



## **UNILATERAL MINIMUM ADVERTISED PRICING POLICY (MAP)**

**Siddha Flower Essences is committed to providing customers with the highest quality products. In order to protect the integrity with which we operate, and our reputation and relationships with our customers, Siddha Flower Essences has unilaterally adopted the following MAP Policy (Minimum Advertised Pricing Policy). This MAP Policy is effective as of January 1, 2016, and cannot be altered or negotiated by Siddha Flower Essences employees or brokers.**

**Siddha Flower Essences desires to market its products in a manner which ensures that consumers have the opportunity to be fully informed. We believe this is best accomplished by unilaterally adopting a policy intended to foster a high level of customer service and to encourage resellers of Siddha Flower Essences products to devote sufficient time, energy and expense to maintain superior standards of consumer service and education. To this end, Siddha Flower Essences has unilaterally adopted this MAP Policy.**

**This MAP Policy concerns only advertised pricing, and does not relate to actual sale price of any item. Further, this policy applies equally to all Siddha Flower Essences wholesale resellers. Siddha Flower Essences has adopted this MAP Policy unilaterally, and does not seek, and will not accept any offer from a reseller to agree to or to be bound by this Policy.**

**Each reseller of a Siddha Flower Essences product is free to determine and establish their own retail price for any Siddha Flower Essences product.**

**This MAP Policy shall work under the following guidelines:**

- 1) Siddha Flower Essences has unilaterally decided that, in the event that a reseller advertises any of their products at a price which is more than 25% below the suggested retail price (MSRP), Siddha Flower Essences will allow 48 hours notice to bring advertising into compliance or will unilaterally cease doing business with that reseller. All rebates, concessions, and bundled offers by a reseller will be considered in determining the “price” at which a reseller has advertised Siddha Flower Essences products.**
- 2) This Policy applies to all forms of advertising including mailings, catalogs, displays at consumer exhibitions and shows, and any and all other forms of advertising media, including, without limitation, the Internet and any other electronic network. Any price information relating to Siddha Flower Essences products on an Internet website which can be accessed directly through any hypertext link or by any other method which uses the hypertext transfer protocol (http) is considered to be advertising for purposes of this MAP Policy.**
- 3) Siddha Flower Essences retains the right to modify its Suggested Resale/Retail Prices (MSRP) at any time. As of the effective date of this Policy the Suggested Resale/Retail Prices are set out in Attachment A on page 3 of this policy.**
- 4) This Policy is completely unilateral on the part of Siddha Flower Essences and no reseller may**



**rely on it for any purpose. Siddha Flower Essences may, at any time, with or without notice, modify, suspend or discontinue this Policy.**

- 5) Distributors of Siddha Flower Essences will supply a copy of the MAP Policy to any new or existing Reseller to which such Distributor sells Siddha Flower Essences products.**



**ATTACHMENT A**

<b>Item</b>	<b>Product</b>	<b>UPC</b>	<b>SIZE</b>	<b>MSRP</b>
S0103	Sleep	8 9718600201 6	1 FL OZ	\$19.99
S0203	Youthful Skin	8 9718600202 3	1 FL OZ	\$19.99
S0303	Healthy Hair	8 9718600203 0	1 FL OZ	\$19.99
S0403	Muscles & Joints	8 9718600204 7	1 FL OZ	\$19.99
S0503	Female Balance	8 9718600205 4	1 FL OZ	\$19.99
S0603	Male Balance	8 9718600206 1	1 FL OZ	\$19.99
S0703	Emotional Detox	8 9718600207 8	1 FL OZ	\$19.99
S0803	Digest	8 9718600208 5	1 FL OZ	\$19.99
S0903	Blood Sugar	8 9718600209 2	1 FL OZ	\$19.99
S1003	Happy Heart	8 9718600210 8	1 FL OZ	\$19.99
S1103	Lung & Sinus	8 9718600211 5	1 FL OZ	\$19.99
S1203	Teeth & Gums	8 9718600212 2	1 FL OZ	\$19.99
S1303	Throat & Voice	8 97186 00213 9	1 FL OZ	\$19.99
S1403	Sight	8 9718600214 6	1 FL OZ	\$19.99
S1503	Hearing	8 9718600215 3	1 FL OZ	\$19.99
S1603	Stress Relief	8 9718600216 0	1 FL OZ	\$19.99
S1703	Pet Calm Down	8 9718600217 7	1 FL OZ	\$19.99
S1803	Pet Abandonment & Separation	8 9718600218 4	1 FL OZ	\$19.99
S1903	Pet Temperament & Boundaries	8 9718600219 1	1 FL OZ	\$19.99
S2003	Pet Oral Health	8 9718600220 7	1 FL OZ	\$19.99
S2103	Kids Stress Relief	8 9718600221 4	1 FL OZ	\$19.99
S2203	Kids Temper Tamer	8 9718600222 1	1 FL OZ	\$19.99
S2303	Kids Attention & Focus	8 9718600223 8	1 FL OZ	\$19.99
S2403	Kids Soothe & Sleep	8 9718600224 5	1 FL OZ	\$19.99