

Advanced Naturals Minimum Advertised Price Policy

In order to preserve the Advanced Naturals brand equity in the marketplace and prevent erosion of the products' perceived value, Advanced Naturals has unilaterally adopted a Minimum Advertised Price (MAP) Policy (the "Policy") with respect to its Advanced Naturals products. The Advanced Naturals MAP Policy is effective March 27, 2017 and applies to all of the Advanced Naturals products listed in the appendix of this Policy.

Advanced Naturals delivers superior digestive health products to consumers with the highest ingredient, sourcing and sustainability standards and a superior efficacy relative to other offerings in the category. Our objective is to maintain the strong brand equity of Advanced Naturals products while delivering a consumer preferred product. The advertising of deeply discounted prices for Advanced Naturals products would harm the brand equity and reduce the efficiency of Advanced Natural's distribution strategy. In addition, deeply discounted prices would undermine Advanced Natural's ability to maintain ongoing investment levels in its products and to continue to deliver consumer preferred, premium products in the marketplace.

Under this Policy, Advanced Naturals reserves the unilateral right to reduce trade funding and/or discontinue the sales to any seller of Advanced Naturals who advertises Advanced Naturals products at prices below the suggested minimum advertised price as stated in the appendix of this Policy. Sellers of Advanced Naturals products include, but are not limited to, in store retailers, internet retailers, and individual sellers.

This Policy applies only to the advertised price of Advanced Naturals products, not the price at which products are actually sold. Advertised prices under this Policy include, but are not limited to: print advertisement; in store or out of store coupons; special offers; broadcast advertisement; showing a dollar value "netted out" below MAP; direct mail; internet advertisement or communication; advertised coupons on a single item; and the inclusion of Advanced Naturals in a bundled, brand, or category wide discount or coupon where the value of the offer as applied on the Advanced Naturals product(s) results in a net price below MAP (illustrative examples include the following: (1) Buy one Advanced Naturals product, get one 25% off would be consistent with the Policy if the average price of the products with the advertised discount applied to such products does not result in a net price below MAP; (2) Buy Any Advanced Naturals product, Get \$5 Off would be inconsistent with the policy if the \$5 offer applied entirely to any Advanced Naturals product results in a price below the MAP). For the purpose of applying this Policy, Advanced Naturals considers online prices (other than prices on the in-cart or other intent to purchase pages) to be advertised prices.

The Policy does not cover the following sales practice:

- If a retailer's pricing policy is to use a price that has as its last digit (i.e., 0 – 9 cents) a number other than 9, Advanced Naturals will not consider the usage of that "last digit policy" to be inconsistent with this Policy as long as the last digit policy applies to all competing brands. Example: An advertised price of \$29.94 is consistent with this MAP Policy where the MAP is \$29.99 and where pricing for all competing brands follows the same last digit policy.

Advanced Naturals reserves the right, within its unilateral and sole discretion, to make judgments regarding the optimal distribution strategy for Advanced Naturals products and to evaluate without negotiation whether the actions of sellers are consistent with this Policy and Advanced Naturals' overall strategy.

In the event of advertising inconsistent with this Policy, Advanced Naturals reserves the right, in its unilateral discretion, to reduce trade funding and/or discontinue selling products to sellers according to the following scale:

- First Instance of Inconsistent Advertising: customer will not receive any Advanced Naturals Trade and Shopper Marketing funds for 3 months.
- Second Instance of Inconsistent Advertising: Advanced Naturals will stop selling Advanced Naturals products to customer for 3 months and the customer will not receive any Advanced Naturals Trade or Shopper Marketing funds during this time.
- Third Instance of Inconsistent Advertising: Advanced Naturals will stop the selling of Advanced Naturals products to customer for 6 months and the customer will not receive any Advanced Naturals Trade or Shopper Marketing funds during this time.

If a customer with multiple store locations advertises Advanced Naturals products at prices that are inconsistent with this MAP Policy as to any particular store location, then Advanced Naturals will consider the inconsistent advertising to extend to all of the customer's locations.

Advanced Naturals does not seek, nor will we accept, any agreement or assent from customers with respect to this Policy, either now or at any time in the future. This Policy is being established by Advanced Naturals unilaterally and therefore is not subject to negotiation. Advanced Naturals will implement this Policy based on information deemed sufficient by Advanced Naturals, and all such determinations are final. We reserve the right at any time to modify this Policy, to establish new or different policies or discontinue any or all such policies. This Advanced Naturals MAP Policy shall remain in effect until modified or terminated by us in writing sent to you.

If you carry Advanced Naturals products, please notify the appropriate individuals at your company of this Policy to ensure they are aware of this Policy when determining how you will advertise and promote Advanced Naturals products.

Important: the Retailer alone has the sole discretion to determine both advertised price(s) and selling price(s).

Advanced Naturals: Participating SKUs

Item Number	Product Name	12 DIGIT UPC	MAP Price
16705	Ultimate FloraMax 30 Billion (30 caps)	631257167057	29.99
16702	Ultimate FloraMax 50 Billion (30 caps)	631257535528	39.99
16403	Ultimate FloraMax 50 Billion (60 caps)	631257164032	67.99
16703	Ultimate FloraMax Vaginal Balance 50 Billion (30 caps)	631257167033	39.99
16704	Ultimate FloraMax Critical Colon 80 Billion (30 caps)	631257167040	49.99
16941	Ultimate FloraMax Total Woman Care 90 Billion (30 caps)	631257169419	49.99
16937	Ultimate FloraMax Advanced Care 100 Billion (30 caps)	631257169372	59.99
16706	Ultimate FloraMax 150 Billion (30 caps)	631257167064	69.99
16707	Ultimate FloraMax Super Critical 200 Billion (14 stick packs)	631257167071	53.99
16404	Ultimate FloraMax S. Boulardii 8 Billion (30 ct blister packs)	631257164049	18.99
16727	FloraMax 12 Billion (60 caps)	631257422385	25.99
16739	Super Critical Omega (60 fish gels)	631257167392	49.99
16725	OilMax (90 softgels)	631257422330	25.99
16723	DigestMax (90 caps)	631257422347	25.99
16735	DigestMax Ultra (45 caps)	631257534842	29.99
16733	YeastZyme Max (45 caps)	631257534668	29.99
16724	ZymeMax (90 caps)	631257422378	26.99
16750	Gas Relief (60 caps)	631257534965	19.99
16904	FiberMax Powder (12 oz.)	631257535665	29.99
16722	FiberMax Caps (120 caps)	631257422323	17.99
16903	FiberMax Caps (200 caps)	631257535658	27.99
16418	Organic Triple FiberMax Powder (12 oz.)	631257535559	15.99
16936	Organic Fiber-Clear (9.9 oz.)	631257169365	21.99
16411	CleanseMax (2-part kit)	631257422224	32.99
16933	Total Body Rapid Detox (3-part kit)	631257169334	29.99
16934	Total Body Detox (3-part kit)	631257169341	36.99
16415	LiverMax (2-part kit)	631257422675	39.99
16412	ParaMax (2-part kit)	631257422217	37.99
16414	YeastMax (2-part kit)	631257422200	37.99
16413	ColonMax (60 caps)	631257422354	18.99
16900	ColonMax (100 caps)	631257535627	29.99
16726	IntestiMax Powder (5.7 oz.)	631257422361	39.99
16734	IntestiMax Caps (90 caps)	631257534989	36.99

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