

Feel the Real.

US & Canada MAP Product MSRP Guidelines

October 7th, 2026

USA

Product	MSRP	MAP promotion period	MAP discount for promotion	MAP Price
pjur Original 10 ml - USA	$6.00	Nov 2nd - Dec 7th	20%	$4.80
pjur Original 30 ml - USA	$16.00	Nov 2nd - Dec 7th	20%	$12.80
pjur Original 100 ml - USA	$32.00	Nov 2nd - Dec 7th	20%	$25.60
pjur Original 250 ml - USA	$62.50	Nov 2nd - Dec 7th	20%	$50.00
pjur Original 500 ml - USA	$106.50	Nov 2nd - Dec 7th	20%	$85.20
pjur Original 1000 ml - USA	$178.00	Nov 2nd - Dec 7th	20%	$142.40
pjur Woman 100 ml - USA	$32.00	Nov 2nd - Dec 7th	20%	$25.60
pjur Woman 250 ml - USA	$62.50	Nov 2nd - Dec 7th	20%	$50.00
pjur Woman Aqua 100 ml - USA	$20.00	Nov 2nd - Dec 7th	20%	$16.00
pjur Woman Nude 100 ml - USA	$23.00	Nov 2nd - Dec 7th	20%	$18.40
pjur Woman Lust 15ml	$29.99	Nov 2nd - Dec 7th	20%	$23.99
pjur Woman Lust Intense 15ml	$34.99	Nov 2nd - Dec 7th	20%	$27.99
pjur Light 100 ml - USA	$32.00	Nov 2nd - Dec 7th	20%	$25.60
pjur Light 250 ml - USA	$62.50	Nov 2nd - Dec 7th	20%	$50.00
pjur Aqua 100 ml - USA	$20.00	Nov 2nd - Dec 7th	20%	$16.00
pjur Aqua 250 ml - USA	$42.00	Nov 2nd - Dec 7th	20%	$33.60
pjur AQUA Aloe Vera 100 ml - USA	$21.00	Nov 2nd - Dec 7th	20%	$16.80
pjur AQUA Naked 100 ml - USA	$23.00	Nov 2nd - Dec 7th	20%	$18.40
pjur AQUA Natural 100 ml - USA	$18.00	Nov 2nd - Dec 7th	20%	$14.40
pjur Infinity Silicone 50 ml - USA	$38.50	Nov 2nd - Dec 7th	20%	$30.80
pjur Infinity Water-Based 50 ml - USA	$32.50	Nov 2nd - Dec 7th	20%	$26.00
pjur analyse me! Silicone 100 ml - USA	$32.50	Nov 2nd - Dec 7th	20%	$26.00
pjur analyse me! Silicone 250 ml - USA	$72.00	Nov 2nd - Dec 7th	20%	$57.60
pjur analyse me! Water-based 100 ml - USA	$23.00	Nov 2nd - Dec 7th	20%	$18.40
pjur analyse me! Water-based 250 ml - USA	$48.00	Nov 2nd - Dec 7th	20%	$38.40
pjur Back Door Silicone 100 ml - USA	$32.50	Nov 2nd - Dec 7th	20%	$26.00
pjur Back Door Silicone 250 ml - USA	$72.00	Nov 2nd - Dec 7th	20%	$57.60
pjur Back Door water-based 100 ml - USA	$23.00	Nov 2nd - Dec 7th	20%	$18.40
pjur Back Door water-based 250 ml - USA	$48.00	Nov 2nd - Dec 7th	20%	$38.40
pjur Basic Silicone 100 ml - USA	$20.50	Nov 2nd - Dec 7th	20%	$16.40
pjur Basic Water 100 ml - USA	$18.00	Nov 2nd - Dec 7th	20%	$14.40
pjur Cult Dressing Aid 100 ml - USA	$35.50	Nov 2nd - Dec 7th	20%	$28.40
pjur Cult Ultra Shine 250 ml - USA	$41.50	Nov 2nd - Dec 7th	20%	$33.20
pjur med Natural 100 ml - USA	$18.00	Nov 2nd - Dec 7th	20%	$14.40
pjur med Premium 100 ml - USA	$36.00	Nov 2nd - Dec 7th	20%	$28.80
pjur med HYDRO 100 ml - USA	$21.00	Nov 2nd - Dec 7th	20%	$16.80
pjur med Sensitive 100 ml - USA	$23.00	Nov 2nd - Dec 7th	20%	$18.40
pjur med Soft 100 ml - USA	$32.50	Nov 2nd - Dec 7th	20%	$26.00
pjur med CLEAN Spray 100 ml - USA	$18.00	Nov 2nd - Dec 7th	20%	$14.40
pjur TOY FOAM 150 ml - USA	$25.00	Nov 2nd - Dec 7th	20%	$20.00
pjur TOY GLIDE 100 ml - USA	$21.00	Nov 2nd - Dec 7th	20%	$16.80
pjur TOY LUBE 100 ml - USA	$32.00	Nov 2nd - Dec 7th	20%	$25.60
pjur TOY CLEAN 100 ml - USA	$18.00	Nov 2nd - Dec 7th	20%	$14.40
pjur MAN Lust 15 ml - USA	$29.99	Nov 2nd - Dec 7th	20%	$23.99
pjur NATURE Intimate Flavors Caramel, 100 ml USA/CAN	$25.00	N/A	N/A	$25.00
pjur NATURE Intimate Flavors Vanilla, 100 ml USA/CAN	$25.00	N/A	N/A	$25.00
pjur NATURE Intimate Flavors Strawberry, 100 ml USA/CAN	$25.00	N/A	N/A	$25.00
pjur NATURE Intimate Flavors Cherry, 100 ml USA/CAN	$25.00	N/A	N/A	$25.00

Canada

Product	MSRP	MAP promotion period	MAP discount for promotion	MAP Price
pjur Original 100 ml - CAN	$38.00	Nov 2nd - Dec 7th	20%	$30.40
pjur Aqua 100 ml - CAN	$25.00	Nov 2nd - Dec 7th	20%	$20.00
pjur AQUA Aloe Vera. 100 ml - CAN	$29.00	Nov 2nd - Dec 7th	20%	$23.20
pjur AQUA Naked 100 ml – CAN	$29.00	Nov 2nd - Dec 7th	20%	$23.20
pjur AQUA Natural 100 ml - CAN	$26.00	Nov 2nd - Dec 7th	20%	$20.80
pjur Woman 100 ml - CAN	$38.00	Nov 2nd - Dec 7th	20%	$30.40
pjur Woman Nude 100 ml - CAN	$29.00	Nov 2nd - Dec 7th	20%	$23.20
pjur analyse me! Silicone 100 ml - CAN	$40.00	Nov 2nd - Dec 7th	20%	$32.00
pjur BACK DOOR Silicone 100 ml - CAN	$40.00	Nov 2nd - Dec 7th	20%	$32.00
pjur analyse me! Water-based 100 ml - CAN	$29.00	Nov 2nd - Dec 7th	20%	$23.20
pjur BACK DOOR Water-based 100 ml - CAN	$29.00	Nov 2nd - Dec 7th	20%	$23.20
pjur Infinity Silicone 50 ml - CAN	$52.00	Nov 2nd - Dec 7th	20%	$41.60
pjur Infinity Water-Based 50 ml - CAN	$44.00	Nov 2nd - Dec 7th	20%	$35.20
pjur Woman Lust 15ml	$34.99	Nov 2nd - Dec 7th	20%	$27.99
pjur Woman Lust Intense 15ml	$39.99	Nov 2nd - Dec 7th	20%	$31.99
pjur CULT Dressing Aid 100ml - CAN	$44.00	Nov 2nd - Dec 7th	20%	$35.20
pjur Cult Ultra Shine 250 ml - CAN	$52.00	Nov 2nd - Dec 7th	20%	$41.60
pjur med Clean Spray 100 ml - CAN	$26.00	Nov 2nd - Dec 7th	20%	$20.80
pjur TOY FOAM 150 ml - CAN	$35.00	Nov 2nd - Dec 7th	20%	$28.00
pjur TOY GLIDE 100 ml - CAN	$29.00	Nov 2nd - Dec 7th	20%	$23.20
pjur TOY CLEAN 100 ml - CAN	$24.00	Nov 2nd - Dec 7th	20%	$19.20
pjur MAN Lust 15 ml - USA	$34.99	Nov 2nd - Dec 7th	20%	$27.99
pjur NATURE Intimate Flavors Caramel, 100 ml USA/CAN	$30.00	N/A	N/A	$30.00
pjur NATURE Intimate Flavors Vanilla, 100 ml USA/CAN	$30.00	N/A	N/A	$30.00
pjur NATURE Intimate Flavors Strawberry, 100 ml USA/CAN	$30.00	N/A	N/A	$30.00
pjur NATURE Intimate Flavors Cherry, 100 ml USA/CAN	$30.00	N/A	N/A	$30.00