



& Ceramedx®

MINIMUM ADVERTISED PRICE POLICY

ESN Group, Inc. (“ESN”) has unilaterally adopted this Minimum Advertised Price Policy (MAPP) for Ceramedx® and Earth Science® products sold by resellers, Internet retailers, ecommerce, sub-distributors, and fulfillment centers (“Resellers”).

Resellers are responsible for remaining current with this MAP policy, products, and pricing.

This MAP policy is designed to (1) protect reseller margins so that desirable pre-sales and post-sales services and infrastructure can be provided by our channel partners (2) support the Ceramedx and Earth Science brand identity and values; and (3) avoid destructive intra-brand channel underpricing.

Policy Coverage.

This MAP policy covers all ESN resellers located in the United States. Although resellers remain free to establish their own resale prices, ESN will, without assuming any liability, unilaterally impose sanctions as described in this policy against resellers who advertise applicable Ceramedx and Earth Science products at prices below those specified herein. ESN will not discuss any conditions of acceptance related to this MAP policy, as it is non-negotiable, and will not be altered for any reseller. ESN neither solicits, nor will it accept, any assurance of compliance with this MAP policy. Nothing in this MAP policy or in any other contract or agreement with ESN shall constitute an agreement between ESN and reseller that the reseller will comply with this MAP policy.

MAPP applies only to advertised prices and does not apply to the price at which the products are actually sold.

Minimum Advertised Price.

Ceramedx® products may not be advertised for sale at prices more than **15%** below the Suggested Retail Price as it appears on our then-current price list. Earth Science® products may not be advertised for sale at prices more than **25%** below the Suggested Retail Price as it appears on our then-current price list. ESN resellers are responsible for remaining current with MAP policy, products and pricing. The products and MAP may be changed from time to time at ESN’s sole discretion.

Each advertisement below the MAP will be a violation of this policy.

PO Box 40339 Santa Barbara, CA 93140 Phone 805.684.4525 Fax 805.684.4590

EarthScienceNaturals.com

The MAP policy applies to all advertisements of specific Ceramedx and Earth Science products in any and all media including, without limitation, all internet, web pages, online ads, banners, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail/internet order catalogs, or similar electronic media, television, radio and public signage.

Policy Violations.

Violations of MAP policy shall be determined by ESN in its sole discretion.

In the event a reseller chooses not to follow the ESN MAP policy, sanctions will be unilaterally imposed by ESN up to and including termination of our business relationship and the pursuit of any available remedies at law. Upon first violation of MAP policy, a reseller receives a written warning with a 48-hour window to correct the violation and comply with MAP, with reseller's account placed on temporary hold. If reseller fails to comply or there is a second violation, reseller will receive another warning and will be blocked from placing new orders, with an indefinite hold placed on reseller's account.

ESN will not accept any communication from a reseller who has violated this MAP policy regarding the violation or the willingness of the reseller to bring its prices into compliance with the MAP policy.

In addition to the above, failure to adhere to the MAP policy will be a factor taken into consideration in the determination of whether or not ESN will offer any discounts or sales incentive to the reseller.

Policy Modifications.

ESN reserves the right at any time to modify, suspend, or discontinue the MAP policy in whole or in part, or to designate promotional periods during which the terms of the policy change, or to designate periods of time during which the policy is not applicable. Policy modifications shall be sent directly to the reseller via mail, email or fax.

Unilateral Action.

ESN is not seeking agreement from any reseller to adhere to this MAP policy. It is entirely within the discretion of the reseller whether to comply or not comply.

Contact Information.

ESN Group, Inc. and its representatives shall be responsible for determining whether a violation of the policy has occurred, communicating decisions to resellers regarding the policy and receiving any communication regarding sanctions imposed under this policy. All questions or comments regarding this MAP policy are to be directed to the regulatory department. You may contact administration at earthscience@esngroup.com.

**ESN Group, Inc. (Earth Science Naturals)**

PO Box 40339

Santa Barbara, California 93140

Phone: 800-347-5211

Fax: 805-684-4590

EarthScienceBeauty.com

UPC	UNFI WEST	UNFI EAST	Description	Size	SRP	MAP POLICY
854428008007	14731	231258	CERAMEDX Extra Gentle Body Cleanser	6 fl oz	\$ 9.99	\$ 8.49
854428008038	14732	231259	CERAMEDX Restoring Body Lotion	12 fl oz	\$ 14.99	\$ 12.74
854428008069	14733	231260	CERAMEDX Ultra Moisturizing Cream for Body	6 oz	\$ 17.99	\$ 15.29
054986000141	55421	074758	Apricot Facial Scrub	4 fl oz	\$ 10.99	\$ 8.24
054986000349	55462	074778	Almond Aloe Lightly Scented Facial Moisturizer	5 fl oz	\$ 10.99	\$ 8.24
054986000356	55463	074854	Almond Aloe Fragrance Free Facial Moisturizer	5 fl oz	\$ 10.99	\$ 8.24
054986000363	55464	074852	Almond Aloe SPF 15+ Facial Moisturizer	5 fl oz	\$ 11.99	\$ 8.99
054986000370	82391	173185	Oil-Free Moisturizer, Perfect Hydration	2 fl oz	\$ 13.99	\$ 10.49
054986000493	55424	074784	A-D-E Creamy Fruit Oil Cleanser	8 fl oz	\$ 10.99	\$ 8.24
054986000592	55425	074788	Clarifying Facial Wash	8 fl oz	\$ 10.99	\$ 8.24
054986000608	55740	067763	Fragrance Free Clarifying Facial Wash	8 fl oz	\$ 10.99	\$ 8.24
054986000691	55426	074774	Aloe Vera Complexion Toner & Freshener	8 fl oz	\$ 10.99	\$ 8.24
054986000790	55427	074792	Clarifying Herbal Astringent	8 fl oz	\$ 10.99	\$ 8.24
054986000820	55420	030184	Eye Makeup Remover, Chamomile & Green Tea	4 fl oz	\$ 8.99	\$ 6.74
054986001124	50431	124773	Apricot Night Cream	1.65 oz	\$ 16.99	\$ 12.74
054986001612	55480	074794	Azulene Eye Cream	4 fl oz	\$ 16.99	\$ 12.74
054986001940	55493	074856	Papaya-Glycolic Radiant Skin Masque	4 fl oz	\$ 15.99	\$ 11.99
054986001513	55419	030181	Collagen Renewal Serum	1 fl oz	\$ 22.99	\$ 17.24
054986001803	73286	163905	Hyaluronic Acid Serum, Maximum Hydration	1 fl oz	\$ 24.99	\$ 18.74
054986001810	55741	067747	Eye Cream, i-Cream Nourishing Eye Care	0.5 oz	\$ 14.99	\$ 11.24
054986001858	55416	074882	A/B Hydroxy Acid Night Rejuvenator	1 fl oz	\$ 24.99	\$ 18.74
054986006112	86354	152796	Smooth Start Shave Cream	5.9 fl oz	\$ 9.99	\$ 7.49
054986006211	86358	152798	After Shave Skin Soother	5.9 fl oz	\$ 10.99	\$ 8.24
054986006518	86384	152801	Face & Body Skin Balm Lotion	5.9 fl oz	\$ 10.99	\$ 8.24
054986002510	55440	093012	Liken Herbal Scent Deodorant	2.45 oz	\$ 6.99	\$ 5.24
054986002527	55441	093015	Liken Unscented Deodorant	2.45 oz	\$ 6.99	\$ 5.24
054986002534	55505	093014	Tea Tree-Lavender Deodorant	2.45 oz	\$ 6.99	\$ 5.24
054986002541	55423	030163	Mint-Rosemary Deodorant	2.45 oz	\$ 6.99	\$ 5.24
054986174002	51360	033766	Fragrance Free Shampoo	12 fl oz	\$ 8.99	\$ 6.74
054986174309	51364	033808	Citress Shampoo	12 fl oz	\$ 8.99	\$ 6.74
054986174408	51361	033796	Fragrance Free Conditioner	12 fl oz	\$ 8.99	\$ 6.74
054986174705	51365	033818	Citress Conditioner	12 fl oz	\$ 8.99	\$ 6.74
054986174866	40128	118033	Olive & Avocado Shampoo Mini	2 fl oz	\$ 3.99	\$ 2.99
054986174910	40129	118034	Olive & Avocado Shampoo	6 fl oz	\$ 9.99	\$ 7.49
054986174958	40073	110513	Olive & Avocado Hair Masque Mini	2 oz	\$ 3.99	\$ 2.99
054986175009	42424	037121	Olive & Avocado Hair Masque	6 oz	\$ 9.99	\$ 7.49
054986173005	59851	178813	Ceramide Care Fragrance Free Shampoo	10 fl oz	\$ 10.99	\$ 8.24
054986173012	59852	178814	Ceramide Care Clarifying Shampoo	10 fl oz	\$ 10.99	\$ 8.24
054986173029	59853	178824	Ceramide Care Volumizing Shampoo	10 fl oz	\$ 10.99	\$ 8.24
054986173036	59854	178827	Ceramide Care Curl & Frizz Shampoo	10 fl oz	\$ 10.99	\$ 8.24
054986173500	59855	178831	Ceramide Care Fragrance Free Conditioner	10 fl oz	\$ 10.99	\$ 8.24
054986173517	59857	178836	Ceramide Care Clarifying Conditioner	10 fl oz	\$ 10.99	\$ 8.24
054986173524	59860	178843	Ceramide Care Volumizing Conditioner	10 fl oz	\$ 10.99	\$ 8.24
054986173531	59861	178851	Ceramide Care Curl & Frizz Conditioner	10 fl oz	\$ 10.99	\$ 8.24