



March 25, 2019

**Re: Minimum Advertised Price (MAP) Policy**

Dear Valued Customer,

We have evaluated how **Argentyn 23**<sup>®</sup> products are being promoted in the marketplace, and based upon our findings; we have updated our **MAP** or Minimum Advertised Price Policy for all customers. This policy **limits** the **advertised** product discount to 0% off and price to **full MSRP (Manufacturer Suggested Retail Price)**.

Additional MAP violations are:

- *Lower price than MAP*
- *Bundled discounts;*
- *Quantity discounts;*
- Advertising "*Too Low to Show*", "*See price in cart*" or any variation that requires extra mouse clicks to ultimately see a price that is lower than MAP;
- Membership discounts that mention getting our products at wholesale prices below MAP.

Distributors and companies who resell our products to other dealers are responsible for their compliance.

**Selling Natural Immunogenics Corporations products to 3<sup>rd</sup> party resellers or distributors, to include Amazon.com and like sites is strictly prohibited.**

**Amazon/Ebay store resellers: Make sure you disable any price matching tools that may put you in violation of our MAP policy.**

**FBA (Fulfilled by Amazon) sales are prohibited with the exception of the Brand Registry owner.**

We have grown to be #1 by offering the highest quality silver hydrosols at fair and reasonable prices. Natural Immunogenics Corp (NIC) invests heavily in manufacturing, testing and quality control processes that are much more comprehensive and expensive than others in the category. Our commitment to product integrity and consistency provides advantages that no other manufacturer can match, including, but not limited to:

1. Smallest particle size ever documented.
2. Highest percentage of active silver content [98% Ag<sub>(n)</sub><sup>1+</sup>].
3. Only the purest ingredients (99.999% silver and pharmaceutical-grade purified water).
4. Safe, low, yet highly effective silver concentration.
5. Packaged only in glass to prevent any degradation of silver speciation and leaching.

We realize that we have set extremely high standards in the manufacture of our products and this is one of the primary reasons that we do not engage in heavy discounting programs. Significant pricing discounts put unnecessary pressure on manufacturing costs. Due to our unwavering commitment to

quality, we cannot compromise in this area. Providing you with the quality that you have come to expect from NIC is simply more important than low advertised pricing.

**Failure to adhere to this policy, including failure to notify us of any business name changes, storefront name changes, domain/site changes or DBAs (current or future) will ultimately result in our discontinuing the further sale of any of our products to your company.**

We reserve the right to revise this policy as and when needed in order to continue to protect our brand.

Thank you sincerely for your understanding and cooperation with this policy.

Natural Immunogenics Corp.



1oz First Aid Gel	MSRP \$18.99
2oz First Aid Gel	MSRP \$28.99
1oz Travel Size - Vertical Spray	MSRP \$14.99
1oz Travel Size - Fine Mist Spray	MSRP \$14.99
1oz Travel Size - Screw Top	MSRP \$14.99
2oz Vertical Spray	MSRP \$22.99
2oz Fine Mist Spray	MSRP \$22.99
2oz Dropper	MSRP \$22.99
4oz	MSRP \$34.99
8oz	MSRP \$55.99
16oz Economy Size	MSRP \$93.99
32oz Family Size	MSRP \$149.99
Gallon	MSRP \$559.99

Acknowledged by:

\_\_\_\_\_  
Name & Title

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

**DBA & Fulfillment Disclosure:**

Provide a full disclosure of DBA's and URLs under which the Natural Immunogenics brand and products will be sold.

Marketplace (Amazon, Bay, website, etc.)	Storefront Name	URL

**Disclosure of Physical Locations of Fulfillment of Products:**

Provide a full disclosure of all warehouse locations/fulfillment services from where the NIC brand and products will be shipped.

Fulfillment Center Name (if applicable)	Physical Location (Street Address, City, State, Zip)

**Reseller Information:**

\_\_\_\_\_  
Company Name

\_\_\_\_\_  
Contact Name

\_\_\_\_\_  
Address1

\_\_\_\_\_  
Address2

\_\_\_\_\_  
City

\_\_\_\_\_  
State

\_\_\_\_\_  
Postal Code

\_\_\_\_\_  
Telephone

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Fax

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Email