



Dear Valued Customer,

This letter is to notify you of an update to the current MAP policy for our practitioner brands Nutra BioGenesis and AllVia. The current policy became effective December 15, 2018. The updated MAP policy will become effective September 1, 2019. It will incorporate an adjusted MAP pricing schedule. The following pages of this notification outline the new MAP price for each product. The new MAP pricing schedule is intended to strike a balance between allowing these brands to function with proper product support and education while remaining competitive with other high quality practitioner brands.

We will continue to take swift action as MAP violations are identified so you as practitioners can distribute these brands with confidence that all sellers offering these brands are providing proper product support and education to their consumers. The updated MAP policy incorporating the adjusted pricing schedule will be unilaterally and uniformly enforced. We are not soliciting nor will we accept any assurance of compliance with the updated MAP policy.

We appreciate your continued support. Please contact our MAP policy administrator at policyadmin@nutra-corp.com with any questions on this change.

Kind regards,

Nutra BioGenesis and AllVia

Brand	Item#	Product	WHS	SRP	MAP
Nutra BioGenesis	10202	Adrenal Support Plus	\$14.25	\$28.49	\$25.64
Nutra BioGenesis	40957	AdrenoActive	\$10.75	\$21.49	\$19.34
Nutra BioGenesis	37645	AllerDigest	\$17.15	\$34.29	\$30.86
Nutra BioGenesis	10206	AlliHist Relief	\$18.80	\$37.59	\$33.83
Nutra BioGenesis	10224	Andro Plus	\$16.85	\$33.69	\$30.32
Nutra BioGenesis	38755	ArthroGenx Capsules	\$22.45	\$44.89	\$40.40
Nutra BioGenesis	10651	ArthroGenx Cream	\$14.70	\$29.39	\$26.45
Nutra BioGenesis	10294	BioAdaptogen Ultra	\$20.20	\$40.39	\$36.35
Nutra BioGenesis	10205	BioAdreno	\$25.15	\$50.29	\$45.26
Nutra BioGenesis	10207	BioCleanse Capsules	\$24.10	\$48.19	\$43.37
Nutra BioGenesis	60773	BioCleanse Plus Powder	\$39.05	\$71.39	\$64.25
Nutra BioGenesis	57447	BioCleanse Powder	\$38.65	\$70.59	\$63.53
Nutra BioGenesis	83429	BioFem PMS	\$19.35	\$38.69	\$34.82
Nutra BioGenesis	91646	BioFem Transition	\$24.55	\$49.09	\$44.18
Nutra BioGenesis	10408	BioFocus Powder	\$38.35	\$62.19	\$55.97
Nutra BioGenesis	95595	BioInflaMax Capsules	\$20.95	\$41.89	\$37.70
Nutra BioGenesis	97837	BioInflaMax Powder	\$47.50	\$76.39	\$68.75
Nutra BioGenesis	10222	BioLax	\$16.60	\$33.19	\$29.87
Nutra BioGenesis	10212	BioLipotrol	\$19.20	\$38.39	\$34.55
Nutra BioGenesis	10213	BioLiv	\$14.00	\$27.99	\$25.19
Nutra BioGenesis	47087	BioPotent C	\$14.25	\$28.49	\$25.64
Nutra BioGenesis	10216	BioProstate	\$25.25	\$50.49	\$45.44
Nutra BioGenesis	10217	BioThyro	\$19.35	\$38.69	\$34.82
Nutra BioGenesis	50862	Biotin 5000	\$8.05	\$16.09	\$14.48
Nutra BioGenesis	10271	CogniFactors	\$23.45	\$46.89	\$42.20
Nutra BioGenesis	83125	Complete Cell Support	\$34.30	\$55.79	\$50.21
Nutra BioGenesis	50029	CompliVir	\$13.00	\$25.99	\$23.39
Nutra BioGenesis	10240	DHEA TR	\$10.75	\$21.49	\$19.34
Nutra BioGenesis	10298	Diabetone Plus	\$27.35	\$54.69	\$49.22
Nutra BioGenesis	63115	DIM Balance	\$18.40	\$36.79	\$33.11
Nutra BioGenesis	10261	Dopa Factors	\$10.90	\$21.79	\$19.61
Nutra BioGenesis	22478	DysbioX	\$13.00	\$25.99	\$23.39
Nutra BioGenesis	10410	Electrolyte Plus C	\$13.55	\$27.09	\$24.38
Nutra BioGenesis	10219	EPA/DHA	\$13.00	\$25.99	\$23.39
Nutra BioGenesis	10282	Eskaloft	\$22.55	\$45.09	\$40.58
Nutra BioGenesis	52454	EsophaSoothe	\$12.05	\$22.09	\$19.88
Nutra BioGenesis	54696	Fiber Advantage	\$21.85	\$36.49	\$32.84
Nutra BioGenesis	10429	Focus Fizz	\$23.35	\$46.69	\$42.02
Nutra BioGenesis	10221	Gastric Repair Complex	\$20.40	\$40.79	\$36.71
Nutra BioGenesis	44624	GlucoStability	\$27.35	\$54.69	\$49.22
Nutra BioGenesis	18554	Glutamine Powder	\$26.00	\$51.99	\$46.79
Nutra BioGenesis	10225	Immune Balancing Complex	\$18.85	\$37.69	\$33.92
Nutra BioGenesis	10287	InflamaZyme	\$25.75	\$51.49	\$46.34
Nutra BioGenesis	10250	Intestinal Repair Capsules	\$24.60	\$49.19	\$44.27
Nutra BioGenesis	55572	Intestinal Repair Complex	\$26.85	\$48.39	\$43.55
Nutra BioGenesis	10227	L-Carnitine	\$20.60	\$41.19	\$37.07
Nutra BioGenesis	10610	Liposomal Melatonin	\$11.85	\$23.69	\$21.32
Nutra BioGenesis	90264	Methyl Factors	\$15.60	\$31.19	\$28.07
Nutra BioGenesis	48632	MicroBiotic Intensive	\$33.00	\$55.99	\$50.39
Nutra BioGenesis	84172	MicroBiotic Lower GI	\$24.00	\$47.99	\$43.19
Nutra BioGenesis	56748	MicroBiotic Women's Complete	\$23.00	\$45.99	\$41.39
Nutra BioGenesis	10228	Migra Clear Ultra	\$21.65	\$43.29	\$38.96
Nutra BioGenesis	31831	Monolaurin	\$10.65	\$21.29	\$19.16
Nutra BioGenesis	54197	MultiGreens	\$30.50	\$60.99	\$54.89

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Nutra BioGenesis	48632	MicroBiotic Intensive	\$33.00	\$55.99	\$50.39
Nutra BioGenesis	84172	MicroBiotic Lower GI	\$24.00	\$47.99	\$43.19
Nutra BioGenesis	56748	MicroBiotic Women's Complete	\$23.00	\$45.99	\$41.39
Nutra BioGenesis	10228	Migra Clear Ultra	\$21.65	\$43.29	\$38.96
Nutra BioGenesis	31831	Monolaurin	\$10.65	\$21.29	\$19.16
Nutra BioGenesis	54197	MultiGreens	\$30.50	\$60.99	\$54.89
Nutra BioGenesis	83535	Muscle Aid	\$18.45	\$36.89	\$33.20
Nutra BioGenesis	10262	Oregano Oil	\$13.40	\$26.79	\$24.11
Nutra BioGenesis	79256	OsteoGenesis	\$15.80	\$31.59	\$28.43
Nutra BioGenesis	10230	OsteoGenesis ES	\$21.05	\$42.09	\$37.88
Nutra BioGenesis	10256	PanZyme	\$15.80	\$31.59	\$28.43
Nutra BioGenesis	10233	ParaBiotic Plus	\$29.25	\$53.19	\$47.87
Nutra BioGenesis	10234	PhytoImmune	\$14.45	\$28.89	\$26.00
Nutra BioGenesis	10417	Premiere Greens Multi	\$26.80	\$53.59	\$48.23
Nutra BioGenesis	93943	ProFlora Colonizer	\$17.85	\$35.69	\$32.12
Nutra BioGenesis	10269	Pulmonary Factors	\$24.35	\$48.69	\$43.82
Nutra BioGenesis	10267	Rejuvenate Estriol Cream	\$55.20	\$90.19	\$81.17
Nutra BioGenesis	10296	Resveratrol Plus Flavonoids	\$19.95	\$39.89	\$35.90
Nutra BioGenesis	57653	Sleep Factors	\$20.50	\$40.99	\$36.89
Nutra BioGenesis	20505	Sterol 117	\$27.05	\$43.69	\$39.32
Nutra BioGenesis	82363	Sterol 117	\$47.50	\$83.49	\$75.14
Nutra BioGenesis	10268	Stress Factors	\$17.20	\$34.39	\$30.95
Nutra BioGenesis	33932	Tocotrienol 50	\$18.95	\$37.89	\$34.10
Nutra BioGenesis	10266	Tri Zinc	\$11.55	\$23.09	\$20.78
Nutra BioGenesis	10238	Tri-Magnesium	\$12.90	\$25.79	\$23.21
Nutra BioGenesis	10241	Ultra CoQ10	\$24.70	\$49.39	\$44.45
Nutra BioGenesis	10243	UltraGenesis	\$25.45	\$43.19	\$38.87
Nutra BioGenesis	10259	UltraGenesis w/o Copper and Iron	\$25.45	\$43.19	\$38.87
Nutra BioGenesis	10244	UltraGenesis w/o Iron	\$25.90	\$43.99	\$39.59
Nutra BioGenesis	10245	Ultra Gest	\$13.30	\$26.59	\$23.93
Nutra BioGenesis	60522	Ultra Greens pH	\$23.45	\$46.89	\$42.20
Nutra BioGenesis	10246	Ultra Hematinic	\$10.90	\$21.79	\$19.61
Nutra BioGenesis	10421	Ultra Pure Whey Protein - Chocolate	\$47.30	\$70.59	\$63.53
Nutra BioGenesis	10422	Ultra Pure Whey Protein - Vanilla	\$44.40	\$70.59	\$63.53
Nutra BioGenesis	36432	UltraLean - Chocolate	\$29.05	\$45.19	\$40.67
Nutra BioGenesis	35313	UltraLean - Strawberry Banana	\$29.05	\$45.19	\$40.67
Nutra BioGenesis	32869	UltraLean - Vanilla	\$29.05	\$45.19	\$40.67
Nutra BioGenesis	41241	UltraLean Appetite Control	\$22.10	\$44.19	\$39.77
Nutra BioGenesis	10237	UltraLean Thermo Max	\$17.35	\$34.69	\$31.22
Nutra BioGenesis	10426	UltraLean Vegan - Chocolate	\$27.35	\$42.59	\$38.33
Nutra BioGenesis	10430	UltraLean Vegan - Vanilla	\$27.10	\$42.19	\$37.97
Nutra BioGenesis	10247	UT Max Protect	\$17.00	\$33.99	\$30.59
Nutra BioGenesis	10248	VegiZyme	\$25.75	\$51.49	\$46.34
Nutra BioGenesis	64214	Vitamin D 5000	\$9.00	\$17.99	\$16.19
Nutra BioGenesis	42870	Vitamin D3/K2 Emulsion	\$10.00	\$19.99	\$17.99
Nutra BioGenesis	10253	White Willow Forte	\$7.85	\$15.69	\$14.12
Nutra BioGenesis	10232	White Willow Forte	\$23.45	\$46.89	\$42.20
Nutra BioGenesis	10260	White Willow Plus	\$17.70	\$35.39	\$31.85
Nutra BioGenesis	10702	Xylitol Gum	\$11.40	\$14.99	\$13.49
Nutra BioGenesis	45909	Xylitol Mints	\$7.60	\$10.99	\$9.89
AllVia Topicals	46364	1% Retinol Cream	\$13.40	\$22.39	\$20.15
AllVia Topicals	55009	7-Keto	\$11.05	\$18.49	\$16.64
AllVia Topicals	65155	Arnica Topical Spray	\$9.60	\$15.99	\$14.39
AllVia Topicals	46522	Arthrosan	\$10.80	\$17.99	\$16.19
AllVia Topicals	34129	Bi-Estro	\$22.00	\$36.79	\$33.11
AllVia Topicals	74559	Brightening Skin Complex	\$14.10	\$23.59	\$21.23
AllVia Topicals	45861	Calendula Spray	\$12.00	\$19.99	\$17.99

Brand	Item#	Product	WHS	SRP	MAP
AllVia Topicals	66106	Chest Rub with Neem	\$9.70	\$16.19	\$14.57
AllVia Topicals	80030	DHEA Plus 15	\$11.10	\$18.59	\$16.73
AllVia Topicals	64709	Estriol	\$10.85	\$18.19	\$16.37
AllVia Topicals	80020	EstroCare 25	\$12.45	\$20.79	\$18.71
AllVia Topicals	79613	Estro-Progensa	\$22.15	\$36.99	\$33.29
AllVia Topicals	18661	Hyaluronic Acid Serum	\$17.45	\$29.39	\$26.45
AllVia Topicals	98423	Liquid Iodine Plus	\$4.35	\$7.29	\$6.56
AllVia Topicals	80018	Magnesium Gel	\$10.20	\$17.09	\$15.38
AllVia Topicals	74471	Magnesium Topical Spray	\$6.80	\$13.59	\$12.23
AllVia Topicals	80034	Melatonin 3	\$10.75	\$17.99	\$16.19
AllVia Topicals	53588	Men's Topical Cream	\$25.20	\$41.99	\$37.79
AllVia Topicals	80032	Pregnenolone 15	\$10.95	\$18.29	\$16.46
AllVia Topicals	16012	Progensa 20	\$22.20	\$37.19	\$33.47
AllVia Topicals	65753	Progensa Complete	\$23.30	\$38.89	\$35.00
AllVia Topicals	16175	Progensa Mist	\$16.35	\$27.29	\$24.56
AllVia Topicals	98710	Progensa Plus	\$22.00	\$36.79	\$33.11
AllVia Topicals	86841	Sinustat Nasal Spray	\$8.40	\$13.99	\$12.59
AllVia Topicals	58785	Topical Probiotic Cream	\$15.00	\$24.99	\$22.49
AllVia Topicals	59483	Triple Advantage	\$13.80	\$23.09	\$20.78