

Effective Date: November 02, 2017

MINIMUM ADVERTISED PRICE POLICY

This Minimum Advertised Price Policy (“Policy”) applies to all “Schmidt’s Deodorant” branded products (“Products”) produced by Schmidt’s Deodorant Company, LLC (hereinafter “Schmidt’s Deodorant”).

Schmidt’s Deodorant believes that its Product advertising goals require a commitment from vendor and retailer accounts (collectively, “Accounts”) to provide superior service and aggressively promote the Schmidt’s Deodorant premium brand image. Schmidt’s Deodorant also believes that Schmidt’s Deodorant’s image (and the investment that Schmidt’s Deodorant makes in the introduction and marketing of new Products) is undermined by Accounts that engage in unfair advertising practices and/or advertise Schmidt’s Deodorant Products at significant price discounts.

To address these issues, Schmidt’s Deodorant has adopted this Policy. Schmidt’s Deodorant has unilaterally determined that it will sell its Products only to those Accounts that:

1. Clearly identify the specific Product being advertised.
2. Properly represent and promote the quality image and superior goodwill associated with Schmidt’s Deodorant Products.
3. Do not sell or market Schmidt’s Deodorant Products in any way that disparages or injures Schmidt’s Deodorant, its Products or the products or services of any other company or business entity.
4. Do not engage in any form of advertising or advertising practices that violate any federal, state or local laws, rules or regulations including, without limitation, any practices that could be characterized as "bait and switch" sales tactics and/or any practice in violation of the CAN-SPAM Act of 2003, as amended, the Telephone Consumer Protection Act (47 USC § 227), and its implementing regulations, as amended, and the Federal Trade Commission Guidelines Concerning the Use of Endorsements and Testimonials in Advertising: A Guide for Businesses.
5. Do not utilize Schmidt’s Deodorant’s proprietary rights (including, but not limited to, trademarks, design marks, service marks, graphics, logos, images, copyrights, names, likeness, etc.) on, or in connection with, its social media accounts without obtaining the prior written consent of Schmidt’s Deodorant.
6. Do not use inappropriate content on, or in connection with, their websites or other marketing materials, methods or venues including, without limitation, content that promotes or contains language referring to: (a) the use of alcohol, tobacco or illegal substances, nudity, sexually explicit material, pornography, profanity, expletives or inappropriate language; (b) illegal or unethical activity, deceptive acts, material that promotes violence, “spam,” mail fraud, gambling, pyramid schemes or illegal advice;

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(c) libelous, defamatory, infringing, false or misleading content, or other content that is contrary to public policy; (d) hate speech and/or any material that discriminates on the basis of race, ethnicity, gender, age, disability, religion or sexual orientation; (e) content that may expose Schmidt's Deodorant to negative publicity; (f) piracy (of software, videos, audio/music, books, video games, etc.), hacking/cracking/phreaking or distribution of copyrighted materials; (g) activities generally understood as Internet abuse; or (h) content that is otherwise offensive or inappropriate in Schmidt's Deodorant's sole discretion.

7. Do not advertise or promote (regardless of place or medium used) one or more of the Schmidt's Deodorant Products in the U.S. at a net price below \$8.99 U.S. for those Products listed in Appendix A, \$10.99 U.S. for those Products listed in Appendix B, \$9.99 U.S. for those Products listed in Appendix C and/or \$5.49 U.S. for those Products listed in Appendix D (the "Minimum Advertised Price"). This includes any price published on the Internet (including, but not limited to, business-to-consumer and other websites, electronic bulletin boards, browsers, portals, on-line services and service providers, social media platforms, display links, pop-ups and other methods of publication anywhere on the Internet), print, in-store or by and/or through other forms of promotion and/or advertising.
 - a. The requirements set out in this Section 8 apply to all levels/pages on a given website, other than pages associated with an intent to purchase. Actual prices charged to customers may be provided by telephone, e-mail response and/or Product purchase confirmation webpages or communications.

Notwithstanding the foregoing, Schmidt's reserves the right, in its sole discretion, to permit Accounts to offer specifically designated discounts and other promotions in connection with the Products. Schmidt's will provide notice to its active Accounts regarding the nature/amounts of the discounted/promotional rates, which Products may be offered at the applicable discounted/promotional rates and for how long those discounted/promotional rates apply. This Policy applies only to advertised prices and does not apply to actual resale prices. This Policy applies to Internet, print, and in-store point of sale advertising. This Policy will remain in force for one (1) year from the effective date listed on the first page of this Policy and will automatically be renewed for successive one (1) year periods, unless amended, withdrawn or replaced by Schmidt's Deodorant, which it may do at any time in its sole discretion. Schmidt's Deodorant may, in its sole discretion, terminate its business relationship with any Account that violates this Policy.

This Policy is a unilateral statement of Schmidt's Deodorant's preferences concerning the type of Account to which Schmidt's Deodorant chooses to distribute the Products that are subject to this Policy. It is not the intent or purpose of this Policy to restrict, coerce, force or reach agreement with a retailer or other Account to charge a particular price for any Schmidt's Deodorant Product. This Policy is not a contract or an offer to form a contract, agreement or any other form of mutual understanding. Rather, this Policy describes the terms under which Schmidt's Deodorant may, in its sole discretion, choose to sell the Products subject to this Policy to its Accounts.

Schmidt's Deodorant does not and will not discuss the business dealings of any Account with any other Account. Schmidt's Deodorant does not seek and will not accept any complaints or comments about the advertising or pricing policies of any other Account. Schmidt's Deodorant reserves the right to choose any Accounts with which it will do business, and expressly reserves the right to accept or reject any purchase order from any Account at any time.

Please be advised that Schmidt's Deodorant representatives and employees are strictly prohibited from discussing this Policy or retail pricing practices with any Account. Schmidt's Deodorant representatives and employees are also strictly prohibited from seeking or accepting any assurances of any Account's compliance with the terms of this Policy. Schmidt's Deodorant reserves the right to change or discontinue this Policy at any time, and no Account has the right to rely on the continued existence of this Policy or Schmidt's Deodorant's enforcement of this Policy. All inquiries regarding this Policy should be directed in writing to: sales@schmidtsdeodorant.com.

APPENDIX A

Products with MAP of \$8.99

Most 3.25 oz Deodorant Sticks including:

Lavender + Sage Deodorant Stick – 3.25 oz
Bergamot + Lime Deodorant Stick – 3.25 oz
Cedarwood + Juniper Deodorant Stick – 3.25 oz
Ylang-Ylang + Calendula Deodorant Stick – 3.25 oz
Rose + Vanilla Deodorant Stick – 3.25 oz
Fragrance -Free Deodorant Stick – 3.25 oz

All 2 oz Deodorant Jars including:

Lavender + Sage Deodorant Jar – 2 oz
Bergamot + Lime Deodorant Jar – 2 oz
Cedarwood + Juniper Deodorant Jar – 2 oz
Ylang-Ylang + Calendula Deodorant Jar – 2 oz
Rose + Vanilla Deodorant Jar – 2 oz
Fragrance -Free Deodorant Jar – 2 oz

APPENDIX B

Products with MAP of \$10.99

All Sensitive Skin Deodorant Sticks including:

Sensitive Skin Tea Tree Deodorant Stick – 3.25 oz

Sensitive Skin Geranium Deodorant Stick – 3.25 oz

Sensitive Skin Fragrance -Free Deodorant Stick – 3.25 oz

Sensitive Skin Jasmine Tea Deodorant Stick – 3.25 oz

Sensitive Skin Lavender Tips Deodorant Stick – 3.25 oz

Sensitive Skin Coconut Pineapple Deodorant Stick – 3.25 oz

APPENDIX C

Products with MAP of \$9.99

Charcoal + Magnesium Deodorant Stick – 3.25 oz

APPENDIX D

Products with MAP of \$5.49

Bergamot + Lime 5 oz Bar Soap
Rose + Vanilla 5 oz Bar Soap
Lavender + Sage 5 oz Bar Soap
Ylang-Ylang + Calendula 5 oz Bar Soap
Cedarwood + Juniper 5 oz Bar Soap
Fragrance-Free 5 oz Bar Soap