

MediNatura's Minimum Advertised Pricing (MAP) Policy

MediNatura has unilaterally instituted a policy of minimum advertised price standards for its products, effective June 1, 2017 which applies to distributors and retailers, including catalog and internet retailers, businesses that sell directly to Amazon, Walmart and other Marketplaces, as well as, businesses that sell to known MAP Violators (collectively, "Resellers"), who resell MediNatura's products to end users located in the United States.

This MAP Policy shall work under the following guidelines:

1. MediNatura will, from time to time, publish a Schedule of Manufacturer's Suggested Retail Prices ("MSRP Schedule"), which may be amended or adjusted by MediNatura at any time in its sole discretion. The MSRP Schedule will identify the effective date, the products, the manufacturer's suggested retail price ("MSRP"), and the MAP for those products. Each advertisement of a product identified with the MSRP schedule may not be lower than the MAP pricing shown in Exhibit A. Any advertised price less than MAP will be a violation of this MAP Policy. MediNatura's products not specifically identified in the MSRP Schedule are not subject to this MAP Policy.
2. This MAP Policy applies to all advertisements of MediNatura products listed on the MSRP Schedule in any and all media, including, but not limited to, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, e-mail newsletters, e-mail solicitations, internet or similar electronic media, television, radio, and public signage. This MAP Policy is not applicable to any in-store advertising that is displayed only in the store and not distributed to any customer(s).
3. The inclusion in advertising of free or discounted products (whether made by MediNatura or another manufacturer) with a product covered by this MAP Policy would be contrary to this MAP Policy if it has the effect of discounting the advertised price of the covered MediNatura product less than MAP.
4. If pricing is displayed, any strike-through or other alteration of the MSRP that is paired with a discount price lower than the MAP is prohibited.
5. This MAP Policy applies only to advertised prices and does not apply to the price at which MediNatura products are actually sold or offered for sale to an individual consumer within Resellers' retail location or over the telephone. Resellers remain free to sell these products at any prices they choose under these circumstances.
6. This MAP Policy does not establish maximum advertised prices. All Resellers may offer MediNatura products at any price in excess of the MAP.
7. Internet auctions may not display or have reserved bid or other acceptable prices less than the MAP.
8. Pricing listed on an internet site is considered an "advertised price" and must adhere to this MAP Policy. Once the pricing is associated with an intent to purchase (added to shopping cart or order), the price becomes the selling price and is not bound by this MAP Policy. Statements such as "add to basket to see price", "we will match any price", "call for price" or phrases of similar import are acceptable as long as the price advertised or listed for the products is not less than the MAP listed in Exhibit A. In addition, discounts applied at checkout to the entire order based on a customer's purchasing history with the Reseller, such as discounts for "frequent shoppers", do not violate this MAP Policy.
9. Upon a Reseller's first violation of MAP Policy, Reseller will receive a written warning with a 48-hour window to correct the violation and comply with MAP, and Reseller's account will be placed on a temporary hold. If Reseller fails to comply or there is a subsequent violation, Reseller will receive another warning and Reseller's account will be placed on an indefinite hold, blocked from placing new orders.

Exhibit A: MediNatura and BHI Product MSRP and MAP Listing On Next Page

MediNatura MAP Product List					
UPC	Description	Size	UOM	MSRP	MAP
7-87647-85291-8	T-Relief CBD +13 Tablets	30	CT	\$ 34.99	\$ 29.75
7-87647-85290-1	T-Relief CBD +13 Tablets	60	CT	\$ 59.99	\$ 50.99
7-87647-85298-7	T-Relief CBD +13 Cream 2 oz 500 mg	2	OZ	\$ 34.99	\$ 29.75
7-87647-85297-0	T-Relief CBD +13 Cream 4 oz 1000 mg	4	OZ	\$ 59.99	\$ 50.99
7-87647-20118-1	BodyAnew Cleanse/Detox Oral Drops	150	ML	\$ 37.99	\$ 29.25
7-87647-10188-7	ClearLife Allergy Nasal Spray	20	ML	\$ 12.99	\$ 9.99
7-87647-85186-7	ClearLife Allergy Tablets	100	CT	\$ 12.99	\$ 9.99
7-87647-10186-3	ReBoost Echinacea +6 Decongestion Nasal Spray	20	ML	\$ 12.99	\$ 9.99
7-87647-20151-8	ReBoost Zinc +10 Cold & Flu Tablets - Lemon	60	CT	\$ 15.99	\$ 15.99
7-87647-30096-9	ReBoost Zinc +13 Sore Throat Spray - Cherry	20	ML	\$ 12.99	\$ 9.99
7-87647-20141-9	T-Relief Pet Arthritis Pain Tablets	90	CT	\$ 12.99	\$ 12.99
7-87647-20142-6	T-Relief Pet Calming Tablets	90	CT	\$ 12.99	\$ 12.99
7-87647-20143-3	T-Relief Pet Pain Relief Tablets	90	CT	\$ 12.99	\$ 12.99
7-87647-20147-1	T-Relief Pet CBD+13, 5mg, 30 Tabs	30	CT	\$ 19.99	\$ 16.99
7-87647-10180-1	T-Relief Arthritis Cream 2 oz	2	OZ	\$ 12.99	\$ 9.99
7-87647-10106-1	T-Relief Arthritis Tablets	100	CT	\$ 12.99	\$ 9.99
7-87647-20095-5	T-Relief Pain Relief Gel 250 Gram	9	OZ	\$ 52.49	\$ 40.42
7-87647-20094-8	T-Relief Pain Relief Gel 2 oz	2	OZ	\$ 12.99	\$ 9.99
7-87647-10176-4	T-Relief Pain Relief Cream 4 oz	4	OZ	\$ 24.49	\$ 18.86
7-87647-10177-1	T-Relief Pain Relief Cream 2 oz	2	OZ	\$ 12.99	\$ 9.99
7-87647-10142-9	T-Relief Extra Strength Oral Drops	50	ML	\$ 14.50	\$ 11.60
7-87647-10103-0	T-Relief Pain Tablets	100	CT	\$ 12.99	\$ 9.99
7-87647-85281-9	T-Relief Extra Strength Pain Relief Cream	3	OZ	\$ 15.99	\$ 12.79
7-87647-85296-3	T-Relief Extra Strength Pain Relief Cream	8	OZ	\$ 29.99	\$ 29.99
7-87647-85300-7	T-Relief Extra Strength Pain Relief Gel	3	OZ	\$ 15.99	\$ 15.99
7-87647-85280-2	T-Relief Extra Strength Pain Relief Tablets	90	CT	\$ 14.50	\$ 11.60
7-87647-85279-6	WellMind Mental Alertness Aid Tablets - Lemon	90	CT	\$ 24.49	\$ 18.86
7-87647-70403-3	WellMind Calming Tablets	100	CT	\$ 12.99	\$ 12.99
BHI MAP Product List					
7-87647-30079-2	BHI Acne Tablets	100	CT	\$ 12.99	\$ 9.99
7-87647-10001-9	BHI Allergy Tablets	100	CT	\$ 12.99	\$ 9.99
7-87647-20099-3	BHI Arnica + Tablets	100	CT	\$ 12.99	\$ 9.99
7-87647-10002-6	BHI Arthritis Tablets	100	CT	\$ 12.99	\$ 9.99
7-87647-10004-0	BHI Back Tablets	100	CT	\$ 12.99	\$ 9.99
7-87647-10191-7	BHI Body Pure Tablets	100	CT	\$ 12.99	\$ 9.99
7-87647-10010-1	BHI Calming Tablets	100	CT	\$ 12.99	\$ 9.99
7-87647-10015-6	BHI Cold Tablets	100	CT	\$ 12.99	\$ 9.99
7-87647-10016-3	BHI Constipation Tablets	100	CT	\$ 12.99	\$ 9.99
7-87647-10017-0	BHI Cough Tablets	100	CT	\$ 12.99	\$ 9.99
7-87647-10018-7	BHI Diarrhea Tablets	100	CT	\$ 12.99	\$ 9.99
7-87647-20091-7	BHI Flu + Tablets	100	CT	\$ 12.99	\$ 9.99
7-87647-10035-4	BHI Hemorrhoid Tablets	100	CT	\$ 12.99	\$ 9.99
7-87647-10032-3	BHI Migraine Tablets	100	CT	\$ 12.99	\$ 9.99
7-87647-10008-8	BHI Mucus Relief Tablets	100	CT	\$ 12.99	\$ 9.99
7-87647-10050-7	BHI Nausea Tablets	100	CT	\$ 12.99	\$ 9.99
7-87647-10060-6	BHI Sinus Tablets	100	CT	\$ 12.99	\$ 9.99
7-87647-10061-3	BHI Skin Tablets	100	CT	\$ 12.99	\$ 9.99
7-87647-10063-7	BHI Spasm Pain Tablets	100	CT	\$ 12.99	\$ 9.99
7-87647-10066-8	BHI Throat Tablets	100	CT	\$ 12.99	\$ 9.99
7-87647-85282-6	Traumed Pain Relief Tablets	60	CT	\$ 9.95	\$ 7.65
7-87647-85283-3	Traumex Pain Relief Tablets	60	CT	\$ 9.95	\$ 7.65

