



BRAIN ARMOR®

Retail / Internet Minimum Advertising and Pricing (MAP) Policy

The Brain Armor, Inc. (BA) Minimum Advertising and Pricing Policy (MAP) governs the resale of the Brain Armor product line ("products"). At Brain Armor we make a committed effort to invest in and support the sales of our products through brand communication, promotions, consumer education, research and social responsibility. We are aware of the time and resources you also invest to create an experience and relationship with your customers. We want to protect your ability to do so, and also discourage price-based advertising that could become detrimental to your service and support efforts, and our market position.

As a condition of being a Reseller of Brain Armor products, it is essential that you adhere to the following terms and conditions. Failure to abide by these terms and conditions may result in the suspension and/or termination of your account with Brain Armor and/or restrictions on your ability to purchase Brain Armor products through any authorized Brain Armor Distributor.

This policy is provided to all new and existing customers as a benefit of being a valued Reseller.

Policy Terms & Conditions

1. BA establishes a Minimum Advertised Pricing (MAP) for its products. MAP may be adjusted by BA at its sole discretion. Such adjustments shall be uniformly applied to all BA dealers and resellers in the United States.
2. International Restrictions: Internet Resellers should be aware that there are international supplement regulations and policies governing nutritional supplements. These regulations and policies can vary from country to country and do change from time to time. It is the Internet Resellers' responsibility to make themselves aware of these regulations and determine whether or not a product can be sold and shipped to consumers in the country in question.
3. The MAP applies to all advertisements for BA products in any and all media, including, but not limited to: flyers, posters, brochures, special offers, coupons, mailers, emails, inserts, newspapers, magazines, catalogs, mail order catalogs, internet or similar electronic media, social media posts, television, radio and other public displays.
4. For Resellers, the MAP specifically allows a **maximum advertised discount of up to, but no more than, fifteen (15)% off the Manufacturer Suggested Retail Price (MSRP)** as indicated by the current pricing supplied by BA. BA retains the right to modify MSRP at any time and will notify all Distributors and Resellers of such price modifications. All Resellers must implement such modifications within thirty (30) business days from the date of notification.
5. The MAP applies to the price at which BA products are offered for sale to a consumer from the Reseller. Final sales price remains totally at Reseller's discretion within the agreed Minimum Advertised Price Policy to be a maximum of fifteen (15) % off MSRP. The Reseller understands that a violation of this policy can lead to termination of the Resellers relationship with BA or the Resellers right to purchase BA products through an authorized BA Distributor.
6. Any variation between the advertised price, the in-cart price and/or the checkout price is prohibited. Final prices and quantities must be clearly displayed at shelf or on a product page in a manner consistent with standard Reseller price communication.
7. Violations:
 - a. If BA determines that a reseller is in violation of its MAP policy, BA reserves the right to cancel any pending orders, restrict future orders, suspend discounts, or revoke the authorization to purchase any of the company's products. Brain Armor is solely responsible for determining whether a violation has taken place, as well as determining the appropriate sanctions. For guidance purposes, a first violation will result in formal notification allowing 48 hours for the issue to be rectified to BA's satisfaction with a temporary hold placed on Reseller's account. If a Reseller fails to comply or there is a second violation, Reseller will receive another warning and will be blocked from placing new orders.
 - b. Waivers to this MAP policy may be granted at BA's sole discretion, in writing. In the event that BA authorizes a waiver to the MAP policy, violators must strictly adhere to the terms of the waiver letter. Deviation from the terms of the waiver letter will be considered a violation of the MAP policy.
8. BA may periodically discontinue products or engage in special promotions with respect to certain items. In such events, BA may, at its discretion, modify or suspend the MAP with respect to the affected products by timely notifying all authorized Distributors & Resellers of such change. Such notifications shall be made in writing by email, facsimile or mailed letter.
9. Full disclosure of all trade names held by you selling BA products:
 - a. Resellers acknowledge an obligation to fully disclose all corporate/business names, URLs, storefronts, and marketplaces under their control (DBAs – Doing Business As) at the request of BA or a BA Authorized Distributor.
10. BA must be excluded from all store/site wide sales and promotions, including membership sales, and gift cards that exceed a TOTAL and FINAL discount of 15% off current published MSRP.
11. MAP does not establish maximum advertised prices. All Resellers may offer BA products at any price at, or in excess, of the MAP established for such product under this policy.

Please contact Brain Armor if you have any questions regarding this MAP Policy, or to advise Brain Armor of any situation in which a Reseller may be in breach of this MAP Policy: orders@brain-armor.com

Updated: July 15, 2019



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BRAIN-ARMOR.COM



262-789-6689



info@brain-armor.com

MINIMUM ADVERTISED PRICE SCHEDULE

US REGION: RETAIL & INTERNET

LAST UPDATE JUNE 14, 2019



ITEM_UPC	THR_ITEM#	BRAND	DESCRIPTION	SRP	MAP_SRP
811311710423	AR0019	BRAIN ARMOR	ADULT VEGAN SOFTGEL 56CT	\$ 39.99	\$ 33.99
811311710430		BRAIN ARMOR	50+ VEGAN SOFTGEL 84CT	\$ 39.99	\$ 33.99
811311710331	AR0020	BRAIN ARMOR	PRO SOFTGEL 120CT	\$ 54.99	\$ 46.74
811311710041	AR0014	BRAIN ARMOR	YOUTH LIQUID MANGO LIME 120ML	\$ 39.99	\$ 33.99
811311710270		BRAIN ARMOR	ADULT LIQUID MANGO LIME 4OZ	\$ 29.99	\$ 25.49
811311710270	AR0015	BRAIN ARMOR	ADULT LIQUID MANGO LIME 8OZ	\$ 49.99	\$ 42.49
811311710416	AR0018	BRAIN ARMOR	ADULT LIQUID MANGO LIME SINGLE SERVE 14CT	\$ 49.99	\$ 42.49
811311710294	AR0016	BRAIN ARMOR	50+ LIQUID MANGO LIME 8OZ	\$ 54.99	\$ 46.74
811311710034	AR0017	BRAIN ARMOR	PRO LIQUID MANGO LIME 8OZ	\$ 59.99	\$ 50.99
811311710393		BRAIN ARMOR	PRO LIQUID MANGO LIME SINGLE SERVE 25OCT	\$ 750.00	\$ 637.50
811311710348	AR0021	BRAIN ARMOR	FOCUS FIX POWDER BLUEBERRY POM SINGLE SERVE 14CT	\$ 24.99	\$ 21.24
811311710447	AR0022	BRAIN ARMOR	FOCUS FIX TABLET 60CT	\$ 19.99	\$ 16.99
811311710478	AR0023	BRAIN ARMOR	R3 HEMP EXTRACT LIQUID MANGO LIME 200ML	\$ 69.99	\$ 59.49
811311710485		BRAIN ARMOR	R3 HEMP EXTRACT SOFTGEL 30CT	\$ 79.99	\$ 67.99
811311710461		BRAIN ARMOR	OmegaQuant O3i Sample Collection Kit	\$ 74.95	\$ 49.99