



NXT GENERATION PET, INC.
PURA NATURALS PET WEB AND ADVERTISING POLICY

By purchasing the Pura Naturals Pet brand the Distributor/Reseller agrees to the following:

Pura Naturals Pet Advertising Price: Distributor/Reseller agrees not to advertise the Pura Naturals 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 Pura Naturals 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.

Pura Naturals Pet Web URL Policy: All Distributor/Reseller URL's must NOT contain the word 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 Pura Naturals Pet brand. Example: XYZ OrganicShampoos.com NOT XYZ PuraNaturals.com or any variation or combination of the word Pura, trademarks or logo.

Online, EBay or Amazon.com Sales: Distributor/Reseller agrees NOT to sell the Pura Naturals 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 Pura Naturals Pet online product sales must be sold by the specific Distributor/Reseller website named in AUTHORIZATION TO SELL PURA NATURALS 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 Pura Naturals Brand at a discounted price would cause NXT Generation Pet and the Pura Naturals 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 Pura Naturals Pet Web and Advertising Policy with all their customers that might resell the Pura Naturals 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 Pura Naturals 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: _____

Distributor Name _____

Registered Web Address _____

Signature: _____

Printed Name: _____

Please return via FAX to: 888-500-1547

Attachment A

Pura Naturals Pet MAP Listing

Item #	Description	Size	UPC	MAP
SHAMPOO, CONDITIONER & ACCESSORIES				
CANINE				
PN234	Hypo-Allergenic Unscented Shampoo 10 oz	16 oz	814551021854	\$79.99
PN235	Hypo-Allergenic Conditioner 16 oz	16 oz	814551021984	\$79.99
PN201GAL	Unscented Oatmeal & Aloe Shampoo 1GALLON	1 Gallon	814551021588	\$79.99
PN201	Unscented Oatmeal & Aloe Shampoo 16 oz	16 oz	814551020017	\$15.99
PN2018OZ	Unscented Oatmeal & Aloe Shampoo 8 oz	8 oz	814551020000	\$10.99
PN231	Unscented Oatmeal & Aloe Conditioner 16 oz	16 oz	814551021823	\$15.99
PN202GAL	Chamomile Lavender Shampoo – 1 GALLON	1 Gallon	814551021595	\$79.99
PN202	Chamomile Lavender Shampoo 16 oz	16 oz	814551020024	\$15.99
PN2028OZ	Chamomile Lavender Shampoo 8 oz	8 oz	814551020031	\$10.99
PN232	Chamomile Lavender Conditioner 16 oz	16 oz	814551021830	\$15.99
PN203GAL	Tea Tree & Peppermint Shampoo - 1 GALLON	1 Gallon	814551021601	\$79.99
PN203	Tea Tree & Peppermint Shampoo 16 oz	16 oz	814551020055	\$15.99
PN2038OZ	Tea Tree & Peppermint Shampoo 8 oz	8 oz	814551020048	\$10.99
PN233	Tea Tree & Peppermint Conditioner 16 oz	16 oz	814551021847	\$15.99
PN2428OZ	Calming Lavender Puppy Shampoo 8 oz	8 oz	814551021977	\$10.99
PN206	Powder Dry Shampoo 3.5 oz	3.5 oz	814551020062	\$11.99
PN407CREA	Fur Drying Glove – After Bath, Cream	1 pair	814551021236	\$19.99
PN407BROW	Fur Drying Glove – After Walk, Brown	1 pair	814551021229	\$19.99
FELINE				
PN7028OZ	Calming Lavender Kitten Shampoo 8 oz	8 oz	814551021960	\$10.99
HEALTH & WELLNESS				
CANINE				
PN210	Ear Serum .5 oz	.5 oz	814551020147	\$9.99
PN215	Ear Cleansing System	1 kit	814551020130	\$24.99
PN214	Pura Tips – 30 pack	30 tips	814551020178	\$19.99
PN218	Pura Tips – 100 pack	100 tips	814551021625	\$59.99
PN208	Nose Rescue 1.4 oz	1.4 pz	814551020093	\$9.99
PN209	Healing Balm 2.6 oz	2.6 oz	814551020154	\$15.99
PN207	Paw Rescue 4.5 oz	4.5 oz	814551020086	\$17.99
PN205	Hot Spot Oil 2 oz	2 pz	814551020116	\$19.99

PN222D50CT	Nose to Tail Pura Wipes (50 sachets)	50 sachets	814551021809	\$19.99
PN212	Ultimate Outdoor Protection Spray 8 oz	8 oz	814551020109	\$16.99
FELINE				
PN210	Ear Serum .5 oz	.5 oz	814551020147	\$9.99
PN715	Ear Cleansing System – Feline	1 kit	814551021885	\$24.99
EQUINE				
PN601	Oatmeal & Aloe Unscented (concentrated) Shampoo 16 oz	16 oz	814551021670	\$19.99
PN602	Chamomile & Lavender (concentrated) Shampoo 16 oz	16 oz	814551021687	\$19.99
PN603	Tea Tree & Peppermint (concentrated) Shampoo 16 oz	16 oz	814551021694	\$19.99
PN606	Powder Dry Shampoo 3.5 oz	3.5 oz	814551021748	\$14.99
PN604	Detangle & Shine Conditioning Spray 8 oz	8 oz	814551021700	\$16.99
PN615	Ear Cleansing System	1 kit	814551021724	\$24.99
PN609	Equine Healing Balm 2.6 oz	2.6 oz	814551021717	\$19.99
PN607	Hoof Rescue 4.5 oz	4.5 oz	814551021755	\$19.99
BASIC				
PN250	Waterless Foaming Dog Shampoo 7.5 oz	7.5 oz	814551021892	\$9.99
PN750	Waterless Foaming Cat Shampoo 7.5 oz	7.5 oz	814551021908	\$9.99
PN251	Tearless & Calming Puppy Shampoo 16 oz	16 oz	814551021915	\$11.99
PN751	Tearless & Calming Kitten Shampoo 16 oz	16 oz	814551021922	\$11.99
PN253	Whitening Shampoo 16 oz	16 oz	814551021946	\$12.99
PN254	Leave-In Spray Conditioner 16 oz	16 oz	814551021953	\$9.99
PN252	Flea & Tick Spray – Dog 16 oz	16 oz	814551022028	\$12.99
BEDDING				
PN403XSCHAR	Perfect Pad, Extra Small Charcoal	1 pad	814551020543	\$54.99
PN403XSCRIM	Perfect Pad, Extra Small Red	1 pad	814551020550	\$54.99
PN403XSDENI	Perfect Pad, Extra Small Denim	1 pad	814551020567	\$54.99
PN403XSIVOR	Perfect Pad, Extra Small Ivory	1 pad	814551020574	\$54.99
PN403XSLATT	Perfect Pad, Extra Small Light Brown	1 pad	814551020581	\$54.99
PN403XSMOCH	Perfect Pad, Extra Small Dark Brown	1 pad	814551020598	\$54.99
PN403XSOREG	Perfect Pad, Extra Small Moss Green	1 pad	814551020604	\$54.99
PN403XSSILV	Perfect Pad, Extra Small Silver	1 pad	814551020611	\$54.99
PN403SMCHAR	Perfect Pad, Small Charcoal	1 pad	814551020628	\$69.99
PN403SMCRIM	Perfect Pad, Small Red	1 pad	814551020635	\$69.99

PN403SMDENI	Perfect Pad, Small Denim	1 pad	814551020642	\$69.99
PN403SMIVOR	Perfect Pad, Small Ivory	1 pad	814551020659	\$69.99
PN403SMLATT	Perfect Pad, Small Light Brown	1 pad	814551020666	\$69.99
PN403SMMOCH	Perfect Pad, Small Dark Brown	1 pad	814551020673	\$69.99
PN403SMOREG	Perfect Pad, Small Moss Green	1 pad	814551020680	\$69.99
PN403SMSILV	Perfect Pad, Small Silver	1 pad	814551020697	\$69.99
PN403MDCHAR	Perfect Pad, Medium Charcoal	1 pad	814551020703	\$89.99
PN403MDCRIM	Perfect Pad, Medium Red	1 pad	814551020710	\$89.99
PN403MDDENI	Perfect Pad, Medium Denim	1 pad	814551020727	\$89.99
PN403MDIVOR	Perfect Pad, Medium Ivory	1 pad	814551020734	\$89.99
PN403MDLATT	Perfect Pad, Medium Light Brown	1 pad	814551020741	\$89.99
PN403MDMOCH	Perfect Pad, Medium Dark Brown	1 pad	814551020758	\$89.99
PN403MDOREG	Perfect Pad, Medium Moss Green	1 pad	814551020765	\$89.99
PN403MDSILV	Perfect Pad, Medium Silver	1 pad	814551020772	\$89.99
PN403LGCHAR	Perfect Pad, Large Charcoal	1 pad	814551020789	\$99.99
PN403LGCRIM	Perfect Pad, Large Red	1 pad	814551020796	\$99.99
PN403LGDENI	Perfect Pad, Large Denim	1 pad	814551020802	\$99.99
PN403LGIVOR	Perfect Pad, Large Ivory	1 pad	814551020819	\$99.99
PN403LGLATT	Perfect Pad, Large Light Brown	1 pad	814551020826	\$99.99
PN403LGMOCH	Perfect Pad, Large Dark Brown	1 pad	814551020833	\$99.99
PN403LGOREG	Perfect Pad, Large Moss Green	1 pad	814551020840	\$99.99
PN403LGSILV	Perfect Pad, Large Silver	1 pad	814551020857	\$99.99
PN403XLCHAR	Perfect Pad, Extra Large Charcoal	1 pad	814551020864	\$129.99
PN403XLCRIM	Perfect Pad, Extra Large Red	1 pad	814551020871	\$129.99
PN403XLDENI	Perfect Pad, Extra Large Denim	1 pad	814551020888	\$129.99
PN403XLIVOR	Perfect Pad, Extra Large Ivory	1 pad	814551020895	\$129.99
PN403XLLATT	Perfect Pad, Extra Large Light Brown	1 pad	814551020901	\$129.99
PN403XLMOCH	Perfect Pad, Extra Large Dark Brown	1 pad	814551020918	\$129.99
PN403XLOREG	Perfect Pad, Extra Large Moss Green	1 pad	814551020925	\$129.99
PN403XLSILV	Perfect Pad, Extra Large Silver	1 pad	814551020932	\$129.99
STAIRS				
PN411LGCHAR	Fabric Pet Stairs, 4 Step Large XL, Charcoal	1 stair	814551021410	\$199.99
PN411LGIVOR	Fabric Pet Stairs, 4 Step Large XL, Ivory	1 stair	814551021427	\$199.99
PN411LGMOCH	Fabric Pet Stairs, 4 Step Large XL, Dark Brown	1 stair	814551021434	\$199.99

PN411SMCHAR	Fabric Pet Stairs, 3 Step Small Medium, Charcoal	1 stair	814551021380	\$149.99
PN411SMIVOR	Fabric Pet Stairs, 3 Step Small Medium, Ivory	1 stair	814551021397	\$149.99
PN411SMMOCH	Fabric Pet Stairs, 3 Step Small Medium, Dark Brown	1 stair	814551021403	\$149.99
PN411XSCHAR	Fabric Pet Stairs, 2 Step, Charcoal	1 stair	814551022011	\$99.99
PN411XSIVOR	Fabric Pet Stairs, 2 Step, Ivory	1 stair	814551022004	\$99.99
PN411XSMOCH	Fabric Pet Stairs, 2 Step, Dark Brown	1 stair	814551021991	\$99.99
FEEDING SETS & TRAYS				
PN404SMHERB	Feeding Bowl, Small - Herb	1 bowl	814551021045	\$14.99
PN404SMNATU	Feeding Bowl, Small - Natural	1 bowl	814551021052	\$14.99
PN404SMSLAT	Feeding Bowl, Small - Slate	1 bowl	814551021069	\$14.99
PN404LGHHERB	Feeding Bowl, Large - Herb	1 bowl	814551021076	\$15.99
PN404LGNATU	Feeding Bowl, Large - Natural	1 bowl	814551021083	\$15.99
PN404LGSLAT	Feeding Bowl, Large - Slate	1 bowl	814551021090	\$15.99
PN405SMHERB	Feeding Tray, Small - Herb	1 tray	814551021106	\$19.99
PN405SMNATU	Feeding Tray, Small - Natural	1 tray	814551021113	\$19.99
PN405SMSLAT	Feeding Tray, Small - Slate	1 tray	814551021120	\$19.99
PN405LGHHERB	Feeding Tray, Large - Herb	1 tray	814551021137	\$29.99
PN405LGNATU	Feeding Tray, Large - Natural	1 tray	814551021144	\$29.99
PN405LGSLAT	Feeding Tray, Large - Slate	1 tray	814551021151	\$29.99
PN406SMHERB	Feeding Set, Small - Herb	1 set	814551021168	\$49.99
PN406SMMIX	Feeding Set, Small Mixed	1 set	814551022042	\$49.99
PN406SMNATU	Feeding Set, Small - Natural	1 set	814551021175	\$49.99
PN406SMSLAT	Feeding Set, Small - Slate	1 set	814551021182	\$49.99
PN406LGHHERB	Feeding Set, Large - Herb	1 set	814551021199	\$59.99
PN406LGMIX	Feeding Set, Large Mixed	1 set	814551022035	\$59.99
PN406LGNATU	Feeding Set, Large - Natural	1 set	814551021205	\$59.99
PN406LGSLAT	Feeding Set, Large - Slate	1 set	814551021212	\$59.99



Attachment (B)

**AUTHORIZATION TO SELL PURA NATURALS BRAND
NXT Generation Pet, Inc.**

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

Website Name _____

Distributor/Reseller Name: _____

Authorized Signature from NXT Generation Pet, Inc.

Printed Name: _____

Date: _____

