



Alkalife International

20283 State Road 7, Suite 545
Boca Raton FL 33498
(305) 235-5120
info@alkalife.com
<https://www.alkalife.com>

Minimum Advertised Pricing (MAP) Policy – March 2021

ENRN INCORPORATED (ENRN), dba “Alkalife International” (Alkalife) has operated diligently to ensure that all (“Resellers”) provide end-consumers of Alkalife® products with the kind of advice, service, knowledge, and support necessary to maintain the high level of customer satisfaction developed over the years. ENRN has concluded that certain types of advertising and pricing can affect our goodwill, thereby causing damage to the standards and reputation that Alkalife products have achieved. Therefore, ENRN dba Alkalife is establishing a Minimum Advertised Price (“MAP”) policy.

Objectives:

1. To ensure that our reseller-product relationships are consistent and value based.
2. To maintain the proper positioning of Alkalife products in the marketplace.

The MAP Policy Pricing:

Alkalife pH Booster Drops 1.25oz.	SRP: \$19.95	MAP: \$16.38
Alkalife pH Balance Tablets 90-ct	SRP: \$20.95	MAP: \$17.38

Authorized media consists of billboards, newspapers, magazines, catalogs, brochures, direct mail, retail flyers, television, radio, e-commerce, forums and Reseller internet sites or any other method which uses the hypertext transfer protocol (“http”) or any internal link to a web based shopping cart is considered advertising for the purposes of this policy.

Advertising that does not mention the MAP or higher price, violates the MAP Policy. Any price with a “strike through” treatment is not considered a proper display of the MAP or higher price. Any advertised price, discounts such as coupons, or free accessories resulting in an effective advertised price for Alkalife products at less than the MAP will constitute a violation of the MAP Policy. A Reseller who advertises bundles of products, which include Alkalife products, must advertise the price or value of the Alkalife products at or above the MAP. For example, the advertised bundle should say “includes Alkalife product, which has a suggested retail price of \$XX.00 (or higher The MAP Policy applies only to the reseller’s advertised prices, not selling prices. Resellers are free to sell Alkalife products at whatever price they choose. Alkalife will monitor compliance with this policy.

Alkalife may, at its own discretion, stop supplying product to any Reseller found to be in violation of the MAP Policy.

If a Reseller has any questions about whether a planned advertisement complies with this policy please contact Alkalife at (305)-235-5120 for guidance.



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MAP Policy Confirmation Agreement

This ENRN INCORPORATED DBA ALKALIFE® INTERNATIONAL MAP Policy and Confirmation Agreement is made on this date of _____, by and between, Alkalife® International and _____.

Alkalife® International places great value on the efforts of all resellers to represent our products and support their customers. Our MAP policy is intended to encourage competition for the sale of Alkalife® products in a manner that is consistent with the long-term interests of our customers. We are sure that you share our commitment to customer satisfaction and as such, we ask that you acknowledge by signing this MAP confirmation agreement.

Thank you for your prompt attention to this matter, and your continued support for Alkalife® products.

Read and Understood:

Authorized Reseller (Company Name)

Name _____

City _____ State _____ Zip _____

Web URL _____

Authorized Reseller Representative

Title _____ Date _____

Email _____ Phone _____