



DIAMOND HERPANACINE OF PA
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2017 Minimum Advertised Price (MAP) Policy and Agreement

To Our Valued Retailers,

In order to protect the integrity and reputation of our company and our exceptional Dr. Wayne Diamond formulated vitamin supplements, we at Diamond Herpanacine of PA (DH of PA) have updated our **Minimum Advertised Price (MAP) Policy** for all resellers, retailers and e-tailers.

This updated **MAP policy** will go into effect immediately and includes the resale of all of our vitamin formulas including, but not limited to Herpanacine Skin Support, DiamondMIND Advanced Cognition Formula, Diamond Etern-L Age Rewind, Diamond Eye Health and Healthy Horizons Stress Fighting Mega Multi.

Under this **MAP policy**, advertised prices for all of DH of PA's **products can not be shown at a discount greater than 25%** off of the actual, current **manufacturers suggested retail price (MSRP)** set by DH of PA as shown below. **Lowest MAP pricing** is also listed below.

	MSRP	MAP PRICE
Herpanacine Skin Support 100 caps	MSRP \$33.99	MAP \$25.49
Herpanacine Skin Support 200 caps	MSRP \$53.99	MAP \$40.49
DiamondMIND Advanced Cognition Formula	MSRP \$28.99	MAP \$21.74
Diamond Etern-L Age Rewind	MSRP \$34.99	MAP \$26.24
Diamond Eye Health	MSRP \$34.99	MAP \$26.24
Healthy Horizons Stress Fighting Mega Multi	MSRP \$17.99	MAP \$13.49
*MAP policy will also apply to other sku's added in the future.		

Advertising below the "**MAP pricing**" is strictly prohibited on websites and/or any other form of advertising (including print, radio, television, internet, direct mail, email blasts, etc.)

If it is determined that any retailer is in violation of any of the terms or conditions of this policy, DH of PA will require the retailer to make the necessary changes within one week (7 days) of the notification of violation. If the retailer fails to correct the violation within the 7 days, DH of PA and their distributors will cease sales of the affected product(s) to the retailer until the situation is rectified and any additional sales or specials to the reseller will be cancelled until everything is back in compliance.

DH of PA reserves the right to modify, suspend or discontinue any part of this MAP policy at any time. If this was to happen, retailers will receive notice from DH of PA and/or our distributor(s) at least 2 weeks before thus change(s) would go into affect.

From time to time, DH of PA may choose to offer special promotions of an item(s) to a retailer and may need to modify or suspend this MAP policy at that time. It will be at DH of PA's sole discretion for this to happen.

We thank you for your attention to this **MAP Policy** as it has been created to protect all involved. While keeping our clients healthy worldwide, we will continue to maintain the reputation of our company, the legacy of Dr. Wayne Diamond, the integrity of our formulas, as well as preserve fairness to all our valued resellers.

Deborah Jacobs
Co-Owner
Diamond Herpanacine of PA