



Nature's Secret

ONLINE MINIMUM ADVERTISED PRICE AND RETAILER POLICIES

This policy is intended to identify the terms and conditions for the advertising of Nature's Secret' products.

Our brands and products became leaders in the nutritional supplement industry by strong support, marketing and service over many years from our independent retailer market. We are committed to maintaining a strong partnership with our independent retailer customers. When products are advertised at prices that are too low our products and brand suffer and this results in fewer retailers supporting our products. It is our responsibility to protect and nurture the quality and image of our brands and products. It is with this in mind that we are establishing and enforcing a MAP Policy.

Irwin Naturals, ("Manufacturer") is hereby adopting the following Minimum Advertised Price Policy (the "MAP Policy") designed to protect the long term strength and integrity of its Nature's Secret brand, and retailers' investment in Manufacturer and its Nature's Secret Brand products ("Products"), by helping retailers engage in advertising that best conveys to customers the value of Manufacturer's Products.

Please see attached Exhibit A for The Minimum Advertised Prices for Products

MAP Policy

This Policy sets forth the terms and conditions of advertising for sale of any Nature's Secret Brand products ("Products"). The Policy applies to all retailers, resellers, and distributors of Manufacturer's Products ("Retailers") to maintain an advertised pricing structure. The MAP Policy applies to advertised prices, not the prices at which Products are actually sold, and each Retailer is free to set its actual resale price for any Product independently. The MAP Policy takes effect on Retailers, and Retailers must be in compliance no later than January 1, 2021.

1. Irwin Naturals' has established a Minimum Advertised Price ("MAP") for its Nature's Secret products. MAP may be adjusted by Irwin Naturals at its sole discretion upon fourteen (14) days notice.
2. The MAP applies to all advertisements for any Nature's Secret products in any and all media, including, but not limited to: Internet or other electronic media, coupons, mailers, emails, inserts, newspapers, magazines, catalogs, mail order catalogs, television, radio.
3. The MAP applies only to advertised prices and does not apply to the price at which Nature's Secret products are actually sold or offered for sale to an individual consumer within the reseller's retail

1/1/2021

location. "Retail location" is defined as the physical place where end-users can physically buy and take immediate delivery of Nature's Secret products. The final sales price remains totally at resellers' and distributors' discretion.

4. This policy therefore prohibits any and all websites and other internet references to price below MAP with the exception of prices on the final checkout page after credit card and other billing information has been entered by the consumer.
5. The policy does not in any way limit the ability of a reseller to advertise generally for example that it "has the lowest prices" as long as Nature's Secret products are not advertised, either expressly or by implication, at a price less than MAP. If the advertising names Nature's Secret products explicitly, then the following are examples of advertising that would violate this policy as these examples would express or imply a price less than MAP for Nature's Secret products:

"priced too low to show", "prices so low we cant advertise", "instant discounts",

"instant rebates" etc

6. Irwin Naturals may periodically discontinue products or engage in promotions with respect to certain items. In such events, Irwin Naturals may, at its discretion, modify or suspend the MAP with respect to the affected Nature's Secret products by timely notifying all dealers of such change.
7. Irwin Naturals will monitor, to the best of its ability, compliance with this policy. Failure to follow this policy may result in termination of relationship and therefore Irwin Naturals will have the right to cease supplying the Nature's Secret products to the reseller or distributor. Such a violation may also result in the nullification of any promotional support agreements between Irwin Naturals and the reseller or distributor for the Nature's Secret Brand..

This is a statement of Irwin Naturals MAP policy for the Nature's Secret Brand. It is not an agreement or offer to form an agreement with any specific party. It is simply a description of the conditions under which Irwin Naturals chooses to sell its Nature's Secret products to its resellers or distributors.

Thank You.

EXHIBIT A

The Minimum Advertised Prices for Products

NATURE'S SECRET Product Specifications				
Product Name	CT/PC	SRP	MAP Pricing	UPC
5-Day Fast & Cleanse (5 Part Program)	-	\$54.49	\$40.87	7-10363-25563-3
7-Day Ultimate Cleanse (2 Part Program)	36 + 36	\$17.99	\$13.49	7-10363-58381-1
15-Day Weight Loss Support Cleanse & Flush	60ct	\$12.95	\$9.71	7-10363-25554-1
Candistroy (2 Part Program)	60 + 60	\$26.95	\$20.21	7-32391-50112-4
Digestive Bliss Probiotic	30ct	\$24.99	\$18.74	7-10363-26521-2
Milk Thistle Liver Cleanse	60ct	\$21.95	\$16.46	7-10363-25559-6
Multi-Fiber Colon Cleanse - ECONOMY SIZE	275ct	\$25.95	\$19.46	7-32391-50085-1
Multi-Herb Digestion & Detox Support - ECONOMY SIZE	275ct	\$25.95	\$19.46	7-32391-50084-4
Parastroy (2 Part Program)	90 + 90	\$27.99	\$20.99	7-10363-25558-9
Respiratory Support & Defense	60ct	\$14.99	\$11.24	7-10363-25560-2
Super Cleanse	100ct	\$15.95	\$11.96	7-32391-50083-7
Super Cleanse - ECONOMY SIZE	200ct	\$23.95	\$17.96	7-32391-50133-9
Ultimate Cleanse (2 Part Program)	120 + 120	\$29.95	\$23.99	7-32391-50082-0
Urinary Flush & Support	60ct	\$14.99	\$11.24	7-10363-25562-6
Women's 73 Nutrient Soft-Gel Multi	60ct	\$14.95	\$11.21	7-32391-50093-6