

Boiron USA

Minimum Advertising and Pricing Policy

RETAILER AND DISTRIBUTOR PRICE ADVERTISING POLICY

At Boiron USA, we make a committed effort to support sales of our products through our brand advertising, trade promotions, and consumer education. Boiron is herein implementing a Minimum Advertising and Pricing (MAP) policy as a condition to distributors and retailers of Boiron products. You are receiving this notice because of your partnership with Boiron. It is essential to your partnership with Boiron that you adhere to the following terms and conditions. Failure to abide by these terms and conditions will result in suspension of your purchase order shipments and possible termination of your Boiron account.

As always, thank you for your continued business and thank you in advance for your cooperation.

I. Key Terms Defined:

MAP: refers to the Minimum Advertising and Pricing for Boiron products.

Manufacturer: for the purposes of this document, Manufacturer shall refer to Boiron.

Retail location: the physical or virtual place where end users can buy Boiron products such as a website or third-party marketplace.

Third-Party Marketplace: web-based sales platforms, online stores, and Internet retail websites such as Amazon.com, Walmart.com, eBay.com, Jet.com, and Overstock.com.

II. Terms and Conditions:

1. The MAP policy may be adjusted by Manufacturer at its sole discretion upon thirty (30) days' notice to you by email, mail, or fax. Such adjustments shall be uniformly applied to all Boiron retailers and distributors anywhere Boiron USA products are sold.
2. The MAP policy applies to all advertisements for any Boiron product(s) in any and all media, including, but not limited to: print, circulars, coupons, mailers/emails, inserts, newspapers, magazines, catalogs, mail order catalogs, Internet retail sites or similar electronic media, television, radio, and other public displays.
3. Included in this document is a list of MAP by product. Each product's advertised price, as described above, is not to be listed below its respective listed MAP price. All special promotions will require pre-approval in writing by Manufacturer.

4. The MAP applies to the price at which Boiron products are sold or offered for sale to an individual consumer within the Retail Location. Retailers and distributors understand that a violation of this policy is grounds for immediate termination of the retailer or distributor relationship with Manufacturer.
5. For purposes of this MAP policy, “advertising” of prices on Internet sites includes, without limitation, displaying prices or “percentage off” figures, or any reference to higher discounting for any Boiron product, together with a picture or a description of such product. Advertising of prices on Internet sites does not include prices or “percentage off” figures that are displayed only on “checkout,” “shopping cart,” or “too low to show” pages linked to the main pages upon which the Boiron products are primarily displayed.
6. If you decide to become a seller on a Third-Party Marketplace, you will need to notify the Manufacturer immediately. The Manufacturer reserves the right to enforce and change pricing for any retailers selling on Third-Party Marketplaces. For any violators of this policy, the Manufacturer will take corrective action by changing pricing for the account and may remove all future discounts and promotions. Failure to comply with any of these terms will result in the closure of your account and removal of Boiron items from your store.
7. Retailers (including, but not limited to, Internet retailers and in-store retailers) may sell Boiron products only to consumers/end users. Retailers may not sell or otherwise provide any Boiron product to any other retailer.
8. Finally, Manufacturer will unilaterally implement and take action respecting the MAP policy based upon information deemed sufficient by Boiron, and all such determinations are final. Manufacturer reserves the right at any time to modify this policy, to establish new and different policies, or to discontinue any or all such policies. This MAP policy shall remain in effect until modified or terminated by Manufacturer in writing sent to you. Should you have inquiries regarding Boiron’s MAP policy, please direct them to reseller@boiron.com.

In the event of a violation of the terms and conditions of this MAP policy and suspension of your purchase order shipments is deemed necessary, Boiron will not be held responsible for any incurred fees resulting from canceled or delayed orders.

In the event that your account is terminated due to a violation of this policy, Boiron reserves the right to deny refund or credit for any returned product. Shipment of returned product is at distributor’s or retailer’s expense.

III. Product Pricing List

UPC	Description	Size	MAP Price
306962608606	Acidil® 60 tabs	60 tabs	\$9.99
306969070291	Acteane® 120 tabs	120 tabs	\$17.99
306969044049	Arnicare® Arthritis 60 tabs	60 tabs	\$9.99
306969084540	Arnicare Bruise 1.5 oz	1.5 oz	\$5.99
306962032555	Arnicare Cream 1.33 oz	1.33 oz	\$5.99
306969000595	Arnicare Cream 2.5 oz (horizontal)	2.5 oz	\$7.99
306962033569	Arnicare Cream 2.5 oz (vertical)	2.5 oz	\$7.99
306969022825	Arnicare Cream 4.2 oz	4.2 oz	\$12.99
306969047781	Arnicare Cream/MDT Value Pack	2.5 oz w/MDT	\$10.99
306969055823	Arnicare FootCare 4.2 oz	4.2 oz	\$12.99
306960511540	Arnicare Gel 1.5 oz	1.5 oz	\$5.99
306969000595	Arnicare Gel 2.6 oz (horizontal)	2.6 oz	\$7.99
306962035594	Arnicare Gel 2.6 oz (vertical)	2.6 oz	\$7.99
306969000571	Arnicare Gel 4.1 oz	4.1 oz	\$12.99
306962747244	Arnicare Gel/MDT Value Pack	2.6 oz w/MDT	\$10.99
306969073902	Arnicare Leg Cramps 33 tabs	33 tabs	\$9.99
306960229506	Arnicare Ointment 1 oz	1 oz	\$5.99
306969000847	Arnicare Roll-on	1.5 oz	\$6.99
306962037000	Arnicare Roll-on Twin Pack	2 x 1.5 oz	\$10.99
306969059043	Arnicare Tablets 60 tabs	60 tabs	\$9.99
306962040505	Avenoc® Ointment 1 oz	1 oz	\$5.99
306969075678	Avenoc Suppositories 10 supps.	10 suppositories	\$11.99
306969086506	Calendula Burn 1 oz	1 oz	\$5.99
306969021569	Calendula Cream 2.5 oz (horizontal)	2.5 oz	\$8.99
306962043568	Calendula Cream 2.5 oz (vertical)	2.5 oz	\$8.99
306961105540	Calendula Gel 1.5 oz	1.5 oz	\$5.99
306962046590	Calendula Gel 2.6 oz	2.6 oz	\$8.99
306962052508	Calendula Ointment 1 oz	1 oz	\$5.99
306969054468	Camilia® 10 dose	10 liquid unit-doses	\$6.99
306969054086	Camilia 15 dose	15 liquid unit-doses	\$7.99
306969054093	Camilia 30 dose	30 liquid unit-doses	\$10.99
306969067284	Chestal® Cold & Cough	6.7 fl oz	\$8.99
306969032282	Chestal Honey 6.7 fl oz	6.7 fl oz	\$8.99
306969068281	Children's Chestal® Cold & Cough	6.7 fl oz	\$8.99

306969033289	Children's Chestal Honey 6.7 fl oz	6.7 fl oz	\$8.99
306969049426	Children's ColdCalm® Pellets	2 MDT	\$10.99
306962607609	ColdCalm® 60 tabs	60 tabs	\$9.99
306969060094	ColdCalm Kids Liquid Doses	30 liquid unit-doses	\$10.99
306969057094	ColdCalm Liquid Doses	30 liquid unit-doses	\$10.99
306969074091	ColicComfort™	30 liquid unit-doses	\$11.99
306969078044	Cyclease® Cramp 60 tabs	60 tabs	\$9.99
306962615604	Cyclease PMS 60 tabs	60 tabs	\$9.99
306962609603	Gasalia® 60 tabs	60 tabs	\$9.99
306962193713	Optique 1® Eye Drops 10 dose	10 liquid unit-doses	\$5.99
306969277720	Optique 1 Eye Drops 30 dose	30 liquid unit-doses	\$10.99
306969998519	Oscillococinum® 6 dose	6 doses	\$9.99
306969998342	Oscillococinum 12 dose	12 doses	\$16.99
306962878245	Oscillococinum 30 dose	30 doses	\$29.99
306969314043	Quietude® 60 tabs	60 tabs	\$9.99
306969317433	RhinAllergy® Kids Pellets	3 MDT	\$10.99
306969316047	RhinAllergy Kids Tablets	60 tabs	\$9.99
306969315040	RhinAllergy Tablets	60 tabs	\$9.99
306962614607	Sedalia® 60 tabs	60 tabs	\$9.99
306969341049	Sinusalia® 60 tabs	60 tabs	\$9.99
306969346426	Sinusalia Pellets	2 MDT	\$10.99
306969325049	ThroatCalm™ 60 tabs	60 tabs	\$9.99
306969716984	Yeastaway® 7 supps.	7 suppositories	\$11.99
306962797249	Arnica 30C Bonus Care Pack	3 MDT	\$10.99
306969050439	Arnica 30X Bonus Care Pack	3 MDT	\$10.99
306962961244	Histaminum 30C Bonus Care Pack	3 MDT	\$10.99
306969278437	Kali Phosphoricum 30C Bonus Care Pack	3 MDT	\$10.99
306962844240	Nux Vomica 30C Bonus Care Pack	3 MDT	\$10.99
306969356432	Thuja Occidentalis 30C Bonus Care Pack	3 MDT	\$10.99
306969214435	Jet Lag Relief Bonus Care Pack	3 MDT	\$10.99
306969228432	Leg Pain Relief Bonus Care Pack	3 MDT	\$10.99
Various	Multi-Dose Tubes: 3X-30X, 3C-30C	80 pellets	\$6.99
Various	Multi-Dose Tubes: 200X, 200CK, 1M, 10M, 50M, 1CM	80 pellets	\$8.99
Various	Gemmotherapy 2 oz	2 fl oz	\$10.99