

# MediNatura's Minimum Advertised Price Policy

**Effective Date: January 1<sup>st</sup>, 2024**

MediNatura has unilaterally instituted a policy of Minimum Advertised Price (MAP) standards for its products, which applies to distributors and retailers, including catalogs, internet ecommerce sites, and marketplaces (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 the Minimum Advertised Price which may be amended or adjusted by MediNatura at any time in its sole discretion. The MAP Schedule will identify the effective date and the MAP for each product.
2. This MAP Policy applies to all advertisements of MediNatura products listed on the MAP Schedule in 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. The MAP price applies to listings on resellers websites and any marketplace listings. This MAP Policy is not applicable to any in-store advertising that is displayed only in the store.
3. Attempts to reduce the net advertised price below the allowable MAP for that product will be considered a violation of the policy. Violations may include, but are not limited to:
  - 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 a violation if it has the effect of discounting the advertised price of the covered MediNatura product to less than the pricing in the Schedule.
  - Any strike-through or other alteration of the advertised price that is paired with a discount resulting in an advertised price below the minimum advertised price in the Schedule.
  - Internet auctions may not display or have reserved bid or other acceptable prices less than the pricing floor listed in the MSRP.
4. This MAP Policy applies only to advertised prices and does not apply to the price at which MediNatura products are sold or offered for sale to an individual consumer within Resellers' retail location or over the telephone.
5. 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 similar phrases are acceptable if the price advertised or listed for the products is not less than MAP for that product. 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.

## **Violations and Enforcement:**

- MediNatura will provide notice to Reseller to remove or stop the violation. If the violation cannot be removed or stopped (for example, an ad that ran one time previously), MediNatura will document this notice as a "first violation."
- Each violation of this MAP Policy is cumulative and will carry over to any updated or new MediNatura policies or pricing schedules. The consequences of each violation may take effect even if previous consequences are still running.
- **1st Violation:** Reseller & Distributors will receive an initial violation warning with details of the product(s) in violation of the MAP Policy. The violation must be corrected within 48 hours.
- **2nd Violation:** For violations not removed after the first notice or for a second violation, the Reseller & Distributors will receive another warning. The violation must be corrected in 48 hours or will result in the indefinite revoking of Reseller's ability to acquire products, both from direct and distributor sources. All pending orders will be cancelled and no new orders, from \*MediNatura's\* entire brand family or its distribution partners, will be accepted.
- Reseller will be added to the Do Not Sell List indefinitely.

**See attached, complete product listing with Minimum Advertised Prices per SKU**

## MAPP Listing Pricing Effective 01/01/2024

## MediNatura Products

UPC	Description	Size	UOM	MSRP	MAP
7-87647-20118-1	BodyAnew Cleanse/Detox Oral Drops	150	ML	\$ 42.99	\$ 40.12
7-87647-10188-7	ClearLife Extra Strength Allergy Nasal Spray	20	ML	\$ 14.99	\$ 13.99
7-87647-31006-7	ClearLife Extra Strength Allergy Tablets	60	CT	\$ 14.99	\$ 13.99
7-87647-30096-9	ReBoost Cherry Sore Throat Spray	20	ML	\$ 14.99	\$ 13.99
7-87647-10186-3	ReBoost Decongestion Nasal Spray	20	ML	\$ 14.99	\$ 13.99
7-87647-20151-8	ReBoost Zinc +10 Cold & Flu Lemon Tablet	60	CT	\$ 16.99	\$ 15.86
7-87647-10180-1	T-Relief Arthritis Cream	2	OZ	\$ 14.99	\$ 13.99
7-87647-30195-9	T-Relief Arthritis Extra Strength Tablets	250	CT	\$ 34.99	\$ 32.66
7-87647-10106-1	T-Relief Arthritis Tablets	100	CT	\$ 14.99	\$ 13.99
7-87647-10142-9	T-Relief Extra Strength Oral Drops	50	ML	\$ 16.99	\$ 15.86
7-87647-85281-9	T-Relief Extra Strength Pain Relief Cream	3	OZ	\$ 17.99	\$ 16.79
7-87647-85296-3	T-Relief Extra Strength Pain Relief Cream	8	OZ	\$ 34.99	\$ 32.66
7-87647-85300-7	T-Relief Extra Strength Pain Relief Gel	3	OZ	\$ 17.99	\$ 16.79
7-87647-85280-2	T-Relief Extra Strength Pain Relief Tablets	100	CT	\$ 16.99	\$ 15.86
7-87647-30196-6	T-Relief Extra Strength Pain Relief Tablets	250	CT	\$ 34.99	\$ 32.66
7-87647-10177-1	T-Relief Pain Relief Cream	2	OZ	\$ 14.99	\$ 13.99
7-87647-10176-4	T-Relief Pain Relief Cream	4	OZ	\$ 26.99	\$ 25.19
7-87647-20095-5	T-Relief Pain Relief Gel	9	OZ	\$ 59.99	\$ 55.99
7-87647-20094-8	T-Relief Pain Relief Gel	2	OZ	\$ 14.99	\$ 13.99
7-87647-10103-0	T-Relief Pain Tablets	100	CT	\$ 14.99	\$ 13.99
7-87647-94834-5	T-Relief Pet Allergy Oral Drops 50ml	50	ML	\$ 16.99	\$ 16.99
7-87647-94836-9	T-Relief Pet Allergy Tablets 90ct	90	CT	\$ 16.99	\$ 16.99
7-87647-30192-8	T-Relief Pet Arthritis Pain Drops	50	ML	\$ 16.99	\$ 16.99
7-87647-20141-9	T-Relief Pet Arthritis Pain Tablets	90	CT	\$ 16.99	\$ 16.99
787647-30193-5	T-Relief Pet Calming Drops	50	ML	\$ 16.99	\$ 16.99
7-87647-20142-6	T-Relief Pet Calming Tablets	90	CT	\$ 16.99	\$ 16.99
7-87647-94835-2	T-Relief Pet Digestive Oral Drops 50ml	50	ML	\$ 16.99	\$ 16.99
7-87647-94837-6	T-Relief Pet Digestive Tablets 90ct	90	CT	\$ 16.99	\$ 16.99
7-87647-30194-2	T-Relief Pet Pain Drops	50	ML	\$ 16.99	\$ 16.99
7-87647-20143-3	T-Relief Pet Pain Relief Tablets	90	CT	\$ 16.99	\$ 16.99
7-87647-85309-0	Traumeel Ointment	4	OZ	\$ 26.99	\$ 26.99
7-87647-30202-4	Traumeel Tablets	100	CT	\$ 26.99	\$ 26.99
7-87647-70403-3	WellMind Calming Tablets	100	CT	\$ 14.99	\$ 13.99
7-87647-85310-6	Zeel Ointment	4	OZ	\$ 26.99	\$ 26.99
7-87647-30204-8	Zeel Tablets	100	CT	\$ 26.99	\$ 26.99

BHI Brand Products					
7-87647-10001-9	BHI Allergy Tablets	100	CT	\$ 14.99	\$ 13.99
7-87647-10002-6	BHI Arthritis Tablets	100	CT	\$ 14.99	\$ 13.99
7-87647-10004-0	BHI Back Tablets	100	CT	\$ 14.99	\$ 13.99
7-87647-10010-1	BHI Calming Tablets	100	CT	\$ 14.99	\$ 13.99
7-87647-10016-3	BHI Constipation Tablets	100	CT	\$ 14.99	\$ 13.99
7-87647-10017-0	BHI Cough Tablets	100	CT	\$ 14.99	\$ 13.99
7-87647-10018-7	BHI Diarrhea Tablets	100	CT	\$ 14.99	\$ 13.99
7-87647-20091-7	BHI Flu + Tablets	100	CT	\$ 14.99	\$ 13.99
7-87647-10035-4	BHI Hemorrhoid Tablets	100	CT	\$ 14.99	\$ 13.99
7-87647-10032-3	BHI Migraine Tablets	100	CT	\$ 14.99	\$ 13.99
7-87647-10008-8	BHI Mucus Relief Tablets	100	CT	\$ 14.99	\$ 13.99
7-87647-10050-7	BHI Nausea Tablets	100	CT	\$ 14.99	\$ 13.99
7-87647-10060-6	BHI Sinus Tablets	100	CT	\$ 14.99	\$ 13.99
7-87647-10061-3	BHI Skin Tablets	100	CT	\$ 14.99	\$ 13.99
7-87647-10063-7	BHI Spasm Pain Tablets	100	CT	\$ 14.99	\$ 13.99
7-87647-10066-8	BHI Throat Tablets	100	CT	\$ 14.99	\$ 13.99
7-87647-85282-6	BHI Traumed Pain Relief Tablets	60	CT	\$ 12.99	\$ 12.12