



To: Retailer, Distributor and Broker Partners:

**Important Announcement:
RE: MAP AGREEMENT**

Beginning May 9th, 2018, Thayers will be implementing a new price list for our MAP (Minimum Advertised Price) policy. Thayers pricing will change from 20% off retail to 15% retail. Minimum advertised price is separate from shipping cost and the lowest it can be with 15% off of MSRP regardless of how high or low the shipping cost is that is included in the offer. Attached is the new agreement and price list that all retailers and resellers of online markets need to follow. Retailers who fail to comply will no longer be allowed to sell Thayers on its websites/ retail online stores.

If you have any questions, please feel free to reach out.

Thanks! Make it a Great Day!

John A Reppucci

VP of Sales and Marketing

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updated 2018

Item Number	Product Description	UPC	Master Case Qty	Inner Case Qty	MAP POLICY	MSRP
ALCOHOL FREE WITCH HAZEL TONERS						
7003	Alcohol-Free Rose Petal Witch Hazel Toner with Aloe Vera (12 oz.)	0-41507-07003-5	24	n/a	\$9.31	\$10.95
7006	Alcohol-Free Lavender Witch Hazel Toner with Aloe Vera (12 oz.)	0-41507-07006-6	24	n/a	\$9.31	\$10.95
7007	Alcohol-Free Cucumber Witch Hazel Toner with Aloe Vera (12 oz.)	0-41507-07007-3	24	n/a	\$9.31	\$10.95
7008	Alcohol-Free Unscented Witch Hazel Toner with Aloe Vera (12 oz.)	0-41507-07008-0	24	n/a	\$9.31	\$10.95
7005	Alcohol-Free Original Witch Hazel Toner with Aloe Vera (12 oz.)	0-41507-07005-9	24	n/a	\$9.31	\$10.95
7033	Alcohol-Free Rose Petal Witch Hazel Toner 2 Pack (2 x 12oz) <i>*No discount on 2Pack Rose Petal</i>	0-41507-07033-2	24	n/a	\$15.95	\$15.95
TRIAL SIZE TONERS (3OZ)						
7013	Trial Size Rose Petal Witch Hazel with Aloe Vera Toner (3 oz.)	0-41507-07013-4	24	n/a	\$3.39	\$3.99
7016	Trial Size Lavender Witch Hazel with Aloe Vera Toner (3 oz.)	0-41507-07016-5	24	n/a	\$3.39	\$3.99
7017	Trial Size Cucumber Witch Hazel with Aloe Vera Toner (3 oz.)	041507-07017-2	24	n/a	\$3.39	\$3.99
WITCH HAZEL ASTRINGENTS						
6576	Original Witch Hazel Astringent with Aloe Vera (12 oz.)	0-41507-06576-5	24	n/a	\$9.31	\$10.95
6703	Lemon Witch Hazel Astringent with Aloe Vera (12 oz.)	0-41507-06703-5	24	n/a	\$9.31	\$10.95
7004	Peach Witch Hazel Astringent with Aloe Vera (12 oz.)	0-41507-07004-2	24	n/a	\$9.31	\$10.95
7001	Medicated Witch Hazel Astringent with Aloe Vera (12 oz.)	0-41507-07001-1	24	n/a	\$9.31	\$10.95
6578	After Shave Witch Hazel with Aloe Vera (4 oz.)	0-41507-06578-9	24	n/a	\$6.16	\$7.25
8001	Organic Lavender Mint Astringent with Aloe Vera (12 oz)	0-41507-08001-0	24	n/a	\$11.01	\$12.95
WITCH HAZEL ASTRINGENT PADS						
6577	Original Witch Hazel Astringent Pads with Aloe Vera (60 pads)	0-41507-06577-2	24	n/a	\$7.44	\$8.75
7002	Medicated Witch Hazel Astringent Pads with Aloe Vera (60 pads)	0-41507-07002-8	24	n/a	\$7.44	\$8.75
SLIPPERY ELM LOZENGE TINS 42 CT						
6550	Cherry Slippery Elm Lozenges (42 count)	0-41507-06550-5	100	10	\$4.21	\$4.95
6570	Original Slippery Elm Lozenges (42 count)	0-41507-06570-3	100	10	\$4.21	\$4.95
6560	Tangerine w/ Rose Hips Slippery Elm Lozenges (42 count)	0-41507-06560-4	100	10	\$4.21	\$4.95
6540	Maple (Two Trees) Slippery Elm Lozenges (42 count)	0-41507-06540-6	100	10	\$4.21	\$4.95
SLIPPERY ELM LOZENGE JARS 100 CT						
6583	Sugar-Free Original Slippery Elm Lozenges (100 count)	0-41507-06583-3	24	n/a	\$9.31	\$10.95
6593	Sugar-Free Cherry Slippery Elm Lozenges (100 count)	0-41507-06593-2	24	n/a	\$9.31	\$10.95
SLIPPERY ELM LOZENGE JARS 150 CT						
6582	Original Slippery Elm Lozenges (150 count)	0-41507-06582-6	12	n/a	\$10.63	\$12.50
6592	Cherry Slippery Elm Lozenges (150 count)	0-41507-06592-5	12	n/a	\$10.63	\$12.50
6602	Rose Hips/Tangerine Slippery Elm Lozenges (150 count)	0-41507-06602-1	12	n/a	\$10.63	\$12.50
COUGH SYRUP/DRY MOUTH						
6605	Honey-B-Anise Syrup Zinc Supplement with Bee Propolis (5 oz.)	0-41507-06605-2	24	n/a	\$12.71	\$14.95
6589	Dry Mouth Spray - Citrus (4 oz.) Sugar-Free	0-41507-06589-5	24	n/a	\$7.61	\$8.95
6591	Dry Mouth Spray - Peppermint (4 oz.) Sugar-Free	0-41507-06591-8	24	n/a	\$7.61	\$8.95
6587	Dry Mouth Lozenges - Citrus (100 count) Sugar-Free	0-41507-06587-1	24	n/a	\$10.16	\$11.95
SLIPPERY ELM USDA ORGANIC LIP BALMS						
7123	Organic Slippery Elm Lip Balm - Orange Grove (.15 oz)	0-41507-07123-0	288	24	\$2.97	\$3.49
7124	Organic Slippery Elm Lip Balm - Peppermint Stick (.15 oz)	0-41507-07124-7	288	24	\$2.97	\$3.49
7125	Organic Slippery Elm Lip Balm - Vanilla Bean (.15 oz)	0-41507-07125-4	288	24	\$2.97	\$3.49
WITCH HAZEL ALOE VERA BODY BARS						
8101	Witch Hazel Body Bar Citrus (5oz)	0-41507-08101-7	12	n/a	\$4.24	\$4.99
8102	Witch Hazel Body Bar Rose Petal (5 oz)	0-41507-08102-4	12	n/a	\$4.24	\$4.99
8100	Witch Hazel Body Bar Peppermint (5 oz)	0-41507-08100-0	12	n/a	\$4.24	\$4.99
HEALTHCARE						
0-6020	Arthritis & Joint Pain Relief Cooling Gel	7-27510-00655-0	12	3	\$8.49	\$9.99
0-4020	Arthritis & Joint Pain Relief Cooling Spray	7-27510-00656-7	12	3	\$8.49	\$9.99
0-6010	Dry & Itchy Skin Relief Soothing Lotion	7-27510-00657-4	12	3	\$8.49	\$9.99
0-4010	Dry & Itchy Skin Relief Soothing Spray	7-27510-00658-1	12	3	\$8.49	\$9.99
0-15030	Allergy & Sinus Relief Nasal Spray	7-27510-00660-4	12	3	\$5.09	\$5.99
0-03030	Allergy & Sinus Relief Nasal Mist	7-27510-00659-8	12	3	\$8.49	\$9.99