

Dr. Brite MAP Policy Agreement

Effective January 1st, 2019

As the premier natural oral care brand, Dr. Brite is driven to offer high-quality and effective products at reasonable prices to consumers. Dr. Brite is also focused on maintaining high margins for our resellers and distributors in recognition of the time and effort required to provide a high level of product knowledge and an equal level of customer service. Dr. Brite is committed to enforcing policies which allow our entire distribution network to maintain high profit margins through the sale of our products. We have an established Minimum Advertised Price (MAP) Policy that an Authorized Reseller must follow for the advertising and marketing of Dr. Brite products.

- i. All advertised prices must be at or above MAP for all Dr. Brite products. Resellers are not required to list prices in advertising. If a price is listed in an advertisement it must be at or above MAP. MAP pricing for all Dr. Brite products can be found on the Dr. Brite line sheet. If you do not have a copy of the current line sheet, request one from your distributor or contact us directly.
- ii. Resellers are responsible for ensuring their Dr. Brite Mount pricing is at or above MAP on internet search engines. Resellers are free to set the actual resale price of any product as long as it is at, or above, the current MAP price. Dr. Brite's MAP policy for all Dr. Brite products applies to advertising placements, including, but not limited to: print ads (inserts, magazines, newspapers, catalogs, mail order catalogs, flyers, posters, coupons, etc.), broadcast (radio, TV, internet), direct mail, faxes, internet placement with third parties (banner ads, broadcast emails, destination pages, third-party sites, etc.), and internet placements on reseller's own website.
- iii. From time to time, Dr. Brite may permit resellers to advertise Dr. Brite Products at prices that are lower than the MAP price. In such events, Dr. Brite reserves the right to modify or suspend the MAP price of the affected product(s) for a specified period of time. If a reseller intends to create an advertising campaign that falls under the categories listed in section ii above with pricing below the Dr. Brite MAP policy, the reseller must request written authorization from Dr. Brite.
- iv. Dr. Brite's MAP Policy does allow for resellers to omit pricing entirely from advertisements. Free shipping, free handling or 0% sales tax do not violate the MAP Policy. Price matching policies are acceptable. Price matching cannot be used as a reason for violations of the Dr. Brite MAP Policy. Advertised price must always be at MAP or higher.
- v. Dr. Brite will update the MAP Policy pricing at least once a year and will provide a 30 day advance notice of an upcoming update. Resellers must update their advertised pricing immediately upon receipt of the new MAP Policy.

Failure to Comply with the Dr. Brite MAP Policy

At the sole discretion of Dr. Brite, failure to comply with the MAP Policy, intentionally or otherwise, and/or repeated failure to abide by the MAP Policy requirements, may result in the immediate loss of Authorized Reseller status and the ability to purchase all Dr. Brite products, both direct as well as through distribution.

MAP violation resolution options:

Distributors of Dr. Brite products are requested to make available a copy of this MAP.

First Violation: Authorized Reseller's will receive a written warning requiring that any and all MAP violations be corrected within 48 hours.

Second Violation: Authorized Reseller's account will be blocked from ordering any Dr. Brite products. This block can only be removed with Dr. Brite's approval once the violation has been corrected.

Dr. Brite MAP Pricing

1536 Kimberly Av.
Fullerton, CA 92831
949-748-7873
sales@drbrite.com



Current as of 1/1/19

| Product Name | Size | Manufacturer's Product # | Unit UPC | Retail \$ | MAP \$ | UNFI West # | UNFI East # |
|--|---------|--------------------------|--------------|-----------|---------|-------------|-------------|
| WHITENING PENS | | | | | | | |
| Get Brite Teeth Whitening Pen (with peroxide), Mint | 0.067oz | DB-102-MNT | 853951006108 | \$19.99 | \$19.99 | 69841 | 224839 |
| Stay Brite Natural Peroxide Free Teeth Whitening Pen, mint | 0.067oz | DB-104-MNT | 853951006320 | \$19.99 | \$19.99 | 69842 | 224845 |
| TOOTHPASTE | | | | | | | |
| Fluoride free Whitening Mineral Toothpaste, Mint | 5.0 oz | DB-300-MNT | 853951006078 | \$7.99 | \$7.99 | 48105 | 217824 |
| Fluoride free Whitening Mineral Toothpaste, Mint, Travel | 2.0oz | DB-300-MNT-TRL | 853951006214 | \$4.99 | \$4.99 | 48106 | 217825 |
| Kid's Natural Fluoride free Toothpaste, Berrylicious | 5.0 oz | DB-110-SB | 853951006146 | \$7.99 | \$7.99 | 48107 | 217826 |
| Kid's Natural Fluoride free Toothpaste, Berrylicious, Travel | 2.0oz | DB-110-SB-TRL | 853951006221 | \$4.99 | \$4.99 | 48108 | 217827 |

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|---|--------|--------------|--------------|---------|---------|-------|--------|
| Natural Antioxidant Whitening Toothpaste, Mint Chip | 5.0 oz | DB-300-MCP | 853951006092 | \$7.99 | \$7.99 | 02742 | 228082 |
| Natural Whitening Toothpaste, Coco Chai | 5.0 oz | DB-300-CCH | 853951006047 | \$7.99 | \$7.99 | 02741 | 228081 |
| MOUTH WASH | | | | | | | |
| Natural Cleansing Mouthwash, Mint | 16.0oz | DB-400-MNT16 | 853951006504 | \$12.99 | \$12.99 | 48112 | 217828 |
| Natural Cleansing Mouthwash, Coco Chai | 16.0oz | DB-400-CCH16 | 853951006641 | \$12.99 | \$12.99 | 02743 | 228083 |
| Kid's Natural Mouth Spray, Berrylicious | 8.0oz | DB-111-SB | 853951006153 | \$7.99 | \$7.99 | 48114 | 217834 |
| ORAL SPRAYS | | | | | | | |
| Brite & Fresh Mouth Spray Breath Freshener, Mint | 2.0oz | DB-410 | 853951006375 | \$5.99 | \$5.99 | 48115 | 217835 |
| Soothe & Restore Oral Healing Spray, Mint | 4.0oz | DB-420 | 853951006382 | \$12.99 | \$12.99 | 48116 | 217837 |