

HERBAN ESSENTIALS Minimum Advertised Pricing Policy (MAP)

Effective January 1st 2017, a Minimum Advertised Price (MAP) on all Herban Essentials products will be in effect. International accounts must reflect pricing as translated into their local currency.

Herban Essentials has been building a brand of strong recognition and a high perceived value since 1997. By not adhering to the established Minimum Advertised Price (MAP) a reseller can have a dramatic effect of diminishing or detracting from the perceived value of the Herban Essentials brand and its products. The internet, with its worldwide impact, has the possibility to cause great harm to any companies' products, if they are advertised at prices that will eliminate any legitimate retail competition. Our MAP pricing policy is intended for consumers to purchase from other resellers based on loyalty and customer care expectations. Therefore, if Herban Essentials agrees to allow your company to sell its products, you will need to agree and abide by the following requirements and restrictions.

The MAP policy shall work under the following guidelines:

1. The Minimum Advertised Price for any Herban Essentials product shall not be less than the current Manufacturer's Suggested Retail Price (MSRP) as published on the Herban Essentials price sheet. MAP pricing is established by Herban Essentials and may be adjusted by Herban Essentials at its sole discretion.

2. The MAP for all Herban Essentials products shall be no more than the MSRP provided in the Herban Essentials Price Sheet.

3. The MAP policy applies to all advertisements of Herban Essentials products in any and all media, including, but not limited to, flyers, posters, coupons, mailers, inserts, newspapers, magazines, catalogs, mail order catalogs, Internet or similar electronic media, television, radio, and public signage.

4. The inclusion in advertising of free or discounted products (whether made by Herban Essentials or another manufacturer) with a product covered by the MAP policy would be contrary to the policy if it has the effect of discounting the advertised price of the covered product below the MAP.

5. If pricing is displayed in other than a brick and mortar retail store, any strike-through or other alteration of the Minimum Advertised Price is prohibited.

6. MAP does not establish maximum advertised prices. All dealers and sales representatives may offer Herban Essentials products at any price in excess of the MAP.

7. Dealer agrees to hold all trademarks and copyrights of Herban Essentials as the property of Herban Essentials and use advertising materials provided by Herban Essentials in an authorized manner only.

8. Intentional or repeated failure to abide by this policy will result in termination of dealership or sales representatives. Herban Essentials does not intend to do business with dealers or sales representatives who degrade the image of Herban Essentials and its products. It is Herban Essentials sole discretion whether or not to provide prior notice or issue warnings before taking any action under this policy.

9. Distributors of Herban Essentials Products will supply a copy of this MAP Policy to all new or existing Retail Stores, Internet Retailers, Sub Distributors and Fulfillment Centers. Retail Stores, Internet Retailers and Sub Distributors will be bound by the terms of this MAP Policy.

UPC	Product Description	MSRP/MAP
835762000056	Herban Essentials Lavender Essential Oil Towelettes – 20ct	\$16.00
835762000049	Herban Essentials Lemon Essential Oil Towelettes – 20ct	\$16.00
835762000063	Herban Essentials Peppermint Essential Oil Towelettes – 20ct	\$16.00
835762000087	Herban Essentials Orange Essential Oil Towelettes – 20ct	\$16.00
835762000100	Herban Essentials Eucalyptus Essential Oil Towelettes – 20ct	\$16.00

835762000070	Herban Essentials Mixed Essential Oil Towelettes – 20ct	\$16.00
835762000117	Herban Essentials Pet Essential Oil Towelettes – 20ct	\$16.00
835762000094	Herban Essentials Yoga Essential Oil Towelettes – 20ct	\$16.00
835762000438	Herban Essentials Lavender Essential Oil Towelettes – 7ct	\$7.00
835762000131	Herban Essentials Lemon Essential Oil Towelettes – 7ct	\$7.00
835762000193	Herban Essentials Orange Essential Oil Towelettes – 7ct	\$7.00
835762000445	Herban Essentials Peppermint Essential Oil Towelettes – 7ct	\$7.00
835762000209	Herban Essentials Eucalyptus Essential Oil Towelettes – 7ct	\$7.00