

# Wise Essentials

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## MAP Policy Agreement (Minimum Advertised Price)

Dealer/Retailer minimum advertised price policy (“MAP Policy”) for retailers can advertise or sell Wise Essentials products. Retailers cannot advertise the price below 25% off MAPP and SRP unless it is a retail location. MSP and SRP prices are listed below with the promotional Prices.

This MAP Policy is not applicable to any in-store advertising in a retail location that is displayed only in the store and not distributed to any customer. A retail location is defined as the physical place where end users can physically buy and take immediate delivery of Wise Essentials Products. This MAP Policy does not apply to products discontinued by Wise Essentials.

Pricing listed on an internet site is considered an “advertised price” and must adhere to this MAP Policy.

## Suggested Retail Price.

CODE	DESCRIPTION	UPC	Wholesale Price	25% Less SRP	MSRP
92221	WILD YAM & PROGESTERONE CREAM JAR 2 OZ	0 48703 92221 2	Reg: \$20.40	\$25.80	\$34.40
92223	WILD YAM & PROGESTERONE CREAM PUMP 3 OZ	7 34930 92223 0	Reg: \$25.53	\$31.92	\$42.55

Melinda Bonk  
Wise Essentials 25% less SRP