



January 2021

To Whom it May Concern:

With the increase in E-commerce, we have determined that we needed to create and maintain a MAP policy and we are committed to implementation of our policy to protect our MAP pricing. Nothing is more destructive to a company's brand than downward advertised prices.

If You Care is very careful when evaluating each new account we open, especially with online sites that actively compete for the lowest-price position. We will require retail implementation of MAP pricing for If You Care.

1. If You Care products are not to be advertised below the attached MAP pricing.
2. Pricing listed on an online website is considered an "advertised price" and must adhere to the MAP policy. This MAP policy applies to advertisements online as well as in print. The policy does not affect in-store advertising or in-store pricing.
3. From time to time, If You Care may choose to offer special promotions either direct to consumer or in partnership with our authorized re-sellers. In such an event, we reserve the right to modify or suspend this MAP policy in whole or in part. Re-sellers interested in offering promotions are encouraged to contact Source Atlantique.
4. In cases of violation of this policy, Source Atlantique reserves the right to cancel or limit the sale of its products to parties whose sales and distribution strategies are incompatible with those of If You Care.
5. The foregoing MAP Policy is subject to modification or discontinuance by If You Care. Any action taken by If You Care under this policy shall be without liability to If You Care and its owner Source Atlantique.

We are actively reviewing all of our accounts for compliance with this policy. Please contact us if you need to come into compliance for 2021 and would like to partner with us in doing so.

Sincerely,

Karen Van Schaack  
Vice President of Sales

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