



P&G Oral Health Re-sale Agreement

Dear Doctor:

We have received several questions from dental professionals regarding our policy on the re-sale of Professional Crest Whitestrips and Oral-B Power Toothbrushes. Our policy is this:

Professional Crest Whitestrips and all Oral-B Power Toothbrushes are intended for re-sale by dentists to patients *under their care (excluding Professional Trial Units)*. Dental and dental hygiene schools may re-sale reasonable quantities of Professional Crest Whitestrips and Oral-B Power Toothbrushes to friends and family and on school property.

All dental professionals are required to sign a Re-sale Agreement at the time of purchase and abide by the Terms and Conditions. If ordering more than 10 cases of Crest Whitestrips, or more than 48 of any Premium Power Toothbrush (Oral-B Professional Care Smart Series, Sonic Complete and Pulsonic) within a calendar year, a Re-sale Agreement must be signed.

Procter & Gamble sells Professional Crest Whitestrips and Oral-B Power Toothbrushes to dental professionals at profession prices. Unfortunately, some companies and individuals have been soliciting dentists to purchase Professional Crest Whitestrips and Power Toothbrushes so that they may re-sale it in other places, such as on the internet. To be clear, we do not condone or support this practice and do monitor internet activity for violations against these terms and conditions.

In order for us to deal more effectively with violations of our re-sale policy, we are asking all purchasers of Professional Crest Whitestrips and Oral-B Premium Power Toothbrushes to sign the agreement below and fax it back to us at 1-800-201-1840. We will not be able to fulfill future orders until we have your agreement on file.

We are taking this action in response to requests from dental professionals, who have found the exclusivity of Professional Crest Whitestrips, and selling Oral-B Power Toothbrushes, to be a big plus for their practices. Professional Crest Whitestrips and Oral-B Power Toothbrushes have had a tremendously positive effect on the more than 50,000 offices that have purchased these products. It provides an opportunity for offices to expand the whitening part of their practice, which, as many practice management experts would agree, has a positive impact on the cosmetic part of the practice as well. The same can be said with Oral-B Power Toothbrushes. P&G remains a very important supporter of organized dentistry and of individual practices, and wants to assure you that we will not do anything to undermine the trust that you have placed in us.

So that we may meet the needs of our customers more effectively, please sign the below agreement and return it to us at your earliest convenience. If you have any questions, please feel free to contact us or your Procter & Gamble representative at 800-543-2577.

Thank you for your continued support,

Amy Eskoff Garrett
Director, North America
P&G Oral Health

Crest Professional Whitestrips and Oral-B Power Toothbrushes are intended only for direct distribution to the ultimate user or his or her household. By purchasing Crest Professional Whitestrips and/or Oral-B Premium Power Toothbrushes, you agree that you will only distribute them to patients under your care, and not to any party, including but not limited to retail outlets or on the internet, for further re-sale. You agree to advise us at 1-800-543-2577 of any attempts to purchase Crest Whitestrips or Oral-B Premium Power Toothbrushes for further re-sale. You also agree to notify P&G if you are involved with or are aware of another party selling P&G products on the internet or outside of these terms and conditions.

Doctor's signature _____ Date _____

Doctor's name (please print): _____

Address: _____

Phone: _____