
BioFollicle Minimum Advertised Pricing (M.A.P.) policy

July 12, 2018

Dear Valued

Reseller:

Effective immediately, Mainline Concepts Intl. LLC DBA BioFollicle ("BioFollicle") has instituted a Minimum Advertised Pricing ("MAP") policy for our brand's entire line of products ("products"). This MAP policy is intended to promote and maintain BioFollicle's reputation for satisfying customers by providing exceptional products. The margin between the products' MAP prices and wholesale price benefits all authorized sellers of the products, and will help those sellers enhance the BioFollicle brand.

BioFollicle's MAP policy is designed to encourage authorized sellers to invest in efforts that increase the brand position against competitors. The products are high quality niche products and are not intended to be in competition against lower priced, inferior products. Any authorized seller who does not honor the MAP policy is doing a disservice to the BioFollicle brand and to other sellers by taking a "free ride" on the other sellers who make the effort to market, develop, and enhance the brand image. Such "free riding" devalues the brand and takes business away from the authorized sellers who invest in and develop sales of the product.

MAP applies to advertised prices and does not apply to the price at which the products are actually sold to an individual consumer. MAP does not establish maximum advertised prices. All authorized sellers may offer the products at any price in excess of the MAP. Internet auctions may not display or have reserved bids or other prices below the MAP.

This MAP policy does not in any way limit the ability of any authorized seller to advertise that "they have the lowest prices" or, they "will meet or beat any competitors price", that consumers should "call for a price" or phrase of similar import as long as the price advertised or listed for the products is not less than MAP.

BioFollicle has a zero-tolerance approach and any failure to honor this policy will result in termination of the offending seller's authorization to sell the products. BioFollicle will not continue to do business with people and organizations that degrade the product and the BioFollicle brand in such a manner. Should any authorized reseller violate the MAP policy, BioFollicle shall not have any duty to provide prior notice or issue any warning before taking action under this policy.



SRP & MAP Margins
800 481-4546

<u>Size</u>	<u>UPC</u>	<u>Item Number</u>	<u>ASIN</u>	<u>SRP</u>	<u>MAP</u>
(3) 4 oz	855755004205	20092	B016OJRSAA	\$59.99	\$54.99
4 oz	855755004113	20091	B00FH9VWLK	\$45.99	\$39.99
4 oz	855755004120	20102	B00DZNR6HY	\$45.99	\$39.99
8 oz	855755004014	20113	B00DZO7PT2	\$19.99	\$18.99
8 oz	855755004182	20155	B01A28G47W	\$19.99	\$18.99
8 oz	855755004038	20125	B00DZO7P3I	\$19.99	\$18.99
8 oz	855755004052	20126	B00DZO7OK2	\$19.99	\$18.99
8 oz	855755004144	20123	B00LEVKTO6	\$19.99	\$18.99
8 oz	855755004021	20127	B00DZO7O4I	\$19.99	\$18.99
8 oz	855755004199	20156	B01A28GE18	\$19.99	\$18.99
8 oz	855755004045	20129	B00DZO7NB2	\$19.99	\$18.99
8 oz	855755004069	20191	B00DZO7MU4	\$19.99	\$18.99
8 oz	855755004137	20192	B00LEUU6DG	\$19.99	\$18.99
1 oz	855755004090	20111	B00DZNR5BQ	\$14.99	\$13.99
16 oz	855755004281	201122	B07DGLFC2L	\$29.99	\$24.99
8 oz	85575500421	201123	B07QDPKRH9	\$15.99	\$14.99