



EARTH'S BOUNTY

MAP POLICY

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This update to our MAP Policy is effective July 1, 2021

To promote and protect our brand and our history of selling quality health supplements, Earth's Bounty maintains a Minimum Advertised pricing Policy.

Map Policy guidelines

MAP Pricing for all Earth's Bounty Products can be found on the attached sheet. All advertised prices must be at or above MAP pricing. Resellers are not required to list prices in advertising, but if a price is listed it needs to be at or above the MAP. The policy applies to advertised prices, not the prices at which the products are actually sold. The Policy applies to all retailers, resellers, and distributors of Earth's Bounty Products in the United States.

The MAP applies to all advertisements for any Earth's Bounty products in any and all media, including, but not limited to: Internet or other electronic media, coupons, mailers, emails, inserts, newspapers, magazines, catalogs, and mail order catalogs.

The MAP Pricing may be adjusted by Earth's Bounty at its sole discretion with thirty (30) days' notice

By purchasing our products for retail sale, the retailer is agreeing to adhere to these conditions. Earth's Bounty reserves the right to terminate sales of any of its products to any reseller that fails to comply with this MAP Policy.

Earth's Bounty will monitor, to the best of its ability, compliance with this policy: We shall enforce the policy as follows:

The first act of noncompliance – the offending party will be notified of its infraction and will correct this within 7 days, if not corrected the party will not be sold the product in question for 3 months.

The second act of noncompliance – The product in question will not be sold to the offending party for a period of 6 months.

The third act of noncompliance – The offending party will not be sold any Earth's Bounty products for 6 months.