



Dear Resellers,

As you know, Earth Mama Angel Baby has made great strides to communicate its mission to help soothe mamas and babies around the world. Formulated by a nurse/herbalist, the integrity, purity and safety of our products have been our priority since day one.

In an effort to preserve the recognized value of our products and to support our diverse community of resellers, effective September 1, 2014 Earth Mama Angel Baby will be implementing a minimum advertised price (MAP) policy under the terms stated in this letter. We believe that this will help level the playing field for all of our valued resellers and allow all resellers to fairly compete with one another in the marketplace.

Attached, you will find an updated product list that reflects the required minimum advertised price, MAP. All resellers must comply with the policy by advertising the products at or above the respective MAP by October 1, 2014. We may change the product MAP list or this policy from time to time. Reseller compliance with this policy will be monitored. Consequently, policy violations will be identified and resellers in violation will be subject to sanction and account suspension until MAP pricing is in compliance. Following an initial warning, resellers will be given the opportunity to bring MAP pricing up to standards, and those resellers unwilling to comply or engaging in repeated violations will be subject to termination or other action.

To clarify, this MAP policy is not a resale price maintenance policy and in no way limits a reseller's right to set its own prices. Resellers are only prohibited from advertising products at prices below the specified prices. Please ensure that you have updated your advertised prices before or by the effective date of this policy.

Internet resellers may communicate an actual sales price in a different manner—such as "Call for Pricing" or "Add to Cart to See Price." This policy does not apply to manufacturer-sponsored promotions. The policy does not restrict the in-store advertising or sale price at a resellers "brick and mortar" locations or for promotions lasting less than 30 days.

The Earth Mama MAP policy is a unilateral statement and does not constitute an agreement.

Thank you for your continued support of Earth Mama Angel Baby products and feel free to contact us with any questions.

Purely, naturally, safely yours,

Melinda Olson
CEO/Founder

Gifts from the earth for your gift from heaven™

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EarthMamaAngelBaby.com
BabyLossComfort.com

ITEM	SIZE	ITEM #	UPC	MSRP
PREGNANCY				
Little Something For Mama-To-Be	one gift set	10-351	859220000990	19.99
Earth Mama Body Butter	240 ml. (8 fl.oz.)	10-108	859220000006	17.99
Morning Wellness Spray <i>(Formerly Happy Mama Spray)</i> <i>Available 6/1/2015</i>	120 ml. (4 fl.oz.)	10-164	857249001332	12.99
Happy Mama Body Wash	160 ml. (5.3 fl.oz.)	10-125	857249001004	9.99
	1L (34 fl.oz.)	10-12L	857249001073	39.99
Natural Stretch Oil	120 ml. (4 fl.oz.)	10-244	859220000082	14.99
Organic Heartburn Tea	16 tea bags/box	10-141	859220010142	5.99
Organic Mama-To-Be Tea Sampler	16 tea bags/box	10-171	859220010203	5.99
Organic Morning Wellness Tea	16 tea bags/box	10-211	859220010128	5.99
Organic Peaceful Mama Tea	16 tea bags/box	10-271	859220010135	5.99
Organic Third Trimester Tea	16 tea bags/box	10-301	859220010159	5.99
POSTPARTUM RECOVERY				
C-Mama Healing Salve	30 ml. (1 fl.oz.)	10-081	859220000488	24.99
Mama Bottom Balm	60 ml. (2 fl. oz.)	10-112	859220000105	12.99
New Mama Bottom Spray	120 ml. (4 fl.oz.)	10-254	859220000242	12.99
Organic Monthly Comfort Tea	16 tea bags/box	10-201	859220010166	5.99
Postpartum Bath Herbs	6 herbal pads/box	10-286	859220000549	5.99
BREASTFEEDING SUPPORT				
Booby Tubes®	one pair	10-062	859220000303	19.99
Natural Nipple Butter	60 ml. (2 fl.oz.)	10-232	859220000273	12.99
Organic Milkmaid Tea	16 tea bags/box	10-181	859220010173	5.99
Organic No More Milk Tea	16 tea bags/box	10-261	859220010180	5.99

ITEM	SIZE	ITEM #	UPC	MSRP
ANGEL BABY				
Little Something For Baby	one gift set	10-341	859220000952	19.99
Angel Baby Bottom Balm	60 ml. (2 fl.oz.)	10-022	859220000310	12.99
Angel Baby Lotion	240 ml. (8 fl.oz.)	10-038	859220000938	17.99
Calming Lavender Baby Lotion	240 ml. (8 fl.oz.)	10-368	859220010005	17.99
Natural Non-Scents Baby Lotion	240 ml. (8 fl.oz.)	10-378	859220010012	17.99
Angel Baby Oil	120 ml. (4 fl.oz.)	10-044	859220000341	12.99
Angel Baby Body Wash & Shampoo	160 ml. (5.3 fl.oz.)	10-055	859220000617	9.99
	1L (34 fl.oz.)	10-05L	859220000518	39.99
Calming Lavender Body Wash & Shampoo	160 ml. (5.3 fl.oz.)	10-075	857249001127	9.99
	1L (34 fl.oz.)	10-07L	857249001134	39.99
Natural Non-Scents Body Wash & Shampoo	160 ml. (5.3 fl.oz.)	10-225	857249001172	9.99
	1L (34 fl.oz.)	10-22L	857249001189	39.99

ITEM	SIZE	ITEM #	UPC	MSRP
TRAVEL SIZE				
Earth Mama Body Butter	60 ml. (2 fl.oz.)	10-102	859220000044	5.99
Morning Wellness Spray <i>(Formerly Happy Mama Spray)</i> <i>Available 6/1/2015</i>	30 ml. (1 fl.oz.)	10-161	857249001363	5.99
Happy Mama Body Wash <i>Available 5/1/2015</i>	50 ml. (1.67 fl.oz.)	10-121	857249001080	4.99
Natural Stretch Oil	30 ml. (1 fl.oz.)	10-241	859220000075	6.99
Mama Bottom Balm	30 ml. (1 fl. oz.)	10-111	859220000877	8.99
Natural Nipple Butter	30 ml. (1 fl.oz.)	10-231	859220000846	8.99
Angel Baby Bottom Balm	30 ml. (1 fl.oz.)	10-021	859220000914	8.99
Angel Baby Lotion	60 ml. (2 fl.oz.)	10-032	857249001233	5.99
Calming Lavender Baby Lotion	60 ml. (2 fl.oz.)	10-362	859220010029	5.99
Natural Non-Scents Baby Lotion	60 ml. (2 fl.oz.)	10-372	859220010036	5.99
Angel Baby Oil	30 ml. (1 fl.oz.)	10-041	859220000334	5.99
Angel Baby Body Wash & Shampoo <i>Available 7/1/2015</i>	30 ml. (1.67 fl.oz.)	10-051	859220000945	4.99
Calming Lavender Body Wash & Shampoo <i>Available 7/1/2015</i>	30 ml. (1.67 fl.oz.)	10-071	857249001103	4.99
Natural Non-Scents Body Wash & Shampoo <i>Available 7/1/2015</i>	30 ml. (1.67 fl.oz.)	10-221	857249001110	4.99