



BEZWECKEN

2019 MAP POLICY LETTER TO PRACTITIONER

Dear Practitioner,

Bezwecken is updating our Minimum Advertised Price policy (“MAP Policy”), which will take effect as of **January 2, 2019** and applies to all of our valued practitioners, including those operating websites, on-line clinics and/or pharmacies. We understand that our practitioners provide professional services through a myriad of channels including traditional in-person clinic visits, practitioner-related online storefronts, video-call platforms (skype, facetime, etc.) and online dispensaries. The new MAP Policy is being implemented to better protect all practitioners and their dispensaries and to ensure that prices advertised on-line must all be of equal value.

If you currently have Bezwecken products available on-line and do not meet the attached guidelines, please make changes necessary to comply immediately. Bezwecken maintains the right to terminate sales to clients who do not comply with our policies. **Bezwecken requires all existing and future clients to read, complete and sign the attached policy before future orders can be placed.**

For almost 30 years, Bezwecken has prided itself on providing practitioners with a diverse portfolio of high-quality natural products to support the health and wellness of their clientele. We want to thank you for your continued interest in and support of Bezwecken. We are a small family-owned business that continues to operate all manufacturing, packaging and shipping operations in-house. We take great pride in our small batch dietary supplements and cosmetics, extensive third-party testing, quality assurance program and on-site customer service department. We continue to strive to be a brand partner that you can trust in an ever-changing professional landscape.

We consider you part of our Bezwecken family and we look forward to our continued partnership. Should you have any questions regarding our 2019 MAP Policy terms and conditions, please email Jennifer Iversen, Executive Vice President, directly at jennifer@bezwecken.com.

Sincerely,

Dr. David Shefrin and the staff at Bezwecken
(800) 743-2256 office
(503) 682-7500 fax
info@bezwecken.com



BEZWECKEN

RETAIL AND INTERNET MINIMUM ADVERTISING AND PRICING POLICY 2019

Bezwecken has established a Minimum Advertised Price (MAP) policy for its products. As a Wholesale Practitioner (Reseller) of the Bezwecken brand, it is imperative that you adhere to the following terms and conditions. Failure to abide by these terms and conditions may result in the suspension or termination of your account with Bezwecken. This policy is provided to all new and existing Bezwecken customers as of January 2, 2019.

TERMS & CONDITIONS:

- Bezwecken will only accept as customers practitioners who are a licensed healthcare practitioner with an active practice with a physical location.
- Bezwecken products are intended for use as cosmetics and dietary supplements only. Practitioners may not advertise or promote Bezwecken products in any way that is not consistent with their intended use.
- Bezwecken has established a Minimum Advertised Pricing (MAP) for its product line. MAP may be adjusted by Bezwecken at its discretion. Such adjustments will be uniformly applied to all Bezwecken distributors and resellers.
 - The MAP Policy applies to all advertisements for Bezwecken products in any and all media, including without limitation: flyers, posters, brochures, offers, coupons, mailers, emails, inserts, newspapers, magazines, catalogs, mail order, internet, television, radio and other public displays.
 - Suggestion of sales, such as “20% off Bezwecken products” or “purchase \$30 or more and save 10%” or monthly sale prices are not allowed. MAP does not establish a maximum advertised price. All resellers may offer Bezwecken products at any price at, or in excess of the published MAP.
 - Bezwecken reserves the right to terminate its business relationship with a reseller whose net price is less than the current MAP retail price established by Bezwecken.
- Practitioners may display Bezwecken products on open shelves *only* in practitioners’ clinics and pharmacies.
- Internet Reselling of the Bezwecken brand is authorized via Bezwecken approved reseller websites. Reseller websites will be approved if the website abides by the terms and conditions set forth in this agreement. Sales to third party resellers and online distributors is strictly prohibited.
 - Making claims regarding Bezwecken products on websites is strictly prohibited. The Internet Reseller will be held responsible for the claims made about Bezwecken products beyond what is listed on the website and in the catalog.
 - The Internet Reseller is responsible for ensuring that no claims, testimonials or sponsored links on the website indicate a use of a Bezwecken product for any use other than their intended use as a cosmetic or dietary supplement.
 - The restrictions described herein regarding the unauthorized promotion of Bezwecken products are not intended to interfere with a practitioner’s right under state practice of medicine laws to use the products as appropriate in practitioner’s professional judgment.

- Bezwecken has an Amazon fulfiller agreement with **Pure Essence Health**. This agreement strictly prohibits the sales of our merchandise on amazon.com FBA (Fulfilled By Amazon) by anyone other than **Pure Essence Health**. You may sell on amazon.com at or above MAP pricing, but not FBA. Our brand is in the Amazon Brand Registry and we will report any and all unauthorized listings on Amazon to protect both our brand and customer safety.
 - If you choose to sell Bezwecken products via an anonymous storefront on amazon.com, ebay.com, bonanza.com or other online retailer, you assume the risk that our product warranty(s) will be revoked from your end consumers.
- Reseller hereby affirms that it has disclosed all of its corporate names and business names under its control (DBA – Doing Business As) to Bezwecken and has disclosed a list of all such business names, URL’s, storefronts, and marketplaces to Bezwecken. Failure to disclose any information, or provide updates in writing to Bezwecken with any changes or additions, may result in account suspension or termination.
 - Internet Resellers hereby acknowledge that multiple accounts with Bezwecken under different business names, but under the control of one owner, is not permitted. All orders with Bezwecken shall occur under the Parent Corporation.
- This Policy will be enforced by Bezwecken, in its sole and absolute discretion will decide what action that it deems necessary in the event that this Policy is violated, including the right to cancel all pending or future orders and indefinitely refuse to accept new orders from the wholesale practitioner.
- This Policy is intended to remain in effect for as long as Bezwecken and the wholesale practitioner maintain a business relationship, unless Bezwecken modifies this Policy in writing.
- See page 3 for the current 2019 MAP Product List. The cube suppository line has experienced a change in units, packaging and price. All product information and pricing must be updated to the attached Product List.

ACKNOWLEDGEMENT:

By my signature below, I certify that I understand and agree to comply with the terms and conditions described above.

Practitioner Name: _____
Print name *Signature*

Legal Name of Business: _____ Date: _____

Email: _____ Phone: _____

Physical Address: _____ Mailing Address: _____

Disclosure of DBA(s) and corresponding URL(s): required for all internet resellers

Website or Storefront Name:	Complete URL:



BEZWECKEN

2019 MINIMUM ADVERTISED PRICE LIST

CODE Case/Single	PRODUCT	MAP	DR. PRICE	CASE PRICE
100/101	Progonol: net wt. 2oz./56g	\$28.00	\$18.00	\$84 case/6 (\$14 ea)
102/103	OstaDerm: net wt 2oz./56g	\$32.00	\$22.00	\$96 case/6 (\$16 ea)
118/119	OstaDerm V: net wt. 2oz./56g	\$32.00	\$22.00	\$96 case/6 (\$16 ea)
155/156	Transitions: net wt. 2oz./56g	\$32.00	\$22.00	\$96 case/6 (\$16 ea)
128/129	GinYam: 240 tablets	\$30.00	\$20.00	\$96 case/6 (\$16ea)
186/187	Melatonin: 240 tablets	\$26.00	\$17.00	\$84 case/6 (\$14 ea)
108/109	LinoPanate: net wt. 2oz./56 g	\$14.00	\$ 8.00	\$42 case/6 (\$7 ea)
150/151	AVI Creme: net wt. 2oz./56g	\$15.00	\$10.00	\$45 case/6 (\$7.50 ea)
178/179	Hemstad: net wt. 2oz./56g	\$10.00	\$ 6.00	\$30 case/6 (\$5 ea)
200	HepaGlycyrrhizic: net wt. 5.6 oz/115g	\$84.00	\$56.25	No Case Price
201	HepaGlycyrrhizic: net wt. 2.3 oz/58g	\$42.00	\$28.25	No Case Price
215/216	PhytoB-L 4X: net wt. 10mL	\$36.00	\$28.00	\$126 case/6 (\$21 ea)
217/218	ProgonB-L 4X: net wt. 10mL	\$31.00	\$23.00	\$108 case/6 (\$18 ea)
219/220	OstaB3-L 4x: net wt. 10 mL	\$36.00	\$28.00	\$126 case/ 6 (\$21 ea)
225	Hydration Ovals 1x: 16 Units	\$19.50	\$9.75	No Case Price
226	Hydration Ovals 1x <u>PLUS</u> : 16 Units	\$19.50	\$9.75	No Case Price
227	Hydration Ovals 2x: 16 Units	\$23.00	\$11.50	No Case Price
228	Hydration Ovals 2x <u>PLUS</u> : 16 Units	\$23.00	\$11.50	No Case Price
229	DHEA Ovals: 16 Units	\$23.00	\$11.50	No Case Price
230	EP Ovals: 16 Units	\$28.00	\$14.00	No Case Price
231	EP Ovals <u>PLUS</u> : 16 Units	\$28.00	\$14.00	No Case Price
232	PG Ovals: 16 Units	\$23.00	\$11.50	No Case Price
214	Hydration Pearls: 12 Unit Tray	\$10.00	\$5.00	No Case Price
300	ReNewed DHEA Vaginal Suppositories by Dr. Shefrin: 15 units	\$25.00	\$12.50	No Case Price