



MINIMUM ADVERTISED PRICE POLICY

Bio-Derm Laboratories, Inc. (hereafter “**Bio-Derm**”), a Texas corporation, is the manufacturer and owner of the Bio-Groom brand. Bio-Derm hereby adopts the following Minimum Advertised Price Policy (the “**MAP Policy**”) to protect the long-term strength and integrity of its brand and Products.

Effective immediately, this MAP Policy applies to all distributors, resellers, and retailers (“**Resellers**”) that sell Bio-Derm products on the internet.

This MAP Policy is unilateral, non-negotiable, and not subject to approval by Resellers. This MAP Policy will not be altered for any Reseller for any reason whatsoever. Further, this MAP Policy applies to advertised prices only and not the final resale prices at which the Covered Products are sold. All Resellers remain free, and independently have the sole discretion, to sell the Covered Products at any price they choose.

Covered Products

All Bio-Derm products listed in the MAP Price List are covered by this MAP Policy (“**Covered Products**”). Bio-Derm may, from time to time, announce promotional periods during which the MAP Policy will not apply with respect to all or some Covered Products.

Advertisements

Resellers may not advertise the Covered Products, on the internet, below the minimum advertised prices published in the MAP Price List.

Resellers may offer coupons, discounts, or incentives. However, if the discounted price makes the Covered Product fall below the approved minimum advertised price, then the discounted price cannot be advertised. Instead, the discounted price must appear after the customer places the Covered Product in their shopping cart or at checkout.

These requirements apply to all advertising of Bio-Derm Covered Products made on the internet, including company websites and third-party marketplaces. These requirements also apply to all forms of advertising that may have a direct or indirect effect of discounting the advertised prices of Covered Products such as rebates, gifts, gift cards, or bundling. For purposes of this MAP Policy, the term “advertising” means any physical or electronic communication, promotion, broadcast, publication, or ad campaign of Bio-Derm Covered Products with respect to their sale made in any and all media, including but not limited to periodicals, television, radio, email, websites, newspapers, magazines, catalogs, flyers, coupons, smartphone applications, text messages, blogs, affiliate marketing networks, sponsored links, and social media.

Product Conditions

All Resellers are prohibited from advertising and selling Covered Products that have original labels replaced, altered, or destroyed. All Resellers are further prohibited from opening bulk packages, repackaging the contents, and selling

the Covered Product in smaller packages. The types of products and packages described in this section are considered inauthentic and do not qualify for product refunds, exchanges, or product warranties.

Auction Websites

For auction websites, such as eBay, the opening bids must be listed at a price equal to, or greater than, the minimum advertised prices published in the MAP Price List.

Anti-Diversion

All Covered Products are intended for sale to end customers in the United States. End customers are customers who purchase the Product for their personal use or consumption. Resellers must obtain prior written approval from Bio-Derm to resell the Covered Products to buyers who are not end customers, such as wholesalers, distributors, vendors, and retailers. The Covered Products cannot be sold in markets outside the United States without prior written approval by Bio-Derm. Further, Resellers may not import any Covered Products into the United States, that are purchased in foreign markets, with the intent to resell them in the United States.

Bundling and Multipacks

Resellers are prohibited from advertising bundles composed of Bio-Derm products and non-Bio-Derm products. Such commingling of brands creates the false impression that the non-Bio-Derm products are made by, endorsed by, or associated with Bio-Derm. Resellers are further prohibited from creating bundles, or multipacks, of Bio-Derm products without prior written consent from Bio-Derm.

Drop Shipping

Order fulfillment by drop shipping is prohibited without prior written consent from Bio-Derm.

Business Names Disclosure

Resellers must disclose to Bio-Derm all business names, assumed names, online seller profiles, and websites used in connection with the sale of the Covered Products on the internet, including contact information.

Intellectual Property

Bio-Derm remains the sole owner of its copyrights, patents, trademarks, trade dress, and trade secrets (“**Intellectual Property**”). Bio-Derm Intellectual Property will not be affixed to or advertised in connection with any goods or services other than Bio-Derm products. Bio-Derm grants to its Authorized Resellers a limited, non-transferable, revocable license to use the Intellectual Property for the purpose of marketing, promoting, advertising, and reselling the Covered Products in a manner consistent with this MAP Policy. **This limited license is granted only to entities approved as Authorized Resellers by Bio-Derm. Authorized Resellers are merchants who are vetted by Bio-Derm for adherence to its quality control standards and who are given written approval to sell Bio-Derm products on eCommerce third-party marketplaces.**

Violations

It is a violation of this MAP Policy for Resellers to advertise the Covered Products, on the internet, at prices lower than the minimum advertised prices published in the MAP Pricing List. Any activity that by design or operation circumvents the intent of this MAP Policy is considered a violation.

Bio-Derm will issue violations to Resellers who fail to follow this MAP Policy, which will increase in severity if a Reseller fails to cure the violations.

This MAP Policy is not intended to restrict Bio-Derm's right to change its decisions regarding Resellers and others with whom it will do business. Depending on the severity of the violation, or the response from a Reseller when notified of a violation, Bio-Derm may immediately cease doing business with the Reseller. Repeated violations of this MAP Policy are grounds for terminating a Reseller's relationship with Bio-Derm.

The failure by Bio-Derm to issue a violation or enforce this MAP Policy at any time does not constitute a waiver of its right to enforce the MAP Policy for future violations.

Multiple Online Stores

A violation issued to a Reseller who owns multiple online stores, online seller profiles, or websites will be treated as a violation by all its online stores, online seller profiles, and websites.

Policy Administration

Bio-Derm may update, modify, suspend, or terminate this MAP Policy, and the MAP Price List, at any time in its sole discretion.

No Bio-Derm employee has authority to negotiate, modify, or alter this MAP Policy. Bio-Derm employees may not solicit or obtain the agreement of any person to this MAP Policy or discuss any aspect of this MAP Policy with any Reseller. Any questions about this MAP Policy must be submitted in writing to the Policy Administrator at compliance@biogroom.com

This policy supersedes all prior Bio-Derm policies or communications regarding its minimum advertised prices.

BIO-DERM MAP PRICE LIST

Product Name	UPC - Each	Item Number	MAP
Bio-Groom Repel-35 Spray 8oz	21653080089	8008	\$15.99
Bio-Groom Repel-35 Spray 16oz	21653080164	8016	\$17.99
Bio-Groom Repel-35 Spray 32oz	21653080324	8032	\$25.99
Bio-Groom Repel-35 Spray Gallon	21653081284	8128	\$36.90
Bio-Groom Ear Mite Treatment 1oz	21653140011	14001	\$13.99
Bio-Groom Ear Mite Treatment 4oz	21653140042	14004	\$18.50
Bio-Groom Flea & Tick Pyrethrin Dip 8oz	21653125087	12508	\$19.99
Bio-Groom Flea & Tick Pyrethrin Dip Gallon	21653125285	12528	\$91.45
Bio-Groom Flea & Tick Shampoo 12oz	21653101128	10112	\$17.50
Bio-Groom Flea & Tick Shampoo 32oz	21653101326	10132	\$33.50
Bio-Groom Flea & Tick Shampoo Gallon	21653101289	10128	\$66.50
Bio-Groom Flea & Tick Shampoo 2.5 Gallon	21653101258	10125	\$149.62
Bio-Groom Flea & Tick Shampoo 5 Gallon	21653101500	10150	\$266.00
Bio-Groom Anti-Shed Shampoo 12oz	21653251120	25112	\$19.50
Bio-Groom Anti-Shed Shampoo Gallon	21653206953	20695	\$70.36
Bio-Groom Anti-Shed Shampoo 5 Gallon	21653248106	24810	\$281.14
Bio-Groom Bio-Med Shampoo 8oz	21653212084	21208	\$16.50
Bio-Groom Bio-Med Shampoo Gallon	21653212282	21228	\$61.99
Bio-Groom Bronze Lustre Shampoo 12oz	21653215122	21512	\$16.50
Bio-Groom Bronze Lustre Shampoo Gallon	21653215283	21528	\$41.99
Bio-Groom Country Freesia Shampoo 12oz	21653282124	28212	\$16.50
Bio-Groom Country Freesia Shampoo Gallon	21653282285	28228	\$46.99
Bio-Groom Crisp Apple Shampoo 12oz	21653281127	28112	\$16.50
Bio-Groom Crisp Apple Shampoo Gallon	21653281288	28128	\$46.99
Bio-Groom Econo-Groom Shampoo 32oz	21653210325	21032	\$42.99
Bio-Groom Econo-Groom Shampoo Gallon	21653210288	21028	\$72.99
Bio-Groom Econo-Groom Shampoo 2.5 Gallon	21653210257	21025	\$95.51
Bio-Groom Econo-Groom Shampoo 5 Gallon	21653210509	21050	\$291.96
Bio-Groom Extra Body Shampoo 12oz	21653230125	23012	\$15.99
Bio-Groom Extra Body Shampoo Gallon	21653230286	23028	\$52.99
Bio-Groom Eye Care Pads 25 pk	21653204843	20484	\$15.99
Bio-Groom Facial Foam Cleanser 8oz	21653204485	20448	\$12.99
Bio-Groom Facial Foam Cleanser Gallon	21653244283	24428	\$43.99
Bio-Groom Fluffy Puppy Shampoo 12oz	21653260122	26012	\$15.99
Bio-Groom Fluffy Puppy Shampoo Gallon	21653261280	26128	\$50.99
Bio-Groom Groom N Fresh Shampoo 12oz	21653290129	29012	\$15.99
Bio-Groom Groom N Fresh Shampoo Gallon	21653290280	29028	\$53.99
Bio-Groom Groom N Fresh Shampoo 2.5 Gallon	21653290259	29025	\$121.47
Bio-Groom Groom N Fresh Shampoo 5 Gallon	21653290501	29050	\$215.96

Bio-Groom Herbal Groom Shampoo 12oz	21653240124	24012	\$17.99
Bio-Groom Herbal Groom Shampoo Gallon	21653241282	24128	\$61.99
Bio-Groom Herbal Groom Shampoo 2.5 Gallon	21653240254	24025	\$139.47
Bio-Groom Herbal Groom Shampoo 5 Gallon	21653240506	24050	\$247.96
Bio-Groom Indulge Shampoo 8oz	21653299122	29912	\$16.99
Bio-Groom Indulge Shampoo Gallon	21653299283	29928	\$61.99
Bio-Groom Indulge Shampoo 5 Gallon	21653299504	29950	\$247.96
Bio-Groom Natural Oatmeal Shampoo 12oz	21653270121	27012	\$15.99
Bio-Groom Natural Oatmeal Shampoo 32oz	21653273320	27332	\$29.99
Bio-Groom Natural Oatmeal Shampoo Gallon	21653271289	27128	\$51.99
Bio-Groom Natural Oatmeal Shampoo 2.5 Gallon	21653270251	27025	\$116.97
Bio-Groom Natural Oatmeal Shampoo 5 Gallon	21653270503	27050	\$202.99
Bio-Groom Paw Scrubber 8oz	21653204492	20449	\$13.99
Bio-Groom Protein Lanolin Shampoo 12oz	21653200128	20012	\$15.99
Bio-Groom Protein Lanolin Shampoo 32oz	21653200326	20032	\$31.99
Bio-Groom Protein Lanolin Shampoo Gallon	21653200289	20028	\$56.99
Bio-Groom Protein Lanolin Shampoo 2.5 Gallon	21653200258	20025	\$128.22
Bio-Groom Protein Lanolin Shampoo 5 Gallon	21653200500	20050	\$227.96
Bio-Groom So-Dirty Shampoo 12oz	21653217126	21712	\$15.99
Bio-Groom So-Dirty Shampoo Gallon	21653217287	21728	\$49.99
Bio-Groom So-Dirty Shampoo 5 Gallon	21653217508	21750	\$199.96
Bio-Groom So-Easy 2-in-1 Shampoo 12oz	21653231122	23112	\$16.99
Bio-Groom So-Easy 2-in-1 Shampoo Gallon	21653298286	29828	\$56.99
Bio-Groom So-Easy 2-in-1 Shampoo 5 Gallon	21653291508	29150	\$227.96
Bio-Groom So-Gentle Shampoo 12oz	21653250123	25012	\$15.99
Bio-Groom So-Gentle Shampoo Gallon	21653251281	25128	\$49.99
Bio-Groom Super White Shampoo 12oz	21653211124	21112	\$16.50
Bio-Groom Super White Shampoo 32oz	21653213326	21332	\$29.99
Bio-Groom Super White Shampoo Gallon	21653211285	21128	\$41.99
Bio-Groom Super White Shampoo 2.5 Gallon	21653211254	21125	\$94.47
Bio-Groom Super White Shampoo 5 Gallon	21653211506	21150	\$167.96
Bio-Groom Ultra Black Shampoo 12oz	21653216129	21612	\$16.50
Bio-Groom Ultra Black Shampoo Gallon	21653216280	21628	\$41.99
Bio-Groom Waterless Bath Shampoo 8oz	21653204089	20408	\$13.99
Bio-Groom Waterless Bath Shampoo 16oz	21653204164	20416	\$14.99
Bio-Groom Waterless Bath Shampoo Gallon	21653204287	20428	\$28.99
Bio-Groom Wild Honeysuckle Shampoo 12oz	21653284128	28412	\$15.99
Bio-Groom Wild Honeysuckle Shampoo Gallon	21653284289	28428	\$46.99
Bio-Groom Wiry Coat Shampoo 12oz	21653220126	22012	\$15.99
Bio-Groom Wiry Coat Shampoo Gallon	21653220287	22028	\$43.99
Bio-Groom Desert Agave Blossom Shampoo 8oz	21653284081	28408	\$18.99
Bio-Groom Desert Agave Blossom Shampoo Gallon	21653284050	28405	\$63.99
Bio-Groom Desert Agave Blossom Cologne 8oz	21653573086	57308	\$22.99

Bio-Groom Desert Agave Blossom Cologne Gallon	21653571280	57128	\$74.99
Bio-Groom Lemongrass & Verbena Shampoo 8oz	21653281080	28108	\$18.99
Bio-Groom Lemongrass & Verbena Shampoo Gallon	21653281059	28105	\$63.99
Bio-Groom Lemongrass & Verbena Cologne 8oz	21653543089	54308	\$22.99
Bio-Groom Lemongrass & Verbena Cologne Gallon	21653541283	54128	\$74.99
Bio-Groom Pink Jasmine Shampoo 8oz	21653283084	28308	\$18.99
Bio-Groom Pink Jasmine Shampoo Gallon	21653283053	28305	\$63.99
Bio-Groom Pink Jasmine Cologne 8oz	21653563087	56308	\$22.99
Bio-Groom Pink Jasmine Cologne Gallon	21653561281	56128	\$74.99
Bio-Groom Tuscan Olive Shampoo 8oz	21653282087	28208	\$18.99
Bio-Groom Tuscan Olive Shampoo Gallon	21653282056	28205	\$63.99
Bio-Groom Tuscan Olive Cologne 8oz	21653553088	55308	\$22.99
Bio-Groom Tuscan Olive Cologne Gallon	21653551282	55128	\$74.99
Bio-Groom Anti-Shed Creme Rinse 12oz	21653320123	32012	\$19.99
Bio-Groom Anti-Shed Creme Rinse Gallon	21653321281	32128	\$81.00
Bio-Groom Anti-Shed Creme Rinse 5 Gallon	21653321519	32151	\$324.00
Bio-Groom Groom N Fresh Creme Rinse 12oz	21653390126	39012	\$15.99
Bio-Groom Groom N Fresh Creme Rinse Gallon	21653390287	39028	\$38.99
Bio-Groom Indulge Creme Rinse 8oz	21653354128	35412	\$15.99
Bio-Groom Indulge Creme Rinse Gallon	21653354289	35428	\$52.99
Bio-Groom Indulge Spray 8oz	21653344129	34412	\$16.99
Bio-Groom Indulge Spray Gallon	21653344280	34428	\$52.88
Bio-Groom Mink Oil Spray 12oz	21653307124	30712	\$22.99
Bio-Groom Mink Oil Spray Gallon	21653307285	30728	\$68.99
Bio-Groom Natural Oatmeal Creme Rinse 12oz	21653330122	33012	\$15.99
Bio-Groom Natural Oatmeal Creme Rinse Gallon	21653331280	33128	\$48.99
Bio-Groom Silk Creme Rinse 12oz	21653320161	32016	\$15.99
Bio-Groom Silk Creme Rinse 32oz	21653320321	32032	\$25.99
Bio-Groom Silk Creme Rinse Gallon	21653320284	32028	\$42.99
Bio-Groom Silk Creme Rinse 2.5 Gallon	21653320253	32025	\$96.72
Bio-Groom Silk Creme Rinse 5 Gallon	21653320505	32050	\$171.96
Bio-Groom So-Gentle Creme Rinse 12oz	21653350120	35012	\$15.99
Bio-Groom So-Gentle Creme Rinse Gallon	21653350281	35028	\$41.99
Bio-Groom Super Cream 8oz	21653309081	30908	\$20.99
Bio-Groom Super Cream 1LB	21653309166	30916	\$26.99
Bio-Groom Country Freesia Cologne 8oz	21653550049	55004	\$16.99
Bio-Groom Crisp Apple Cologne 8oz	21653540040	54004	\$16.99
Bio-Groom Wild Honeysuckle Cologne 8oz	21653570047	57004	\$16.99
Bio-Groom Groom N Fresh Cologne 8oz	21653513082	51308	\$16.99
Bio-Groom Groom N Fresh Cologne 32oz	21653513327	51332	\$40.99
Bio-Groom Groom N Fresh Cologne Gallon	21653513280	51328	\$76.48
Bio-Groom So Easy Cologne 8oz	21653590083	59008	\$15.99
Bio-Groom Super Foam 16oz	21653410169	41016	\$16.99

Bio-Groom Magic Black 8oz	21653519084	51908	\$16.99
Bio-Groom Magic White 10oz	21653517141	51714	\$16.99
Bio-Groom Pro-White Harsh 8oz	21653506084	50608	\$11.99
Bio-Groom Pro-White Harsh 2.5LB	21653506251	50625	\$19.99
Bio-Groom Pro-White Smooth 6oz	21653505087	50508	\$11.99
Bio-Groom Pro-White Smooth 2.5LB	21653505254	50525	\$19.99
Bio-Groom Show-Foot 8oz	21653523081	52308	\$15.99
Bio-Groom Coat Polish 16oz	21653402164	40216	\$15.99
Bio-Groom Coat Polish Gallon	21653402287	40228	\$35.99
Bio-Groom So-Quick 16oz	21653412163	41216	\$18.99
Bio-Groom So-Quick Gallon	21653411289	41128	\$76.99
Bio-Groom So-Stinky Scented 8oz	21653528086	52808	\$15.99
Bio-Groom So-Stinky Scented Gallon	21653412286	41228	\$56.99
Bio-Groom So-Stinky Unscented 8oz	21653501089	50108	\$15.99
Bio-Groom So-Stinky Unscented Gallon	21653401280	40128	\$56.99
Bio-Groom Spray Set 12oz	121653403168	40316	\$18.99
Bio-Groom Spray Set Gallon	121653403284	40328	\$39.99
Bio-Groom Anti-Stat 12oz	21653508163	50816	\$14.99
Bio-Groom Anti-Stat Gallon	21653508286	50828	\$36.99
Bio-Groom Ear Care Ear Cleaner 4oz	21653518049	51804	\$12.99
Bio-Groom Ear Care Ear Cleaner 8oz	21653518087	51808	\$17.99
Bio-Groom Ear Care Ear Cleaner Gallon	21653518285	51828	\$61.99
Bio-Groom Ear Care Ear Cleaner Pads 25 pk	21653511606	51160	\$18.99
Bio-Groom Ear Fresh Ear Powder 24gr	21653516243	51624	\$11.99
Bio-Groom Ear Fresh Ear Powder 85gr	21653516854	51685	\$18.99
Bio-Groom Fresh Bark Dental Spray Mint 4oz	21653523029	52302	\$13.99
Bio-Groom Fresh Bark Dental Spray Odorless 4oz	21653523012	52301	\$13.99
Bio-Groom Stain Free 0.7oz	21653310070	31007	\$19.99
Bio-Groom Sure Clot Styptic Powder 0.5oz	21653530058	53005	\$14.99
Bio-Groom Sure Clot Styptic Powder 1.5oz	21653530157	53015	\$17.99
Bio-Groom Flea & Tick Cat Shampoo 8oz	21653180086	18008	\$15.99
Bio-Groom Klean Kitty Waterless Bath Shampoo 8oz	21653204188	20418	\$14.99
Bio-Groom Kuddly Kitty Shampoo 8oz	21653260085	26008	\$14.99
Bio-Groom Purrfect White Shampoo 8oz	21653211186	21118	\$14.99
Bio-Groom Silky Cat Shampoo 8oz	21653200081	20008	\$14.99
Bio-Groom Bio-Sheen Spray Gallon	21653031289	3128	\$68.99
Bio-Groom Coat Polish Horse Gallon	21653032286	3228	\$51.99
Bio-Groom Golden Sheen Shampoo	21653020283	2028	\$56.99
Bio-Groom Quick Clean Waterless Bath Shampoo Gallon	21653023284	2328	\$42.99
Bio-Groom Show White Shampoo Gallon	21653021280	2128	\$45.99
Bio-Groom Dispenser Pump / Gallon, 32oz, 2.5 Gallon, 5 Gallon	21653507500	50750	\$10.99
Bio-Groom Ultra Fine Mist Continuous Spray Bottle 10oz	21653507524	50752	\$18.99
Bio-Groom Mixing Bottle 32oz	21653507517	50751	\$6.99