

### MINIMUM ADVERTISED PRICE POLICY FOR INTERNET RESELLERS

#### **INTRODUCTION**

Applewood Acres, Inc. d/b/a Wellinhand Action Remedies (formerly Well-in-Hand Herbals and frequently referred to as "Well in hand") has determined that, to properly position Wellinhand's premium products in the Internet marketplace, to protect Wellinhand's intellectual property on the Internet, to ensure that customers receive high quality customer service, it must exercise a greater degree of control over the distribution of Wellinhand™ products. Therefore, all sales of Wellinhand products to internet resellers will be subject to this policy.

Effective July 15<sup>th</sup>, 2014, Wellinhand Action Remedies® (hereinafter Wellinhand) has unilaterally adopted the following Minimum Advertised Price Policy, MAP Policy, on selected products later listed which shall apply only to retailers who resell Wellinhand's products to end users via the internet i.e., internet resellers.

## Map enforced products:

- CUT RESCUE™ Herbal Styptic
- FUNGI FREE™ Prepare: Soap
- FUNGI FREE™ Penetrate: Spray
- FUNGI FREE™ Protect: Oil
- FUNGI FREE™ Prevent: Powder
- FUNGI FREE™ Under Polish Shield
- NIT KIT™ (Lice)
- PAIN RESCUE® Warm
- RUMP RELIEF Powder
- RUMP RELIEF Serum
- SEA BATH Chicken Pox & Shingles
- SEA BATH Hot Flash Chiller
- SEA BATH Rump Relief
- SLEEP RESCUE® Glass bottle

- SLEEP RESCUE® Unbreakable
- THERAPY OIL™ Glass bottle
- THERAPY OIL™ Unbreakable
- WART WONDER™ Delicate Places
- WART WONDER™ Regular Strength
- WART WONDER™ Super Potent
- YEAST RESCUE® Spray
- YEAST RESCUE® Soap Soother
- ZERO ZiTZ!® Moisture Marvel KREAMY KLEANZER
- ZERO ZiTZ!® Unscented KREAMY KLEANZER
- ZERO ZiTZ!® Cease-the-Grease KREAMY KLEANZER
- ZERO ZiTZ!® Original ASTRINGENT TONER
- ZERO ZiTZ!® Tea Tree ASTRINGENT TONER
- ZERO ZiTZ!® Tangerine Vanilla ASTRINGENT TONER

#### **POLICY**

The Internet Minimum Advertised Price (IMAP) for the Covered Products shall be 65% of manufacturer's suggested retail price (MSRP). Price points for each covered product will be shown in Exhibit 1. This Policy is unilateral, non-negotiable and will not be altered for any reseller.

The MAP Policy applies to the advertisement, promotion, and sale of the selected Wellinhand products on the Internet only. The advertisement, promotion or sale of Wellinhand products in stores, in print (consumer catalogs, flyers, signage, etc.) or on television or on radio is not subject to this MAP Policy.

Internet Advertising means displaying a price below the published MAP price as determined herein above on any internet site including internet ads, websites operated by, affiliated with, and/or linked to the reseller's website(s). Additionally, this includes pricing displayed in internet search engine results as a result of your website or reseller run stores at online merchants such as Amazon or EBay.

If you choose to sell Wellinhand product below Wellinhand's MAP policy, the value must not be visible to the general public on your website or shown in search engine results.

No Wellinhand employee or sales representative has any authority to modify or alter this Policy or to negotiate this Policy or any agreement with respect to any Reseller.

If you are a Select Nutrition/Honest Green internet account, you have 30 days to comply with the provisions Wellinhand MAP policy.

#### **VIOLATIONS**

Wellinhand will be reviewing all internet commerce via an outside, third party monitoring service to assure consistent adherence to this policy. If and when a deviation from our Minimum Advertised Price is noted the following actions will be taken.

First Offense: An email will be sent to those in violation reiterating the MAP policy. As mentioned in the email, the violator has 72 hours to adhere to the MAP policy. If alterations to the price have not been made, that will be considered the second offense. If the reseller believes that it is in compliance with and does not understand how it is violating the MAP policy, the reseller must contact Wellinhand™ immediately.

Second Offense: A second offense letter and or email will be sent recapping previous measures taken and informing the reseller that their orders will be held if no action is taken within 3 days.

Third Offense: A letter stating that the reseller is suspended from purchasing Wellinhand™ product. To become a vender again they must submit in writing an explanation of why they consistently refused to uphold the MAP policy and agree to uphold the policy in the future.

If you are a Select Nutrition/Honest Green internet account, upon notification of an advertised product violation, Select Nutrition/Honest Green will issue a 5 day warning to the internet account; thereafter Wellinhand can request a block for any internet account.

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# Exhibit 1

UPC	Item	Size	WHSL	SRP	MAP
009551970916	CUT RESCUE™ Herbal Styptic	Net wt. 1 oz. (28.35 g)	\$15.00	\$24.99	\$16.24
009551034014	FUNGI FREE <sup>TM</sup> Prepare: Soap	6 fl. 0z. (177 mL)	\$15.00	\$24.99	\$16.24
009551034021	FUNGI FREE <sup>TM</sup> Penetrate: Spray	2 fl. 0z. (60 mL)	\$21.00	\$34.99	\$22.74
009551034038	FUNGI FREE <sup>TM</sup> Protect Oil	2 fl. 0z. (60 mL)	\$21.00	\$34.99	\$22.74
009551034045	FUNGI FREE <sup>TM</sup> Prevent Powder	net wt 4.5 oz.(128 g)	\$15.00	\$24.99	\$16.24
009551060020	FUNGI FREE™ Pre-Polish SHIELD	2 fl. 0z. (60 mL)	\$21.00	\$34.99	\$22.74
009551982223	NIT KIT™ (Lice)	2fl. oz (60 mL).	\$15.00	24.99	\$16.24
009551021014	PAIN RESCUE® WARM	2 fl. 0z. (60 mL)	\$15.00	\$24.99	\$16.24
009551154545	RUMP RELIEF Powder	net wt 4.5 oz.(128 g)	\$15.00	\$24.99	\$16.24
009551152220	RUMP RELIEF Serum	2 fl. 0z. (60 mL)	\$27.00	\$44.99	\$29.24
009551145550	SEA BATH Chicken Pox & Shingles	net wt 20 ounce(567g)	\$7.20	\$11.99	\$7.79
009551000927	SEA BATH Hot Flash Chiller	net wt 20 ounce(567g)	\$7.20	\$11.99	\$7.79
009551100009	SEA BATH Rump Relief	net wt 20 ounce(567g)	\$7.20	\$11.99	\$7.79
009551021038	SLEEP RESCUE® Apply Topically! Glass bottle	2 fl. 0z. (60 mL)	\$24.00	\$39.99	\$25.99
009551031037	SLEEP RESCUE® unbreakable	2 fl. 0z. (60 mL)	\$24.00	\$39.99	\$25.99
009551940025	THERAPY OIL™ Glass bottle	2 fl. 0z. (60 mL)	\$18.00	\$29.99	\$19.49
009551980021	THERAPY OIL™ Unbreakable bottle	2 fl. 0z. (60 mL)	\$18.00	\$29.99	\$19.49
009551060006	WART WONDER™ Delicate Places	2 fl. 0z. (60 mL)	\$27.00	\$44.99	\$29.24
009551970022	WART WONDER™Regular Strength	2 fl. 0z. (60 mL)	\$24.00	\$39.99	\$25.99
009551100061	WART WONDER™ Super Potent	2 fl. 0z. (60 mL)	\$27.00	\$44.99	\$29.24
009551021052	YEAST RESCUE® Spray	2 fl. 0z. (60 mL)	\$21.00	\$34.99	\$22.74
009551021069	YEAST RESCUE® Soap Soother	6 fl. Oz. (177 mL)	\$15.00	\$24.99	\$16.24
009551015068	ZERO ZITZ!® Moisture Marvel KREAMY KLEANZER	6 fl. oz. (177 mL)	\$9.00	\$14.99	\$9.74
009551016065	ZERO ZITZ!® Unscented KREAMY KLEANZER	6 fl. oz. (177 mL)	\$9.00	\$14.99	\$9.74
009551017062	ZERO ZITZ!® Cease-the-Grease KREAMY KLEANZER	6 fl. oz. (177 mL)	\$9.00	\$14.99	\$9.74
009551960047	ZERO ZITZ!® Original ASTRINGENT TONER	6 fl. oz. (177 mL)	\$12.00	\$19.99	\$12.99
009551972040	ZERO ZITZ!® Tea Tree ASTRINGENT TONER	6 fl. oz. (177 mL)	\$12.00	\$19.99	\$12.99
009551973047	ZERO ZiTZ!® Tangerine Vanilla ASTRINGENT TONER	6 fl. oz. (177 mL)	\$12.00	\$19.99	\$12.99