

# DOCTOR PLOTKA'S

MOUTHWATCHERS

SEP

100

Cummings

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[www.mouthwatchers.com](http://www.mouthwatchers.com)

## “MAP” Policy- Online Retailers

Updated: April 2021

Mouth Watchers MAP policy states that all retailers selling online maintain an advertised pricing structure of no lower than 20% off of our Suggested Retail Price (SRP).  
SEP

Our standard SRP pricing is as follows:

- Manual Adult Toothbrush: \$4.99 (MAP: \$3.99)
- Manual Youth Toothbrush: \$4.99 (MAP: \$3.99)
- Travel Toothbrush: \$5.99 (MAP: \$4.79)
- Power toothbrush: \$24.99 (MAP: \$19.99)
- Replacement Heads (pack of 3): \$14.99 (MAP: \$11.99)

Mouth Watchers will monitor retailer's sites to be sure the advertised pricing strategy is being adhered to. If it is not, Mouth Watchers will take appropriate action, including terminating sales to retailers in violation of its policy. (Retailer may place multiple buys per month and be allowed to purchase at listed/ published discounts from the distributor).

Mouth Watchers also requires that the products being marketed and sold must be properly represented with updated packaging pictures, content and description. If you require updated information, please contact us at [info@mouthwatchers.com](mailto:info@mouthwatchers.com)

Read and agreed by  
(name): Signature: Date: