JOHNSON & JOHNSON DE VENEZUELA S.A.
J-00053020-3

# LISTA DE PRECIOS (PVJusto)

**Nota:** los Precios para calcular el PMVP están basado en la Gaceta Oficial del Lunes 25 de Octubre de 2015
Margen de Intermediación (MI) al 60%. Precio Justo= los actuales de los productos regulados publicados en la página WEB: http://www. superintendenciadepreciosjustos.gob.ve
La empresa exhorta a los diversos actores de la cadena de comercialización cumplir con el Decreto con Rango, Valor y Fuerza de Ley Orgánica de Precios Justos
en su artículo 32 que establece un margen de ganancia hasta un 30% para productos nacionales y de 20% para productos importados

## PMVP

| CODIGO | CPE | CODIGO BARRA | PRODUCTO | Presentación | Un. x Bulto | Marcaje de Precios PMVP (x Unidad) |
|---|---|---|---|---|---|---|
| | | | **JOHNSON'S BABY** | | | |
| | | | **JB Colonia** | | | |
| 95588 | CPE080680286 | 7702031705123 | JB COLONIA JOVENCITOS 12X200 | 200 ml | 12 | PMVP Bs147,59 IVA 12% Bs17,71 TOTAL A PAGAR Bs165,30 (MM/AA) |
| 95587 | CPE080680287 | 7702031705116 | JB COLONIA MUJERCITAS 12X200 | 200 ml | 12 | PMVP Bs147,59 IVA 12% Bs17,71 TOTAL A PAGAR Bs165,30(MM/AA) |
| 51520 | CPE030442757 | 7702031515203 | JB COLONIA SONRISAS 12X200 | 200 ml | 12 | PMVP Bs118,06 IVA 12% Bs14,17 TOTAL A PAGAR Bs132,23 (MM/AA) |
| | | | **JB Crema de Peinar** | | | |
| 61464 | CPE0909176571 | 7702031878452 | J BABY CREMA PEINAR HIDRAT NUEVO 12X200 | 200 ml | 12 | PMVP Bs138,90 IVA 12% Bs16,67 TOTAL A PAGAR Bs155,57 (MM/AA) |
| | | | **JB Talco** | | | |
| 61465 | CPE010791909 | 7702031712879 | JB Milk Powder 24x200 | 200 g | 24 | PMVP Bs73,71 IVA 12% Bs8,84 TOTAL A PAGAR Bs82,55 (MM/AA) |
| 65477 | CPE08003450 | 7891010032241 | JB Talco 12x200 | 200 g | 12 | PMVP Bs73,71 IVA 12% Bs8,84 TOTAL A PAGAR Bs82,55 (MM/AA) |
| 65490 | CPE08003452 | 7891010037260 | JB TALCO ORIG 12x600G | 600 g | 12 | PMVP Bs171,85 IVA 12% Bs20,62 TOTAL A PAGAR Bs192,47 (MM/AA) |
| | | | **CUIDADO ORAL - COSMETICO** | | | |
| | | | **LISTERINE® ORIGINAL** | | | |
| 57683 | CPE100565546 | 7702035431219 | LISTERINE® ORIGINAL 48x180 mL | 180 ml | 48 | PMVP Bs52,89 IVA 12% Bs6,35 TOTAL A PAGAR Bs 59,24 (MM/AA) |
| 57685 | CPE100565544 | 7702035431110 | LISTERINE® ORIGINAL 24x500mL | 500 ml | 24 | PMVP Bs114,80 IVA 12% Bs13,78 TOTAL A PAGAR Bs 128,57 (MM/AA) |
| | | | **LISTERINE® CONTROL CÁLCULO** | | | |
| 57692 | CPE100565588 | 7702035430090 | LISTERINE® CONTROL CALCULO 48x180mL | 180 ml | 48 | PMVP Bs58,84 IVA 12% Bs7,06 TOTAL A PAGAR Bs 65,90 (MM/AA) |
| 57693 | CPE100565587 | 7702035435552 | LISTERINE® CONTROL CALCULO 24x360mL | 360 ml | 24 | PMVP Bs105,02 IVA 12% Bs12,60 TOTAL A PAGAR Bs 117,62 (MM/AA) |
| | | | **LISTERINE® COOL MINT** | | | |
| 57681 | CPE100565548 | 7702035432506 | LISTERINE® COOL MINT 6x1L | 1000 ml | 6 | PMVP Bs168,56 IVA 12% Bs20,23 TOTAL A PAGAR Bs 188,79 (MM/AA) |
| 57686 | CPE100565551 | 7702035432117 | LISTERINE® COOL MINT 48x180mL | 180 ml | 48 | PMVP Bs52,89 IVA 12% Bs6,35 TOTAL A PAGAR Bs 59,24 (MM/AA) |
| 57688 | CPE100565549 | 7702035432339 | LISTERINE® COOL MINT 24x500mL | 500 ml | 24 | PMVP Bs114,80 IVA 12% Bs13,78 TOTAL A PAGAR Bs 128,57 (MM/AA) |
| | | | **LISTERINE® FRESH BRUST** | | | |
| 57682 | CPE100565561 | 7702035432186 | LISTERINE® FRESH BURST 6x1L | 1000 ml | 6 | PMVP Bs168,56 IVA 12% Bs20,23 TOTAL A PAGAR Bs 188,79 (MM/AA) |
| 57689 | CPE100565564 | 7702035431271 | LISTERINE® FRESH BURST 48x180mL | 180 ml | 48 | PMVP Bs52,89 IVA 12% Bs6,35 TOTAL A PAGAR Bs 59,24 (MM/AA) |
| 57691 | CPE100565562 | 7702035422224 | LISTERINE® FRESH BURST 24x500mL | 500 ml | 24 | PMVP Bs114,80 IVA 12% Bs13,78 TOTAL A PAGAR Bs 128,57 (MM/AA) |
| | | | **LISTERINE® PROTECCIÓN ENCIAS** | | | |
| 57700 | CPE080680337 | 7702035406873 | LISTERINE® DIENTES Y ENCIAS 24x360mL | 360 ml | 24 | PMVP Bs105,02 IVA 12% Bs12,60 TOTAL A PAGAR Bs 117,62 (MM/AA) |
| | | | **LISTERINE CUIDADO TOTAL** | | | |
| 57636 | CPE0508150067 | 7702035833846 | LISTERINE® CUIDADO TOTAL 6x1L | 1000 ml | 6 | PMVP Bs198,14 IVA 12% Bs23,78 TOTAL A PAGAR Bs 221,92 (MM/AA) |
| 57542 | CPE1112263882 | 7702031518631 | LISTERINE ZERO 6X1LT | 1000 ml | 6 | PMVP Bs198,14 IVA 12% Bs23,78 TOTAL A PAGAR Bs 221,92 (MM/AA) |
| 57543 | CPE1112263883 | 7702031518648 | LISTERINE ZERO 6X1,5L | 1500 ml | 6 | PMVP Bs228,76 IVA 12% Bs27,45 TOTAL A PAGAR Bs 256,21 (MM/AA) |
| 57637 | CPE1112263881 | 7891010974329 | LISTERINE ZERO 36X250ML | 250 ml | 36 | PMVP Bs78,81 IVA 12% Bs9,46 TOTAL A PAGAR Bs 88,27 (MM/AA) |
| 57638 | CPE1112263884 | 7891010974336 | LISTERINE ZERO 24X500ML | 500 ml | 24 | PMVP Bs134,89 IVA 12% Bs16,19 TOTAL A PAGAR Bs 151,07 (MM/AA) |
| 58763 | CPE1214350160 | 7702031587637 | LISTERINE ZERO MENTA VERDE 48X180ML | 180 ml | 48 | PMVP Bs63,54 IVA 12% Bs7,63 TOTAL A PAGAR Bs 71,17 (MM/AA) |
| 58765 | CPE1214350156 | 7702031587651 | LISTERINE ZERO MENTA VERDE 6X1,5L | 1500 ml | 6 | PMVP Bs228,76 IVA 12% Bs27,45 TOTAL A PAGAR Bs 256,21 (MM/AA) |
| 58766 | CPE1214350159 | 7891010586485 | LISTERINE ZERO MENTA VERDE 36X250ML | 250 ml | 36 | PMVP Bs78,81 IVA 12% Bs9,46 TOTAL A PAGAR Bs 88,27 (MM/AA) |
| 58767 | CPE1214350157 | 7891010586492 | LISTERINE ZERO MENTA VERDE 24X500ML | 500 ml | 24 | PMVP Bs134,89 IVA 12% Bs16,19 TOTAL A PAGAR Bs151,07 (MM/AA) |
| | | | **PROTECTORES** | | | |
| | | | **CAREFREE®** | | | |
| 56375 | CPE1107140965 | 7702031503101 | CAREFREE® ORIGINAL C/PERF 12x120's | 120 | 12 | PMVP Bs393,12 IVA 12% Bs47,17 TOTAL A PAGAR Bs 440,29 (MM/AA) |
| 56377 | CPE1107140966 | 7702031503385 | CAREFREE® DESODORANTE CONT OLOR 12x120's | 120 | 12 | PMVP Bs393,12 IVA 12% Bs47,17 TOTAL A PAGAR Bs 440,29 (MM/AA) |
| 93331 | CPE1107140965 | 7591086000013 | CAREFREE® ORIGINAL CONTROL OLOR 12x120's | 120 | 12 | PMVP Bs393,12 IVA 12% Bs47,17 TOTAL A PAGAR Bs 440,29 (MM/AA) |
| 93333 | CPE1107140966 | 7591086000020 | CAREFREE® DESODORANTE CONT OLOR 12x120's | 120 | 12 | PMVP Bs393,12 IVA 12% Bs47,17 TOTAL A PAGAR Bs 440,29 (MM/AA) |
| 93335 | CPE1107140967 | 7591086000785 | CAREFREE® BRISA S/PERF NAT FRESH PINK 12x120's | 120 | 12 | PMVP Bs393,12 IVA 12% Bs47,17 TOTAL A PAGAR Bs 440,29 (MM/AA) |
| 51683 | CPE1107140967 | 7591086000785 | CAREFREE® BRISA S/PERF NAT FRESH PINK 12x120's | 120 | 12 | PMVP Bs393,12 IVA 12% Bs47,17 TOTAL A PAGAR Bs 440,29 (MM/AA) |
| 77855 | CPE080230957 | 7591086001140 | CF ORIGINAL DISP ODOR CONT PINK 12x80 | 80 | 12 | PMVP Bs282,48 IVA 12% Bs33,90 TOTAL A PAGAR Bs 316,38 (MM/AA) |
| 79086 | CPE030442738 | 7591086001058 | CAREFREE® DESODORANTE CONT OLOR 12x80's | 80 | 12 | PMVP Bs282,48 IVA 12% Bs33,90 TOTAL A PAGAR Bs 316,38 (MM/AA) |
| 78088 | CPE030442739 | 7591086000082 | CAREFREE® BRISA S/PERF NAT FRESH 12x80's | 80 | 12 | PMVP Bs282,48 IVA 12% Bs33,90 TOTAL A PAGAR Bs 316,38 (MM/AA) |
| 50787 | CPE080230957 | 7591086001140 | CF ORIGINAL DISP ODOR CONT PINK 12x80 | 80 | 12 | PMVP Bs282,48 IVA 12% Bs33,90 TOTAL A PAGAR Bs 316,38 (MM/AA) |
| 50772 | CPE120450722 | 7591086000679 | CF ORIGINAL ODOR CONT PINK 24x60 | 60 | 24 | PMVP Bs237,12 IVA 12% Bs28,45 TOTAL A PAGAR Bs 265,57 (MM/AA) |
| 50777 | CPE030110031 | 7591086000778 | CF DESODORANTE ODOR CONT PINK 24x60 | 60 | 24 | PMVP Bs237,12 IVA 12% Bs28,45 TOTAL A PAGAR Bs 265,57 (MM/AA) |
| 77865 | CPE030110035 | 7891010088316 | CF BRISA S/ PERF NF PINK 24x60 | 60 | 24 | PMVP Bs237,12 IVA 12% Bs28,45 TOTAL A PAGAR Bs 265,57 (MM/AA) |
| 77854 | CPE120450722 | 7591086000679 | CF ORIGINAL ODOR CONT 24x60 | 60 | 24 | PMVP Bs237,12 IVA 12% Bs28,45 TOTAL A PAGAR Bs 265,57 (MM/AA) |
| 50764 | CPE030110035 | 7891010088316 | CF BRISA S/ PERF NF PINK 24x60 | 60 | 24 | PMVP Bs237,12 IVA 12% Bs28,45 TOTAL A PAGAR Bs 265,57 (MM/AA) |
| 77868 | CPE070560062 | 7591086000884 | CF BRISA C/PERF NF PINK 24x40 | 40 | 24 | PMVP Bs174,69 IVA 12% Bs20,96 TOTAL A PAGAR Bs 195,65 (MM/AA) |
| 77859 | CPE030110030 | 7591086000723 | CF DESODORANTE ODOR CONT PINK 24x40 | 40 | 24 | PMVP Bs174,69 IVA 12% Bs20,96 TOTAL A PAGAR Bs 195,65 (MM/AA) |
| 77853 | CPE030110028 | 7591086000662 | CAREFREE® ORIGINAL CONTROL OLOR 24x40's | 40 | 24 | PMVP Bs174,69 IVA 12% Bs20,96 TOTAL A PAGAR Bs 195,65 (MM/AA) |
| 96939 | CPE070560062 | 7702031504382 | CAREFREE® BRISA C/PERF NAT FRESH 24x40's | 40 | 24 | PMVP Bs174,69 IVA 12% Bs20,96 TOTAL A PAGAR Bs 195,65 (MM/AA) |
| 97289 | CPE030110030 | 7702031502531 | CAREFREE® DESODORANTE CONT OLOR 24x40's | 40 | 24 | PMVP Bs174,69 IVA 12% Bs20,96 TOTAL A PAGAR Bs 195,65 (MM/AA) |
| 77862 | CPE030110033 | 7591086000570 | CF ORIGINAL S/PERF ODOR CONT PINK 24x40 | 40 | 24 | PMVP Bs174,69 IVA 12% Bs20,96 TOTAL A PAGAR Bs 195,65 (MM/AA) |
| 77864 | CPE120450723 | 7591086000594 | CAREFREE® BRISA S/PERF NAT FRESH 24x40's | 40 | 24 | PMVP Bs174,69 IVA 12% Bs20,96 TOTAL A PAGAR Bs 195,65 (MM/AA) |
| 80955 | CPE080230958 | 7591086001096 | CAREFREE® TANGA ORIG NAT FRESH 24x40's | 40 | 24 | PMVP Bs174,69 IVA 12% Bs20,96 TOTAL A PAGAR Bs 195,65 (MM/AA) |
| 50754 | CPE070560062 | 7591086000884 | CF BRISA C/PERF NF PINK 24x40 | 40 | 24 | PMVP Bs174,69 IVA 12% Bs20,96 TOTAL A PAGAR Bs 195,65 (MM/AA) |
| 50759 | CPE030110033 | 7591086000570 | CF ORIGINAL S/PERF ODOR CONT PINK 24x40 | 40 | 24 | PMVP Bs174,69 IVA 12% Bs20,96 TOTAL A PAGAR Bs 195,65 (MM/AA) |
| 50768 | CPE030110030 | 7591086000723 | CF DESODORANTE ODOR CONT PINK 24x40 | 40 | 24 | PMVP Bs174,69 IVA 12% Bs20,96 TOTAL A PAGAR Bs 195,65 (MM/AA) |
| 77858 | CPE030110029 | 7591086000693 | CAREFREE® DESODORANTE CONT OLOR 40x20's | 20 | 40 | PMVP Bs100,93 IVA 12% Bs12,11 TOTAL A PAGAR Bs 113,04 (MM/AA) |
| 77861 | CPE030110032 | 7591086000563 | CAREFREE® SIN PERFUME CONT OLOR 40x20's | 20 | 40 | PMVP Bs100,93 IVA 12% Bs12,11 TOTAL A PAGAR Bs 113,04 (MM/AA) |
| 77863 | CPE030110034 | 7591086000587 | CAREFREE® BRISA S/PERF NAT FRESH 40x20's | 20 | 40 | PMVP Bs100,93 IVA 12% Bs12,11 TOTAL A PAGAR Bs 113,04 (MM/AA) |
| 58117 | CPE1214350148 | 7790010570268 | CAREFREE® TANGA BRISA S/PERF 30x20's | 20 | 30 | PMVP Bs111,04 IVA 12% Bs13,32 TOTAL A PAGAR Bs 124,37 (MM/AA) |