



January 2, 2018

Subject: H&C Animal Health's Value Protection Policy – Updated Covered Products

Dear Valued Customer,

Attached you will find H&C Animal Health's Value Protection Policy for Retailers also as known as The Electronic Minimum Retail Price Policy (EMRP). Also included is the updated list of covered products and their EMRP. All retailers of these products must adhere to H&C Animal Health's EMRP Policy.

H&C will provide updates and inclusions to the policy's covered products via price lists and direct communications.

If you have any questions about this policy, please feel free to contact me directly at Randy.Bulow@HCAAnimalHealth.com.

Sincerely,

Randy Bulow

Randy Bulow
SVP, Sales & Marketing

Enclosure



ITEM #	Each UPC Code	DESCRIPTION	eMRP
7200453	857672003453	ActivPhy OTC Shipper	N/A
7200422	857672003422	ActivPhy Regular Bites	\$39.99
7200439	857672003439	ActivPhy Small Bites	\$29.99
C66450J	899484001708	Adaptil Collar M/L	\$24.99
C66460J	899484001685	Adaptil Collar S/M	\$24.99
C95630R	899484001784	Adaptil 60ml Spray	\$34.99
C13330C	899484001234	Adaptil Starter Kit	\$39.99
C13340C	899484001258	Adaptil 30 day Diffuser Refill	\$24.99
C70810B	851321007014	Catego for Cats +1.5 lbs 3-pack	\$39.99
C70820B	851321007021	Catego for Cats +1.5 lbs 6-pack	\$69.99
90601	814514020177	C.E.T Enzymatic Petite - Dog	\$12.00
90603	814514020191	C.E.T Enzymatic Medium - Dog	\$15.00
90605	814514020184	C.E.T Enzymatic Large - Dog	\$19.50
90607	814514020207	C.E.T Enzymatic Xtr-Large - Dog	\$24.00
CET201	814514020795	C.E.T. Enzymatic Toothpaste for Dogs and Cats, Beef, 2.5 oz	\$8.78
CET101	814514020634	C.E.T Enzymatic Toothpaste - Poultry - 70 Grams	\$8.78
90612	814514020641	C.E.T. HEXtra Premium Oral Hygiene Chews for Dogs-Petite	\$15.00
90614	814514020658	C.E.T. HEXtra Premium Oral Hygiene Chews for Dogs-Medium	\$19.50
90616	814514020658	C.E.T. HEXtra Premium Oral Hygiene Chews for Dogs-Large	\$30.00
90618	814514020672	C.E.T. HEXtra Premium Oral Hygiene Chews for Dogs-X Large	\$36.75
CET701	814514020764	C.E.T. Oral Hygiene Chews for Cats - Fish - 30 count	\$16.88



ITEM #	Each UPC Code	DESCRIPTION	eMRP
CET703	814514020757	C.E.T. Oral Hygiene Chews for Cats - Poultry - 30 count	\$16.88
CET304	814514020610	C.E.T Pet Toothbrush	\$5.06
CET350	814514020627	C.E.T Pet Toothbrush Bulk Dispenser- 24 Count	N/A
CET401	814514020771	C.E.T. Poultry Oral Hygiene Kit	\$11.14
90050	814514020009	C.E.T. VeggieDent Tartar Control Chews for Dogs - Extra Small	\$8.78
90051	814514020016	C.E.T. VeggieDent Tartar Control Chews for Dogs - Small	\$17.55
90053	814514020023	C.E.T. VeggieDent Tartar Control Chews for Dogs - Regular	\$22.28
001808	814514028081	EPI-SOOTHE® Cream Rinse, 8 oz.	\$12.69
001816	814514028166	EPI-SOOTHE® Cream Rinse, 16 oz.	\$22.77
C23830C	899484001272	Feliway Starter Kit	\$39.99
C23850C	899484001296	Feliway 30 day Diffuser Refill	\$24.99
281011E	899484001173	Feliway 60ml Spray	\$34.99
D89410B	899484001319	MultiCat Starter Kit	\$39.99
D89420B	899484001333	MultiCat 30 day Diffuser Refill	\$24.99
601712	N/A	OTOMITE PLUS® Ear Miticide	\$9.43
10000503	087219012994	Pet Tabs 60CT	\$19.99
10000504	087219013014	Pet Tabs 180CT	\$44.99
10000505	087219013038	Pet Tabs 500CT	\$99.99
10000275	087219013205	Pet Tabs Plus 60CT	\$22.99
10000276	087219013229	Pet Tabs Plus 180CT	\$54.99
10000501	087219012918	Pet Cal Tablets 60CT	\$22.99



ITEM #	Each UPC Code	DESCRIPTION	eMRP
12208	814514022089	Virbac Allergroom Shampoo, 8 oz	\$10.59
12216	814514022164	Virbac Allergroom Shampoo, 16 oz	\$17.40
003104	814514021044	Virbac Epi-Otic Advanced Ear Cleaner, 4 oz	\$9.37
003108	814514021082	Virbac Epi-Otic Advanced Ear Cleaner, 8 oz	\$15.59
11708	814514027084	Virbac Epi-Soothe Shampoo, 8 oz	\$10.88
11716	814514027169	Virbac Epi-Soothe Shampoo, 16 oz	\$19.21



EMRP FAQ's, Updated October 24, 2017

1) When is this policy effective?

April 4, 2017

2) How will H&C enforce EMRP?

H&C has invested in MAPP Trap to monitor and enforce the policy. H&C has also partnered with Cactus Compliance to oversee the execution and enforcement of the Policy.

3) What items are covered by EMRP?

H&C's goal is to have the majority of its products covered. The current list of covered products is included. We will be adding products as we are confident we can effectively enforce their EMRP's.

4) What is covered in this Policy?

Electronic marketing and electronic content including websites, shopping sites, email blasts and others described in 3(d).

5) What is not considered Electronic Marketing

Conventional Advertising: Offer(s) made in or through newspapers, magazines, rotos, direct mail, catalogs, radio, television, signs and each other medium designated as such by H&C.

6) What should I do if I have any questions?

Please put your questions in writing to policyadmin@cactuscompliance.com.