh Cotton	8 fl. oz.	6	\$5.00	\$ 9.99	814551023629
PN225B80Z	Between Bath Freshener - Lavender	8 fl. oz.	6	\$5.00	\$ 9.99	814551023636
PN225C80Z	Between Bath Freshener - Lime Verbena	8 fl. oz.	12	\$5.00	\$ 9.99	814551025104
PN234	Fragrance Free Hypoallergenic Organic Shampoo	16 fl. oz.	6	\$8.50	\$16.99	814551021854
PN235	Fragrance Free Hypoallergenic Organic Conditioner	16 fl. oz.	6	\$8.50	\$16.99	814551021984
PN236	Flea & Tick Canine Shampoo	16 fl. oz.	6	\$8.00	\$15.99	814551022530
PN25180Z	Tearless and Calming Puppy Shampoo	8 fl. oz.	12	\$6.50	\$12.99	814551021915
PN255	Detangling & Conditioning Spray	16 fl. oz.	6	\$5.00	\$ 9.99	814551022929
PN258	Itch Relief Organic Shampoo	16 fl. oz.	6	\$8.50	\$16.99	814551024145
PN259	4-in-1 Daily Shampoo & Conditioner	16 fl. oz.	6	\$6.50	\$12.99	814551024152
PN260	2-in-1 Grain Free Organic Shampoo & Conditioner	16 fl. oz.	6	\$8.50	\$16.99	814551024169
PN266	2-in-1 Fragrance Free Hypoallergenic Organic Shampoo & Conditioner	16 fl. oz.	6	\$8.50	\$16.99	814551024688
PN267	3-in-1 Shed Control Shampoo & Conditioner	16 fl. oz.	6	\$6.50	\$12.99	814551024695
PN268	2-in-1 Whitening & Brightening Shampoo & Conditioner	16 fl. oz.	6	\$6.50	\$12.99	814551025036
PN290	Waterless Foaming Dog Shampoo	7.5 fl. oz.	12	\$5.00	\$ 9.99	814551024978

HEALTH & WELLNESS

ITEM#	PRODUCT NAME	SIZE	CASE QTY	WHOLESALE	MAP	UPC
PN210	Organic Ear Cleansing Serum	1 fl. oz.	8	\$ 5.00	\$ 9.99	814551020147
PN214-20	20 Double-Sided Tips	20 Tips	6	\$10.00	\$19.99	814551020178
PN215	Ear Cleansing System Double-Sided Tips Organic Ear Cleansing Serum	15 Tips 1 fl. oz.	6	\$12.50	\$24.99	814551020130
PN228	Organic Ear Wash	8 fl. oz.	12	\$ 6.50	\$12.99	814551023650
PN252	Flea & Tick Canine Spray	16 fl. oz.	6	\$ 7.50	\$14.99	814551022028
PN256	Flea & Tick Canine Wipes	50 Wipes	8	\$ 6.50	\$12.99	814551023551
PN265	Certified Organic Itch Relief & Hot Spot Oil	4 fl. oz.	6	\$ 6.50	\$12.99	814551024626
PN269	Certified Organic Healing/Repair Balm (New Larger Size)	4.5 oz.	8	\$ 6.50	\$12.99	814551024671
NEW PN271	Grooming and Cleansing Wipes (For all Pets) - Unscented	100 Wipes	9	\$ 6.50	\$12.99	814551024923
NEW PN274	Grooming and Cleansing Wipes - Lavender & Rosemary	100 Wipes	9	\$ 6.50	\$12.99	814551024916
PN277	Certified Organic Paw Rescue - Unscented	3 oz.	8	\$ 9.00	\$17.99	814551024763
PN278	Certified Organic Nose Rescue -Unscented	1.75 oz.	8	\$ 5.00	\$ 9.99	814551024770
PN279	Tear Stain Removing Under Eye Wipes	50 Wipes	12	\$ 6.50	\$12.99	814551024787

STAIN AND ODOR REMOVAL

ITEM#	PRODUCT NAME	SIZE	CASE QTY	WHOLESALE	MAP	UPC
PN262	Fragrance Free Stain & Odor Eliminator	16 fl. oz.	6	\$ 5.00	\$ 9.99	814551024305



NXT Generation Pet, Inc. 101 Merritt, 7 Corporate Park, Suite 300, Norwalk, CT 06851
844-698-4367 | www.PureAndNaturalPet.com

Attachment A – cont.
Pure and Natural Pet MAP Listing 2021 Products

FELINE CARE

ITEM#	PRODUCT NAME	SIZE	CASE QTY	WHOLESALE	MAP	UPC
PN210	Organic Ear Cleansing Serum	1 fl. oz.	8	\$ 5.00	\$ 9.99	814551020147
PN214-20	20 Double-Sided Tips	20 Tips	6	\$10.00	\$19.99	814551020178
PN215	Ear Cleansing System Double-Sided Tips Organic Ear Cleansing Serum	15 Tips 1 fl. oz.	6	\$12.50	\$24.99	814551020130
NEW PN271	Grooming and Cleansing Wipes (For all Pets) - Unscented	100 Wipes	9	\$ 6.50	\$12.99	814551024923
PN701	Tearless Cat Shampoo - Unscented	16 fl. oz.	6	\$ 7.00	\$13.99	814551024213
PN762	Waterless Foaming Cat Shampoo - Unscented	7.5 fl. oz.	12	\$ 5.00	\$ 9.99	814551024961

ORAL & DENTAL CARE

ITEM#	PRODUCT NAME	SIZE	CASE QTY	WHOLESALE	MAP	UPC
PN808	Organic Dental Solutions Bamboo Brush - Small	Small	6	\$2.50	\$ 4.99	814551024503
PN809	Organic Dental Solutions Bamboo Brush - Large	Large	6	\$2.50	\$ 4.99	814551024510
PN812	Organic Dental Solutions Canine Tooth Gel - Sweet Potato	3 oz.	6	\$6.50	\$12.99	814551024299
PN815	Organic Dental Solutions Plaque & Tartar Control Breath Spray	4 oz.	6	\$7.50	\$14.99	814551024718
PN816	Organic Dental Solutions Plaque & Tartar Fighting Gel - Mint	2 oz.	6	\$6.50	\$12.99	814551024725
PN817	Organic Dental Solutions Canine Tooth Gel - Travel	0.8 oz.	12	\$3.50	\$6.99	814551024657
PN818	Organic Dental Solutions-Small Kit Small Canine Bamboo Toothbrush Organic Canine Tooth Gel - Sweet Potato	Small Brush 0.8 oz.	6	\$6.50	\$12.99	814551024602
PN819	Organic Dental Solutions-Large Kit Large Canine Bamboo Toothbrush Organic Canine Tooth Gel - Sweet Potato	Large Brush 0.8 oz.	6	\$6.50	\$12.99	814551024619

Attachment (B)

AUTHORIZATION TO SELL PURE AND NATURAL PET BRAND / NXT Generation Pet, Inc.

NXT Generation Pet, Inc. agrees to allow the below listed distributor/reseller to list and sell the Pure and Natural Pet brand with:

Website Name _____

Distributor/Reseller Name: _____

Authorized Signature from NXT Generation Pet, Inc.

Printed Name: _____

Date: _____



NXT Generation Pet, Inc. 101 Merritt, 7 Corporate Park, Suite 300, Norwalk, CT 06851
 844-698-4367 | www.PureAndNaturalPet.com